



## Richter10.2 Video Booms with Cost Per Reach

**Challenge:** At the start of 2011 Richter decided to officially launch Richter10.2 Video as its own self-standing company. Up until January 2011, online videos were only being created for Richter10.2 Media Group's Cost Per Reach clients. We decided to start selling videos individually. At the time, there were no prospects and no sales reps to sell videos, only our existing sales reps and existing production team to deliver them.

**Solution:** We decided to assign one of our Cost Per Reach account reps to the task of developing reaches for the new video company. We also assigned one sales rep to sell the video reaches as they came in. We then worked out the message as we would any Cost Per Reach strategy and Richter10.2 Video became an official client of Richter10.2 Media Group for the purpose of driving reaches and therefore new sales.

**Result:** Our account rep driving the Cost Per Reach strategy for Richter10.2 Video started producing consistent reaches in the range of 30 to 80 per week. By March of 2011 (75 days into the strategy) we had successfully built Richter10.2 Video into a million dollar producer, generating north of \$80,000 per month in video revenue. We now have 15 full time staff in sales and production for Richter10.2 Video and the company is currently on track to produce well over \$1M in revenue by January of 2012. **The entire strategy and growth of the company was exclusively fueled by our Cost Per Reach methods** which consistently fed the sales team new reaches week in and week out. See the stats below as they speak for themselves. The chart below shows monthly Gross Income.

### Find Out More:

727-447-3600

[info@richter10point2.com](mailto:info@richter10point2.com)

<http://r102video.com>

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