



Axial Adventure

October 18, 2024 · 🌐

...

Let's see how hardcore you are about Axial 🌱 Mark up this official Axial Bingo Card and post it in the comments. Let's see who gets bingo! Don't forget to share this post so we can see how we all stack up 🏆

#AxialAdventure #AxialRC #Axial #axialscx10 #AxialBingo



📣 Boost this post to get more reach for Axial Adventure.

Boost post

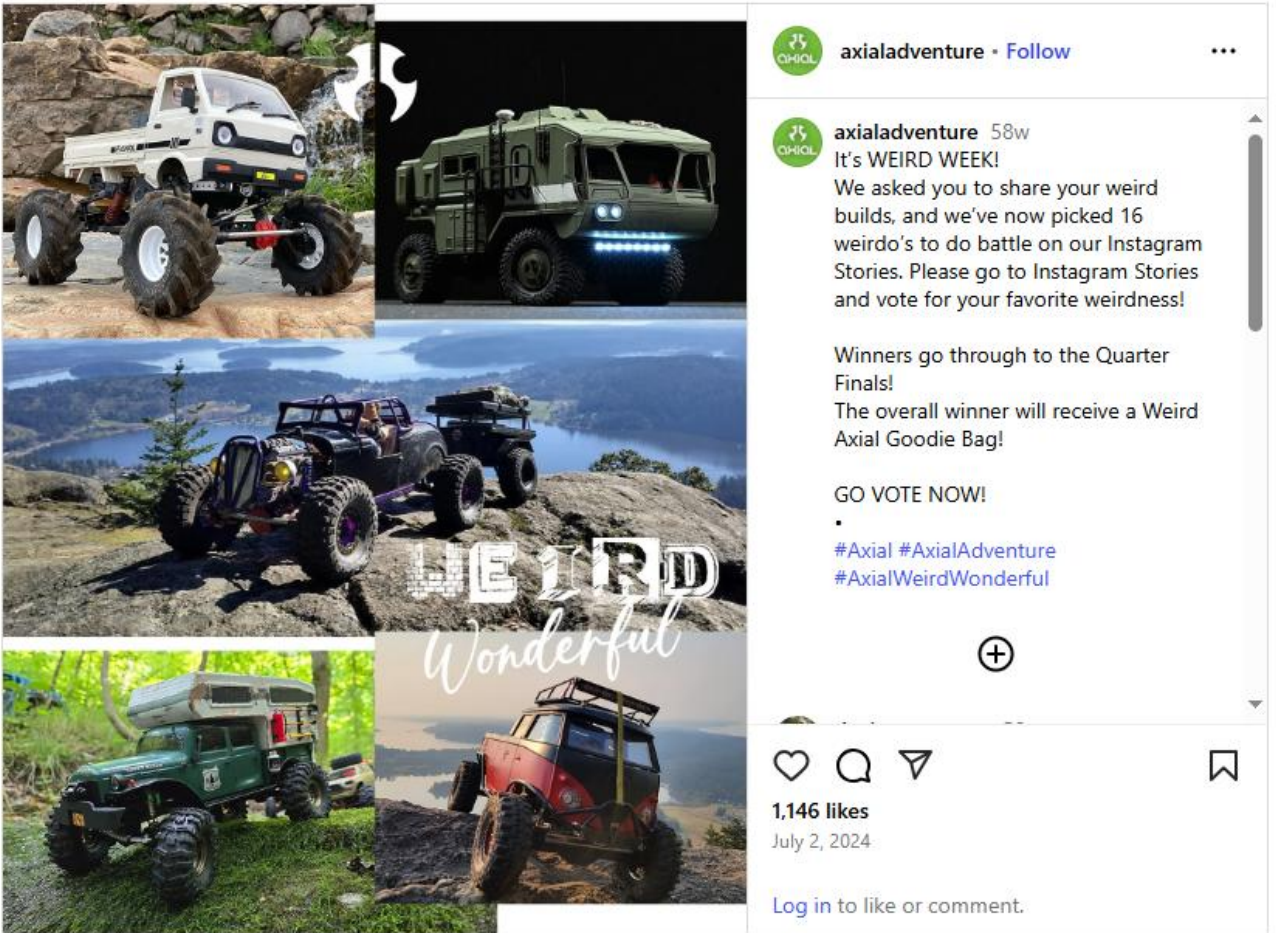
👍❤️ You, Hugo Saavedra, R/C Excitement, Inc and 159 others

205 comments 17 shares

SOCIAL ENGAGEMENT CAMPAIGN

Social media is a fantastic tool for reaching a large audience and building brand awareness. Typical posts can get attention, which is good, but don't necessarily connect. To effectively use social media to engage with an audience, I created a campaign that focused on mixing in organic content that resonated with our audience and invited their participation.

Instagram



USER GENERATED CONTENT

Activating user generated content (UGC) maximizes engagement. Leading our social media team, I frequently create campaigns that utilize user generated content to drive sweepstakes and elevate participation. These types of contests, with voting done via Instagram, encourages sharing of the brand.



Fine Homebuilding Magazine

March 27, 2019 · 🌐



Superportable Sliding Miter Saw



FINEHOMEBUILDING.COM

Superportable Sliding Miter Saw - Fine Homebuilding

The now-discontinued 7 1/4 -in. Makita LS0714 sliding miter saw has met all of Nathan Rinne's...



You and 26 others

23 comments 2 shares

SOCIAL FREQUENCY

While working at Taunton Press in Newtown, Connecticut, I created a campaign focused on increasing the frequency and variety of social posts. During this campaign, I used A/B testing to optimize the timing and lengths of posts. I organically grew *Fine Homebuilding's* Facebook audience by 578%, Pinterest by 147%, and YouTube by 123%. All of this had a direct and measurable ROI due to increased referral traffic and coinciding CCV advertising campaign that a large volume of traffic was directed to.

2024 AXIAL EVENT CALENDAR

All of your favorite RC rock crawling and scale events all in one place. Our signature events like Axialfest and Axialfest Badlands are all about showing our appreciation for you, the Axial customer. Don't miss your chance to get in on the adventure!

DEC. 2023 JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY

OCTOBER

OCT. 2 NO WHINERS WEDNESDAY - SORRCA COMP
Hosted by Team Garage Hack at the TGH Clubhouse in Lakewood, CO
More Info at: TEAMGARAGEHACK.COM

OCT. 4 FEEL GOOD FRIDAYS COMPETITION
Hosted by Team Garage Hack at the TGH Clubhouse in Lakewood, CO
More Info at: TEAMGARAGEHACK.COM

OCT. 5 ROCKTOBERFEST! AND XPEDITION SERIES FINALS
Hosted at RC Excitement Hobby & Race Complex in Fitchburg, MA
More Info at: FACEBOOK.COM/EVENTS

CONTENT MARKETING

Content is still king. I created a deep event calendar both as a user resource and for its value for SEO. By coding the calendar on site, as opposed to linking to a calendar tool, keyword rich content was created and shared. In addition to the calendar, I created a glossary and retail dealer directory. DTC sales more than doubled on the brand site as a result of content marketing and social media.

TEST BENCH

RC PRODUCTS TESTED & EVALUATED
Text by Matt Higgins
Image courtesy of Spektrum

SPEKTRUM IXSR 6-CHANNEL TRANSMITTER



"Wow." That's the first impression that the Spektrum IXSR 2.4GHz six-channel transmitter makes as soon as you have it in your hand. When you see and hold this radio, it's clear that it's high-quality. It's a lot of radio. It just feels different. For almost \$700, this flagship model radio from Spektrum should impress. Let's take a deep dive into this race-ready transmitter and see if it's worth the investment.

I, ROBOT

No, the IXSR isn't a robot. It's actually an Android. Spektrum takes this radio to the next level by making it not just a computerized transmitter but an intelligent radio by basing it off what is essentially a built-in Android tablet. Using

Android technology puts an amazing level of computing power in your hands, and it makes navigating and using the radio far more intuitive and fluid than any other normal radio.

We use smart devices all day, every day, so moving between menus and functions is almost second-nature. That said—and I say this every time I get a new computerized radio—it still takes some getting used to. Results may vary when it comes to how quickly you get dialed in to how the IXSR works. It took me a little bit of fiddling around, but maybe I'm just a bit slow. And, speaking of being a bit slow, the IXSR takes a couple seconds to turn on. Not a big deal, but something to be aware of if you take it racing.

I'm still exploring, but thus far the whole



Android thing has been pretty cool. The IXSR basically has all the mainstay apps a tablet or phone has. I've added my email, there's Chrome, YouTube, YouTube Music, and a ton more. Do I really need YouTube on my phone and my radio when I'm sitting in the pits? No, but it's still pretty cool.

FIT & FINISH

How the IXSR feels and is put together is a big part of that "wow" first impression. From the materials to the ergonomics to the overall appearance, it's clear this radio is first-rate. The buttons and dials are all better than you typically find on an RC device. You'll also notice, in your hand, the IXSR just feels a whole lot different than many other transmitters. This is no cheap plastic radio; it weighs in at 704 grams. To put it in perspective, my trusty Spektrum DX5 Pro is a flyweight at 537g.

So why does this radio tip the scale at over a pound and a half? The high-quality materials and the Android tablet that does double duty as the brains, and a full-color 4.5-inch touchscreen display. Is the weight a big deal?

Not really. The IXSR is reasonably well-balanced in my opinion, so you don't really notice it when you're driving.

THE HALL EFFECT

One of the IXSR's coolest features is Spektrum's use of hall effect sensors for steering and throttle. Spektrum has been using this technology on the air side, but it's a first for me on a surface radio. The benefits are high precision (that's the big one for racers), contactless sensing (not sure I've ever worn out a radio, but for what it's worth, hall effect sensors don't wear out), and solid-state components (no moving parts to wear out and lose precision). Also, it's pretty much immune to dust and dirt, durable, and offers fast response time (again, great for racers).

The bottom line is that hall effect sensors are just a better way to do it. And even though I mentioned racers a couple times there in the benefits, no matter what type of RC you're doing, precision and speed are always a good thing. Rock crawlers want accuracy just as much as road-course racers.



EARNED MEDIA

To increase brand awareness and relevance, I worked with a consumer special interest magazine to get a review published. To facilitate it happening, I worked with the editorial staff, wrote the article myself, and submitted the article. This content appeared in print and in digital editions of Air Age Media's *RC Car Action* magazine.

This Is Not a Toy

Losi NASCAR RC Cars Built for True Race Fans



Losi NASCAR RC Race Cars include an AWD drivetrain.

A quick scroll down any toy aisle reveals an array of radio-controlled cars. But let's be honest – most are just that: toys.

For NASCAR fans used to speed, control and real racing performance, a basic toy won't cut it. That's where a company like Losi fills the void.

Losi is no stranger to high-performance RC. The company has been in the game for decades, with a reputation for championship-level engineering and truly hobby-grade machines. Their latest NASCAR line is fully licensed and built to reflect the quality that true fans first expect.

Here's how a Losi RC car stacks up – and why it's nothing like the toys that line department store shelves.

Proven Control When we asked Losi about what sets hobby-grade cars apart, they started with control – and for good reason. Most toy RC cars have three basic steering settings: full left, full right or straight. The throttle is usually just as limited: slow, medium or fast. That's not racing – that's barely driving.

Losi's hobby-grade RC cars offer fully proportional control. Whether turning the wheel a little or giving it full throttle, the car responds like a real NASCAR race car. The precision allows

for smoother handling and more realistic driving, making it perfect for both beginners and experienced RC racers.

Modular Construction Under the hood, top-grade RC cars are typically one-board machines with no replaceable parts. Hobby-grade cars like the Losi NASCAR RC are built with modular components, making them easier to repair, upgrade and fine-tune. That design difference leads to two major advantages: serviceability and customization.

Repairable Chip a curb or hit a wall and a top-grade car is usually hosed for the trash, but Losi RC cars are built to take hits – and more importantly, built to be repaired. Replacement parts are readily available, and the modular layout means most components can be swapped or fixed with ease. It's a product that's built to last.

Upgradable This is where hobby-grade RC really separates itself. With the Losi NASCAR RC, everything from the tires and suspension to the motor and electronics can be upgraded. This means better performance over time and a machine that evolves with your skills. The body can even be custom wrapped or switched out for your favorite driver's scheme.

2025 PAINT SCHEME LIMITED

Chase Elliott NAPA No. 14, Joey Logano Shell No. 22, William Byron Ruston No. 24, Ryan Blaney Advance Auto No. 12, Kyle Larson Valvoline No. 5, Christopher Bell Goodyear No. 20, Ross Chastain Busch Light No. 1



More epoxy-coated metal surfaces, thanks to the performance-oriented Z-Max technology of the Spektrum 3117 servo.

Adjustability Ask any NASCAR crew chief – racing is all about adjustments. That same principle applies here. Unlike top-grade RC cars, Losi's models are built to be tuned. From the suspension setup to handling tweaks, your RC car can be dialed in to match different surfaces or racing styles. It's about performance and authenticity.

LOSI NASCAR RC RACE CAR

The Losi NASCAR RC Race Car is a full-featured, hobby-grade machine built for real NASCAR fans. At 1/18 scale, it's large enough to feel fast, while small enough for any neighborhood driveway or RC track. It comes ready-to-run out of the box – no extra gear required. The included LiPo battery charges fast via USB and gives solid runtime and performance.

Best of all, these cars are fully licensed. And there's no need to pick one; Losi has seven spot-on offerings for 2025.

Those looking to bring home a piece of NASCAR that drives like the real thing, this is it. You can find your Losi NASCAR Racecar at your local hobby store or at Horizon Hobby's online superstore horizonhobby.com. #

EARNED MEDIA

To increase brand awareness and relevancy, I worked with a consumer special interest magazine to get a review published. To facilitate it happening, I worked with the editorial staff, wrote, and submitted the article. This content appeared in print and in digital editions. This article appeared in NASCAR's *Pole Position* magazine.



PARTNERSHIP MARKETING

As part of a campaign that included sponsoring a NASCAR Cup Series car for multiple races, our marketing and sales team partnered with over 20 dealers to create a sub campaign promoting shopping local. This car was driven by Zane Smith at Dover Speedway.



PROBOAT™

Sonicwake 24™ RTR Deep-V

PRB-1992 ETR: 7/30/25

Pro Boat® Sonicwake™ 24 RTR Deep-V | *SONICWAKE* PRB-1992



The Sonicwake rules the lake! Combining performance, great looks, and ease of use, the Sonicwake lineup is the most popular group of boats in the Pro Boat fleet. The all-new Sonicwake 24 makes getting into RC boating even easier, and this deep-v does it without compromising performance.

KEY SELLING POINTS:

- Self-righting – **flipping over is not a worry. The Sonicwake is self-righting**
- Deep-V hull – **24" hull design turns well in both directions and doesn't need perfectly flat water**
- Brushless power – **Spektrum Marine brushless 2500Kv outrunner motor provides high speed power**
- Battery & charger included – **Everything needed is in the box and it's a 3S 11.1V Spektrum LiPo**
- SSL battery system – **Strap, Slide, Lock makes installing the battery extremely easy**

GO TO MARKET

Launching a new product includes far more than just an announcement. As part of a multifaceted campaign, for proper branding and positioning, I create internal training documents, wholesale dealer training documents, and media briefs.

Go to market campaigns include a planned social media campaign, earned media, owned media, influencer marketing, partnership marketing, and more depending on the product. The focus is on building not just product awareness but also product relevancy.