



**VIRTUAL
STUDMANAGER**





CYBERHORSE, a well known and trusted name in the online equine community, has developed a huge following of racing and breeding enthusiasts in our 14 years online. The Virtual Stud Manager provides studs with a unique package of services designed to leverage your own internet marketing strategy by capturing the attention of Cyberhorse's many thousands of daily visitors.

Cyberhorse has recently started providing Mistable with its racing news feed which is read daily by 30,000 owners accessing Mistable's trainer and syndicator web sites. This means that promoting your stud via the Virtual Stud Manager provides direct exposure to tens of thousands of racehorse owners, a number which is growing every day.

By utilising a suite of modules the Virtual Stud Manager will build your brand, maximise its exposure to your target audience and market your stud, bloodstock and stallions in a professional and affordable way.

Virtual Stud Manager doesn't replace any website design or management software you may have. It simply maximises it by working seamlessly with any website to create a constant stream of new visitors.

Cyberhorse does this by providing a number of tools designed to attract attention to your stud's features and achievements on our various web sites. Then when you have visitors on your site, Cyberhorse provided content enriches their experience and encourages them to return.

Most studs base their promotional budget on a percentage of stallion service fees. Transform your marketing strategy with the Virtual Stud Manager and see how for a small portion of one stallion's promotional budget you can brand, advertise and market every facet of your stud.

Requiring very little management from your end, the Virtual Stud Manager's Modules can specifically cater for your stud's needs. Some of its main features include:

- ▶ Professionally written Public Relations articles for both your website and the industry leading Virtual FormGuide and Virtual Bloodstock websites to build on your successes at stud, and on the track;
- ▶ Links any relevant banner ad, statistic, sale listing or media release directly to your website;
- ▶ Use "Google expert references" from Cyberhorse to increase your stud's search engine ranking;
- ▶ Unlimited monthly stallion, yearling, broodmare, gear and jobs listings in the Cyberhorse Virtual Saleyard;
- ▶ Automatically updates stallion & progeny statistics on your website, including form at nominations and acceptances;
- ▶ Promotes to a Target Audience of racehorse owners not just punters.



VIRTUAL STUDMANAGERMODULES

Utilising FOUR unique modules, all available individually, the Virtual Stud Manager will soon become an integral part of your stud's selling, branding and marketing strategies and can be incorporated in the promotional cost budgeting of your stallions

STATISTICS

The Statistics Module provides your website with a dynamic, automatically updated package of statistics, form and results for your stallions and their progeny. This enables prospective and current clients to consider a number of factors without leaving your website.

SALES

The Sales Module enables affordable promotion of horses directly to a market of equine enthusiasts, both racing and equestrian, across Australia. Also list stallions, passed in horses, mares, weanlings, gear, trucks and even job ads year round.

ADVERTISE

The Advertise Module will actively promote your stud across the full range of Cyberhorse sites with professional banner ads, building your stud's brand and focusing regular 'target audience' web traffic your way. Thus maximising the value of any investment in quality web design and management software you have made.

PUBLIC RELATIONS

With the Public Relations Module let our leading journalists cover both your on track and off the track achievements with promoted feature articles which will appear on your website and ours. This includes featured articles in our Virtual FormGuide Weekly Newsletter sent to over 10,000 subscribers weekly.





VIRTUAL STUDMANAGERMODULES

STATISTICS



The Statistics Module provides dynamic updates of results and statistics for all your stallions. Information is extracted from the Cyberhorse's Virtual FormGuide database and dynamically inserted into your website. Making your website a hub of valuable information for you, your clients and your prospective clients.

Think about having complete form and results for every runner a stallion has.

The Statistics Module works in conjunction with any website and is updated completely automatically by Cyberhorse, you don't need to lift a finger.

The Statistics Module provides your stud with the following benefits:

- Progeny results and stallion statistics will transform a website into a dynamic source of up to date information;
- Current and prospective clients can research your stallions without leaving your website which makes them more likely to see current specials or achievements you may have made.
- Your website always has new information for visitors without you having to do any updates as no input is required and all data is automatically uploaded and presented by Cyberhorse;
- Form at nominations and acceptance time for any progeny of your stallions or mares on your website.

ADVERTISE



Advertising a stud is an important part of a Stud Marketing Manager's job but having your brand in front of your target audience consistently is expensive and time consuming.

The Advertise Module provides maximum exposure to your target audience by actively advertising your stud, using specifically designed banner ads, across a network of equine sites including Cyberhorse's Virtual Bloodstock, Virtual FormGuide and the Virtual Saleyard.

Change your banner ads at anytime to promote upcoming events. Perhaps a weanling sale advertisement linking directly to your current crop of weanlings on the Virtual Saleyard. This enables your stud to remain in the public arena, in front of approximately 500,000 unique users monthly, from the comfort of your couch. You also

achieve highly rated Google search results due to Cyberhorse's "expert referrer" reputation for quality news and information with Google.

The Advertise Module provides your stud with the following benefits:

- Build on successes by specifically promoting them in ads;
- Advertise with Banner Ads across Cyberhorse's Virtual Bloodstock, Virtual FormGuide, Virtual Saleyard and Virtual Equestrian to approximately 500,000 unique users monthly;
- Assistance with Banner Ad design if required;
- Have articles featuring you linking directly to your stud's website!;
- Inclusion in the online Cyberhorse Stallion's Directory;
- Have Google search results maximised;



SALES

The Sales Module uses Cyberhorse's Virtual Saleyard to provide your stud with an affordable and effective way of advertising horses, in seconds, directly to a market of equine enthusiasts, both racing and equestrian, across the world whilst building your stud's brand at the same time.

For less than the cost of one stallion's promotional budget, advertise unlimited numbers of stallions and at the same time place as many listings as you wish of horses, gear, jobs, even passed in lots all directly to your target audience for no extra cost.

A 'Vendor Logo', attached to each listing will constantly promote your brand and link prospective clients to your website.

Each of your listings featuring your Vendor Logo will appear as a banner

ad, increasing brand awareness for your stud as well as generating sales enquiries.

The Sales Module provides your stud with the following benefits:

- Affordable way to advertise unlimited stallions and broodmares for sale;
- List horses immediately after being passed in and prior to sales with no commission taken.
- Development of brand via the 'Vendor Logo' which links directly to your website;
- List job Ads, gear Ads, anything equine related.
- Listings featured in banner ads on Cyberhorse's Virtual Saleyard, meaning they find the prospective buyer as often as the buyer searches for them.



PUBLIC RELATIONS

Public Relations is an expensive field and it is often difficult to capitalise on stud's achievements by providing media outlets with professionally written media releases focusing on the aspects of the achievement you wish to promote.

The Virtual Stud Manager provides your stud with industry leading journalists, such as Bill Saunders, to act as your Public Relations officers by producing feature articles for you.

Your article will appear not only on your website, providing your website with regular professional content, but also on our Virtual FormGuide and/or Virtual Bloodstock sites, industry leading racing news and form websites. (As a test put 'form guide' into Google)

No longer will you need to pull strings, or cross your fingers, hoping your stallion's success in race nine at the Valley will be covered .

Your stud will also be featured in 'The Virtual FormGuide' newsletter which is emailed to over 10,000 readers weekly. For example with the Magic Millions sales coming up, your business could be promoting your previous years Magic Millions triumph, right beside the sales preview!!

The Public Relations Module provides your stud with the following benefits:

- Coverage of winning results on the Virtual FormGuide and Virtual Bloodstock;
- A professionally written article for each city or black type winner promoting your stud and keeping your website fresh;
- Draw attention to achievements both on and off the track;
- Inclusion in The Virtual FormGuide Weekly Newsletter
- Inclusion in The Virtual FormGuide Weekly Newsletter.

WEBSITE DESIGN & HOSTING SERVICES

For a further professional edge why not ask Cyberhorse to design, or re-design, your website to make it a dynamic component of your stud which actually works for you 24hrs a day, 365 days a year. Some benefits of a Cyberhorse designed website include:

- **CYBERHORSE NEWS FEEDS:** Have our news feed of your choice displayed on your website;
- **SITE LAUNCH ARTICLE:** We will let the world know that your website has launched;
- **SITE MANAGEMENT TUTORIAL:** Some lessons on managing your Cyberhorse site;
- **ONLINE BROCHURES:** Add downloadable PDF brochures to pages and articles at any time;
- **VIDEO STREAMING:** Upload Videos or Podcasts to pages or articles;
- **ROKBOX GALLERIES:** Display photos/images beautifully with RokBox integration;
- **MEMBER LOGINS:** Registered areas only available for members if required;
- **CUSTOMER POLLS:** Run customer polls and utilise your audiences results;
- **GOOGLE ANALYTICS:** Detailed statistics on the habits of your visitors;



- **SEO:** Search Engine Optimization code enabling higher results in Google;
- **GOOGLE MAPS:** Users can see, zoom and prepare routes to your 'exact' location;
- **RSS FEEDS:** Users can subscribe to new content feeds from your website;
- **AJAX SEARCHING:** Powerful real-time search engine for users to find articles;
- **DYNAMIC META-TAGS:** SEO title tags, descriptions and keywords created dynamically;
- **SITE MAP:** An XML Map of your site which tells Google exactly where everything lives.

A Cyberhorse designed website provides your stud with:

- An easy to manage website, which can be accessed on any computer -

anywhere.

- Designed by a company who understand your audience.
- Optimised for search engines to give your business an online advantage.
- Built with leading edge software and graphic design programs.
- Designed specifically to your requirements and style.

Ask for a quote on having your website designed or re-developed by Cyberhorse. An example of a Cyberhorse designed and hosted websites include :

<http://www.swettenham.com.au>,
<http://www.tashkentfriesians.com>
and of course our popular racing, breeding & equestrian websites

Cyberhorse can also provide Website Hosting for any website providing the online component of your business with:

- High capacity bandwidth means Unlimited web space, email accounts and traffic;
- Highly reliable servers on an uninterrupted power supply providing 99.9% Server uptime;
- Free site-building tools including an easy to use Control Panel;
- Regular backups and Support.

**CYBERHORSE CAN OFFER
WEBSITE HOSTING FOR
JUST \$100 PER MONTH.**

PACKAGES

**Website Booster \$199 month
or \$1999 annually **SAVE 20%****

STATISTICS + SALES

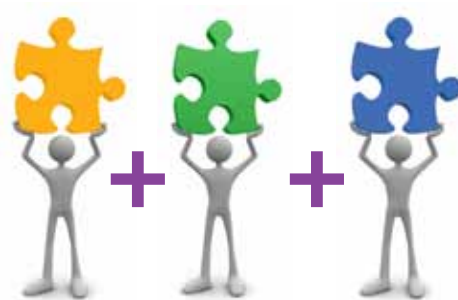
These TWO Modules will transform your website into both a dynamic resource and advertisement for your stud with regular updates and fresh traffic.



**Promotion Package \$399 month
or \$3999 annually **SAVE 20%****

SALES + ADVERTISE + PUBLIC RELATIONS

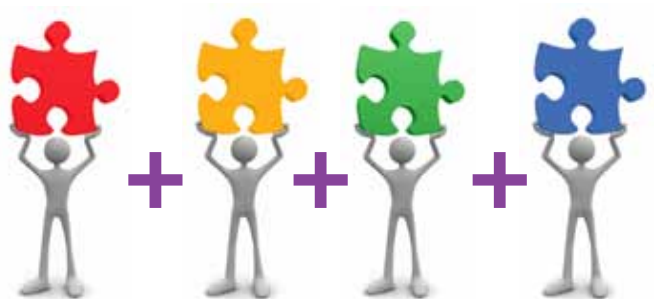
The Promotion Package will provide comprehensive marketing of your stud across a wide range of mediums, branding your business and directing possible buyers to your listings and website.



**Virtual Stud Manager \$499 month
or \$4999 annually **SAVE 20%****

STATISTICS + SALES + ADVERTISE + PUBLIC RELATIONS

The Virtual Stud Manager Package will provide comprehensive marketing of your stud across a wide range of mediums, branding your business and directing a constant stream of possible new clients to your listings and website, which will have up to date statistics for your stallions, mares and progeny - every day.



Please speak to us if you have any questions relating to any of the Modules and consider the benefits of incorporating a Cyberhorse designed website.



47 Antimony Mine Rd, Toolern Vale, VIC 3340

Phone +61 3 9746 1217

Email admin@cyberhorse.net.au

Website www.virtualbloodstock.com

