

How to start a casino online



CLICK HERE

To a start online how casino

The popularity of gambling on the Internet continues to grow actively. The gambling industry shows a phenomenal rate of growth every year, and new casinos appear almost every day. Demand generates supply.

Today, we are going to talk about what a modern gambling business is, what the prospects of it are, and, of course, how to start a casino. The subject is extensive, so stock some patience and study the information.

Online casino start to a how

If you read this text, you must have had a thought in your head “How much does it cost to open a casino online?” Despite a great many projects, there is little of them that deserve attention. It doesn’t seem so hard.

The reality is different. I have wrote this article to form a general picture of what an online casino is and what you need to operate one.

How online a to start casino

Prepare that while you will be making your way through a long thorny path, your enthusiasm will gradually evaporate, and each new obstacle will be even heavier than the previous one.

Business Plan Before you go somewhere, a plan is needed. Especially if we’re talking about our own business. You always have to know your final goal. This guidance will help you make decisions and motivate you to work on your project. If you have a clear plan of action, you always know which direction to move.

Casino to how start a online

You have to think out every detail because any unprovisioned thing can eventually become a serious problem. It’s like disease prevention. It may not be a very good comparison but the point is clear.

It may be a surprise to you, but online casino licensing is a necessity. Why? As we know, gambling business and everything that is related to the gambling is prohibited. If you work without a license you can be caught by law enforcement authorities and even jailed. But the licensee of one of the jurisdictions, which officially allow gambling can only have its Web resource blocked on the territory of a particular country.

Online casino to start how a

The second point is the confidence of players. Modern users are better at understanding this subject and will not deposit their accounts just anywhere. The online casino license from a reliable regulator (Austria, Isle of Man, Malta) will be the best proof that you are not trying to deceive anyone.

The third aspect is cooperation with the payment services. No self-respecting payment system will work with a project that is not registered as a legal entity.

Online to casino a how start

Moreover, serious European payments do not cooperate with each and every jurisdiction, so if you want to enter the EU market, you will have to come down with money, take care of the bank account, accounting reporting and tax payments. In the end, this kind of fun will cost you hundreds of thousands of dollars a year.

Casino licensing is not an easy task. Cheap licenses (Costa Rica, Curacao) are estimated at about \$10 000 a year. Additionally, all of the regulators have their own set of requirements that must be met.

Start how to online a casino

At this point, it's also important to think of an effective name that you will be able to successfully promote further on. It should be a simple and easy-to-hear word, preferably a short one. You will base upon it in the process of developing an ad campaign.

Perhaps in the ranking of priorities it would be appropriate to put the online casino software in second place after the business plan. You should rely on the situation. In Costa Rica, for example, there's even no regulators to control the activities, although it's possible to register a gambling business there.

Casino how online start a to

It's enough to pay the annual fee, and there's nothing to worry about. In most cases, however, regulators require all online casino software that will be used to pass the independent expertise.

By online casino software a platform is implied. So as not to bother, you can contact one of the casino software providers. You can order a platform from such suppliers as Tain, SoftSwiss, GloboTech, Slotegrator, and other from Online Casino Market.

How a start casino online to

Those are trustworthy casino software providers that proved their products from the best side. You have to make choices based on your own preferences and requirements. The working capacity of the administration panel, security system, etc. depend on the platform. So if you're planning on saving money on something, don't save them on platform.

The games should be chosen wisely. Consider the following. Popular video slots are installed in almost every Internet club but that doesn't mean they can be ignored. At the same time, successful projects always have something that makes them stand out.

Start a how casino to online

I recommend that you install all games that are most popular today and that you are in no way get limited to slots machines only. Practice shows that the most solvent audience is the category of people who prefer intellectual gambling, i.e. poker, baccarat, blackjack. It'll be great if you also integrate a live casino software.

In order for players to comfortably deposit their accounts, it's necessary to connect as many payment systems as possible, which is difficult to do in practice.

How to start online a casino

Bureaucracy existed and exists, and so many beginning operators experience problems. The thing is that our regional known payment systems, often refuse to work with online casinos because of legislative bans.

Of course, there are loopholes because people can always agree with each other. But it's not as easy as it seems. First of all, I would recommend adding Wallet One, Click2Pay, WebMoney, Skrill and Neteller. They offer favorable conditions for gambling entrepreneurs, are popular and most consumers know how to use them.

Casino start online a to how

You cannot underestimate the importance of the web resource design. There's no need to go around the bush or to fall into the scientific terms. It's enough putting yourself in a place of a common person, not even a gambler.

When you visit a website, what's the first thing that catches your eyes? Of course, it's design. It's more pleasant to view pages of a modern portal, where the color palette is not aggressive for the sight and yet doesn't bore you into depression.

How casino a start to online

What distinguishes a successful casino from a common one? Attention to the details does. It must be borne in mind that today casinos pop up like mushrooms after a spring rain. That's why it is essential to stand out against their background. In short, when the development of a turnkey casino online casino comes to the stage of design, spare no expense on artists and designers. Still do not go too far.

You must respect players, take care of them, and respond to their whims. Therefore, you will need a technical support team. They are required to listen to all complaints and to respond politely to them. Any problem should be solved as quickly as possible.

Casino start a online how to

Gambling business primarily envisages a reputation. Players will treat you just the way you show yourself. You can't forget about the word-of-mouth effect. Make sure that users can communicate with the support representatives in a way that is convenient for them.

I have covered all the points only superficially. Expect to encounter the features and nuances at each stage, which have to prepare for in advance. Besides, creating a project is only half the case. You will have to promote your casino next.

To how a casino online start

You should be as creative as possible when approaching this task because casino marketing is very specific. Because of the bans imposed by the government, the casino promotion requires a delicate approach. You need to be extremely cautious and use a wide range of promotion methods. I would like to note that this work should be better entrusted to specialized offices, such as Income Access, Realtime Gaming, GameArt, etc.

How much does it cost to open an online casino? Among other things, this is the most pressing and burning issue. The first thing that will require money expenses is online casino license. Its cost is determined by the specific jurisdiction. European countries are expensive, so they should be counted on only when you have a solid start capital. The offshore zone is considered a budget option.

Online start a casino to how

In the process of obtaining a license, the services of the intermediary agency that opens the legal entity will have to be paid. So add a few thousand dollars to the registration cost.

In terms of online casino software, the world casino software providers set just enormous prices for their products. Yes, it will be a world-class software that will help you conquer any heights. The problem is only with the amounts.

How casino start a to online

Without the relevant experience, knowledge and a team of profile professionals, the creation of a gambling business from scratch can take several years. Today, many companies offer to buy an online casino website. But selling an online casino means just a ready-to-work software. What about the license and payment systems? It's still expensive.

A white label casino is the best way out of the situation. For relatively small money, you will get own project that you have the right to manage it as you wish. You can invent your own brand, add and remove games based on your preferences and the vision of your customers' needs. In the future, when you have enough money, you'll get an opportunity to buy out a project and become a rightful owner.

Online start a casino to how

A successful business person always moves forward. Even the best advertisement of an online casino will sooner or later will wear out and so the day when gambling traffic stops growing will come. At such a moment, it's necessary to expand and seek new solutions.

There are several ways you can use in your work here. We're now coming from the situation that you already have a turnkey casino, which has been working productively for some time. You can integrate a bitcoin casino software into a project that is already running.

How start casino to a online

But it's better if you use a working club as an advertisement platform for a new bitcoin casino made in a separate domain but being promoted under your brand that has already been advertised.

This way you will kill two birds with one stone. You will start a new independent project and win the trust of the audience immediately. In our time, when cryptocurrency slowly but confidently seizes the world, the bitcoin casino software is a very useful thing, and it has serious prospects for the future as well. Detailed consultations on all issues are available from Slotegrator or CasExe.

Start a online to how casino

You've probably noticed that most of the modern online casinos have a whole section for a built-in sportsbook software. A lot of people say: 'If a person wants to bet on his favorite team, he'll do it in a popular betting office'. Nothing of the sort! Here's why.

Imagine the situation. A person gambles in your gaming club, and has never cared about the sports betting before. He already has an account, a deposit account, and the user has already figured out the control panel, and the withdrawal procedure.

Casino online to a how start

Why would he want to go to another website if the sportsbook software is already at hand with coefficients and an event-rich line? Providers such as Slotegrator, SoftSwiss, Everymatrix provide the quality sportsbook software that works well on any platform in addition to online casino software.

Lastly, we advise you to adequately assess your capabilities and not run blind to the unknown. There's nothing impossible, though. It doesn't work for those who try nothing, so go.

Casino start online a to how

Online gambling has always been one of the most lucrative and desirable areas to explore for business owners regardless of whether they have experience in the field. In order to open a successful online casino that will benefit an owner and bring pleasure to customers, one needs to follow the proper sequence of steps paying serious attention to all details. As an online casino software provider, SOFTSWISS is glad to share its experience to help future online casino owners avoid common mistakes that may impede business launch, inflate budget or even close the business down.

Online gambling is subject to licensing, thus an essential thing is to think about choosing the jurisdiction and obtaining a license. There are two main venues where it can be done: offshore countries and the European Union countries. Each has its pros and cons – budget, time, reputation. Usually, it takes from a couple of months to a year to obtain a gaming license, for example, 6 months in Malta.

Online a casino to start how

The next step after choosing the jurisdiction is to register a legal entity – a gaming company, open a bank account and make agreements with payment system providers which will make the legal and financial infrastructure complete.

As an alternative to this method, there is a white label solution scheme which means leasing of software together with the gaming license and financial infrastructure from a software provider and operating your casino under your own brand but with the ready-to-use infrastructure. Such a scheme protects from excessive legal and banking bothers but involves additional costs.

Casino to how online a start

As soon as all legal issues are investigated separately or simultaneously, it is time to choose a professional online casino software provider. While searching the market it is wise to evaluate the price and quality balance. Besides the attractive design and a set of popular games, a quality product shall also include a reliable gaming platform that allows for effective management of casino business and includes the following components:

The regular software and game updates, hosting, and technical support shall also be part of the provider's package. Professional suppliers always take the responsibility for the full technical support of the after-launch product operation.

How casino to a online start

The software package that includes all of the above components might be on the upper edge in terms of costs, but the financial investments are worth it because as a result, you get a reliable partner ready to support you during the whole project life cycle. Be aware of the fact that buying a cheaper solution might result in double spending in the future.

An effective marketing strategy is a key point to online casino success. At this stage, it is strategically correct to make a rigid competitor's research. First of all, it will provide you with a full picture of the market: who the leaders are, what strategies they use, what return on investment they get, etc. Thus, knowing the game rules allows creating a unique offer that customers won't be able to decline. Using the method of benchmarking plays perfect for the good of online casino success, and what is more important, it is free. Plan your marketing strategy by adopting the best practices of promotion, advertising, and brand development.

Online to a casino start how

If a company starting an online casino is operating a land-based gaming business, it is crucial to bring the existing clients to play in Internet-casino by offering attractive bonuses and thus developing loyalty and respect to the website. Any know-how are always welcome but be aware of wrong calculated ideas from the mathematical point of view.

Once the costs for legal issues, software and marketing are defined, it's time to plan your budget. The best option for startup companies is to set the budget at least for the first year of operation, whereas for experienced companies who are entering the gaming market, the budget shall be defined for as long as possible. Don't plan your budget after setting up the online casino website, plan it before. If you are a startup-company you have to understand that your costs will be higher. Your goal is to earn trust of players from the beginning. Existing land-based brands already have trust.

A how online to start casino

Below there is an approximate expenses separation a future casino owner shall have in mind while developing a detailed budget within a business plan.

At the pre-launch stage, the biggest budget share shall be devoted to software setup in order to provide future users with a quality product. But after the launch, it is vitally important to address half the funds to casino marketing and promotion.

Casino start a to how online

The time frame for an online casino launch depends on both, business owner and software provider. Usually, it takes up to 3 months for the provider to set up the software. It includes website design, platform, and games set up, custom settings, and possible individual features. The business owner may speed up the process of launch by providing regular feedback to all questions that designers and programmers might have. Any issue can be resolved if discussed in time.

Besides, the business owner shall timely address the issues discussed above:

Online how a casino start to

The secret of the most popular and successful online casino success and popularity is not about the top-notch design or billions of games included. The best online casinos are simply designed and contain 500 games on average at the beginning. The secret is in responsible marketing strategy implemented on all stages of the project. The online casino market is an extremely competitive one: first, it is very hard to break into it, and then it is even harder to take a firm stand. Thus, a company has only one chance to win a fierce race among competitors. Below is a list of points that are vital for any online casino that is planning to be prosperous.

- Positioning – Gather professional marketing team and develop strategic and tactical development phases, announce your goals (business, company, brand), and mission. Determine what niche you would like to step in, how you are different from the competitors, what unique features your casino has, and what steps you are going to make further.

Online to how a start casino

Use only quality games from trusted game providers. You can start your casino with a limited number of game providers, with a focus on games based on HTML 5 technology. This technology allows users to enjoy rich graphics games and enhance the overall experience of playing casino games on mobile devices. At SOFTSWISS, among our own high-quality HTML5 games we offer game content from well-known providers, such as Amatic Industries, Microgaming, NetEnt, and we are sure about their quality.

- Prelaunch advertising campaign – Announce your casino, inspire your potential customers to wait for its launch; use all possible methods: online advertising, presentations, publications, etc.

Start a casino to online how

- Online casino promotion after launch – Use SEO, online advertising, banner networks. Everything will work in such a competitive market.
- Implement affiliate networks – Develop contacts with partners which will be an impetus to online casino development.

How to a online start casino

Forward-looking online casino software providers offer Bitcoin as an alternative payment system for their solutions. Online casino owners all over the world appreciated such advantages of Bitcoin casino as significant savings on license application costs and monthly fees, increased customer loyalty, fast payment processing and many more.

As an acknowledged Bitcoin casino expert, SOFTSWISS would like to recommend all potential Bitcoin casino owners to get a clear understanding of the cryptocurrency, research the peculiarities of Bitcoin gambling, and learn how transactions work by making a couple of bets at an existing casino. Understanding the core of the payment system is essential in business, moreover, it will help to build a strong marketing campaign and further manage the Bitcoin casino. Contact SOFTSWISS for professional advice on Bitcoin casino launch.

To how start online casino a

Managing an online casino is hard work but with all legal and financial issues resolved in a timely manner, quality software chosen, and a strong marketing strategy in place, it can be successful. The demand for online casinos will increase – specialists predict 40% growth of this market segment in the nearest year. Following all the steps described above will help a newly made online casino to develop sustainably and outweigh the competition. Good luck!

SOFTSWISS has been working in the market of eCommerce and iGaming solutions for over 10 years. With the advanced technical expertise and extensive knowledge of the industry, we deliver high-quality projects for clients worldwide. SOFTSWISS online casino software, sports betting software, game aggregation software, affiliate marketing, and jackpot management software, as well as managed services are unique tools introduced by SOFTSWISS to enable businesses start their way in iGaming.

