

Create Your Marketing GPS

Introduction

During these 3 calls, you will use this workbook to create your very own GPS Road Map to get you through the year. We don't want you to wake up, not having any clients, panic and deeply discount your products and services. To be successful in business, you must have planning skills. You MUST create the box on the puzzle so you know what to do with all of the pieces! Use this document to create your promotional plan but also as a resource when times are slow.

Step 1 - Objectives.

1. Come out with a better understanding of what a promotional plan is.
2. End this training having a detailed schedule of objectives and promotional activities for the entire year.
3. Have your budget established.
4. Create the strategies and the tactics for every step of your plan.
5. Leave with a path to implement your activities throughout the year.
6. Have a system to help you evaluate your results.

Step 2 – What to do before starting.

1. Print out all of the worksheets and put them in a binder so you can easily take notes and fill out the exercises as we go
2. Keep this information as a resource as you forge through the year.
3. Make sure to take notes of what goes well and where you think you can improve next year.

Understanding Terms.

I want you to understand key terms that we will be using in this call. These terms are much more simple than you think.

Step 1 - Terms.

Business Plan – Financials. Helps you make decisions

Projections – how much you want to make in total (gross) sales
I.e. 100,000 in sales (100 sessions at 1000 average)

Net Profit: 25-43% net profit for a healthy photography business
i.e. 100,000 in gross sales will net you \$40,000

Marketing Plan

Figure out who you are, what makes you different from the competition, what your position in the market should be and what the ingredients should be in your business.

Marketing Mix

The ingredients in your business.

1. Pricing mix
2. Product mix
3. Packaging mix
4. PROMOTIONAL PLAN

Sales plan

If your business plan is saying that you want to have 100 clients at 1000 average, your promotional plan should attract 100 clients and your sales plan ensures that you can sell them \$1000 worth of products.

Steps to help you be a better business planner

1. Get your financial data on the computer (Quickbooks, Successware)
2. Compare your numbers to the PPA Benchmark Study
3. Identify weak areas, COGS, pricing, selling, marketing
4. Identify your average sale
5. Make projections
6. You should now have a great starting point!
7. If you want to have help with this step of the process, join Photography Marketing Formula next time it is offered

CALL SEQUENCE:

Call 1

Purpose: Stay high level and look at everything you possibly want to do this year.

S – Set Objectives Based on Needs

P – Plan

Call 2

Purpose: Get realistic about what you can do vs what you want to do, get into the details of each item on your promotional plan, set your plan for the year.

I – Identify and Set Budget

K – Knuckle Down on the Details

Call 3

Purpose: Set a system for evaluating your promotional efforts. Answer questions you have from calls 1 & 2.

E - Execute and evaluate

Bonus – 5 ways to increase your budget for FREE

Q&A

SPIKE Formula.

S – Set Objectives Based on Needs

P – Plan

I – Identify and Set Budget

K – Knuckle Down on the Details

E - Execute and evaluate

Call #1 Worksheets.

S SET OBJECTIVES

Exercise #1:

Determine how many clients at what average sale you want this year.

8 weddings @ \$5,000	\$40,000
16 children/family sessions @ \$1,500	\$24,000
28 seniors @ \$1,200	\$33,600
Miscellaneous (head shots, etc.)	\$2,400
Projected Gross	\$100,000

How to get to your average sale:

If last year you did 32 sessions and brought in a total gross revenue of \$57,940 then your average sale = \$1,811.

Now let's get more specific on your average sale. Some types of sessions will generate more revenue than others. So break that 32 sessions down into the # of kid / family sessions, weddings, seniors, etc and the total revenue from each specific category.

If you made \$18,940 from weddings last year and did 5 of them your average wedding sale is \$3,788. If you did 17 senior sessions and made \$13,450 from them then your average senior sale was \$791. And if you did 10 children / family sessions and made \$25,600 from those, your average children / family sale is \$2,560. Now you're starting to see where you have more opportunity and what makes you more money.

Quantity	Type of Session	Average	Total
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total Projected Gross Sales			_____

Look at last year's sales per month (example)

MONTHLY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
\$15,000												
\$14,000												
\$13,000												
\$12,000												
\$11,000												
\$10,000												
\$9,000												
\$8,000												
\$7,000												
\$6,000												
\$5,000												
\$4,000												
\$3,000												
\$2,000												
\$1,000												
SALES	\$5,000	\$5,000	\$7,000	\$8,000	\$8,000	\$9,000	\$10,000	\$6,000	\$9,000	\$11,000	\$13,000	\$9,000

Now let's do this for your business to identify any seasonality in your business.

Start by adding in last year's sales per month across the bottom in the orange box. In the first column under monthly, put in numbers that correspond to the amount of revenue you've taken in each month from January - December of 2011. If you are brand new in business and don't have sales, use the sample above for your potential seasonality.

[illegible]

SET OBJECTIVES

HIGH LEVEL – look at what you need

Based on seasonality:

Seniors, weddings, families, newborns/maternity, pets, boudoir

Based on what you need:

Get people in early for holiday cards so you can travel in December with your family

Keep business light in summer due to kids being out of school

Winter months are too cold to shoot outdoors so won't be able to shoot many sessions

Create loyalty among current clients to keep them coming back and referring me

Build database by gaining exposure to new pre-qualified audiences

Build loyalty with current clients to generate referrals

Exercise #3 – Write your objectives based on your needs and your seasonality below:

Exercise #4 – Identify opportunities you have this year or things you are committed to: (these are things that may be piled up on your desk, things you've learned about from other photographers and want to do in your business, etc). Get it all out here ☺

P Planning

Exercise #5:

Create HIGH LEVEL plan

Winter - Babies

Spring - Seniors

Summer – Outdoor/families

Fall – Families/holiday cards

EXAMPLE

J F M A M J J A S O N D
|_|_|_|_|_|_|_|_|_|_|_|_|
SENIORS PETS FAMILIES

J F M A M J J A S O N D

3 Types of Promotional Activities (Still HIGH LEVEL)

Drip activities (Water & Sand)

Hammer activities (Rocks)

ROCKS

GENERATE IMMEDIATE BUZZ AND ATTRACT CLIENTS

Exercise #6:

Identify rock opportunities where you will invest a lot of your time and your budget this year. Then put them on your calendar above. For me, it's these 2 things in my studio:

1. Direct Marketing

Create one dynamic promotional piece to mail to your database and prospects

Create for one target market at a time until your business justifies the next one

Over-run these so you can use them as sand activities throughout the year

2. Events

Events are a great way to create a big buzz. It encourages new trial, gains you exposure and helps you build your business. Events are a lot of work and need many things to happen to make sure they are a success.

SAND

GENERATE INTEREST AND ATTRACT SOME CLIENTS NOW, SOME LATER

Exercise #7:

Identify sand opportunities to keep your phone ringing. Below are the thing I do in my studio. Then put them on your calendar above.

1. Auctions (list out schools, groups, not-for-profits, events who have auctions you know of each year)

8-12 auctions

[illegible]

2. Charitable Marketing (list a few charities that your heart is compelled to help and that you know your target audience supports)

1-2 times this year

3. Publicity

1-2 times this year

4. Co-Marketing (list a few potential businesses who share your target audience. You don't need to have a relationship with them yet, but if you do that's even better)

1 per quarter

5. Displays (list a few places where you would like to have displays this year
1-2 this year

6. Speak to groups (list a few potential groups you could share your expertise with)
2 times per year

7. Holiday card incentive
Late summer promotion?
Include with fall mailer?

8. Your holiday card
Nov/Dec

9. Gifting your best clients
You must SHOW people you are creative

10. Targeted direct mail (mail establishing piece to new births, seniors in the news,
etc.)
Every month

11. Vendor referral program – what vendors do you work with regularly?

WATER

**STIRS UP SMALL SHORT TERM CLIENTS
CAN'T BE EFFECTIVE WITHOUT ROCKS OR SAND FIRST**

Exercise #8: Identify water opportunities where you have an opportunity to improve what you're doing now, but that won't take a lot of resources or time. Then put these water activities on your calendar on page 8. For me, these are the things I do in my studio:

Blogging/Social Media/Listening

Notes – Thank you, cheer up, congrats, thinking of you 5 per week!

Stirring up clients who haven't been in/phone calls

2x/year contest on social media

Ask best clients to write reviews

Exercise #9:

Now let's look at your calendar of wants again (from page 8).

J	F	M	A	M	J	J	A	S	O	N	D
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

List out below the sand, water and rock activities you have slotted in each month:

January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December:

Whew 😊 That's all for call #1. You've made good progress!

Next week, we'll go down into the weeds and start looking at the budget required for each promotional activity you have included above and get into the details of each of the activities above.