

# I Identify and set budget

Projected Gross Sales (from above) \_\_\_\_\_

6% \_\_\_\_\_

8% \_\_\_\_\_

10% \_\_\_\_\_

12% \_\_\_\_\_

# K Knuckle Down on the Details

## ROCKS:

### 1. FALL MARKETING PIECE/ESTABLISHING PIECE:

**Goal:** Drive traffic earlier in the fall to keep December survivable. Encourage your clients to come in sooner. Have one branding piece that establishes what makes you different and you can use it all year to stir up business.

#### Action steps:

- Pull your favorite, most amazing images. These must be awesome!
- Work with a PROFESSIONAL designer or invest in templates and have a designer tweak them to be consistent with your brand and identity. Check out the many elaborate templates at [thejoyofmarketing.com](http://thejoyofmarketing.com).
- Look at your database quantity. Ask yourself, where can you prospect? Do you belong to a club and you can mail to the membership list? Always ask permission. Can you look up neighborhoods in the city directory? With every mailing, you should be doing some prospecting to keep that database growing.
- Once you know a quantity, print extras and mail it to your list and your prospect list.
- Make sure you have an enticing offer with a time frame. The offer can be printed on a smaller sheet of paper and inserted as to not date the piece.

#### Creative:

Create a gorgeous promotional piece:

1. Go to [Marathonpress.com](http://Marathonpress.com)
2. Select a few pieces that appeal to you
3. Look at quantities of 2,000-3,000

For example,  
2500 of this is \$2143  
<http://www.marathonpress.com/product/BG105/>



**Budget:**

Printing 2500 ..... \$2,143  
Est. postage for 1500 (your database + a list you have compiled) .... \$1,350  
**Total ..... \$3,493**

**Expected Response:**

15 clients @ \$1500 ..... \$22,500

## 2. SENIOR EVENT:

**Goal:** Drive seniors in early in the season to lock them into your studio. If you are new to seniors, this could be a campaign to build a portfolio and attract reps.

**List:**

If you have relationships and can get lists of juniors in your market, this is your best bet. Get list counts of seniors in your market. I use American Student List [www.studentlist.com](http://www.studentlist.com)

**Offer:**

Promote your ambassador/modeling/rep program  
Incentives/benefits for purchasing  
Tie in with charity to gain extra promotion?  
Bring a mom, get free stuff. Bring a friend, get free stuff?  
Create urgency with time frame or limited spots

**Creative:**

Take this concept and create a dynamic event invitation. Engage your viewers with games, trivia, etc. A post card isn't enough!  
<http://www.marathonpress.com/product/BG237/>



If you want a cost-effective, pre-designed template for seniors, check this out:  
<http://www.thejoyofmarketing.com/product/teen-spinner-marketing-piece>



**10 tips for successful event:**

1. Select a theme
2. Polish your studio (or event location)
3. Tie in with a charitable cause
4. Introduce something new
5. Freshen displays with best clients (make sure they bring everyone they know)
6. Capture names – guestbook, register to win, etc.
7. Offer beverages and enticing snacks
8. Free gift for everyone (be generous)
9. Prospect for new clients (spread the word around town)
10. Consider co-marketing (invite other business owners to promote)
11. Invite friends, family and everyone you know
12. Generate publicity
13. Give an incentive for people to sign up that night

**Reasons for event:**

- Launch seniors
- New studio introduction
- Rebranding strategy
- Co-marketing opportunity

**Budget:**

Food/beverages (trade? Buy on sale?) .....	\$150
New displays/frames/samples (clients pay or vendors help?) .....	\$500
Invite, List, Printing & Mailing (2000 kids) .....	\$3,200
Social media contest.....	\$0
Trade with radio station .....	\$0
<b>Total .....</b>	<b>\$3,850</b>

**Potential Response:**

13 senior clients @ \$1,200 ..... \$15,600

**SAND:**

**1. AUCTIONS:**

**Goal:** Keep qualified leads coming in all year. RIGHT buyer

**Action steps:**

Make a list of all local charities, private schools, 501 (c) 3, etc.  
Post on Facebook to learn which charities your clients are passionate about. Approach your local Chamber of Commerce to find out these places.  
Call, write notes, make contact to find out dates and organizer.  
Add all of the dates to your calendar.

**Create a display:**

1. WOW metal display – check out whcc.com
2. Establishing piece or some type of take home with images
3. 1 pricing menu marked “display only”
4. Sheet with directions for volunteer

**Offer details:**

- Add contact person to form (name, cell phone, pick up and drop off date)
- Prefer amount over product i.e. \$300 vs. 8x10 and session
- Must call within 7 days to validate
- Get winner name from auction
- No cash value.
- Not valid on past sessions.
- Expires.
- Valid from Jan – July (or whenever slow season is)

**Budget:**

3 displays ..... \$500

You already have your establishing piece and price menus

**Potential Response:**

10 auctions

5 clients @ \$1200 ..... \$6,000

## 2. CHARITABLE MARKETING:

**Goal:** Expose your message to a qualified audience by a reputable charity that is endorsing you. This is so much better than renting a cold list.

### **Action steps:**

- Make a list of all local charities, 501 (c) 3, etc. in your community.
- Research them. Get involved with them in a small way to identify the one(s) that resonate most with you. Ask your friends and clients which local charities they are passionate about and why.
- Reach out via letter or phone call to make contact and setup a meeting.
- In that call, find out if they work with local businesses and find out their goals. Build rapport, conduct a needs analysis and if there is a connection, setup a face to face meeting.
- In the meeting, brainstorm how you can work together. It is great if they will mail something that you print to their audience. For example, during the week of x, come to Sarah Petty Photography and your session fee is donated to x charity. Create a buzz and help them achieve a goal.

### **Other details:**

Mail your dynamic promotional piece that you have.

Add a separate note with your promotional offer i.e. During September, get a free gift when you come to Sarah Petty Photography.

Create urgency with a timeframe.

Call to action – call or e.mail immediately to reserve your session.

At that time, schedule them for an in-person consultation.

### **Budget:**

Est. mailing to 2,000 people (you already have the piece)..... \$900

### **Potential Response:**

3 clients @ \$1,500 ..... \$4,500

### 3. PUBLICITY:

**Goal:** Generate FREE publicity. This is where you get the media talking about you.

**Action steps:**

- Make a list of all local media contacts where you can reach out to generate media.
- Ask if your charitable marketing partners have any relationships with the media.
- Write a press release.
- If you are having an event, be sure to make personal phone calls the week of the event. Have a list of benefits to the community and the charity when you call. Be respectful of the media representatives' time.
- Follow up the morning of your event with a phone call to remind them that there are photo opportunities.
- Remember, in this economy, when a small business owner takes it upon himself to generate money for charity, it is newsworthy.
- And, when the media (which delivers the news), tells people that you are wonderful, it means MUCH more than if YOU tell them they are wonderful.
- Get a copy of the publicity after it happens and quantify it.

**Budget:**

None ..... \$0

**Potential Response:**

Goodwill, increased brand and the ability to charge more (increased value for what you are worth because you are so generous).

## 4. CO-MARKETING:

**Goal:** Work on generating exposure with other small business owners who share your target market.

**Action steps:**

Make a list of all of the people with whom you do business and those who do business with you.

People I do business with (dentist, chiropractor, etc.)

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Clients who do business with me and own a business (realtor, etc.)

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Reach out to them to see if there are any ways you can work together.

- Some ideas:
- Talk business. When you are at those vendors, talk about business and marketing. You will get a better reception!
- Realtor: give them a gift certificate to gift to all of their clients who buy homes over a certain value. Make it look like the Realtor paid for it.
- Retailer: give them 25 press printed cards from whcc.com to mail to their best clients with a gift certificate for \$250 valid in the next 2 months. They must call within 7 days to validate it. This allows you the chance to build rapport and sell to them.
- Retailer: Create a “bounce back” where if their customers invest over a certain amount, they receive a gift certificate to you. For example, everyone who invests over \$250, received a \$100 gift certificate for your photography.

**Budget:**

3 sets of press-printed cards from whcc.com..... \$150  
Your promotional establishing piece (you should already have it)

**Potential Response:**

3 partnerships  
3 clients @ \$1,200 ..... \$4,500

## 5. DISPLAYS:

### Goal:

Generate exposure to show off your best work and attract “the right” clients.  
Open the door for future co-marketing activities.

### Action steps:

- Take the list that you made above of YOUR CLIENTS and identify the ones who are not working with another photographer, ones who love you, and ones who have a retail space.
- Keep your antennas up for any other opportunities for displays i.e. Home builder shows, show homes, temporary businesses, home parties, etc.
- When shopping at local retailers, bring up business and marketing. Ask how they grow their business. Have a discussion and then, tell them you are a photographer and ask if there is anything you can do for them.
- Get your clients, friends and family to pay for your displays.

### Create a display:

1. Make sure that you photograph everyone who is working in the area of your artwork. Sales reps, employees, etc. We want them to gush over you.
2. If this person where your custom artwork will hang doesn't GUSH over you, they are not the right partner.
3. If a client in your business is picking up their order and gushing over you and you know they own a small business (you should because you would have identified that in the consultation), ask if they would like you to hang one of your favorites as a display.
4. Try to coordinate these around the semi-annual sales at whcc.com. They are usually in January and July.

### Budget:

3 displays (large pieces of artwork) ..... \$500

### Potential Response:

2 clients @ \$1500 ..... \$3,000

## 6. SPEAK TO GROUPS:

**Goal:** Keep building that database all year and position yourself as the expert by getting in front of small groups to spread your message.

**Action steps:**

Make a list of places where you can speak. Here are some ideas:

- See if there are new mom groups at the hospital. They would love to learn about newborn photography. 10 things NEVER to do with a newborn.
- When you go, collect names and addresses for your newsletter. Give away a gift certificate each time you speak.
- Can you speak to high-school juniors about Photoshop? Many schools have an art education program – you could go in and do an all school assembly.
- What unique talents do you have?

**Budget:**

Giveaways if needed..... \$100

**Potential Response from 3 speaking engagements:**

3 new clients @ \$1,200 ..... \$3,600

## 7. HOLIDAY CARD INCENTIVE:

**Goal:** Encourage your clients to come in early for their fall portraits and holiday cards. You could include something with your fall direct marketing piece. Stir this up on social media and through your client email database. (You could do a separate targeted mailing to a select group of your database if you have the budget).

**Action steps:**

- Decide if you want to use a value added incentive or a package sales promotion to accomplish this objective. I may be inclined to add a little insert in with my fall direct mail piece that includes an incentive for purchasing holiday cards before the end of September.
- If you want to do a package sales promotion, decide what your average sale will be and how many people you need to make it work.

**Budget:**

Print and mail something ..... \$0

**Potential Response:**

6 clients @ \$650 (same as 3 @ \$1300)..... \$3,900

## 8. YOUR HOLIDAY CARD:

**Goal:** Position yourself as super duper creative and increase the perceived value of your products and services. You MUST SHOW people you are creative.

**Action steps:**

- Create a dynamic holiday card.
- We like to be the first one out in the season because then it sits on our clients' mantles and gets passed around at the holiday parties.
- Show off your family, pet or yourself.

**Budget:**

Dynamic holiday card and mailing..... \$2,000

**Potential Response:**

Repeat and referrals – will increase the response of everything you do and create more value for your photography with your client base.

## 9. GIFTING YOUR BEST CLIENTS:

**Goal:** Reward your top 20% of your clients and gift them unexpectedly during the holidays like you would a good friend at their birthday.

**Action steps:**

- Pull a ranker of what your clients invested last year by sales volume.
- I use Successware so it is a very simple task. You can do this manually or have your bookkeeper/accountant do this.
- Create something unexpected to gift them this year. Some of our favorites: bundled note cards from whcc.com. Holiday ornaments from a local artist [nataliedesigns1@aol.com](mailto:nataliedesigns1@aol.com).
- You can also create tiers. For example, the top 5% may get the more expensive note cards and everyone else receives the leaded glass ornaments.
- Add a personal note so that every client knows how important they are.

**Budget:**

\$10 each for top 20% ..... \$500

\$40 for your top 5%..... \$200

**Potential Response:**

Loyalty, referrals, increased perceived value  
This will increase the response of everything else you do.

## 10. TARGETED DIRECT MAIL:

**Goal:** Reach out directly to people you find in your target market.

**Action steps:**

Prospect in the newspaper and any other places you can to gain lists of people in your target market. For example, mail a senior establishing piece with a personal note to high school standouts who are listed in the paper. Send an establishing piece that promotes new babies to the parents listed in the newspaper each day. Head shots, send a note to executives listed in the newspaper for being promoted.

**Budget:**

You already have establishing piece (postage)..... \$100

**Potential Response:**

2 new baby clients @ \$1,500..... \$3,000

4 weddings booked @ \$5,000 ..... \$20,000

## 11. VENDOR REFERRAL PROGRAM:

**Goal:** Find the vendors that work with your clients and encourage them to refer you. This is especially important for wedding photographers.

**Action steps:**

Make a list of every vendor that has a strong brand and that you would like to be associated with. Churches, wedding planners, bakeries, flower shops, etc.

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Create a way to show off your photography and their products and services. Take photos of the church details, the gorgeous flower arrangements and the cake and decorations. Create a little mini-book for them to help sell their goods to their clients and it will show off your photography.

**Budget:**

10 vendor gifts throughout the year ..... \$1,000

**Potential Response:**

4 new wedding clients @ \$5,000..... \$20,000

**WATER:**

**1. SOCIAL MEDIA:**

Thread social media activities to support all of your rock and sand activities. Sitting on social media all day or putting a fire sale on Facebook is not marketing.

**2. NOTES:**

Make sure you are sending personal notes to as many people as you can. Relationships are the key to your success as a small business owner.

**3. NETWORKING:**

Try to meet 1 new person each week. Shop locally. Attend local events. Know many and become known. Fill these activities in when your business is slower.

**SUMMARY OF RESPONSE:**

**FALL DIRECT MARKETING Projected Response:**

15 clients @ \$1500 ..... \$22,500

**SENIOR EVENT Projected Response:**

13 senior clients @ \$1,200 ..... \$15,600

**AUCTIONS Projected Response:**

5 clients @ \$1200 ..... \$6,000

**CHARITABLE MARKETING Projected Response:**

4 clients @ \$1,500 ..... \$6,000

**CO-MARKETING Projected Response:**

3 clients @ \$1,200 ..... \$3,600

**DISPLAYS Projected Response:**

2 clients @ \$1,500 ..... \$3,000

**SPEAKING Projected Response**

3 clients @ \$1,200 ..... \$3,600

**HOLIDAY CARD INCENTIVE Projected Response:**

10 clients @ \$650 (counts as 5 @ \$1300) ..... \$3,900

**TARGETED DIRECT MAIL Projected Response:**

2 baby clients @ \$1,500 ..... \$3,000

2 weddings @ \$5,000 ..... \$10,000

**VENDOR REFERRAL PROGRAM Projected Response:**

6 wedding clients @ \$5,000 ..... \$30,000

**TOTAL PROJECTED GROSS INCOME ..... \$100,300**