



Marketing strategies for photolab owners.



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Most customers say: "It's hard times", "My marketing budget has declined several times...", "What can I do to not go out of business?"

These questions have inspired us to show the photolab owners that with a modest budget, you can still carry out effective marketing, by using other tools than the expensive print ads and billboards in the city center.



If you are a user of the e-photolab and you want to increase the number of orders obtained, we recommend to read and use this guide. Actions described here, are not an academic theory, but practical ways to increase sales, accelerate business development and promotion of your products or services.

What is Marketing Strategy?

Jack Trout wrote:

The strategy sets the direction field, dictates the products planning, shows you how you have to communicate inside and outside the company, and on what you need to focus Your attention. An effective strategy is based on searching the way to distinguish your company from any number of competitors. What is the reason to buy your products and not others? If there is nothing that makes makes your company special, you should at least have low prices.

Analyze your strengths and weaknesses and spozycjonuj your company in the market

Determine your strengths and inform people about it. If you have to offer products or services, in which You don't have a competition, praise them. If you are selling very well, have a lot of clients, you know that other laboratories do not reach such sales results as you, do not hide it. Positioning the company as a leader, creating a catchy slogan, which will demonstrate clearly who you are, what you are doing - that distinguishes you from the other photolabs.

Know your competition

Analyze the strengths and weaknesses of Your competition, and use this knowledge to build an attractive offer. Rather than imitate others, search the opposite attribute, which allows you to stand out in the industry. After determining the strategy, it should not be changed. Spend one hour a week to analyze the actions of Your competitors.

Investigate the needs of its customers

Ask your customers how they perceive your company, your products and services. Create a customer satisfaction survey and ask them to fill it. It will help you look at your business through their eyes and develop a tender in accordance with their expectations.

Increase sales using different advertisement channels and promotions system

First, tell Your regular customers about the e-photolab program - ordering images via Internet will gain more time spent by You so far on the acceptance of appointments in the laboratory, that You could use instead in promotional activities. We also recommend putting in place the so-called: **kiosks**, which will enable customers who do not have the internet to send pictures on the spot and get acquainted with this service, as well as possible help from you.

The so-called: **whispered advertising** is currently one of the most effective promotional tools - existing customers, pleased to introduce a new service certainly will share this news with their family and friends.

To each package of ordered photos you can attach a business card with information about e-photolab or additional promotional image, on whose back you post the address of the website. A good idea is also packaging prints in envelopes with logos and info about the laboratory or printing it on CD / DVD top.

In order to publicize the service more widely, we suggest that standard methods such as distribution of leaflets in the city and on the events which You photograph (if You offer such a service), advertising banners in the internet and information about the offer on portals such as price search engines or auction prices. You can also create a system of sending newsletters with information about any changes in the offer and current promotions, so that the customer will be kept informed. Of course, after he gives its consent, and give You his e-mail.



A good way is to establish permanent cooperation with the points visited by Your clients and where You can acquire new, such as a hair salon / parlor or a photographer with whom you make a deal about reciprocal discounts for customers. When Your client orders a specified quantity of images in the laboratory, he gets a discount/ voucher for hairdresser service or a photo shoot and vice-versa.

To attract customers more and encourage them to use the e-photolab service, you can offer lower prices of prints than those that are in the laboratory price list , according to the idea: "Save with the e-photolab service".

Why is it so important to increase sales, especially in the local area?

Reaching the broadest possible range of customers with e-photolab offer is an important factor to increase sales. It prevents You from "stealing" clients by other online offer, which is only a matter of time if you do not respond - often the "first come first served " basis counts.

In a sense, your customers are online "marketing agents" of the product, since they probably will talk to neighbors, friends, family, etc. about the service. Usually, by this simplified process for the procurement of which is a program of e-photolab and the ability to do this at home, they buy the most.

It is also an important factor to reach the customers of other laboratories, who, as it is very possible, are often not satisfied with the quality of services provided to them, and complain about their poor offer.

It is very important to keep the "think local" reflection, that is putting pressure on the expansion and to maintain the image of Your district / city. It is the market where you are most well known and may be controlled by You in some way

We highly recommend to use e-photolab for increasing local presence first and then, sail to the wider water ...

Increase the visibility of your business



Probably You will not need all elements of the Visual Identification System, but few of them are really mandatory, such as logos, business cards, website and trade offer.

The offer can be prepared in printed form - as a leaflet or a folder, or electronic as an e-mail, a presentation in PowerPoint or PDF file.

With a consistent Visual Identification:

- You have an opportunity to differentiate Your company from competitors,
- You cause an interest in the photo industry,
- you become recognizable,
- You're building positive associations around your business.

Make sure about your Internet presence

Register your company in the online industry directories that enable a comprehensive business promotion on the Internet. Their ultimate goal is that offers of promoted companies reached a wide audience of potential customers seeking products and services on the network. Most directories also provides positioning presentations of companies in the most popular Internet search engines. Once you register your company for an online catalog, there is a catalog card / presentation of your company created. Business card in the basic package is usually free of charge and allows you to present: the name and address, business summary and company logo. To expand the business page - add a phone number, Web address, description of products and services you need to use the more advanced packages, which in some catalogs are paid.

Commercial offer

Preparing an effective business offer is extremely important, because properly constructed has a direct impact on sales growth. Offer may be prepared in a traditional version (leaflet, folder, directory) or in electronic form (e-mailing, presentation in PowerPoint, the offer in pdf). To offer your potential customers are interested in trading and has increased sales, you should use it effectively persuasive texts. Here are some tips on how to write an effective business offer:



- *a good header of the text is a half of the persuasion.*

Whether the client will read your offer, choosing the first seconds, in which his gaze falls on a headline.

- *Describe the benefits offered to the customer...*

and not only the characteristics of your product or service.

For a customer more important are advantages - how your product can help, than the description about how it works

(however it is very important in the case of e-photolab). For example: ordering photos at home, by using the e-photolab program, is saving their time and if your client orders prints with attractive prices offered by this form of purchase, it saves also his money.



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