

Annual marketing plan

For photographers and photo studios

Annual marketing plan

With help of selected promotions you can significantly increase your turnover and get new customers. Those who have an intuition for the best suitable promotion at the perfect point in time can even achieve a surprisingly unexpected success and become common talk. Unfortunately those promotions cannot be looked up in guidebooks. If they were, they would be well-known and no sensational idea any more. Whenever planning a coup always try to combine funny ideas with current, local events. And imagine you have a friend working at a local newspaper...

In the mid term, you already belong to the successful photo studios if your customers are offered regular promotions. These are basic marketing skills and don't request much creativity but consistency and effort. Execute a new promotion every single month and draw a balance after each promotion. Has the promotion been successful repeat it in the upcoming year. If the promotion hasn't met your expectations, replace it by a new one in the upcoming year. Thus, your promotions will get better and better and your turnover will continuously increase.

There are different channels for communicating your promotions. The easiest and cheapest are: E-Mail to your customers, announcement on your website and facebook page or (old-fashioned but effective) via postal letter or card.

On the following pages you will find seasonal and year-round promotion possibilities. Take those occasions in order to promote a certain product. You can combine the promotions with a special price, but you don't have to. Another alternative is the addition of services and products. Best would be to start promoting your photo studio the upcoming month. Additional ad materials will be available on www.xxlpix.de.

Good luck with your photo studio



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January		February		
New Year	Winter sales	Carnival	Valentines Day	Britain's Next Topmodel
<ul style="list-style-type: none"> • Redeem Christmas voucher now • Annual shooting subscription for quarter shootings • Pregnancy sub • Application special few new job in the new year 	<ul style="list-style-type: none"> • Winter prices • freezing prices • Big Sale • price reductions 20 % discount • Ice princess • Outdoor shooting in snow 	<ul style="list-style-type: none"> • Carnival clubs • Clowns photography • Party/event documentation • Outfit promo • Fairy tales 	<ul style="list-style-type: none"> • Nude shooting • Couple photos • photo love story • Night shoot for lovers • Valentines cards • Red roses shooting • First time – first love shooting • b/w-Shooting with retouch -red roses • Canvas-special 	<ul style="list-style-type: none"> • Be a star • Sedcard • Acrylic glass special • Glamour-Shooting • Barbie-Shooting • Make-over shooting with make-up artist

Notes

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March		April		
Spring	Eastern	April Fool's Day	Start summer semester	Confirmation
<ul style="list-style-type: none"> Outdoor shooting in a sea of blossom Trend make-up shooting Style shooting Fashion 2013 	<ul style="list-style-type: none"> Special prices Family photos/-party Granny and Grandpa Canvas photo special Eastern cards Bunny shooting (Playboy) 	<ul style="list-style-type: none"> Special prices Cube promotion Photo compositions Pop-Art 	<ul style="list-style-type: none"> Student promotion Photo for passport/online platforms Facebook-Day 	<ul style="list-style-type: none"> Angel photo promo Thank you cards Confirmation photo Group photos Event photos

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May		June		
May 1st	Mother's Day	Father's Day	Children's Day	Whitsuntide
<ul style="list-style-type: none"> • Documentation of May celebrations • Outdoor shooting • Traditional costumes shooting 	<ul style="list-style-type: none"> • Mummy is the best shooting • Mum/Dad and Baby • My parents • Mummys darling • Canvas photo special • Wellness day for mommy • New interpretation of kids' photos 	<ul style="list-style-type: none"> • Daddy is the best shooting • Large format promo • Mum/Dad and Baby • My parents • Daddy and his car/hobby 	<ul style="list-style-type: none"> • Fairy/elves shooting • Princesses • Dragons/pirates • What-I-wanna-be-when- I'm-a-grown-up shooting • Crazy-Youngster (Kids' make-up) 	<ul style="list-style-type: none"> • Family shooting • Outdoor shooting

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July		August		September
Wedding <i>Consider lead time!</i>	Prom Night	Summer sale	Summer	Start of school
<ul style="list-style-type: none"> • All-inclusive offers • Trash your Dress • Engagement shooting • Boudoir shooting • Bachelor party • Event photography 	<ul style="list-style-type: none"> • Event photography • Couple/friends shooting • School photos • Prom night • Stay-friends photos • Graduation pranks 	<ul style="list-style-type: none"> • Alles muss raus • Hot photos - hot prices • Hot fruits (nude) • Summer-sun-happiness • Price promos for photo products 	<ul style="list-style-type: none"> • All-over summer tan • Photo series on the beach • Water splash shooting • Bikini shooting • XXL photo products special 	<ul style="list-style-type: none"> • My first day at school • Me and my godfather • Family shooting • My class mates • What-I-wanna-be-when-I'm-a-grown-up shooting

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October		November		December
Start winter semester	Octoberfest	Halloween	Autumn	Christmas
<ul style="list-style-type: none"> • Students promo • Photos for passport and online platforms • Friends special • Facebook-Day 	<ul style="list-style-type: none"> • Traditional costumes shooting • Event photography • Dirndl special 	<ul style="list-style-type: none"> • Scary shooting • Anne Geddes Special • Family hooting • Horror styling shooting • Scary couple shooting • Fairytale shooting • Night shooting at witching hour • Black/white special 	<ul style="list-style-type: none"> • Romance shooting • Close-nude • Homestory • 50s/60s/70s-special • Pin-Up • X-Mas early bird discount 	<ul style="list-style-type: none"> • Family/group photos • Christmas gifts promo • Large format special • Santa-Baby shooting • Nude shooting

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Year-round			
Birthday	Pets	Birth	Others
<ul style="list-style-type: none"> • Annual birthday sub • Kids birthday in photo studio • Kids theme party 	<ul style="list-style-type: none"> • Me and my best friend • Paw-Day • Pets-Day 	<ul style="list-style-type: none"> • Pregnancy belly documentation • Pregnancy bodypainting • Photo series on birth ward • Baby pass – my first 6 years • Daddy-child shooting 	<ul style="list-style-type: none"> • Elderly day • Facebook-Day • Home-Story • Industry shooting • Gays/lesbian • Fetish photos • Markmen's festival • Wine queen • Night of witches • Sex and the City • Wild Wild West

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Special quote request for Photo Products

Exhibitions, Private Viewings, Interior Design



Business customers consulting:
Tel: 0049 30 - 400 544 510
www.xxlpix.net
service@xxlpix.net

**Please send us a fax:
030 - 400 544 529**

Description of project:

Products and quantity

Expected deadline:

YOUR CONTACT DETAILS:

Company:

XXLPIX-Customer-ID:

First Name, Last Name:

E-Mail:

Phone Number, availability:

Note: One of our XXLPIX consultants will get back to you in the 24 hours following your request, The consultant shall then send you a personalized offer. You may also e-mail your request to our B2B Service: b2b@xxl.net

FOR PHOTO PROFESSIONALS ONLY

