

Our Marketing Support Services



**Whatever your business challenge or
opportunity we offer a range of tailored services
to help make or save you more money
and
build a better business in today's marketplace**

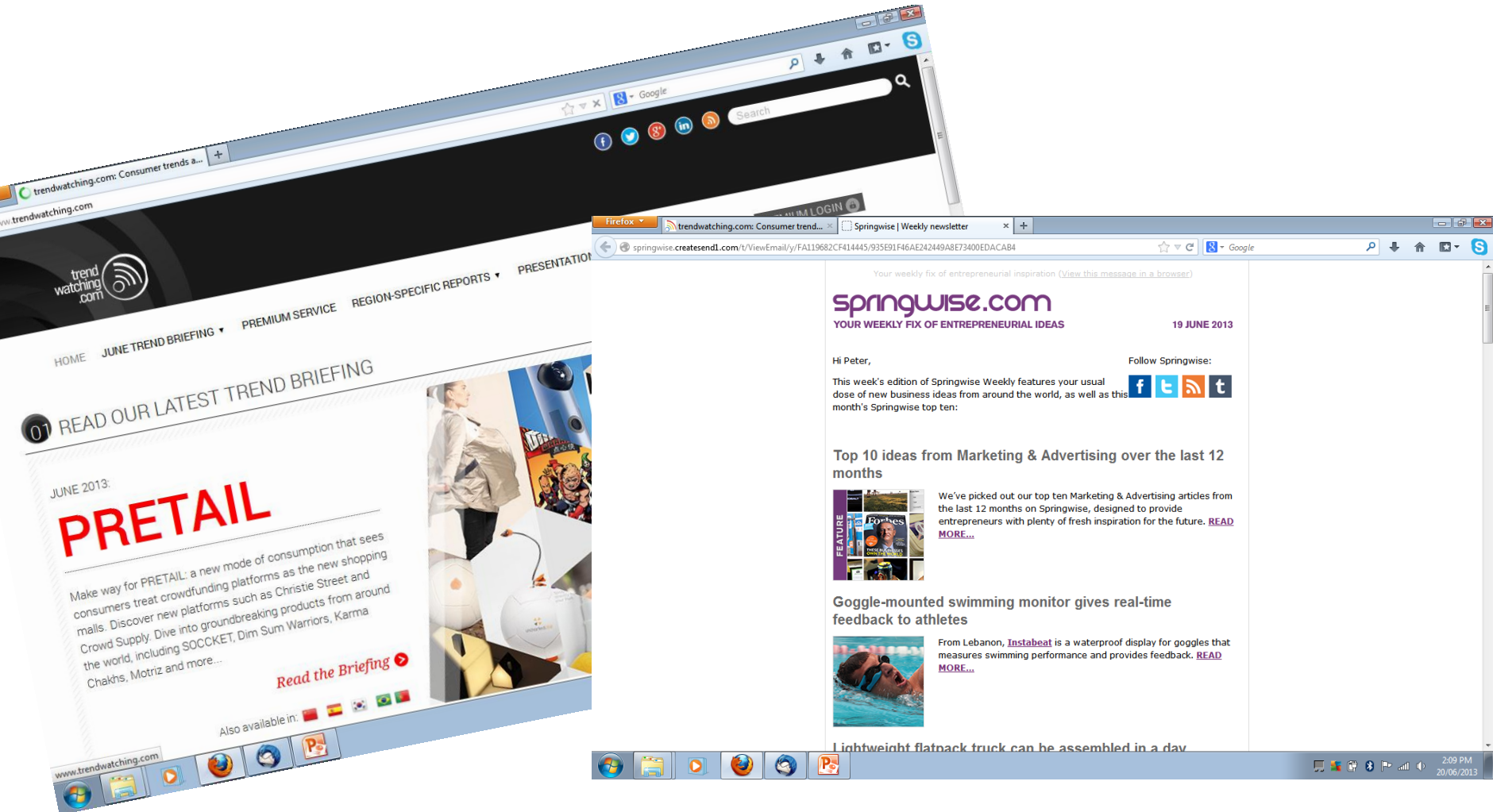
Today's big 4 retail challenges

- Differentiating and Positioning your business
- Finding new customers and/or new markets
- Keeping existing customers spending longer and more frequently
 - Winning back inactive customers

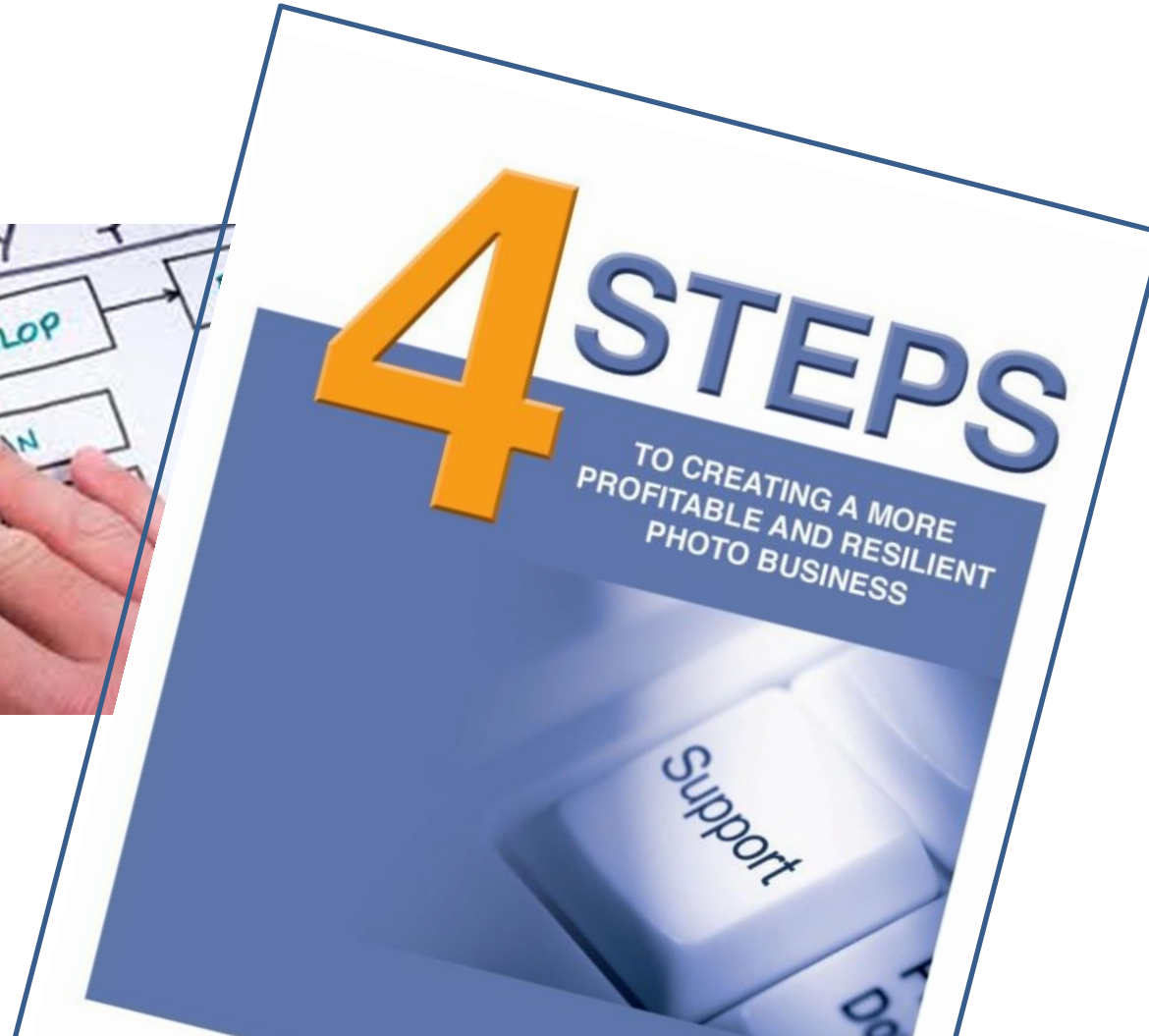
Maybe you've got other challenges or opportunities on your list that you'd like help with. Our customers are always welcome to chat with and get advice from our fully-accredited, marketing consultant and business advisor.

Here's some of the marketing and business support services we provide our customers to help grow their business

Retailing Trends & Innovation



Audits & Tailored Planning



Market and Customer insights

GET CREATIVE & WIN

Write a new slogan for **SNAPSHOT**
and win yourself a Canon Photo Printer

Hamilton's favourite camera and photo store needs a new catch-phrase and who better to write it than you. Put your creative talent to the test and you could win yourself a Canon Photo Printer.

It's easy to enter. Decide for yourself what's different or unique about Snapshot and then in 30 words or less simply write your slogan in the panel below, complete your entry details and pop the form into our competition entry box.

And to help you get your creative juices flowing here's two of the logos we currently use when promoting our store.



My slogan entry is ...

My name is	
My address is	
My phone number:	

Terms of entry

1. Competition closes April 24, 2007
2. All competition entries become the property of Snapshot Ltd.
3. The judge's decision is final and no correspondence will be entered into.
4. Any personal data collected is solely for the purposes of managing the competition and no data will be stored

HOW DID WE MEASURE UP?

Thanks for choosing to shop with us. To ensure you receive the very best in service every time you visit and that we always meet your photo imaging needs, please take a few minutes to complete the questionnaire below - you can mail it back to us if you don't have time to complete now--for a stamped, self-addressed envelope.

Simply circle the number that best indicates your experience of Snapshot.

SNAPSHOT...	Disagree Totally	1	2	Somewhat Agree	3	4	5
Your location is convenient for me	1	2	3	4	5		
Your store is easy to find	1	2	3	4	5		
Your store is appealing and welcoming	1	2	3	4	5		
Your window display is eye-catching and informative	1	2	3	4	5		
You have enough digital kiosks	1	2	3	4	5		
Your staff offer fast, attentive service	1	2	3	4	5		
Your staff provide relevant and practical advice	1	2	3	4	5		
Your staff are friendly and courteous	1	2	3	4	5		
Your staff are knowledgeable about the products stocked	1	2	3	4	5		
You make high quality photos	1	2	3	4	5		
You have a range of cameras that meet my requirements	1	2	3	4	5		
You have a range of photo memory products that meet my requirements	1	2	3	4	5		
Your pricing represents good value for my money.	1	2	3	4	5		
You take an interest in my photo imaging knowledge & needs	1	2	3	4	5		
You always seem to have something new and different	1	2	3	4	5		
I know you offer a bulk photo scanning service	1	2	3	4	5		
I know you offer movie to DVD services	1	2	3	4	5		
You keep me informed and up to date	1	2	3	4	5		
You meet my needs and keep me satisfied	1	2	3	4	5		
I'd recommend Snapshot to my friends	1	2	3	4	5		
The area(s) of service I'd like to see improved is/are ...							

awareness of retail printing options
(print at least once a year)
names of all the places, including pharmacies and supermarkets,
printed? Q7. Have you ever heard of (DIN PHOTO RETAILER)
(ADDRESS OF DIN PHOTO RETAILER)?

10.0%

0.0%

Unprompted

49.2%
Total (unprompted + prompted)

Online Business setup & Marketing support

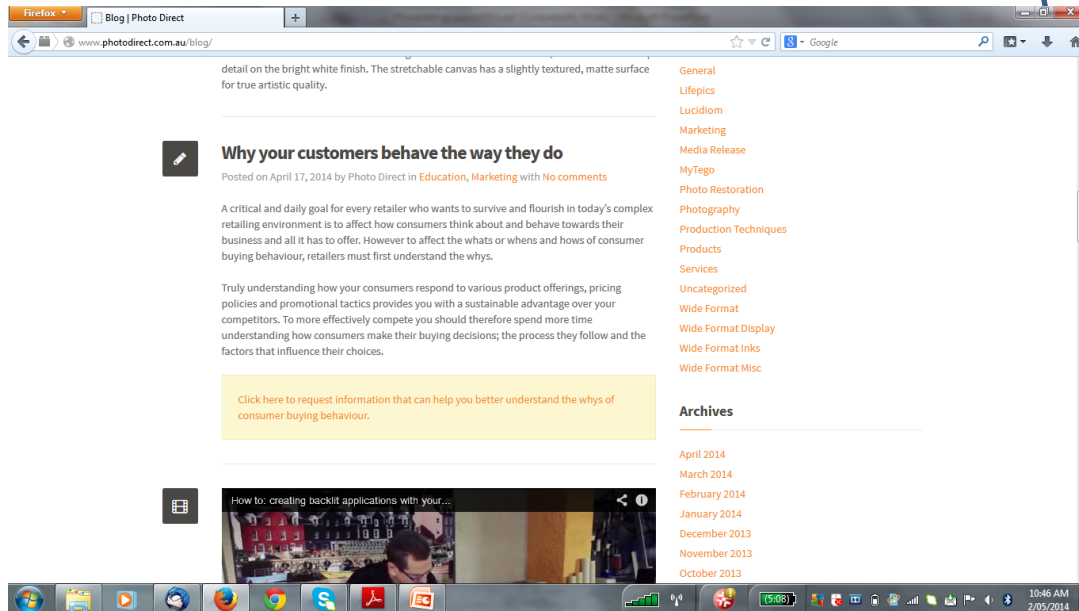
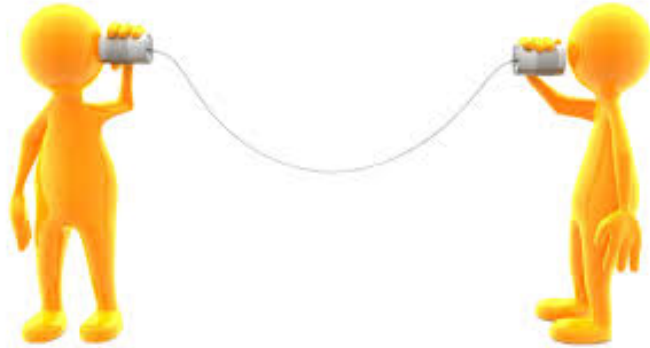
The screenshot shows a Firefox browser window displaying the website photoXpert.lifepics.com. The browser's address bar shows the URL and search engines like Google. The website header features the logo "photoXpert" with a large green "X" and the tagline "Photo. Digital. Graphic." Below the logo is a navigation menu with four buttons: "Order & Share Prints" (purple), "Create Cards & Calendars" (yellow), "Build Photo Books" (blue), and "Design Photo Gifts" (orange). To the right of these buttons is a "Log in | Join Now!" button with a shopping cart icon. The main content area has a blue background with the text "Make those summer memories last with prints and enlargements" and a "Get Started" button. Below the text are several Polaroid-style photos: a girl in a snorkel mask in the ocean, a couple kissing, a baby with bubbles, and a woman hugging a child. The browser's taskbar at the bottom shows various application icons and the system clock indicating 2:21 PM on 20/06/2013.

Promotional Calendars for in-store *or* online activities

Event	Event Date	Start	Finish	Weeks	Email Topic	Email Send Date	Product Image/s	Additional Products	Theme
Fathers Day	5-Sep	19-Aug	6-Sep	2.5	Create Dad's perfect gift here	18-Aug	Photo prints, gifts, personalised cards and photo books	Canvas	Time to celebrate Dad with a special gift he'll love.
Christmas	October	7-Sep	5-Oct	4	Showcase and share 2010	6-Sep	Calendars	Photo books	The perfect gift for family living overseas. Beat the postal deadline!
Kids and Sport	October	6-Oct	21-Oct	3	Capture the best sporting moments of 2010	5-Oct	Posters	Enlargements	Celebrate your kids sports team with a stunning poster or collage
Christmas	November	22-Oct	23-Nov	5	Turn your photos into fantastic gifts	21-Oct	Photo gifts, Canvas and photo books	CDs	Give a gift of treasured memories this Christmas
Christmas	25-Dec	24-Nov	23-Dec	2	Create your own Christmas Cards	23-Nov	Greeting Cards	Photo gifts, Canvas and photo books	Send a special Christmas greeting like no other (SANTA or SPONGE BOB month)
Christmas Holidays	January	24-Dec	20-Jan	2	Share the fun of your holiday	23-Dec	Prints and Canvas	CDs	Fabulous memories ready in an hour

Plus as a customer of Photo Direct here's a few of the benefits you can enjoy when you do business with us

Regular Blogs and Newsletters



A free listing on our website

Call 1300 364 817 or [Email Us](#)

[Home](#) [Specials](#) [Products](#) [Services](#) [Find a Retailer](#) [Blog](#) [Contact](#) [Account Login](#)

photo direct

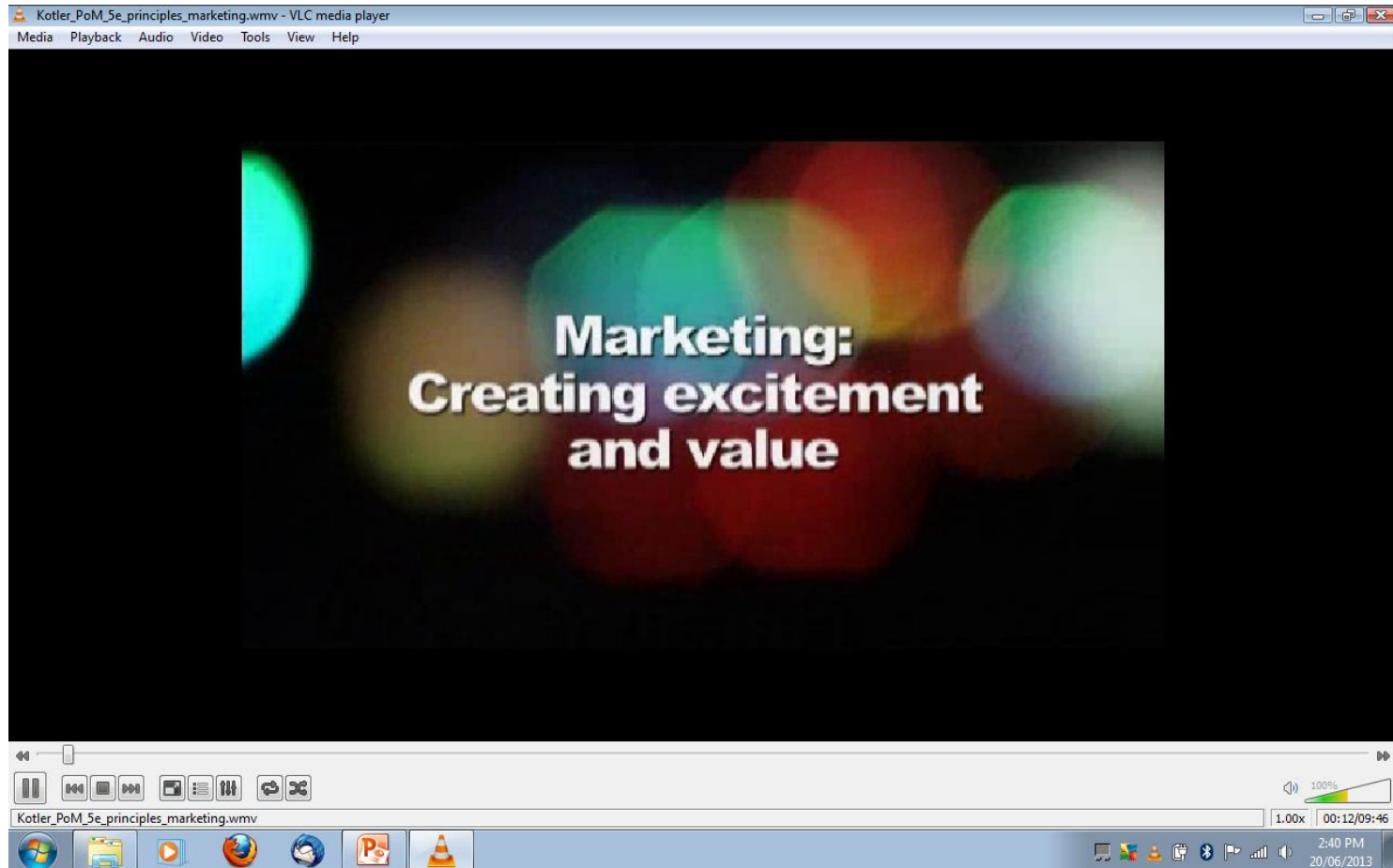
Search this site

Search:

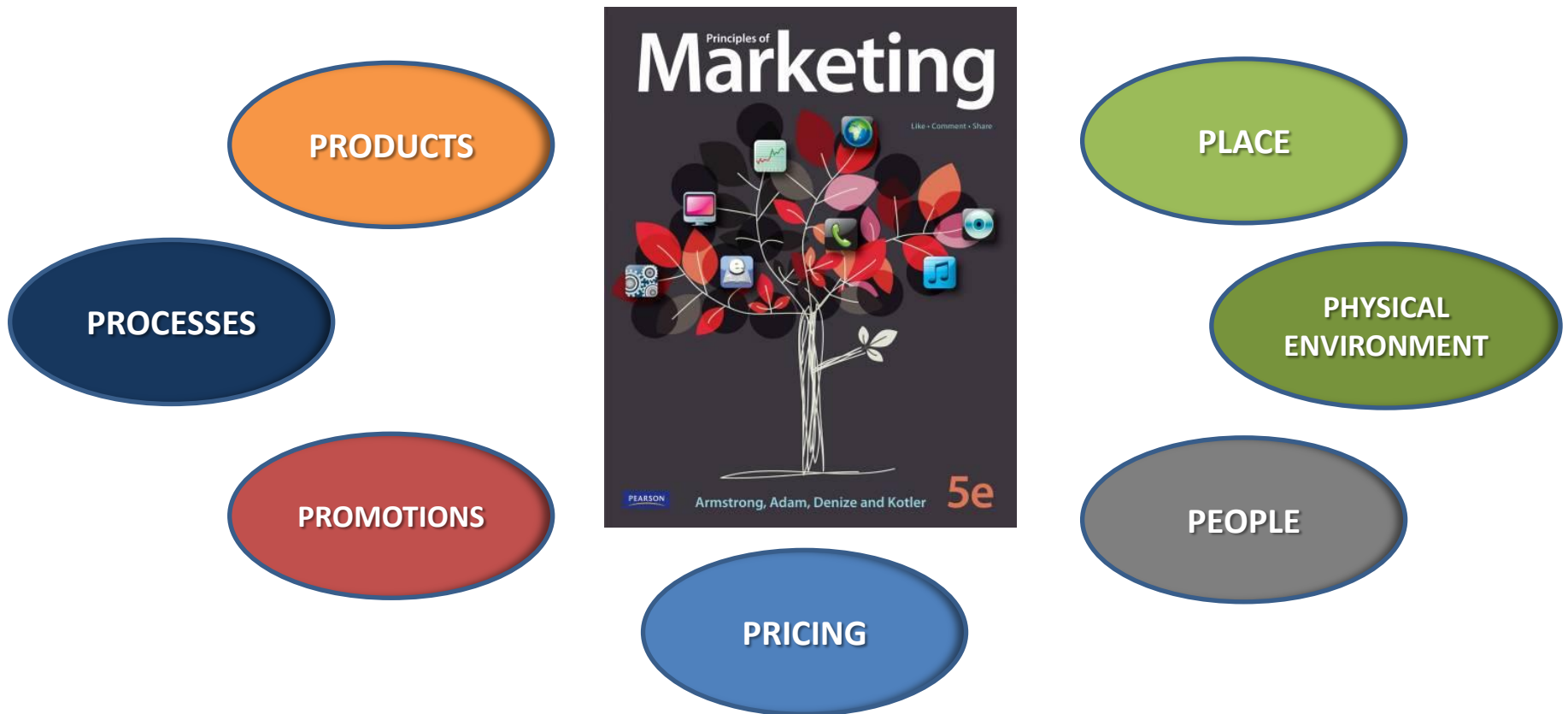
Name	Street Address	City	PC	Telephone
44 Frame Factory	44 Ormond Road	Geelong East	3220	03 5222 2953
Allcolor Photographics	Shop 4 Mountain Gate Shopping Centre, FTG Road	Ferntree Gully	3156	03 9752 3261
Armadale Photo & Digital	4/1111 High Street	Armadale	3143	03 9822 8666
Art 57	213-219 Buckley Street	Essendon	3040	03 9337 1999
Ballarat Camera Centre	211 Sturt Street	Ballarat	3350	03 5331 1283
Ballarat Digital Cameras Plus.	426 Sturt Street	Ballarat	3350	03 5331 1342
Bellarine Photographics	Shop 1, 15 Hancock	Drysdale	3222	03 5251 3300

4:27 PM
3/09/2013

Marketing-related information



Ideas and advice on any element of your marketing mix



You can also access practical marketing support materials and ideas made available through our partners such as:

LifePics

Photo Wonder

Lucidiom

Learn more by visiting the BLOG section of our website at:

<http://www.photodirect.com.au/blog/>



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 - The consumer potential that awaits you
 - Be explicit about what you really want
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Plus you receive the support of a **professional marketer** who's even written a **book** on **every** aspect of the photo business

Like Some Help?

Contact us now for more information.

