

Simple Steps for a Successful Direct Marketing Campaign by Sheri Crandall, Customer Service Manager

No matter what marketing efforts you have been using to get more business, you'll see visible results when you create and follow a plan. Here are six simple steps to create a marketing campaign that works for your studio.

1. Start with a specific and measurable **goal** in mind. What do you want to achieve? How will you know if you've succeeded? Start with your desired results and devise a plan to get there. Understand that your studio is a business and conduct it as such. Write a marketing plan connected to your specific goals and your overall business plan based on your available resources including your time, staff, and budget.
2. **Target** your market, define who your client is and decide which demographics are better suited to you. The more you understand the type of client you need to support your marketing plan, the more focused your messages can be to connect with that customer. They will recognize that you provide what they seek! Blossom can help you identify who your clients are and develop a plan that will attract them to your studio.
3. **Plan** your entire marketing year's worth of activity. Once your customer is defined, you can determine the prime time to send them promotional material. Work backwards from there to allow time to create the materials you wish to send. Hint: you can often save money by ordering several pieces at one time! That way, you have them on hand when you need them. Set aside favorite images throughout the year so it's not a chore to gather them all when you prepare your printed pieces. Eliminate the stress of the "last minute" and plan your printing BEFORE you need it.
4. Get your name out there, be **visible**, and create a buzz! Write a press release or article and submit it to local newspaper, shoppers or magazines so your clients will begin to notice you more. This provides another channel where your clients can see you stand out and perceive you as the expert in your area. Your press releases should be centered on what your studio is doing that provides a benefit to the client or the community as a whole. Think: useful news they can use vs. advertising. Perhaps you can work with the newspaper to provide a regular How To column for aspiring photographers, or, conduct a regular Ask the Pro question-and-answer format.
5. To build your campaign, Blossom recommends **mailing** to your target customers at least 3 times, with a fresh yet consistent look each time. The more that they get your message, the more likely they will remember you. It's like Chinese water torture...the more you are in front of them, the more likely they will be to contact you and book a session. Include limited time offers to create a sense of urgency. You could start with a postcard, followed by a different postcard, then a

brochure, then a digest, and so on.

6. You're the professional photographer, so let the experts at Blossom help you reach your goals! Call Blossom at any time for **help** in preparation of your marketing materials. Our custom design services and high quality printing of postcards, booklets, brochures and other marketing materials will give you an advantage over your competition. Work with our friendly and knowledgeable customer service and design staff to create materials that make your job easier. Plus, Blossom can also provide you with the mailing lists you need to reach your prospective clients. Simplify the entire process and have Blossom send out your mailings, too. You can tell us which pieces you want to send and at what times of the year and we can take care of it for you.

Create a step-by-step plan you can follow, and call Blossom Publishing today to get started. We can help. Then watch your client list grow! We can be reached at 800.583.5370.