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Subject: Fwd: Does your website stack up?
Date: April 9, 2006 7:02:11 PM EDT
2 Attachments, 43.6 KB



Begin forwarded message:



How does your website stack up?

Today's professional studio needs to pull out all stops when marketing to seniors who for the most part are techno-savvy. Seniors are way ahead of most adults in the use of the internet to shop, or at least surf to see what is hot, or download the latest song for their ipod. For teens websites must be entertaining to hold their attention. Designing a studio website must factor in the teen element even if the studio is multi-product: wedding, children, families and seniors. When clicking on "Seniors" to open the senior window, they want to see **WOW** and galleries with portraits of friends and fellow seniors. Mom needs to be impressed as well. More studios are using and relying on websites for marketing.

A recent poll of small businesses nationwide reported that 24% of those surveyed stated that 26% to 100% of their revenue was directly related to having a website.

After reviewing about a dozen websites one can easily see several positive factors.

- 1 more images can be easily illustrated over that of a brochure.
- 2 more information can be provided in a website than a brochure.
- 3 a website can be easily programmed to become interactive.
- 4 a website can provide direct feedback on site activity.
- 5 a website is working for you 24/7.
- 6 prospects can easily email for additional information.

Research has indicated that selling over the internet has increased to over 10% based on consumer surveys. You have guessed it, mostly by younger consumers. For a professional studio to use only the internet as the primary selling mechanism would be unwise. Experts are now saying that good marketing strategy is the use of

direct mail to grab attention and lead the consumer to the business' website where various products can be easily and fully illustrated. Kodak says that over 6,000 photographers now use their FREE ProShots® software and internet services.

A good senior website will illustrate galleries of portraits categorized by school of seniors photographed over the past year and those photographed during the current year. Some websites have a gallery of ambassadors categorized by school which serves a dual purpose of informing student senior classmates and spotlighting each ambassador to instill pride and prestige. To increase senior traffic some websites have the capability of tallying votes for most favorite portrait. This tactic would work also for baby and children's portraiture. Voting increases the number of hits on your site which builds name recognition for your studio. Bookmarking your studio's site is a greater plus. Even better still are seniors forwarding your website to their friends!

Where to get started? Go to [Marathon Press](#) for one stop shopping to set up a web page. They will host and design or just design. Design fees begin at \$365, and go up from there; and includes: email, 200 megs of storage, enough they feel for 2500-3000 images in gallery format and online proof pages. Taking this basic package, paying for domain registration, set up fees, and adding a shopping cart totals out to \$539. Monthly hosting fee is \$24.95. Check out the Marathon Press site before looking elsewhere.

Having a great website design should enable a studio to reduce direct mail costs by eliminating some direct mail activity or enabling a studio to use more postcards to reduce postage costs. Of course each mail piece must direct the prospect to your website for further information concerning your offer.

Instead of going into greater detail, we think it best to just simply go to the following studio websites and judge for yourself the effectiveness of each. Perhaps yours is just as good or better. Are these sites motivating seniors to take action? How would your site stack up against these sites? Is there a need to take your site to the next level? Are you illustrating enough poses? Does your site motivate the senior to take the next step?

- [Studio K Photography](#)
- [Inner Spirit Photography](#)
- [Gary Woods](#)

Senior Savings Coupon - Digital
1 FREE Digital 16x20
with \$10.00 order. LCM or SCM

- One time offer only good through November 30, 2005.
- Mount & Spray - 50% off.
- Film - free scan for 16x20 negative.

Reference coupon code **COUP02** in remarks section of FTP, ProShots, LabPrints or work order bag with disk or negative.

If you think a friend or studio would benefit from our newsletter, have them contact [Pechman Imaging](#) to sign up.
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