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Subject: **Double Your Senior Sitting Count 2**
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Chain Reaction Marketing

Let's face it, most studio sales are down or sittings are being booked less often. Revenue may be holding even with last year. What is needed is a spark - a catalyst to set off a chain reaction of bookings. A catalyst can be any marketing tactic that will attract attention resulting in a call to action - in a studio's case a desire to be photographed. A simple tactic is ***One gets Two*** and works well with seniors.

The One gets Two tactic has many variations. Perhaps you can think of more. A typical tactic is to offer something of value that would encourage a senior to help book another, usually a classmate who is a close friend. Your "*value offer*" must be something that is desired and will induce motivation. One concept used by some studios is the ***Friendship Collage*** where about six images are arranged in an 8x10 collage, which is given free to both seniors after packages are purchased. **Friendship forever** is the motivating factor whereby the collage print will be treasured for a lifetime.

Marketing the Friendship Collage has many variations too. Seniors who have already been photographed can be contacted again and informed about the free offer. For those studios that cannot bear to offer anything free can offer the collage print at a discount.

Advantages of the 8x10 size are that four to six images can be depicted for minimal cost and retouching will not be required because of the smaller head sizes. Image sizes could be a 4x5 mixed with several 2.5x3.5's if a studio were to create their own template or use one of Pechman's templates.

Another variation of the ***One gets Two*** tactic is the ***Two Sessions for the Price of One***. Here we are talking about session fees only. This works well with twins and friends. These would be photographed back to back with friendship poses sandwiched in the middle. For most senior girls this type of session can be very fun.

Some studios have in the past given free wallets. We do not recommend giving away product that represents your bread and butter which happens to be your prints. Ordinarily, an 8x10 collage print for a senior is not considered as bread and butter.

Far too many studios "*poo poo*" the use of senior ambassadors, but keep in mind for the next year the following statistic: 51% of SPI members surveyed use senior ambassadors. Unless seniors flock to your studio each year I would highly reconsider your position on the use of a serious senior ambassador program for year 2006. Fact is that senior ambassadors can spread the word about your studio, which enables the effectiveness of any direct mail campaign or website.

The ***One gets Two*** tactic is really an ambassador program in disguise. Each sitting has the potential of being a mini

ambassador and doubling a studio's sitting count.

More about ambassador programs in future news.

Pechman Imaging Management

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