



Wall Street Journal Reviews Portrait Studios

Wall Street Journal writer, Ron Lieber's article, 'Studio Photographs in the Digital Age' cannot be viewed as statistically relevant given his cursory sampling technique. But, the article is an interesting read. What is of value however is the discussion of a wide range of costs and selling philosophies and a sampling of portrait images from each studio.

Click on: <http://articles.news.aol.com/business/a/studio-photographs-in-the-digital-age/20061130141709990008>. Send us your opinion: customerservice@PechmanImaging.com

Relevant in the article is the apparent consumers' assumption that one digital camera is like another as long as the mega-pixel values are close. Somehow, when consumers' purchase a digital camera, quality of the camera's chip, internal software, multiple functionality, lens and SLR body never come into play in comparison to professional cameras. Obviously, consumer camera manufacturers and retailers have done their marketing job well.

Also relevant was the fact that department store/mall studios, though very busy, seemed to be staffed with less than adequately trained personnel who became easily confused because of constant change in promotions and advertising. Safety of young children was also a key issue at one mall studio. Finally, the article illustrates that professional photographers continue to be unique in their approach to marketing---type of sittings, retail pricing and actual print product offered (if any).

Conclusion: With new technology, professional photographers will need to be prepared to address consumers' concerns and questions.

Guru, lecturer and Master Photographer, John Hartman calls it like he sees it, "Established studios are struggling as competition increases for shrinking and increasingly price-sensitive markets. Fighting back requires new thinking, increased knowledge and a different mind set. The photo part is easy--the business part isn't." Click on: www.jhartman.com. Check out Marketing Boot Camp 2007.

The Wall Street Journal article should alarm most professional photographers. Digital technology has forever changed the professional portrait market. 'Business-as-usual' is a dangerous approach to take because consumer digital cameras and photo related software now give mom and dad many options that enhance both their skill level and photo knowledge.

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