# VOLUME PHOTO SOLUTIONS

MARKETING PROGRAM GUIDE



# >>>> VOLUME PHOTO SOLUTIONS SEVEN-PART MARKETING PROGRAM

Marathon's SEVEN part Marketing program provides you with cost-effective options.

Subscribe to programs individually, or BUNDLE for greater savings. Be the EXCLUSIVE photographer in your area to offer these programs. Get ZIP Code protection as long as you continue to subscribe.

#### #1. HIGHLY-TARGETED DIRECT MAIL CAMPAIGNS

Just one prospect lead generated can result in thousands of dollars of business. Direct Mail allows you to reach every prospect on your contact list. That's because mail is delivered right to the door of every prospect with NO spam filter to diminish your results. We suggest Jumbo postcards or unique diecuts that stand out from other mail to help get your message noticed.

To be successful with direct mail you need a clear, concise call to action, great visual design and repetition of message. Marathon's Volume Photo Solutions (VPS) Marketing program offers all that, and more. Use our promotional designs and copy or provide your own. The program features pre-scheduled mailings sent out at the optimal time to get the decision maker's attention when they need the information most.

No current database to mail from? No problem! We have contact lists for mailings and can also append and supplement your current prospect database.





#### #2. COST EFFECTIVE EMAIL MARKETING

Email is one of the most cost-effective means to reach both prospects and existing clients. Reinforce your presence with photography program decision makers with a new, professionally-written email campaign every month. Use our pre-written campaign messages as is, edit them before use or write your own message. It's that easy. Email messages coordinate with the current direct mail campaign. When appropriate, we'll include all links within the emails to allow prospects to request more in-depth information, access White Papers or participate in surveys which can help you make future decisions.

Marathon can assist you with tips and best practices to send out legal and effective emails.



# #3. RESPONSIVE, CONSUMER-FRIENDLY WEBSITES WITH E-COMMERCE LINKS.

If your website is more than three years old, chances are it wasn't built with smartphone-friendly technology. Since 50% of all initial client inquiries currently originate on a smartphone, it's smart to make a good first-impression with your website.

Marathon offers great-looking, cost-effective websites that can be setup quickly to color-coordinate with your company colors and logo. Once set up you can easily modify headlines, text and photos on demand, with full tech support just a phone call away.

Link to your current E-Commerce System from your home page or use Marathon's simple solution with very low fees and optional automated processing and home-delivery of orders.

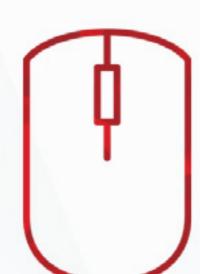
Whether you need a totally new website or just a facelift with new content additions, Marathon's got you covered.



#### #4. NEW PROMOTIONS & PRODUCT DEVELOPMENT

With Marathon, you'll also stay on the cutting-edge with new promotions, products and services designed to give you a competitive edge. Our collaborative "concept to market" approach allows us to bring new ideas to life quickly and efficiently. We welcome your input as a "beta tester" for new concepts, workflow and technology.

Don't stress over what program to offer each Spring. We will send a new theme every year for your Spring Portrait program designed to capitalize on current consumer buying trends. Your Spring Promotion Package will include Portrait Sample Images, Flyer and Picture Day notice designs and pricelist templates. You'll also receive a manual including easy-to-replicate lighting and posing diagrams, workflow tips and a list of vendor resources for everything you'll need.



#### #5. BRANDING & DESIGN SERVICES

What's your STYLE? Let us help you update the look and feel of your printed and digital media with a consistent look that helps build your brand. Marathon's designers are experts at making your photography marketing message look its best.

You'll also have access to an extensive library of Model-Released Student photo images representing a wide multi-cultural demographic. Your marketing program will have an allencompassing look that School Portrait decision makers will appreciate.



#### #6 BIG SAVINGS THOUGH GROUP PURCHASING

VPS Members save BIG on Custom and Stock Underclass Prepay flyers, Proof Program Picture Day Notices, Poster Brochures and Pricelist printing and Senior Portrait marketing by participating in bulk press runs scheduled well in advance so you always get delivery ON-TIME.

Plus, we provide very personalized service in helping you save money. Our specially-trained Representatives will provide the best in customer service, backed up by Marathon's reputation for the highest quality and a great value.



#### #7 MARKETING & TECHNICAL ASSISTANCE

VPS Members have access to Marathon's Business Services. Our marketing experts can help with everything from concept through production through program execution. On the technical side, we have a highly-experienced school photographer on staff to help with day-to-day workflow, production and technical needs. We also have a special arrangement with Chris Wunder, Cr. Photog. ASP to provide consulting services to our Members. Chris is the #1 industry authority on volume, mass-market photography promotions and can assist you on a wide range of topics.

## PRICING

#### MARATHON'S VOLUME PHOTO SOLUTIONS MARKETING PROGRAM

Pricing below reflects the SPAC Member Special Discount Price. VPS Program Members also get ZIP Code Protection which ensures that no one else will be able to use the same marketing materials in your trade area.

#### #1 DIRECT MAIL CAMPAIGNS

.89¢ per card with a 4 (or more) mailing minimum commitment within a year. That's only \$3.56 per school. Include all this: Studio personalization of Jumbo 5.5x11" postcards using our pre-set designs, or your provided custom design, postage and mailing service on a pre-set schedule.

Choose to market to all Elementary, or Secondary Schools or both in the Zip Codes you want to protect. (See Zip Code Protection Policy for details).

Increase your reach by mailing to multiple contacts at each school on staggered dates.

Receive extra cards to drop off at the school: Pack 25/\$10.

\$50 minimum per mailing (includes set-up). Custom card design or mail scheduling and contact list rental is additional.

#### #2 EMAIL MARKETING

(WITH PRE-LOADED CONTENT WE PROVIDE) - YOU SEND IT

.015¢ per email sent. \$10/mo. Minimum. \$20/mo. Minimum. \$100 one-time set up/customization fee.

#### #3 WEBSITES

SPAC Members take 15% off Marathon's website regular prices. Website Hosting: \$24.95/mo.

#### #4 SPRING PROMOTION MARKETING

SPAC Members take 10% off regular price.

#### #5 BRANDING & DESIGN SERVICES

SPAC Members take 10% off regular price.

#### #6 GROUP PURCHASING

Watch for seasonal Specials; SPAC Members also get special pricing on publishing of Yearbooks, Sports Roster Books and Event Books. Ask for a volume-based quote.

#### #7 MARKETING & TECHNICAL ASSISTANCE

Complimentary to our regular customers.

#### ZIP CODE PROTECTION FOR DIRECT MAIL

Available on a first-come, first-serve basis with a minimum of 4 mailings per year. There's a 5 ZIP Code minimum. All ZIP Codes must be contiguous. Protection is for one year only, but can be extended by Annual renewal. A minimum annual purchase is required to secure Zips. Contact a Customer Representative for details.

To Register for Marathon's Volume Photo Solutions program and reserve YOUR Zip Codes, contact Nikki Stueckrath at (800) 228.0629 during business hours.

Be sure to mention that you are a SPAC Member.

#### NEED HELP? CALL NANETTE!

Marathon products are also available through Independent Sales Representative Nanette Rosiello of EZ Touch Photo. Nan has many years of experience serving School, Sports and Event photographers. Give her a call at 732-859-8459. She'll take good care of you!

#### COMING SOON!

Specialized Marketing Programs for Early Childhood Portrait Programs, League & Scholastic Sports and Special Promotions (Dance Schools, First Communions, etc.) will be made available first to our VPS Program Members.

# BIG DISCOUNT FOR SPAC MEMBERS!

Marathon is offering SPAC Members the FIRST opportunity to participate in a new year-round Marketing Initiative. Reserve Your EXCLUSIVE territory NOW and get special discounted pricing through 2017.

#### WANT MORE SCHOOLS?

Marathon's Volume Photo Solutions (VPS) Marketing Program will help you generate more prospect leads and book more business. It's like "autopilot" for your marketing plan.

## KEEP CURRENT ACCOUNTS LOYAL

Stay in regular communication with your existing Clients. Let them know you care. Increase your value to them with new programs and offers through VPS.

(800) 228.0629 www.VolumePhotoSolutions.com

## TEN MONTHS OF PROMOTIONS

Marathon's Volume Photo Solution (VPS) Program helps promote your Company - All School-Year long! Choose the programs most appropriate for your Current and Prospect Accounts.

"TRUST US FOR YOUR NEXT PHOTOGRAPHY PROGRAM" - This campaign is designed to catch Principals, School Secretaries and Parent Councils after they have experienced a less-than-favorable Fall season from your Competitor. Give them a reason to check you out.

TARGET AND MEDIA New Business Direct Mail & EBlast

"RECOGNIZE ACHIEVEMENT" - This theme will introduce schools to the option of "Cap & Gown" or "Formal" portrait programs recognizing Preschool or Kindergarten Grads, or 5th, 6th or 8th Grade "Promotion". Offer a complimentary Certificate of Promotion included with the Student Portrait. This is a great promo for both current accounts or to introduce your services to prospect schools.

TARGET AND MEDIA All Schools Direct Mail & EBlast

"SPRING PORTRAIT TIME IS HERE!" - Show off your exciting new Spring promotion theme to all your Competitor's Schools. When they see what you can do, they'll want to consider you for the next School year. Marathon can provide a new Spring portrait theme each year, or develop your own.

TARGET AND MEDIA New Business Direct Mail & EBlast

"CATCH THE SPIRIT" School Pride Campaign – Help promote School Pride with this campaign with the option of providing a new (and painless) fundraising program for the School. Products that can be featured include Pride Posters, Photo Mosaics, School Pennants or All-School Photos.

TARGET AND MEDIA Current Accounts Direct Mail & EBlast

"BUNDLE YOUR SCHOOL PORTRAIT AND YEARBOOK PROGRAMS FOR BIG SAVINGS"
Leverage Schools' dissatisfaction with their current Yearbook program (late delivery, errors, etc)
to contract them with your program for the Fall. Even if it's too late to book their Fall program for
School Portraits, doing their yearbook will give you the edge to do both programs for subsequent
School years.

TARGET AND MEDIA New Business Direct Mail & EBlast

"STUDENT MOTIVATION - PRICELESS!" - Spotlight your Studio's products and programs supporting School PBIS initiatives. (PBIS = Positive Behavioral Interventions and Supports)

Complimentary programs can include Student Award Certificates and Motivational Banners.

Additional revenue can come from sales of Student Inspiration Prints and Posters.

TARGET AND MEDIA Current Accounts Direct Mail & EBlast

"FAMILY PORTRAIT FUN NIGHT" – Encourage Schools' Parent-Teacher Council to sponsor a Family Portrait event in Nov. or early Dec. – just in time for the Holidays. Schools receive all / part of the session fee, plus 10% of Portrait revenue. This encourages big sales! Use this promotion to help build loyalty with current accounts or as a "Get Acquainted" offer with potential new accounts.

TARGET AND MEDIA All Schools Direct Mail & EBlast

"HOLIDAY FUNPAKS - A GREAT GIFT IDEA" - Multi-task the student's Fall portrait image you already have to promote a specialty product (FunPaks, Photo Calendar etc) for holiday gift-giving in December. You'll make more money (with very little work on your part) and the school gets a NEW and painless fundraiser they'll appreciate. Best offered on a pre-pay or speculation package basis.

TARGET AND MEDIA Current Accounts Direct Mail & EBlast

"SCHOOL PHOTOGRAPHY REPORT CARD - WHEN WAS THE LAST TIME YOU REALLY COMPARED PORTRAIT PROVIDERS?" - This theme encourages the School to compare services you provide versus the company they are using now. Of course, this card highlights those products and services which positively differentiate you from the competition.

TARGET AND MEDIA New Business Direct Mail & EBlast

"PAINLESS FUNDRAISING - GETTING YOUR FAIR SHARE OF SCHOOL PORTRAIT COMMISSIONS." - This promotion suggests that schools check with you to compare their current commission check received with what you anticipate they might receive from your company. This is helpful in determining if schools are being underpaid by your competitor; thus providing you an opportunity to provide a better deal.

TARGET AND MEDIA New Business Direct Mail & EBlast

# SUBSCRIBE TODAY

Get access to all of this to help build your school photography business.

- 1. HIGHLY-TARGETED DIRECT MAIL CAMPAIGNS
- 2. COST EFFECTIVE EMAIL MARKETING
- 3. A RESPONSIVE, CONSUMER-FRIENDLY WEBSITE
- 4. NEW PROMOTIONS & PRODUCT DEVELOPMENT
- 5. BRANDING & DESIGN SERVICES
- 6. BIG SAVINGS THROUGH GROUP PURCHASING
- 7. MARKETING & TECHNICAL ASSISTANCE

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