

Getting into Specialty Photo Print Services

... Is Key to Your Business's Growth in this Challenging Economy



Mail & Parcel Center Owners: Tear Down Those Walls!

By

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Customer Acquisition

Be a Hunter AND a Farmer.

The Farmer is a retailer that provides excellent service, builds strong relationships and achieves customer loyalty. Nurturing is at their core. Repeat business is their goal.

The Hunter is the retailer that seeks out new contacts; enjoys the new account sales process. These retailers constantly seek to match new contacts with new opportunities, and failing that, *create* opportunity when no readily visible opportunity seems to exist. Networking is at their core. Customer base expansion is their goal.

In today's economy, as a small business owner, clearly you need to wear both hats; *hunter AND farmer*. If you only hunt, current customers may feel that you do not value their business, the so called *close and run* mentality sets in. If you only farm, you have a loyal but fixed customer base that may have less to spend, stunting your growth. Ask yourself: Are you doing both? Do you offer services that support both types of business growth and customer acquisition approaches?

We believe Specialty Photo Print Services supports both. It enables a fun, creative and fulfilling experience valued by your current customers and advanced print services such as signage, photo packs, and posters/banners speak to increased business-to-business sales and partnering opportunities with new customer segments such as realtors, schools, other retailers, hotels, convention centers, and youth sports.

Partnering for Profits

Reaching Out!



Canvas Portraits for Realtors and Professional Photographers: In today's tough real estate sales environment, helping realtors maintain their customer loyalty and to help them distinguish their service from others is a significant role you can leverage. Contact and work with your local realtors by suggesting they take a picture of the house they just sold with the new owners. Load the image into FotoZoomer and print a high quality, canvas portrait suitable for the new homeowners to frame. A definite winner and those homeowners will definitely tell their friends.

Professional photographers and artists are always looking for ways to get their work in the public eye. Typically they are faced with having to preprint multiple sizes of their art reproductions and then have them sit in inventory at stores waiting for an order.

Now your artists can store their images on FotoZoomer in a secure *Image Library*. The artist works with you to set the royalty they want to make for each print size. They direct their clients to your store to purchase art. Once a month you print a sales report from

FotoZoomer's accounting package that documents for the artist how many prints were sold. The artist wins by having a low cost way to sell art and avoids the cost of prints in inventory. You win by adding customers and new revenue.



Photo Packs/Posters/Awards for Youth Sports Teams:

Photo Packs/Posters/Awards for Youth Sports Teams: Every youth sports team is busy fundraising whether for new uniforms or team trips. Typically the fundraising is all about low return activities like car washes and over-priced candy.

Talk to parents of children involved on the teams. Typically there will be a team manager that takes care of the fundraising for the team. Bring samples when you meet, and talk about the ease of use and the profitability.

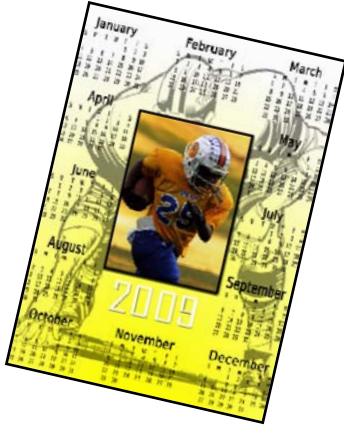
If the team does not use your services for a fundraiser, they may use your services to provide player gifts at the end of the season. Typically parents will contribute money to provide awards or team mementos for their players. A team photo pack, poster or calendar with their child or team photo is a hit with parents and players.

Solicit your local schools. Offer them a great fundraiser by providing banner advertising in their gyms or hallways that announces their school theme or

mascot with advertising on the ends of the banner.

Work with a local free lance photographer that wants to take pictures at sports events or tournaments. Invite the parents to your store to select images for prints and posters.

Increase your foot traffic in your store and help the local team fundraiser. Promote the capabilities of your FotoZoomer to an ever-increasing group of clients.



Signs for Other Retailers: Retail stores need to make customers aware of specials, sales, store openings, and the latest styles. FotoZoomer comes with a large compliment of simple, standard signs for business and casual sign creation. There are hundreds of templates in FotoZoomer's Sign Template Library.

For something more elaborate, incorporate digital photos of the customer's retail products and add custom text then create a sign. Consider offering to mount the sign for the customer on poster board.



Banners for Sporting Tournaments and Business Events: Go to any event from retail store grand openings to golf or soccer tournaments and you will find banners made of a vinyl material hanging above to announce the event.

Northshore Golf Sponsors

*ACE Hobbies *Jones & Rupe CPA
*JP Financial *K-Man Grill

These banners traditionally have been made at sign shops but now with FotoZoomer you can make them in your store.

Offer to provide banners for your chamber meetings at a reduced cost or no cost provided that you can add "created by my business" on each banner

Solicit your local sports associations (i.e. soccer club, swim teams, special needs league, local clubs, and bands). Offer them a great fundraiser by providing banner advertising on their fields. They could sell space on the ends of the banner that announces their tournament or game, sponsored by a local retailer. A single tournament typically may use 3-4 banners or more at \$160 each!

Solicit your local golf courses. Every golf course is busy all summer with tournaments. Offer to produce all banners for their tournaments. Be willing to provide volume discounts or rebates to the golf course for all banners purchased.

Advertise the banners in the Garage Sale section of your newspaper for garage sale operators. Create some pre-made garage sale banners that can be sold or rented for garage sales.

Advertise the banners for birthday parties, anniversaries or how about a new baby arrival!



You may need a few extra items from FotoZoomer to support your banner sales. First you may want to acquire a grommet tool.



This device enables you to place grommets into the vinyl banner so that it can be hung without damaging the banner. Second, you may want to obtain specialized edge/seam tape. This enables you to professionally finish the edges of the banner to strengthen and minimize roll-up.



Hotels/Convention Centers: There is typically a continuing stream of Trade Shows in your community. Many exhibitors have last minute changes or promotional ideas when they arrive at the trade show but they do not have a convenient way to turn these last minute "ideas" into a professionally prepared banner, poster or sign. This is where you come in.

Distribute a flyer to exhibitors on "setup" day stating that you can print banners at the tradeshow for any last minute changes people may want to make. Make sure your contact information is included in the hand-out.

Look for community convention centers or convention centers associated with the larger hotels in your community. Go meet with the convention center managers or with the hotel's manager of events and catering. Educate them on the services you can provide to their customers.

Ask for a list of upcoming events. Identify the sponsor of the event. Send them a package describing your

What Our Customers Are Saying:

Mr. Hornyak

UPS Store 0108, Bradenton, FL

"I just wanted to drop you a line to let you and your staff know what a great product you have. The thing that impresses me most is the support you give, whether it is technical or operational. I really enjoy the classes being offered through Zoom U. It gives me great ideas to help market the product as well as showing me the different applications provided. Many vendors just sell their product, never to be heard from again until they want you to buy something else. You and your staff give the tools and support to make sure we succeed! ... Thanks again for all of your help!"

Robert Shaw

Parcel Plus, Cypress, TX

"...this product has created opportunities beyond what we offered to our customers and does something no one else can in our area.... We immediately saw an ability to work with a framing store in our shopping center and contacted them with a proposal to partner up on finishing/stretching the canvas prints we can now produce at our store...."

Ann Casey

Parcel Place, Baltimore, MD

We are going to concentrate on in house marketing ... the programs FotoZoomer has developed offer considerable promise. Couple that with the on-line classes that they have been offering ... and our skill levels are improving considerably . . . last but certainly not least, their support has been great ... Bottom line - the equipment and vendor support are terrific - can't ask for a better partner.

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Technology + Support + Product Evolution

Without All Three, Caveat Emptor



Technology: FotoZoomer Systems feature the industry leading technology of Epson Corporation. Epson is well known for producing some of the highest quality print and scanning technology for professional photographers and signage.

Our systems come with *Epson Perfection 4490 Photo Scanner*, a 4800 x 9600 resolution professional photo scanner featuring 3.4 Dmax for wide dynamic range and greater image quality, as well as ICE™ technology featuring built-in dust and scratch removal capability.



For standard size photos FotoZoomer features the *Epson Stylus Photo 1400 Inkjet Printer*. Beautiful photos have never been easier or more affordable. Innovative Claria™ Hi-Definition Ink provides rich color and details for photographic enlargements, presentations, and signs. Your prints are also smudge, scratch, water and fade resistant so you can share your impressive prints today and for generations.



For creating prints larger than 8x10, FotoZoomer features *Epson Stylus® Pro 7880 and 9880 Wide Format Inkjet Printers*. A true evolution in photographic printing technology, the 24-inch Epson Stylus Pro 7880 and 44-inch Epson Stylus Pro 9880 professional wide-format printers incorporate forward-thinking designs, with a newly enhanced 8-color ink technology, resulting in a final print of uncompromising quality.



Epson Stylus Pro 7880



Epson Stylus Pro 9880

Epson UltraChrome K3™ is the standard by which all other professional level ink technologies are judged. Imagine producing archival prints with amazing color fidelity, gloss level, and scratch resistance, while providing consistently stable colors that significantly outperform lesser ink technologies. When combined with Epson's AccuPhoto™HD screening technology, at an astonishing resolution of 2880 x 1440 dpi, Epson has once again raised the level of image.

Capable of handling virtually any media type, in roll or cut-sheet Epson sets the standard for professional media use.

Note: FotoZoomer is also compatible with HP, Canon and many other manufacturers' printers.

Profitability of Transactions

How Big, How Much, How Profitable?

To fully appreciate the profit per transaction that is available to you in Specialty Photo Printing, let's look at three examples:

Foto Luster	Price	Cost*	Profit	Mark-up
16x20	\$18.00	\$2.72	\$15.28	560%
18x24	\$20.00	\$3.06	\$16.94	560%
24x36	\$30.00	\$6.12	\$23.88	400%
Foto Pro Matte Canvas				
16x20	\$55.00	\$5.20	\$49.80	950%
18x24	\$60.00	\$5.85	\$54.15	925%
24x36	\$90.00	\$11.70	\$78.30	675%
FotoBanner				
36x48	\$120.00	\$20.40	\$99.60	490%
36x60	\$140.00	\$25.50	\$114.50	450%
36x72	\$160.00	\$30.60	\$129.40	425%

*cost=ink and media

Final Thoughts

Take Action

We are being bombarded each day with more and more news about the declining economy. This period of uncertainty causes great anxiety, perhaps throws into doubt the very survival of your business and certainly challenges your ability to maintain and grow your income.

So in the face of a slowing economy and increased competition, what do you do? Just accept that your income is going to significantly decline or worse decide to leave the industry?

Jack Welch, former CEO of General Electric, wrote an influential book entitled, "Control Your Destiny or Someone Else Will". The premise of this book is that as business owners or managers your primary responsibility is to keep your business on track, understand your situation, and do something about it in order to *maintain business growth*. The axiom in business is that if you are not growing, you are dying.

Within the Photo Marketing Industry, specialized photo printing is over a \$500M/year industry and *still represents one of the fastest growing segments*.

Take Action. Analyze your local market situation. If you think you should enter and pursue this new market, then contact us, we are here to help.

-- Eric Steadham



About the Author:

Eric Steadham is the President and Founder of FotoZoomer LLC an industry-leading manufacturer of photo-to-poster kiosk printing solutions. Mr. Steadham has over fifteen years of experience in the digital printing/wide format printing industries having previously worked for IKON Office Solutions, Inc. and other digital equipment manufacturers.

FotoZoomer products have previously been awarded: Digital Imaging Marketing Association's (DIMA) "Innovative Digital Product" award at the Photo Marketing Association International's (PMAI) convention held in Las Vegas, NV, March 2003; Associated Mail and Parcel Centers' (AMPC) "Best of Show 2007" at the AMPC Convention & Expo held in Las Vegas, NV, March 2007; and was just awarded Associated Mail and Parcel Centers' (AMPC) "Supplier of the Year 2008" at the AMPC Convention & Expo held in Bloomingdale, IL, March 2009.

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