

CARILEE PHOTOGRAPHY

COMMUNICATION PLAN

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EXECUTIVE SUMMARY

PURPOSE

“To sell valuable photos to seniors and families”

KEY RESEARCH FINDINGS

Clients looking for professional photos at an affordable price

Most families choose their photographer based on recommendations

“Feel good, look good”

KEY COMMUNICATION RECOMMENDATIONS

Use creative tactics to advertise to those who aren't looking.

Use the unique and personalized experience to attract customers

Develop positive relationships with clients and provide an experience that they would recommend to others.

BACKGROUND

Her intended audience:

“Seniors are the majority of my clients. I want people who value high quality photos. I want clients to feel comfortable to make the whole experience fun for everyone involved and I want each client to have their own unique pictures” - Carilee

Past Client Reviews



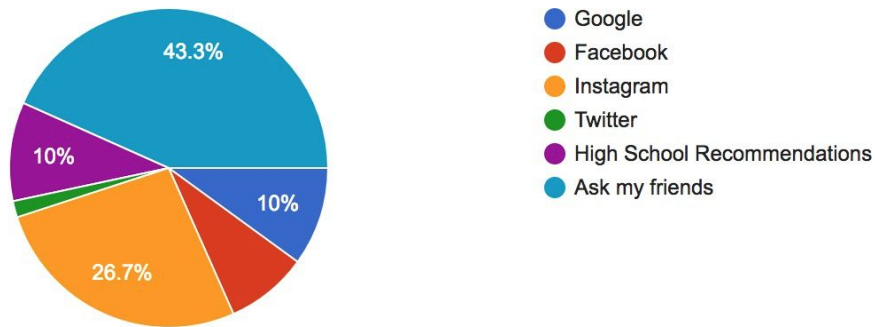
SURVEYS

Questions:

- ❖ What are you looking for in your senior photos?
- ❖ What is most important to you when choosing a photographer?
- ❖ Where would you look for photographers to take your senior photos?
- ❖ What is the price range you are looking to spend on senior photos?

Where would you go to look for photographers to take your senior photos?

60 responses



What are the two most important attributes you are looking for in your senior photos?

60 responses



BACKGROUND



S

Strengths

Years of experience &
highly skilled

Welcoming

Easy to become
comfortable with



W

Weaknesses

Lacking organization

Minimal advertising

No website, irregular
social media posts



O

Opportunities

Unique selling point: an
“experience”

Personalized- doesn't
use the same “set”
travels to locations



T

Threats

Increased number of
competing
photographers

Constant change in
trends

OVERALL GOAL OF PLAN

To get more customers
and sell more photos.



STRATEGY

Target Audience #1: Parents of Seniors in High School

Based on research, they want timeless photos at an affordable price and a convenient experience.

Objectives

See value in a experienced
photographer

Positive experience to share
with friends and family

Key Message

Create a memorable
experience for their children
by capturing photos they will
value for a lifetime.

Reach

Customer Referral Incentive

Take pictures at school
sporting events, plays, and
competitions

High School Newsletters

STRATEGY

Target Audience #2: Juniors/Seniors in High School

Based on research, they want quality, professional photos that will make them feel pretty and enjoy their experience.

Objectives

Create an attitude that Carilee Photography is the place to go

For clients to share and recommend experience with friends

Key Message

An individualized experience from a seasoned professional that focuses on capturing your best self.

Reach

- Flyers
- Table at Back to School Day
- Tumbler with purchase
- Ambassador Program
- Social Media (Instagram)

TIMING AND TEAM

Team:

- Sarah, Maegan, Danielle, Shelby for organizing the plan
- Carilee's two daughters help with the execution of the plan



BUDGET

Posters

200 Copies on
Photo Paper
(Office Depot)

\$108

\$10 per hour
(10 hrs/first set of
fliers,
10 hrs for second
set)

\$200
(Pro-bono)

Hourly rate for
posters

Our hourly rate

\$10 per hour
x 35 hrs

\$3500
(Pro-bono)

Water Bottle / Tumblr

\$3.99 per tumbler, 50
tumblers = **\$199.50**

Free, but she/he
gets discounted
photos, 50% off

Ambassador

Candy: **\$6.36** bag
from Walmart
x 6 bags
= **\$38.16**

\$63.64

Goodie Bags

Total: \$371.14

To evaluate our success we will:

- Compare number of senior clients from this year to the previous year
 - Customers now: 30
 - Goal: 50 total, 20 more than previous year
- Measure change in inquiries (emails & calls) and referrals
- Survey how people found out about Carilee and their review of the experience

EVALUATION