

Private

Consumer Targets

- Approved Consumer Accounts: The photographer will have the ability to let key accounts (ex Thrasher) view their private collection.

Editorial

Consumer Targets

- newspaper and television.
- Magazines: 12-30 year old audience.

Photographer Benefits

- Shrelp finds buyers for editorial photos.
- Shrelp handles payments and file transfers.

Rider Benefits

Marketing Action #1 (Event Promotion)

Work with photographers to cover main events to get the photos up quickly.
Manage many email list to notify buyers of events and when the photos are available.

Approved Sale

The approved sale was developed since so many riders have sponsors that conflict with an advertising sale.

Consumer Targets

- ActionSports Industry: 24/7 access to archives of their riders.
- Any Product Advertisement:

Photographer Benefits

- Image is opened up to many potential buyers.

Rider Benefits

- Rider has control over his public image based on ads that he/she appears in.
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Marketing Action #1 (Skate Industry Advertising)

Work with photographers to get images of sponsored riders. When we have a good collection of images lets say of Rune, we'll then start informing Volcom, Flip, etc... that we have a collection of Rune available for online.

Creative Sale

Consumer Targets

- Any Product or Service Advertisement:
- Companies that currently use skateboard photographs in their advertising
- Companies and organizations that are changing their advertising campaigns
- Organizations and companies that have a one time use of skateboard images

Photographer Benefits

- Image is opened up to many potential buyers.

Marketing Action #1 (Photo Assignment: Shrelp Skate Day)

A plan to help photographers shoot images for sale to advertisers.

Work with photographers to 1) get unsponsored riders to go logo free 2) know how to frame an images best for a creative sale.

1. Page on Blog or Shrelp with explanation and examples. Tips on how to organize one and how to shoot the images.
2. PDF
3. Email
4. Banner Ads to sell Shrelp day to photographer

Marketing Action #2 (Photo Assignment: Collections)

Find types of images that are highly reusable for a large group of advertisers.

Marketing Action #3 (Photo Assignment: Silhouette Collection)

Work with photographers to create a collection of Silhouettes that work well for stock.

1. Page on Blog or Shrelp with explanation and examples.
2. PDF
3. Email

* Marketing Action consists of 1) helping the photographer create sellable images 2) marketing the collection to a buyer 3) Measuring the number of views/sales.