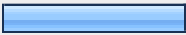





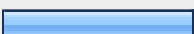



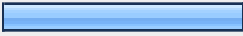



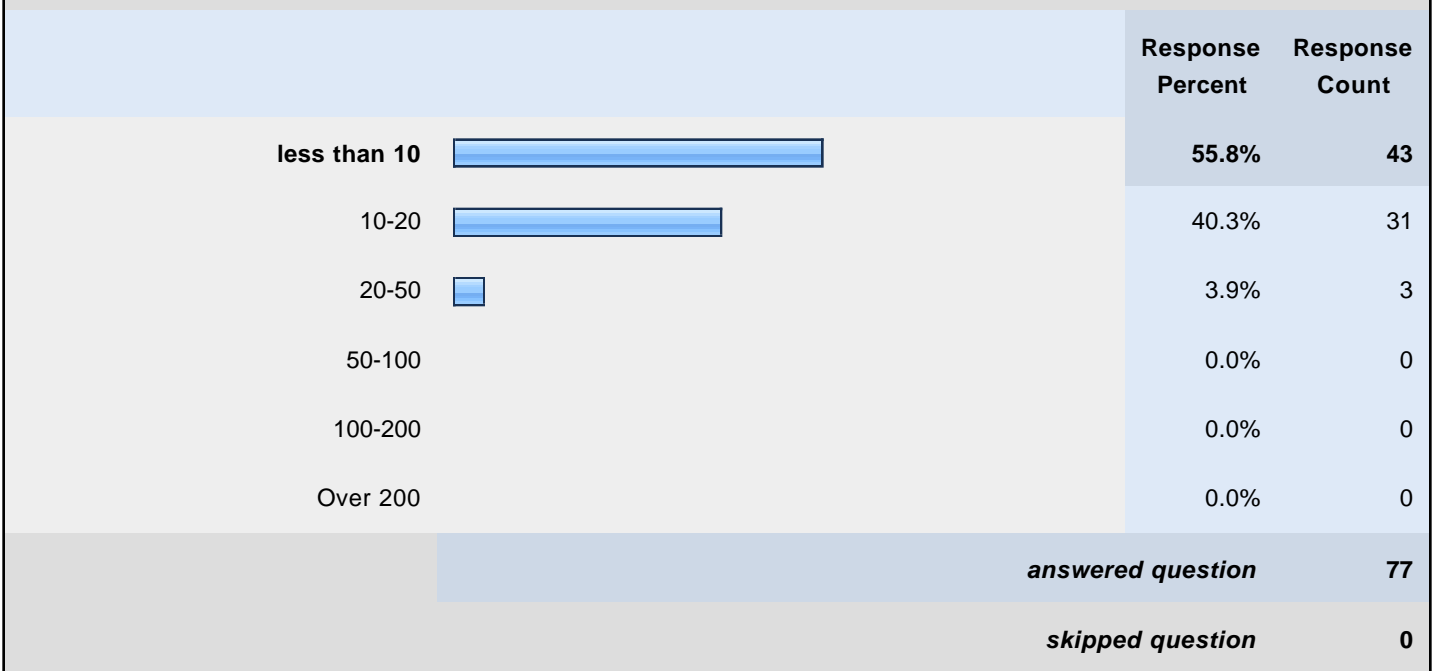


Photographer Marketing Survey

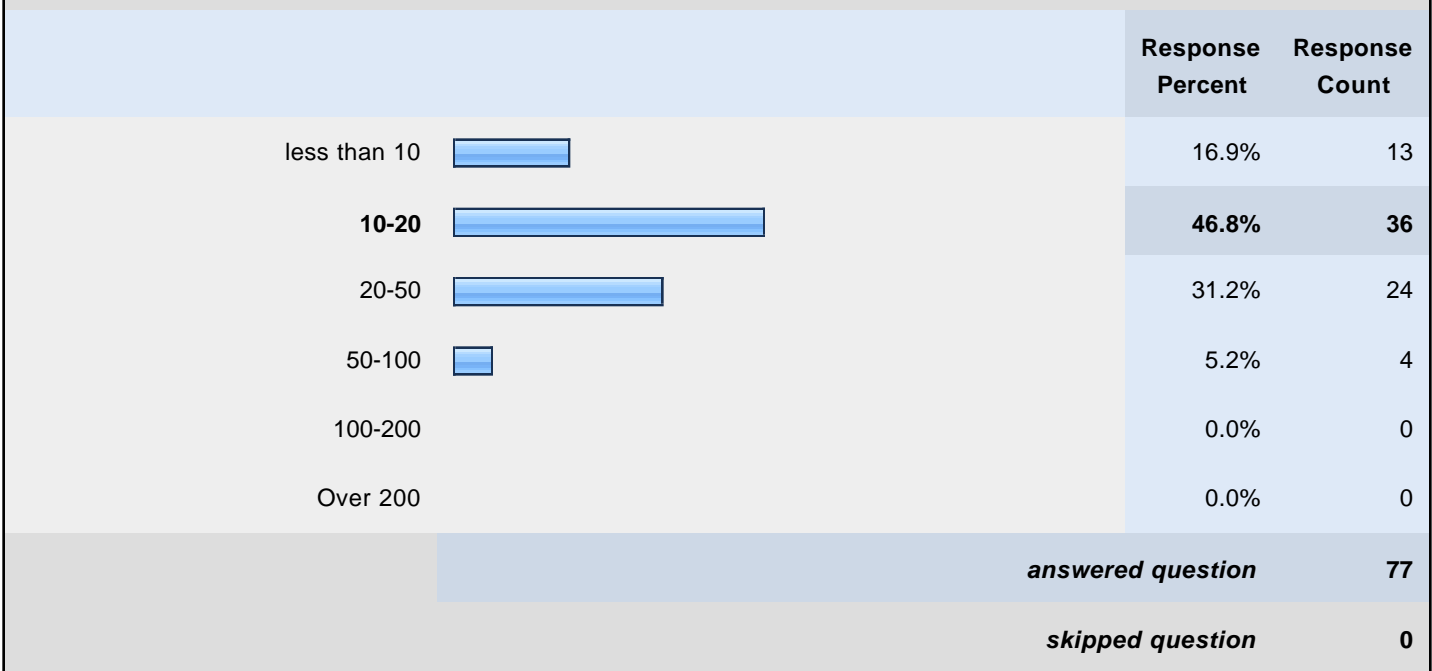
1. How would you categorize the size of your company/publication			Response Percent	Response Count
Freelancer			27.3%	21
Small Regional			3.9%	3
Big Regional			6.5%	5
Small National			9.1%	7
Medium National			15.6%	12
Big National			10.4%	8
We are among the biggest in the industry			28.6%	22
<i>answered question</i>				77
<i>skipped question</i>				0

2. What is the best way for a photographer to introduce and then keep you updated on their work?			Response Percent	Response Count
Call me on the phone			3.9%	3
Portfolio drop			13.0%	10
Portfolio visit			24.7%	19
Email Promotion			36.4%	28
All I need is a website link			57.1%	44
Printed Promotion			26.0%	20
Social Marketing (Facebook, Twitter, Blogs)			2.6%	2
<i>answered question</i>				77
<i>skipped question</i>				0

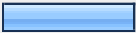





3. How many printed marketing mailers do you receive per day (on average)?









4. How many unsolicited marketing emails do you receive per day (on average)?




5. What size screen do you most often use to look at photographers websites?

	Response Percent	Response Count
iPhone	0.0%	0
12-13" 	19.5%	15
15" 	32.5%	25
17" 	23.4%	18
20-24" 	23.4%	18
27" 	2.6%	2
30" 	1.3%	1
answered question		77
skipped question		0




6. what size screen do you most often use to show other people a photographers website (their screen)?

	Response Percent	Response Count
iPhone	0.0%	0
12-13" 	13.2%	10
15" 	23.7%	18
17" 	36.8%	28
20-24" 	30.3%	23
27" 	3.9%	3
30" 	3.9%	3
answered question		76
skipped question		1

7. What is your opinion of email marketing?

	Response Percent	Response Count
Necessary evil 	20.8%	16
Not much better than spam 	10.4%	8
I love it 	1.3%	1
Love/Hate 	29.9%	23
Ok, but getting worse 	22.1%	17
I opt out every time I get one 	1.3%	1
I trash them all 	6.5%	5
Its my job to look at them so whatever 	26.0%	20
answered question		77
skipped question		0

8. What is your opinion of direct mail marketing?

	Response Percent	Response Count
Necessary evil 	16.9%	13
Not much better than junkmail 	9.1%	7
I love it 	7.8%	6
Love/Hate 	35.1%	27
Ok, but getting worse 	14.3%	11
I opt out every time I get one	0.0%	0
I throw them all out 	6.5%	5
Its my job to look at them so whatever 	26.0%	20
answered question		77
skipped question		0

9. What do you think is the best way to find new talent?

		Response Percent	Response Count
Reading my email		13.0%	10
Looking through promo mailers		31.2%	24
Awards and contests		31.2%	24
Peer Referral		57.1%	44
Portfolio drop		9.1%	7
Portfolio visit		22.1%	17
Browsing the internet		50.6%	39
Internet Forums		19.5%	15
Browsing agent websites		49.4%	38
Sourcebooks (printed)		19.5%	15
Internet Sourcebooks (web versions)		29.9%	23
Seeing who other people are using		20.8%	16
Consumer Magazines (print and online)		32.5%	25
Industry Magazines (print and online)		36.4%	28
Blogs		33.8%	26
Facebook		1.3%	1
Twitter		1.3%	1
LinkedIn		0.0%	0
	Other (please specify)		3
answered question			77
skipped question			0