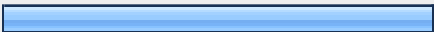
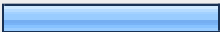



Photographer Marketing Survey

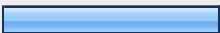
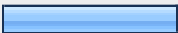
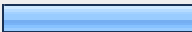


1. How would you categorize the size of your company/publication		
	Response Percent	Response Count
Freelancer	0.0%	0
Small Regional	0.0%	0
Big Regional	0.0%	0
Small National	0.0%	0
Medium National	0.0%	0
Big National	2.2%	1
We are among the biggest in the industry	100.0%	46
<i>answered question</i>		46
<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	4.3%	2
Portfolio drop	26.1%	12
Portfolio visit	26.1%	12
Email Promotion	39.1%	18
All I need is a website link	56.5%	26
Printed Promotion	34.8%	16
Social Marketing (Facebook, Twitter, Blogs)	6.5%	3
<i>answered question</i>		46
<i>skipped question</i>		0







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

		Response Percent	Response Count
less than 10		65.2%	30
10-20		32.6%	15
20-50		2.2%	1
50-100		0.0%	0
100-200		0.0%	0
Over 200		0.0%	0
answered question			46
skipped question			0







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

		Response Percent	Response Count
less than 10		32.6%	15
10-20		26.1%	12
20-50		28.3%	13
50-100		10.9%	5
100-200		0.0%	0
Over 200		2.2%	1
answered question			46
skipped question			0

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

	Response Percent	Response Count
iPhone	0.0%	0
12-13" 	8.7%	4
15" 	17.4%	8
17" 	13.0%	6
20-24" 	45.7%	21
27" 	6.5%	3
30" 	8.7%	4
<i>answered question</i>		46
<i>skipped question</i>		0




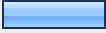


6. what size screen do you most often use to show other people a photographers website (their screen)?

	Response Percent	Response Count
iPhone	0.0%	0
12-13" 	8.9%	4
15" 	13.3%	6
17" 	24.4%	11
20-24" 	53.3%	24
27" 	6.7%	3
30" 	6.7%	3
<i>answered question</i>		45
<i>skipped question</i>		1

7. What is your opinion of email marketing?

	Response Percent	Response Count
Necessary evil 	13.0%	6
Not much better than spam 	10.9%	5
I love it	0.0%	0
Love/Hate 	37.0%	17
Ok, but getting worse 	28.3%	13
I opt out every time I get one	0.0%	0
I trash them all 	13.0%	6
Its my job to look at them so whatever 	17.4%	8
answered question		46
skipped question		0

8. What is your opinion of direct mail marketing?

	Response Percent	Response Count
Necessary evil 	10.9%	5
Not much better than junkmail 	23.9%	11
I love it 	13.0%	6
Love/Hate 	32.6%	15
Ok, but getting worse 	15.2%	7
I opt out every time I get one	0.0%	0
I throw them all out 	4.3%	2
Its my job to look at them so whatever 	17.4%	8
answered question		46
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%	6
Looking through promo mailers	23.9%	11
Awards and contests	32.6%	15
Peer Referral	69.6%	32
Portfolio drop	19.6%	9
Portfolio visit	26.1%	12
Browsing the internet	52.2%	24
Internet Forums	17.4%	8
Browsing agent websites	43.5%	20
Sourcebooks (printed)	17.4%	8
Internet Sourcebooks (web versions)	17.4%	8
Seeing who other people are using	43.5%	20
Consumer Magazines (print and online)	34.8%	16
Industry Magazines (print and online)	32.6%	15
Blogs	30.4%	14
Facebook	6.5%	3
Twitter	0.0%	0
LinkedIn	0.0%	0
Other (please specify)		3
answered question		46
skipped question		0