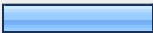





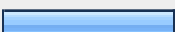

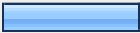





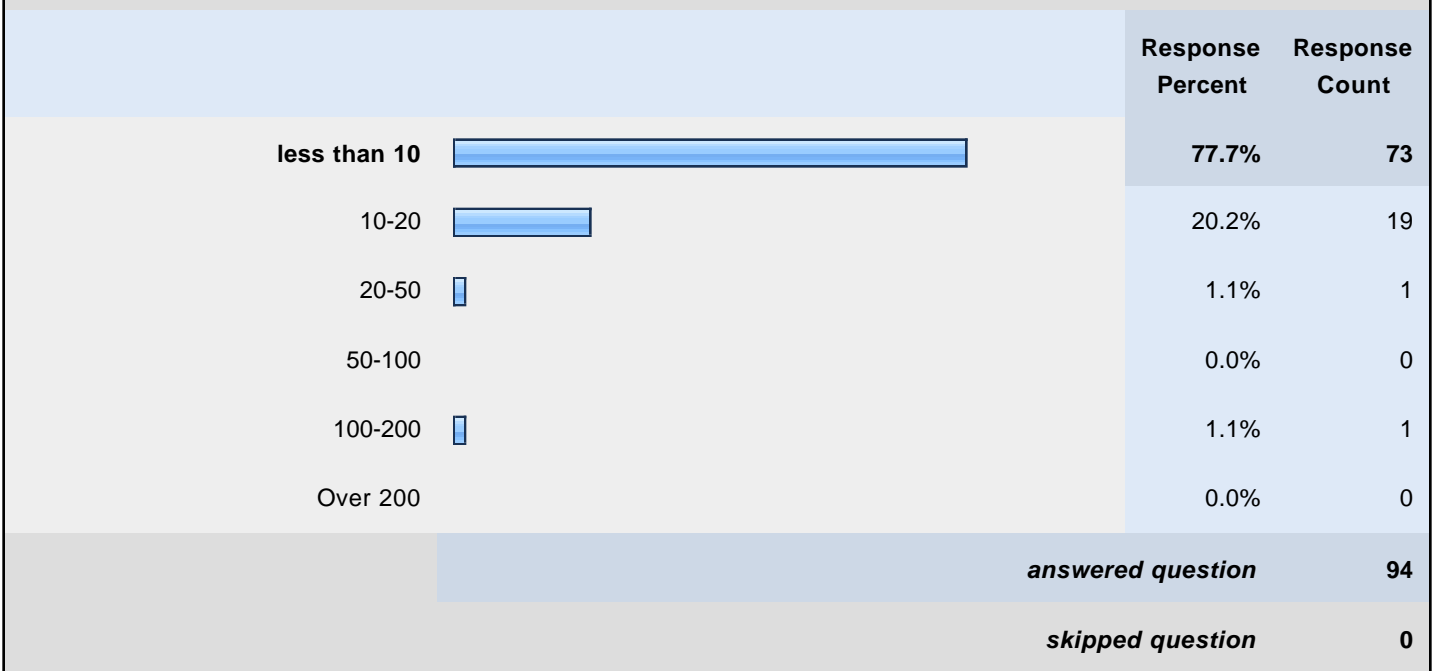


Photographer Marketing Survey

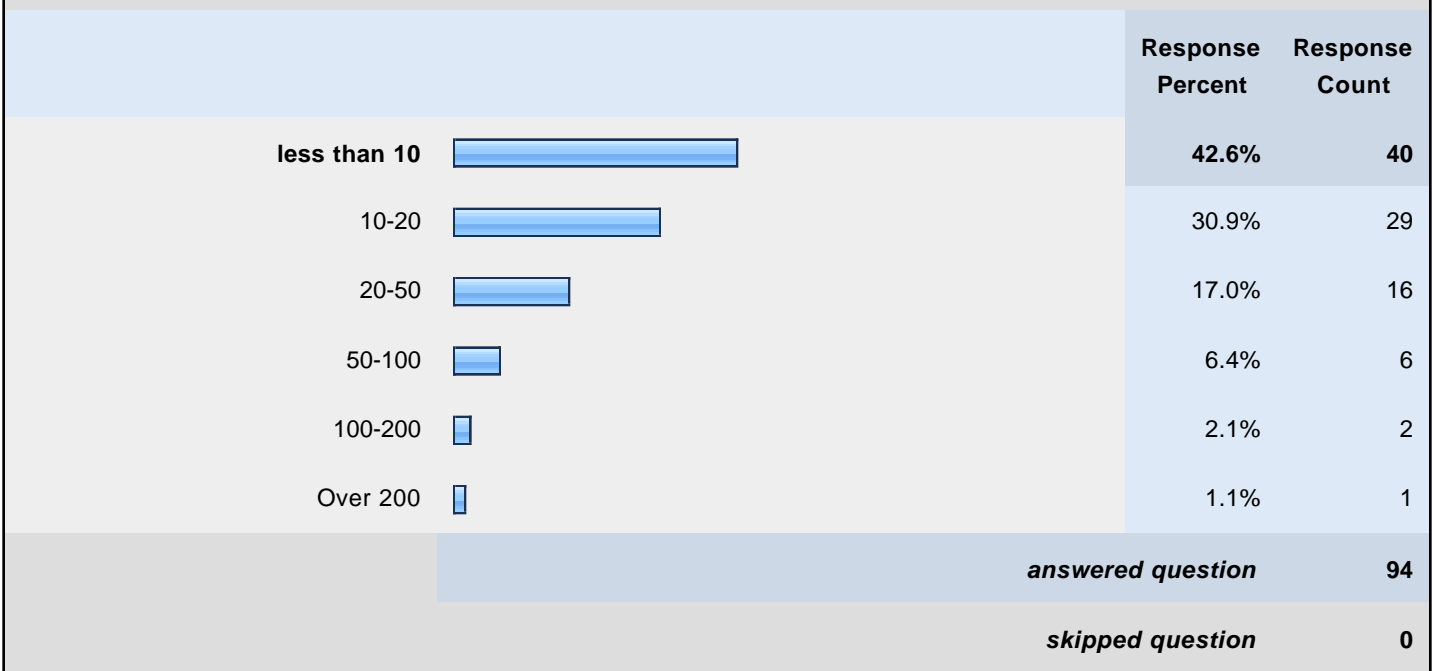
1. How would you categorize the size of your company/publication			Response Percent	Response Count
Freelancer			22.3%	21
Small Regional			2.1%	2
Big Regional			8.5%	8
Small National			5.3%	5
Medium National			17.0%	16
Big National			21.3%	20
We are among the biggest in the industry			25.5%	24
answered question				94
skipped question				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%	4
Portfolio drop			20.2%	19
Portfolio visit			24.5%	23
Email Promotion			37.2%	35
All I need is a website link			59.6%	56
Printed Promotion			26.6%	25
Social Marketing (Facebook, Twitter, Blogs)			13.8%	13
answered question				94
skipped question				0




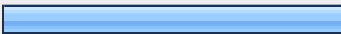


3. How many printed marketing mailers do you receive per day (on average)?






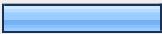
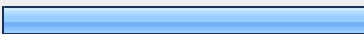


4. How many unsolicited marketing emails do you receive per day (on average)?



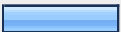


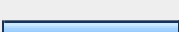
5. What size screen do you most often use to look at photographers websites?

	Response Percent	Response Count
iPhone	0.0%	0
12-13" 	3.2%	3
15" 	7.4%	7
17" 	28.7%	27
20-24" 	51.1%	48
27" 	4.3%	4
30" 	7.4%	7
<i>answered question</i>		94
<i>skipped question</i>		0

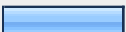



6. what size screen do you most often use to show other people a photographers website (their screen)?

	Response Percent	Response Count
iPhone 	1.1%	1
12-13" 	4.3%	4
15" 	11.8%	11
17" 	23.7%	22
20-24" 	54.8%	51
27" 	6.5%	6
30" 	5.4%	5
<i>answered question</i>		93
<i>skipped question</i>		1

7. What is your opinion of email marketing?

	Response Percent	Response Count
Necessary evil 	17.0%	16
Not much better than spam 	20.2%	19
I love it 	1.1%	1
Love/Hate 	24.5%	23
Ok, but getting worse 	18.1%	17
I opt out every time I get one 	2.1%	2
I trash them all 	9.6%	9
Its my job to look at them so whatever 	26.6%	25
answered question		94
skipped question		0

8. What is your opinion of direct mail marketing?

	Response Percent	Response Count
Necessary evil 	10.6%	10
Not much better than junkmail 	18.1%	17
I love it 	12.8%	12
Love/Hate 	28.7%	27
Ok, but getting worse 	5.3%	5
I opt out every time I get one	0.0%	0
I throw them all out 	6.4%	6
Its my job to look at them so whatever 	29.8%	28
answered question		94
skipped question		0

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

	Response Percent	Response Count
Reading my email	16.0%	15
Looking through promo mailers	29.8%	28
Awards and contests	41.5%	39
Peer Referral	75.5%	71
Portfolio drop	25.5%	24
Portfolio visit	25.5%	24
Browsing the internet	47.9%	45
Internet Forums	9.6%	9
Browsing agent websites	36.2%	34
Sourcebooks (printed)	6.4%	6
Internet Sourcebooks (web versions)	11.7%	11
Seeing who other people are using	55.3%	52
Consumer Magazines (print and online)	35.1%	33
Industry Magazines (print and online)	26.6%	25
Blogs	34.0%	32
Facebook	6.4%	6
Twitter	2.1%	2
LinkedIn	1.1%	1
Other (please specify)		7
answered question		94
skipped question		0