

design to sell

Resources for making design
your strategic marketing partner

Marketing for photographers

*Roger helped me
cut \$10,000 from
my advertising
budget while
attracting
better-qualified
prospects*

[Gene Paltrineri](#)

Certified Master

Photographer



**Roger C. Parker has
been helping firms
and individuals
profit from design
since 1985**

**It takes more than a strong
online portfolio to survive and
thrive in today's world**

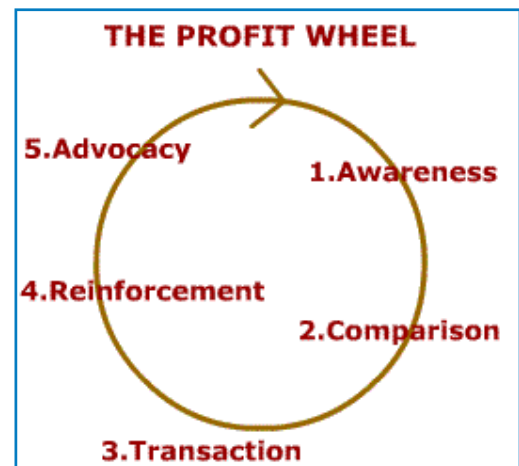
The Internet is filled with great online photographic portfolios. And, that's part of the problem. Regardless whether you're a commercial or a fine-arts photographer, your competition is only a click away.

To succeed these days, you need more than just an attractive, well-designed online portfolio, coupled with search engine optimization and pay-per-click ads.

What you need is a *comprehensive website strategy* aimed at building *lasting relationships* with visitors, current prospects, and past clients (or collectors).

Why relationships?

A relationship-oriented website strategy is necessary because only a few website visitors are ready to buy right now. Your website needs to cultivate relationships that must be sustained until your website visitors are ready to buy.



Profit wheel

The Profit Wheel displays the five different relationships individuals may have with you. The stages are:

1. *Awareness* refers to first-time website visitors gathering information.
2. *Comparison* is where serious prospects compare you to your competition.
3. *Transaction* is the stage just prior to making a purchase decision.
4. *Reinforcement* follows transaction. It's the point where repeat sales originate.
5. *Advocacy* is the result of reinforcement; it's the stage where referrals originate.

Success

requires

incentives,

education, and

follow-up

Referrals, of course, create new Awareness prospects—and the cycle begins again!

Success requires *incentives, education, and consistent follow-up.*

Incentives

The Internet makes it possible to use e-mail to keep it touch with website visitors, active prospects, and previous clients.

However, before sending e-mail, you *must* first obtain the recipient's permission.

The easiest way is to offer website visitors an educational incentive in exchange for their e-mail address and permission to recontact them.

Education

Your incentive must offer high perceived value. It must be do more than simply describe your background and qualifications. Your messages must *benefit the recipient* by concisely communicating *appropriate, helpful, and useful* information.

Education creates a “halo” effect around every product and service you offer. It reduces your exposure to price competition. It *expands your market* by building enthusiasm for new products and services, while reducing fears of making an expensive buying mistake.

Follow-up

Your follow-up must be consistent. Website visitors, prospects, and previous clients have short memories. If your message is not visible when prospects or previous website visitors are ready to buy, you may lose the sale!

The Internet, and beyond

Internet options are constantly expanding, as [blogs](#) grow in effectiveness and new options, like [Squidoo](#) appear. But, *websites and e-mail are not enough.*

Your marketing strategy should also include offline media like [postcards](#). Postcards offer great “surprise” value when they arrive in the mail. They can often get through when e-mail can't, due to stuffed in-boxes and changed e-mail addresses.

To learn more...

To learn more creating an effective Internet strategy that goes beyond a simple portfolio website, visit my website and [sign up](#) for future issues of this newsletter.

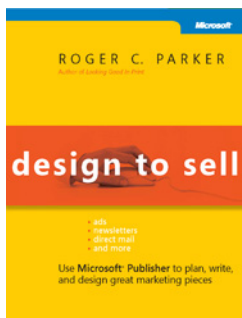
You can also download numerous additional topics, dealing with [proposals](#), [newsletter marketing](#), [newsletter design](#), [postcards](#), [testimonials](#) and [tip sheets](#). You can also download [two free chapters](#) of my latest book, DESIGN TO SELL.

Personalized assistance

If you agree that an effective Internet strategy requires more than a portfolio website, call me at 603-742-9673, or e-mail me at roger@designtosellonline.com.

I offer a variety of e-books, including a [Content Catalyst](#) that contains over 400 ideas for articles, blog posts, newsletters, presentations, speeches, and web features.

I also offer coaching, consulting, and planning services, customized templates, teleseminars, webinars, and interactive [website critiques](#) for you and your staff.



Free! Download 2 chapters [here](#)

Roger's unique combination of common sense and new technology has been a continuing inspiration to me

Peter Ralston

[author, photographer](#)

co-founder

[Island Institute](#)

©2007 Roger C. Parker

PO box 697

Dover, NH 03821

603-742-9673

rcpcom@aol.com