

The Ultimate Guide to
**Online
Photo Product
Business**

Welcome to The Ultimate Guide to Online Photo Product Business!

Long story short, in just one place, we have gathered multiple years of experience and complex knowledge of the market, creating a complete guide on how to enter the personalized photo product business and make the most of it! From the very first step to every advanced tip and trick you can imagine, we will guide you through the whole process, explaining all the details on setting up the photo product business, production and stepping up your marketing game to a whole new level. Success is right around the corner, so fasten your seatbelts, because this thrilling journey is about to start.

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What is this all about?

Most of us take pictures because we want to capture our special experiences and events. We preserve memories with photos and use photography for documentation purposes.

We enjoy it and want to share it. And oh yes, we DO share it! Image communication through social networks and online galleries is more popular than ever. More than 95 million photos and videos are uploaded to Instagram itself every day (<https://99firms.com/blog/instagram-marketing-statistics/>).

But photos stay relevant not only in this digital world. Many people still like to hold printed albums in their hands. This way they can preserve their precious memories, even if they lose all the data from their computers.

Increasing demand for personalized photobooks, that are replacing old fashioned photo albums, makes it easier to profit from selling such products. Of course, there are a few things you need to remember, before launching your photo product business, but it really isn't as difficult as you think. A high-quality digital printer and an entrepreneurial spirit are the keys to your success. Using a new technology is the solution.



Why to start?

The answer is simple: launching a business like this can be really profitable.

According to the research by Futuresource Consulting Ltd only in Western Europe consumer photobook volume sales fell by 0.7% to 25.0 million units in 2017, but grow again, by 1.7% to 25.4 million units, in 2018. The market value rose by 2.7% to €796 million. The online channels are continuing to drive the majority of photobook orders, accounting for 95% of sales in 2017 and in 2018.

How to start?

4 quick steps to success!

The appeal of custom products is growing and, with developments in the online printing industry, you don't require extensive resources to enter this market. Nowadays, you can have an online presence within a few weeks.

Online photo products are a great way to compliment your existing business or start a completely new one to satisfy an ever-growing need within the customer audience. In addition to providing more opportunities for existing customers, you can attract new people, looking for items specifically designed for them.

Last but not least, allowing users to design and order their product online is a huge money saver. Everything is fully automated – your clients select a product, pick a template, do the design, confirm and pay online, with the request going directly to your printer, formatted correctly and ready to print.

In fact, as we'll explain, you can effortlessly set this up in 4 quick steps. Online printing saves on money, space and makes it even easier for customers. After a quick test to ensure everything works, you'll be ready to launch your latest expansion!

Step 1: Choose The Right Products

Before you begin, you need to choose what you want to sell. So, which products should you aim to include?

The top three groups of photo products to consider:

1. Photobooks
2. Calendars
3. Canvases and photo gadgets

As already mentioned, photobooks are immensely popular. According to the associate director of InfoTrends' Consumer Imaging Group, David Haueter, these items alone are expecting to sell over 53 million annual units in the United States by 2019. It's easy to see why: they can be used to memorialise the likes of weddings, holidays, birthdays and special occasions.

Calendars, likewise, are very popular due to their practical use, but you should remember that such products are only needed once a year, selling the most between December and January. Haueter also suggests that calendars' sales are levelling out so, while they're not increasing like photobooks, they can still become a reliable part of your product portfolio.

Canvas prints are also quite popular and far less seasonal than calendars.

Photo gadgets, such as shirts, cups and mouse-mats, can be cheap to produce and are highly sought after in many areas. There are a large number of businesses out there who want such personalised products to give away to staff, customers and prospective clients.

Step 2: Acquire The Technology

In order to start your online photo product business you need three things:

1. E-Commerce Store

An e-commerce store to let your clients find you, browse your products and make the payment.

2. Online Editor

An online editor to allow your customers to create their own products.

3. Infrastructure

Infrastructure to host the website, templates and your clients' design.

It can be argued there's no other way to sell photo products than an e-commerce store. It's an increasingly preferred method of purchasing customized products. In an e-commerce store, your customers can select a product and start work customising it, in addition to being able to make the payment. An online editor is a core feature behind every online photo product business. It allows your customers to upload their images, make changes and see what the final product will look like before it gets sent to print. It is essential to have a beautiful, modern editor that is pleasant to use and look at. Creating an editor from scratch with your own IT team, or using freelance developers, could be very time-consuming as these tools are very complex.

This may sound like a lot of work, so let the industry take care of this for you. There are some great editors out there and you can readily find one at the right cost or plan for you. The choice is very wide and it is always best to stick to companies offering the most modern solution with the latest technology.

*Step 3. Printing Your Products

Ok, so you have the right software partner. Now, you need hardware. If you are not a print-based business and do not have ready-to-go high-quality industrial grade printers, the solution, then, is to find a printing partner. These companies will take all the hard work out of the equation, printing products as customers demand them.

When it comes to finding the right partner, you have at least three options:

Option 1

Look online and contact local or leading printing businesses in your region.

Option 2

If you're using a printing software provider already, they may recommend a printing company that works with them already.

Option 3

Use modern cloud printing services to access a network of different printers: when a customer makes a request, someone within this hub will carry out the order.

As you can see, none of them requires you to invest in printing machinery or supplies. Just choose an ideal printing partner and let them take care of it.

Step 4. Set Up Your Photo Product Business

This step sounds like a lot of work, but it's much less daunting than you might think. Once you've found the right vendor, you can be printing and selling in as little as 2 weeks.

At this step, it's crucial to test the entire process a few times. You want to ensure the entire process is smooth and, better yet, enjoyable for your customers. Does the editor work well? Is it fun to use? You need to ensure customers don't get bored or frustrated and, even after they've decided on their creation, that the final product matches their expectations. Create your own photobook, as well as any other products you wish to sell, so you know exactly what you're selling.

Communication is key here and you should work with a company that maintains regular contact, as they'll essentially act as your company's IT team.

Step 5: Promote Your Business

Now, it's time to get the word out. Go online!

We live in a digital age where people expect to be able to buy whatever they want, whenever they want, through online stores. People expect this on any device with no complications: this includes photo products. If you're looking to increase your revenue, it's time to go online. Doing so will help automate the process and, in the long run, cut down on costs.

These days, having a strong online presence is becoming the norm, not the exception. If you're selling customized photo products, the internet is the perfect platform for your goods. Done right, you'll widen your audience and create an easy and convenient way for your customers to design and purchase custom items.

There are countless possibilities to promote your business and products, increasing brand awareness and reaching new customers. We cover the topic of marketing for an online photo product business in details later in this Guide.

1. Seasonality

Photo products make great gifts because they can be easily personalized to create a wholly unique item. They are commonly used to celebrate important events, whether it's a public event (such as Christmas, or a wedding) or something private and personal, such as a birthday or anniversary.

While this makes photo products a great source of income, it also makes them very seasonal in nature. According to Research and Markets, “one of the major drivers for this market is [a] growing gifting culture and increasing demand for seasonal decorations. Today, consumers not only purchase items to gift others but also for self-gifting”.

While photo products are on the rise, it's important to pay attention to when specific products are the most popular. In fact, MasterCard even suggests that the best way to increase revenue is by “dialling up a customer's choice of gifts with a personal touch, especially during gift seasons”.

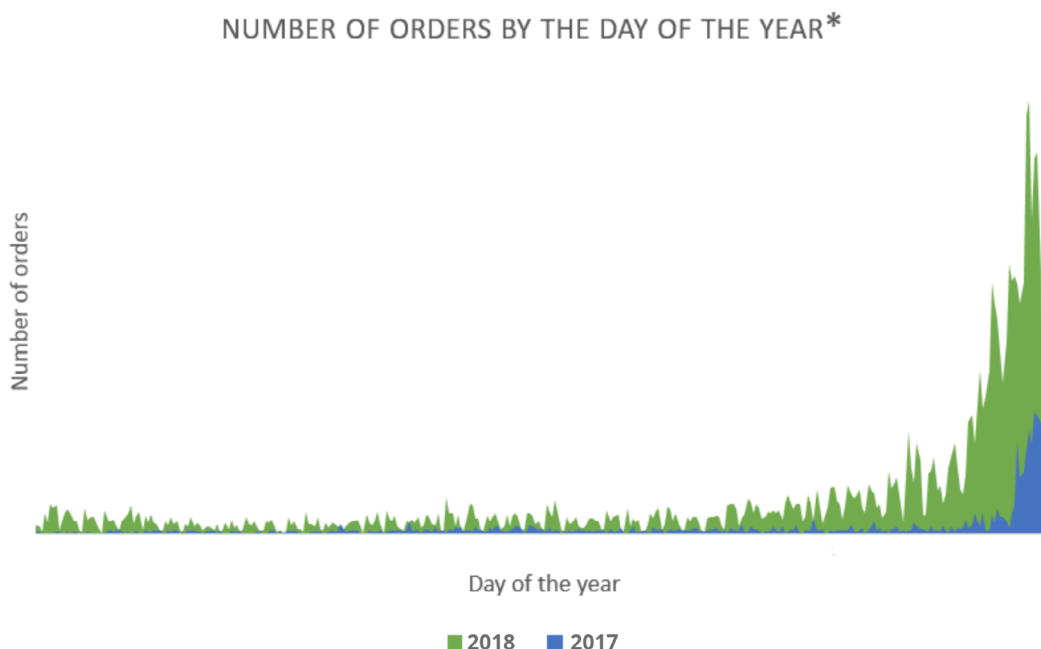
Let's take a look at how these products change throughout the season. We'll go over the three most popular options: photobooks, calendars and photo canvases.

Photo products during the year

Let's cut to the chase: the New Year – November, December and January – period is the best time to sell photo products.

According to most reports, the peak season for photo products is between November and December, although this trend starts to grow in September. This is the lead up to Christmas, a very gift-giving period, so this should come as no surprise.

As you can see in this graph, there's a very noticeable spike in online orders for these goods:



*1 order might have contained more than 1 product in the cart. Data gathered for one of Printbox partner e-commerce.

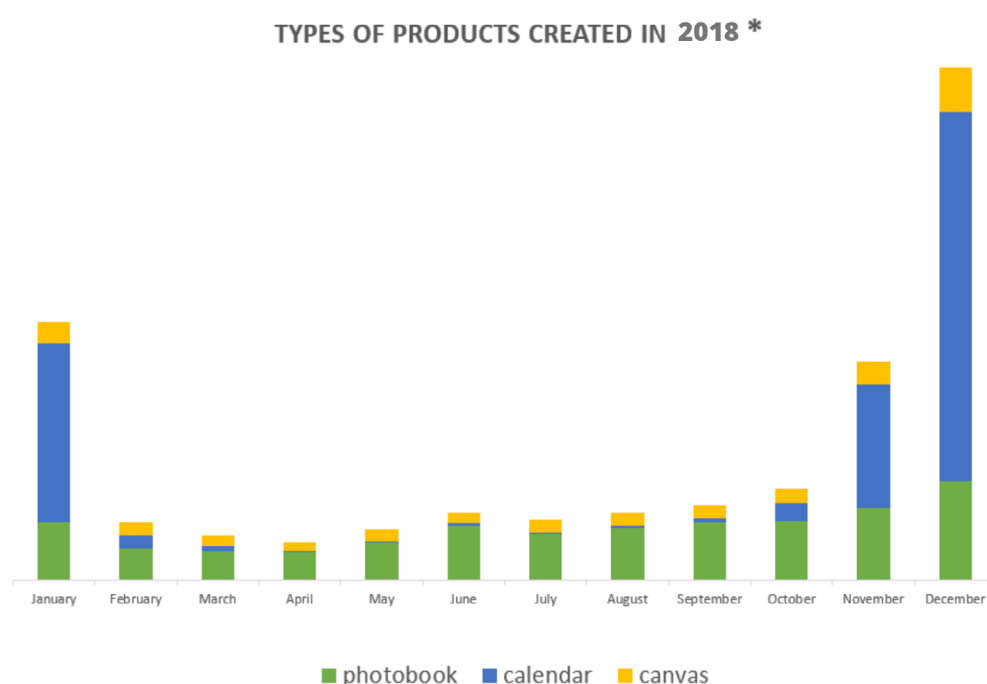
This is likely due to people planning ahead of Christmas and purchasing gifts early – a trend that continues up until the December itself. The highest activity occurs in the middle of December.

After this, it's worth noting that certain products – calendars, specifically – sell well between December and January. It's this and the buildup to the festive season that make the New Year period the epicenter of photoproduct purchases.

Photobooks' popularity

Photobooks are one of the most popular items to sell and, for most of the year, they are a shopper's favorite. The only time this isn't the case is between November and January, when the highly seasonal nature of calendars causes a spike in sales.

Here, you can better see how much photobooks dominate the market throughout the year:

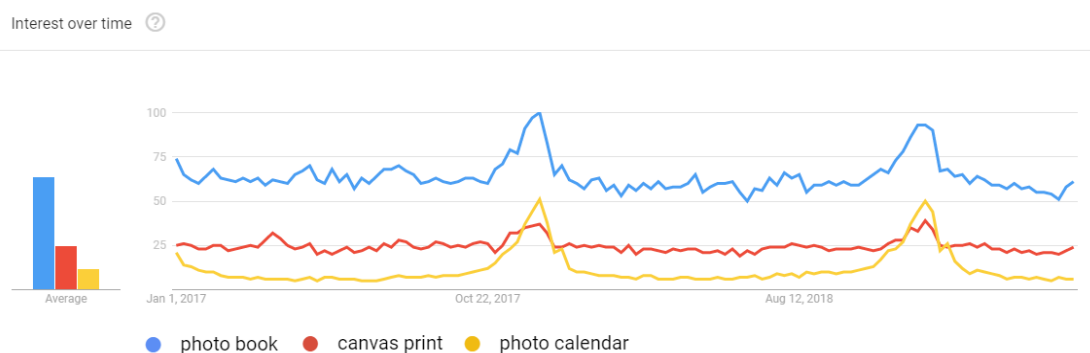


So, why does this happen? We've already explained why calendars grow in demand near the end of the year. As for photobooks, remember that these items are used for various events throughout the year. People may purchase more than one item – whether it's for themselves, friends or family members – and will often order several times a year if it's a busy period.

Seasonal variations

Looking at the chart above, you can be forgiven for thinking only calendars are seasonal in nature.

The truth is, however, that every photo product is seasonal: calendars are just the most apparent. Just look at this data for search trends in the United States:



As you can see, everything grows in demand between December and November. For calendars, this increase is fourfold, but photobooks and canvases still double in popularity during this period as well.

Cultural dependency

The data we've used here comes from Western Europe and the United States, but what about other world cultures?

Not everywhere celebrates Christmas and other cultures may have more important days at different times of the year.

According to a report by Research and Markets: "In regions like APAC and Central and South America, sales are higher during the regional holidays and wedding seasons. Depending on the product mix, companies may register additional peaks during international holidays such as Easter, Valentine's Day, and Mother's Day."

Considering this, it's important to review the seasonality of various photo products. Because their peak demand can change depending on culture, it's essential to monitor the seasonality of such items in relation to your specific customer base, to ensure you offer the right items at the right time.

High season

The end of the year is an important time for businesses – especially those looking to sell photo products. To be prepared for this period, you need to know what popular dates are coming. Here are some of the biggest days that people are likely to memorialize:

The start and the end of the school year – if you sell personal school supplies and yearbooks, this is when they should be promoted.

- **Cyber Monday** – this is one of the biggest days of the year for on-line sales, so why not offer a discount code? It's also in the runup to Christmas, so people will also be on the lookout for gifts.
- **Hanukkah and Christmas.** There will always be late shoppers, so be prepared to make offers and sales right until the very end of the gifting season.
- **The New Year** – if somebody didn't get a calendar for Christmas, they might want to make their own unique one instead.
- **Valentine's Day** – this certainly is a big business, that is worth preparing for. The holiday season extends beyond Christmas, people look for gifts for their loved ones and should try to make the most of it.

Make sure to prepare a list of dates and events to plan your business moves ahead! With a great plan, you can focus on which products you want and should promote during high season.

Photobooks

Photobooks can prove to be bestsellers throughout the year, but they also increase in demand during the holiday season.

The reason behind this is simple. In an age where everyone has a digital camera or smartphone, the ability to take good quality photos is everywhere. But nobody wants to spend time printing photos individually to make albums the old fashioned way. Instead, they want a modern solution to match their modern approach to taking photos and creating memories.

In fact, studies suggest photobooks are the most popular of these items and that “Among photo merchandise, photo cards and photobooks are sold in the largest volumes. The bestseller is still photobooks, especially lay flat books.”

While many will get a photobook for themselves, such as to keep memories from weddings, trips and children, they also make great gifts for friends and other family members. A big advantage here is the ease of creating such a personalised book, while others have noted that “digital photobooks are easily duplicated, making them great to give as personalized gifts for the entire family”.

When advertising these products, you should always start early. Because these products are often more expensive than some of our other products, people might consider getting them earlier, especially during the likes of Black Friday or Cyber Monday. You can also further tempt people with special offers. Try offering 15% off a second copy of their book, or even another photo product, to encourage additional gift purchases.

Photo cards

The festive season, whether it’s Christmas, the New Year or any other commemorative event throughout the period, is often marked by the sending of cards. These are often personal messages from friends and family members, so why not make it even more personal with custom photo cards?

A custom card, using a customer’s own photographs, will certainly be more memorable than something bought in a supermarket. Just make sure to advertise these a few weeks ahead of Christmas & New Years – your customers will need time to design, receive and send their cards out in the post.

Canvases

Due to their size, it's safe to say photo canvases are statement gifts. Yet they are often the best way to keep a happy memory or favourite photo on display. Encourage your customers on social media by asking them if they have a favourite photo – whether it's of their significant other, a family member or a friend. Follow this up by suggesting a custom canvas print to surprise their loved ones and show their thoughtfulness.

Calendars

It should come as no surprise to learn that calendars are very popular near the end of the year. A seasonal staple, people look to purchase new calendars as January approaches, so this is definitely the time to focus on advertising your range of custom calendars.

Don't just advertise to individuals, however. With calendars, you can try promoting to corporate clients, as calendars are often given as gifts to employees.

Photo mugs

Mugs with a photo can make a great gift for the entire family. Everyone uses mugs throughout the day, so they can be a very thoughtful present that will continue to be used over and over again. Better yet, they are relatively cheap to make and, like any other photo product, they can be easily duplicated.

As you can see, by focusing on some key items, you can promote additional sales for your business, as well as helping customers find the ideal gifts for their loved ones. Of course, all of this requires a robust and smooth editor that can let your customers create their ideal photo products with ease.

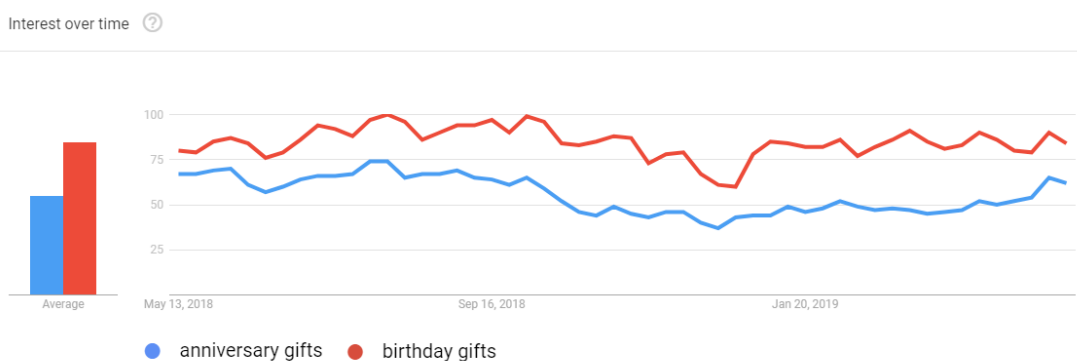
Off-season

We are already aware of the high spike in sales that occurs during the high season in the personalized photo product industry. This time of the year is the most intense period on the market but, at the same time, is far from the only gift-giving time of the year. Let's take a closer look at how you can improve and maintain sales during a quieter period.

Birthdays & anniversaries

Don't just focus on specific events that take place once a year. There are plenty of special occasions that happen every day and often require a gift, such as birthdays or anniversaries.

People tend to search for these gifts throughout the year, so consider running Adwords ads dedicated to these events. You can either run a dedicated campaign throughout the year or, alternatively, add related keywords such as "birthday gifts", "gifts for anniversary" and "birthday gift ideas" to your existing campaigns.



When it comes to anniversaries, you may also want to try Facebook as well. Many users share important life events here, such as getting married or starting a new relationship, which means it is easy to target them at key events, such as when their anniversary is coming up in the next 30 days.

With this in mind, create some ads that showcase your beautiful photo books and canvases, featuring images of couples, and use the text to persuade users that a personalized gift is the way to please their partners.

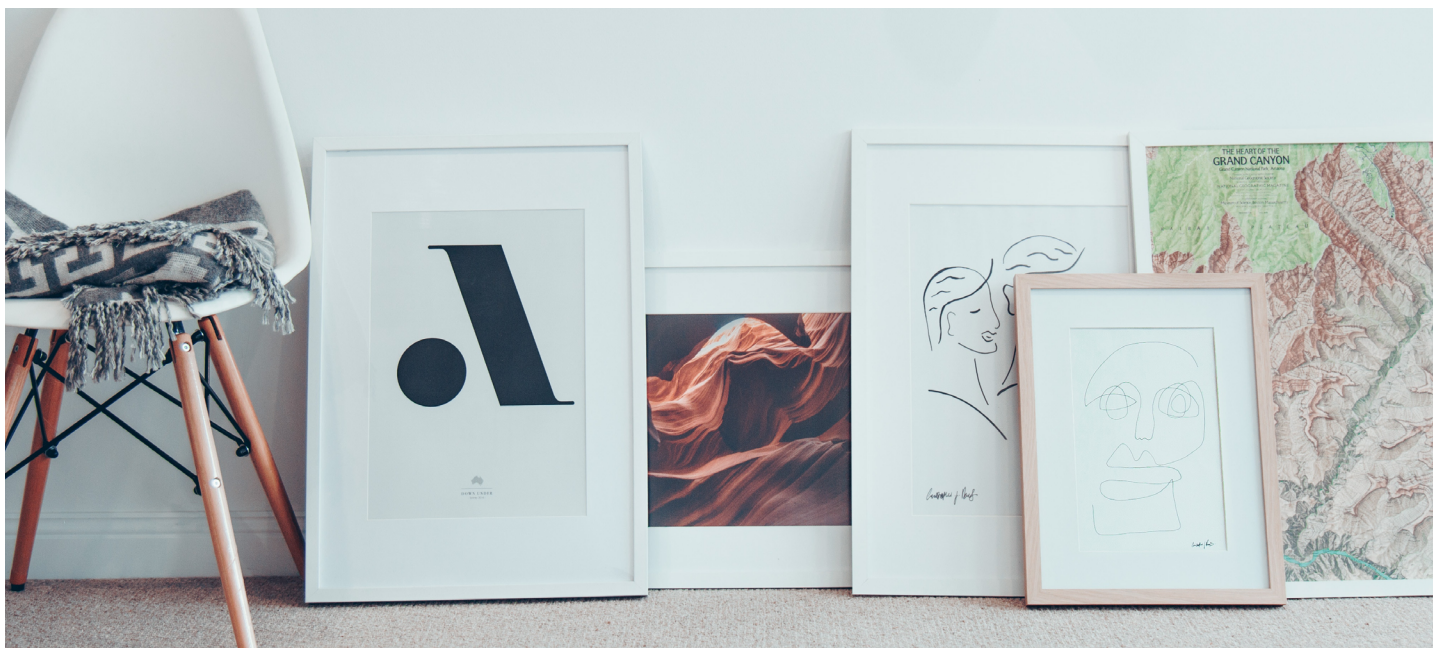
Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

anniversary	Suggestions	Browse
Anniversary	Interests	
Anniversary (within 61-90 days)	Behaviours	
Anniversary within 30 days	Demographics	
Anniversary within 31-60 days	Demographics	

Home decor

While photo products commonly act as gifts, they can also make fantastic inclusions when it comes to home decor. Modern technology allows images to be printed on various surfaces and, as a result, you can create wall art matching a wide variety of apartment styles.

This can include traditional designs, such as classic canvas wraps and frames, or a sharp, modern print on an aluminium surface. All of these make for fantastic decor items – especially when personalized with unique imagery.



Try advertising your canvas products like home decor elements, rather than just gifts, and highlight the personal touch that they can bring to a home. On Facebook, try targeting people interested in canvas prints, interior design, home decor and even various magazines & websites focused on these interests, as well as any large brands that also offer similar services.

For Adwords campaigns, you can try advertising on keywords such as “canvas print”, “wall art” and “personalized decor”. Use the ads to communicate the value of custom decoration and how much they can add to any interior space.

Hobbyist photographers

As has been often said, the biggest audience for personalized products is young adults and parents of young children. Yet these are far from the only people interested in capturing their photographs in printed products. As research from InfoTrends states:

“While only 32% of snapshot photographers and 45% of family memory-keeper photographers in the entire survey population had ordered any kind of photo merchandise product in the last year, those percentages rose to 57% for hobbyist photographers and 71% for advanced hobbyist photographers.

Arguably, this is because amateur photographs are often very creative and enjoy displaying their best images in photo books, or even printed on their walls. Usually, they also make more photo prints than the average family and snapshot photographer.”

When it comes to advertising, you can turn once again to Facebook. Try targeting by interests relating to photography, professional cameras and the various brands of equipment that they might be using. For the ads themselves, be sure to feature key products such as photo books, canvases and prints predominantly, alongside a clean, simple design.

B2B

If you're able to handle large orders, it may very well be worth taking a shot at B2B sales. Such promotional products represent a large market and your ability to offer greater customization can give you a competitive edge. With a good photo product editor, you can offer clients more than just the option to include their logo on your items. Instead, they will be able to create exactly what they want.

Just be sure to create a separate landing page for your B2B campaign, including all the necessary information they need, such as the advantages over a traditional promotional product service. If you direct your B2B ads to your main page, this will confuse any clients who are looking for specific business-orientated offers.

Wedding season

It doesn't take long to prepare Adwords or Facebook campaigns but, when it comes to weddings, you may also want to consider partnering with wedding photographers. Not everyone will take the time to think about photo books or canvases after a wedding, but you can guarantee photographers will be involved.

By partnering with professional wedding photographers, you can create a referral program that offers them a small percentage of any sales you make from clients recommended to you.



2. Preparation

Part of the success will always depend on how well you can prepare your business for your customers. Aesthetic values and user-friendliness of your store play a big role in customers' reception, their will to browse the store and finally, desire to buy.

Online store

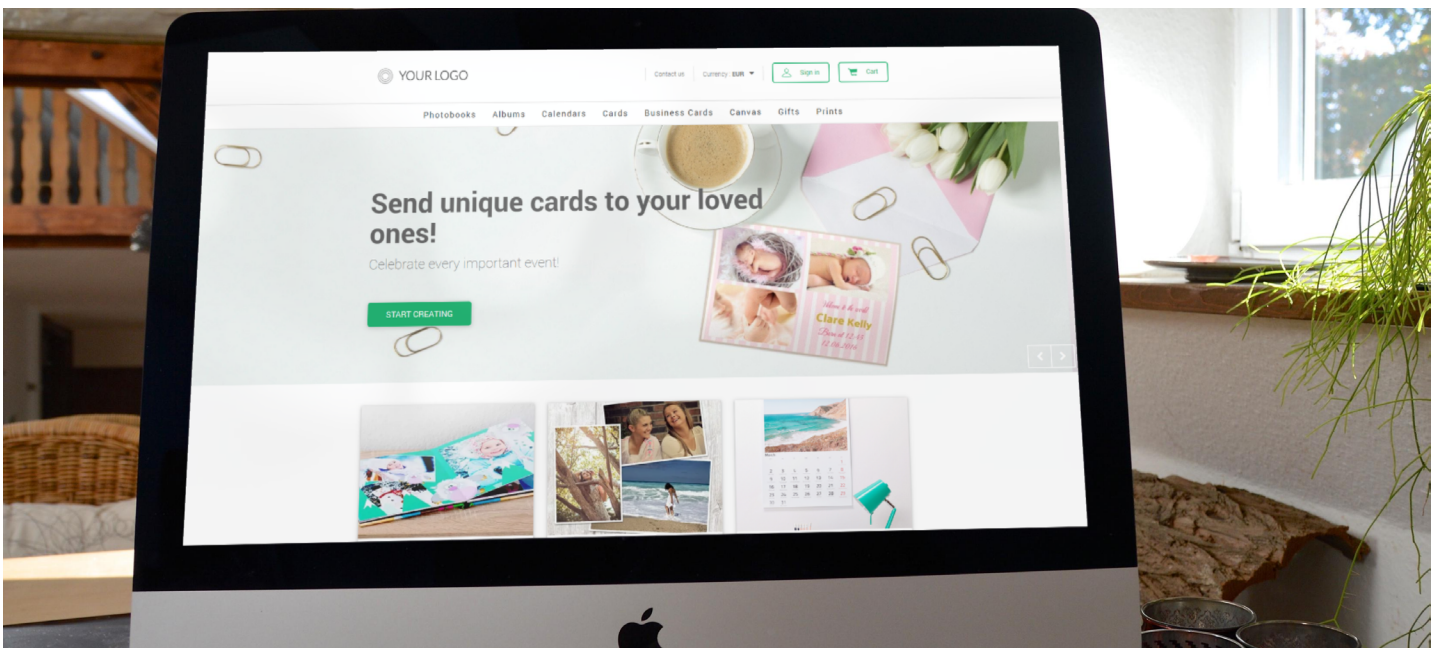
Online shopping has become a multibillion-dollar revenue stream. To get your piece of that growing pie you have to get your shop optimized to look stunning and convince your customers to buy from you.

Modern design and an attractive storefront encourage purchases. A well-designed interface of your e-commerce store allows you to increase your sales. Colors and layout elements influence the perception of your webshop.

Here are some simple, universal rules you should consider when designing an online store.

Layout

People are used to some typical store layouts, so avoid creativity here. There are several rules that really work. Your logo should be in the upper left corner of the website. It clearly identifies your shop and builds your identity. On the opposite side, the upper right corner, there should be a cart. This is also a typical place to provide your customers with a link to the page with contact details. Here we can

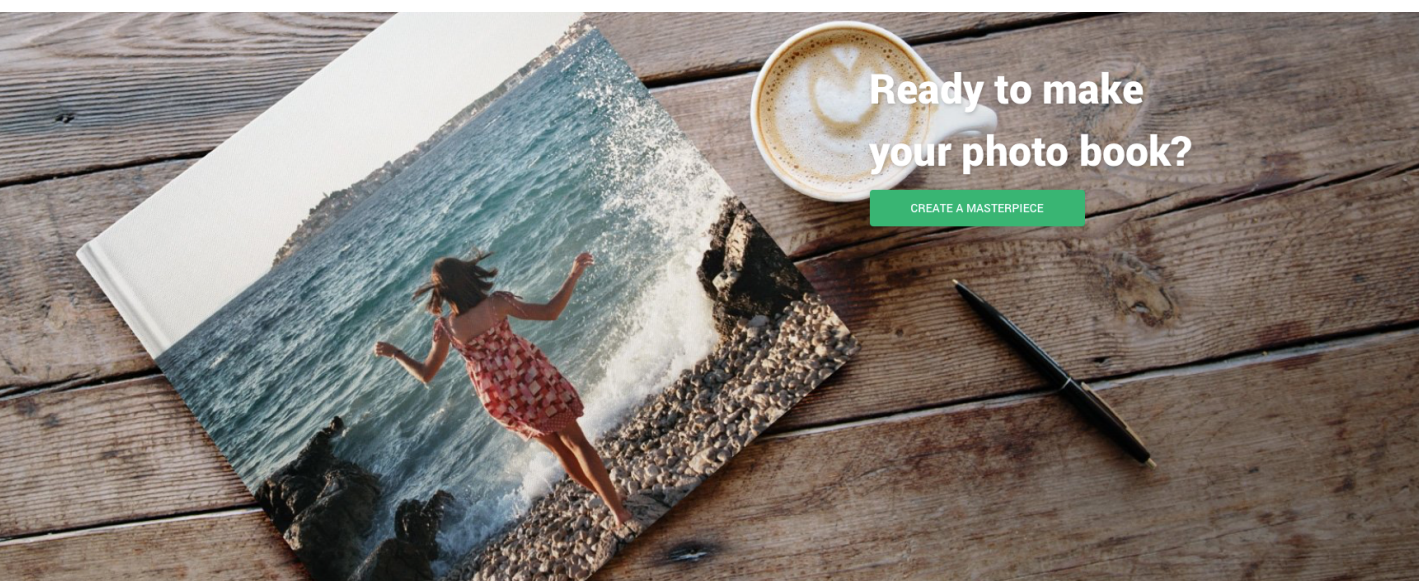


also place the login box to the customer panel. At the top of the page, there should be a search bar. Make sure your products are searchable (with tags). The main area of the site is to present your offer. Don't forget to place all the legal stuff (Terms and conditions, Privacy policy) at the bottom of your store (footer).

Buying online must be fast, convenient and intuitive, so make sure your navigation is adjusted to your product categories. If you sell only photobooks, you can divide them into different categories e.g., for kids, elegant, modern, etc.

Pictures

Modern trends in the layout designs show that people are attracted to big pictures that tell your story with engaging images. You can showcase your personalized products there. Avoid pictures that have nothing in common with the products in your shop.



Buttons

Add clear Call-To-Action (CTA) buttons and put some text on sliders/ banners to guide and inform your customers what to do next. Research shows that graphics with strong CTA buttons are more appealing.

Product details

Your store is not just the home page. A large number of your customers will enter directly the product detail pages after being re-directed from search engines. The looks of your product cards are very important.

Users want their experience while browsing to be similar to those from high street shops. Browsing products on the internet is nothing more than strolling among the shelves of a favorite store. People buy with their eyes, especially where they can't touch the real product. You have to make sure your visualizations of the photoproducts are stunning.

You should consider putting in really good and clear images at the product detail card. It would be perfect if the pictures could appear in a "gallery view" to be enlarged when your customer clicks on a thumbnail.

Photobooks, photo calendars and other photo gifts are perfect items to display in a "cozy environment". You can showcase them in an emotional way. This passionate and affecting message sent to your customers can be enhanced with the product description.

Product description

Another "must have" element on your product page is a description. It should be explaining product features and it should definitely allow browsers to index the page (remember to put your keywords to the description). It has to be a few sentences, not only a few words. I realize that in selling many personalized products you would have to write many unique descriptions, but we are sure your effort will pay off.

You only have a few moments to catch the attention of your visitor and encourage him or her to purchase. Do not let the customer flee from browsing your store's offer.

Mobile-friendly e-commerce

These days, everyone should be aware of why well-designed websites are important, especially when it comes to mobile devices.

Otherwise, your website may be the main reason you are losing traffic and, with it, sales opportunities are declining. So, are you wondering how to make your e-commerce work properly on mobiles? Here are a few things you need to pay attention to.

First of all, it's crucial that your photo product store has a "responsive" website, which means that the design should display properly across various devices and screen sizes. Why is this so important?

"52 percent of users said they would be less likely to engage with a company if the mobile experience on their site was bad."

As the Iron Paper report stated, a good mobile experience is highly important for over half of mobile users – a segment you can't afford to lose!

Small and touch screens

Essentially, it can be more or less stated that every mobile device uses touch screen technology. This is why you should test every part of your e-commerce site and ensure it can be used via both a desktop (with a mouse click) and a mobile device (with a touch 'click').

Similarly, your choice of fonts and button sizes will also matter a lot for mobile devices. For font sizes, it is often claimed that they should be at least 14px, or more, to appear well on smaller screens. This may seem big at first, but you need to remember that doing so will ensure your store users need to be able to read any content without having to zoom in – otherwise, in cases where the font is too small, this becomes unfortunately necessary.

In short, try to adjust your font size for maximum legibility but please

note, however, it's better to use a font that's slightly smaller for labels and forms, ideally using 12px as a minimum.

When it comes to buttons, bigger is better. Buttons usually act as CTA's and should draw attention to themselves. A larger size reduces the chances of users missing them or simply hitting the wrong one by mistake. It's recommended you use buttons at least 44pt by 44pt (or 58px by 58px).

Combined, these tips will help improve your mobile experience on a visual level and even increase conversion rates for your online store.

Proper images

However they view your website, it's vital to present customers with high-resolution images of your photo products. Potential buyers usually want to see detailed pictures of the things they are considering purchasing, especially if these are intended to be gifts. Make sure the quality of your images is good.

Use good quality, high-resolution images that aren't pixelated and won't appear blurry on mobile screens, which thanks to constant improvement, often have better resolution than you might think. It is worth mentioning that you can overdo it with image size, as larger images result in the page taking more time to load.

Key information

In your photo products e-commerce store, you should have your main company information, which includes your location, email address and/or phone number. This all needs to be easily available and visible, such as at the top or bottom of your website.

This way, if mobile users want to get these details, they can quickly and comfortably do so. This also applies to photo product prices: make sure they're highly visible!

Diverse content

For mobile, users typically want brief, short and concise content. They might sometimes want to read longer articles, but this isn't the typical case. As a result, if you have a blog for your photo products, you can offer a summary of your posts. These can appear as an initial paragraph and, thanks to reading this, your users will know enough to determine if the article is of interest to them.

You can also include other forms of content, such as videos, infographics, presentations and even some interactive content, such as clickable media. These forms of content are much more attractive for mobile users when compared to long-form text content (this often applies to desktop users, as well!).

Of course, in the end, you always need to test everything. Such testing will reveal if your mobile users find your site easy to use or if they are having problems finding desired products or information. Once you know what these problems are, you now know how to solve them!

Online store categories

When customers visit your e-commerce store, there's a good chance they're looking for something in particular. Whether it's a square hardcover photobook, a photo calendar or a photo mug, if they can't easily find it they're not likely to buy it from you. Research shows that nearly 55 percent of online visitors spend fewer than 15 seconds on a website*, so you have to give them what they're looking for quickly! Creating a logical structure for your e-commerce store filled with personalized photoproducts is a key to driving sales and creating a great shopping experience.

Let's have a look at the example of photobooks. How to categorize them? There are 2 different approaches to setting a category:

1. By the template – the user enters the store and selects the template at the beginning. Afterwards, he or she selects features, like book type or size.
2. By the type of the book – the user chooses the book type and size at the beginning, to know the price and afterwards choose a template.

There are advantages and disadvantages of these two approaches.

Setting a category by the template

Advantages

When looking for photobooks, users usually enter keywords in search engines related to the content of a book, for example, wedding photobook or travel photobook. If we are using such categorization in our shop – there is a great chance that users will directly enter our product pages. We put the emphasis on the purpose of the book, not its parameters, such as size, cover option or binding.

Disadvantages

The price in your e-commerce store must assume some basic data because the choice of the size of the book, number of pages, or the

type of cover are associated with a variable value of the final article. This calculation after the creation of the product must be very clear to your customers, so they aren't surprised by the final price in the basket.

Setting a category by the type of the book

Advantages

The price in your e-commerce store is generated automatically when choosing an option for a photobook – your customers know exactly what they pay for. This option works well when we have a small selection of sizes and covers and the template is only an addition. The main emphasis is put on the parameters of a book, not on its purpose.

Disadvantages

The customer has to choose what he wants, but sometimes he won't know exactly what that is. Changing his mind will cause project abandonment, without the possibility of returning to it. This solution requires an exact explanation of the differences between books. This is troublesome when one company produces a plethora of different covers and sizes because then the choice becomes difficult. Example: three kinds of sizes multiplied by four types of cover options (hard, soft, leather, fabric) in several colors. All combinations should be displayed at the beginning, and then there is only one choice left – a theme.

Is there an alternative? Can these two alternatives coexist? Yes, they can, but this is the most difficult solution.

It might seem like a small thing, but the ultimate advice for you is: the fewer clicks before your customer will find what he/she is looking for, the better. Almost every solution is ok as long as the choices aren't overwhelming.

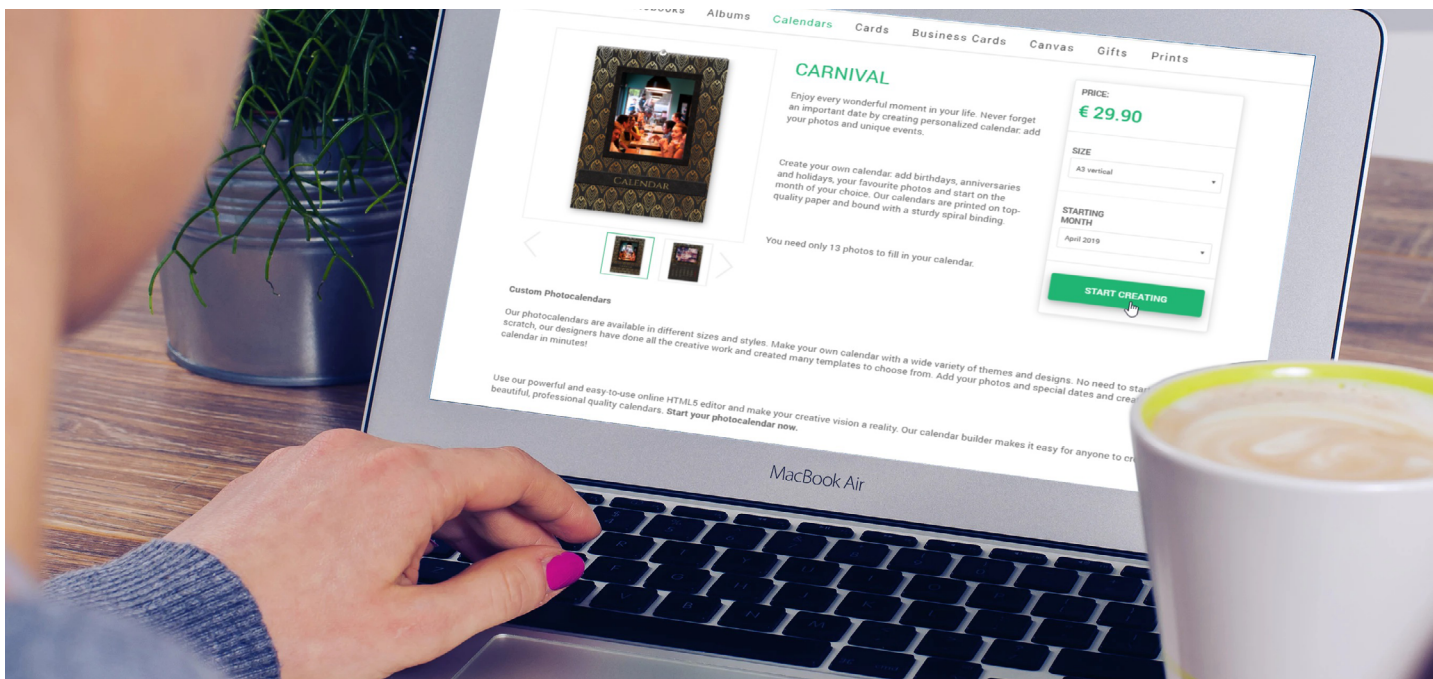
* blog.hubspot.com/marketing/chartbeat-website-engagement-data-nj

Perfect description

Most online shoppers read product descriptions before making a purchase decision. Naturally, they want to get more information to choose the right product from a great variety.

Have you already written catchy descriptions for every item you sell on your website? If you haven't done it yet, it's time to fix the situation.

You should find the right words to convince the target audience that your personalized photo products are worth every penny spent. Here are a few useful tips on how to craft winning product descriptions to boost sales.



Touch the feeling

Do you know what emotional advertising is all about? It's about using specific triggers, which make people experience positive or negative emotions and, as a consequence, make impulse purchases. Let's consider a few examples of how you may apply principles of emotional advertising when describing your personalized photo products.

Guilt

If you want to make people buy your products, just make them feel guilty. You should simply remind them that they don't spend enough time with their parents or don't pay enough attention to their kids.

Try to convince them that if they buy your photo products, they will redeem themselves. Your task is to make people think like this:

"I haven't visited my father for a few months. He feels lonely because I'm a bad daughter! I need to say sorry and to buy him this custom photo calendar to make him smile."

Shame

When people feel shame, they want to get rid of this negative feeling as soon as possible. So if you want to boost sales, you should position your products as a tool, which may help to "kill" the shame.

Your words should make shoppers think in this way:

"I forgot to wish a happy birthday to my colleague! Such a shame of me! I need to buy a custom-made present to fix the situation."

Greed

People are greedy by nature, and that's a fact. Fortunately, you can get benefits from it.

For instance, you may offer your customers to get the second wedding album with 50% discount. It's more likely that they will order two items, even though they need only one. After reading a product description, a shopper should think:

"Wow, I can save lots of money! If I get the second wedding album with such a huge discount, I may gift it to my mom. She will be happy."

Altruism

Altruistic people tend to make impulse purchases more often than greedy individuals. If you write in the product description that you will donate 20% of sales to a pet shelter, the number of orders will increase.

Believe you or not, this approach always works. You will generate high sales if the product description makes altruists think in this way:

"I'm not sure whether I need this photo cup or not, but I love pets so much. I should make a purchase. It will give me hope that my little contribution will help to save the life of a cute dog."

Keep it short

Modern people don't like reading long descriptions. So you should try to describe your products as briefly as possible. Don't repeat the same ideas twice; be concise.

It's highly recommended to highlight the most important information by using bold fonts, or bulleted lists. It will help you to draw the customers' attention to the points, which influence buying decision the most.

Also, don't forget to list the advantages of your personalized photo products. For instance, you can mention that you use only eco-friendly printing inks of the highest quality. Or you can write that you pack photo gifts in beautiful boxes with a ribbon.

Evoke sweet memories

In most cases, people buy personalized photo products because they want to bring sweet memories to life. For instance, they want to have a photo calendar, which reminds them about the family trip to Mexico, or wedding day, or any other happy moment.

And if you want to write a compelling product description, you should use the words, which will revive those memories. The trick is to target all five senses simultaneously.

Let's imagine that you write a description of a wedding photo book. Here is an example of how you can play with the buyers' feelings:

- Hearing. Do you remember how your voice was trembling, when you said YES?
- Taste. Your wedding cake was so sweet and delicious, wasn't it?
- Vision. Do you remember how your mom cried tears of joy when she saw you in a white dress?
- Touch. Do you remember how your daddy was holding your hand when was walking you to the altar?
- Smell. Have you already forgotten the dizzy scent of your wedding bouquet?

If you describe your product in this way, you will win the audience attention. You will convince people that they urgently need to order your products to bring those sweet memories to life.

Localize it

Whether buyers speak English or not, they still prefer to read in their native language. So if you operate in a few regions, you should localize product descriptions. It is the only right way to ensure that description appeals to the local buyers.

Why is it so important not only translate texts but also localize them?

The point is that people from different regions may name the same things differently, even though they speak the same language.

For instance, in Chile and Guatemala people speak Spanish. But while in Chile the word “novia” means “bride”, in Guatemala it means “girlfriend”.

So if you translate a phrase “personalized cup with a photo of your bride” to Spanish like “taza personalizada con foto de tu novia”, it will confuse Chileans shoppers. If a buyer has no intention to get engaged, it’s highly unlikely that he will buy this product.

To avoid misunderstanding and boost your sales globally, you should get help from the local translators. You may visit PickWriters, a translation review website, and choose the most reliable localization agency.

Wrapping it up

When writing a product description, try to be as creative as possible. Don’t use cliché phrases. Make your texts unique, engaging, and informative. Try to find a personal approach to every group of buyers, and you will be rewarded with rapid sales growth.

About the Author:

Kristin Savage is interested in writing and planning to publish her own book in the nearest future. Also, she has been a reviewer at Pick Writers for a few years and is known for her thorough approach to accurately assess newcomer translation services. You can find her on Facebook and Twitter.

Showcasing high-quality products

Unique, personalized high-quality products usually aren't cheap. You charge more for a flat photobook than your competitors, but you offer a better product and you're worth the money. When setting a higher price for a quality photobook, you need to find customers who are willing to pay more and not base their decision solely on price. Attracting that kind of customer isn't easy.

There are several ways to show that your product is of real value. They all have to be perfect. You have to focus on beautifully showcasing high-quality products and differentiating them from your standard products without compromising them.



Images

Good images of your photoproducts are very important, as they provide the first impression, and are key in the customer's purchasing decision. Your products deserve a unique approach. To get beautiful photos to your gallery, you should consider a special photo session. If you sell flat albums with stitched binding, try to capture all the important details.

Description

Photo products are great for showing and selling emotions. They bring back your customers' memories and stories on a journey through their photos. Take advantage of this potential. Communicate luxury, sophistication and speak to the hearts of your targeted customers. Use language that has a sense of charm and magic with messages that don't just tell "what it is", but that strongly communicate "why" he/she should buy your products. Use a more personal and unique touch to help your product description stand out and really sell the benefits.

Apart from the emotions – people need all the details. Provide the information they'll need to make decisions for your product, like paper finish, cover options, etc.

Packaging

No matter how exquisite your products are, the final effect can be ruined by the poor quality of packaging. If your customer orders a photo album for €120, you can't deliver it in ugly and cheap wrapping and packaging. The package is what has to deliver the goods without any damage and make a good first impression.

Understanding quality control every step of the way is what can make or break the sense of luxury in your business.

These tips can help you to start attracting customers who have money and a willingness to pay more for your beautiful photobooks and other high-quality personalized products.

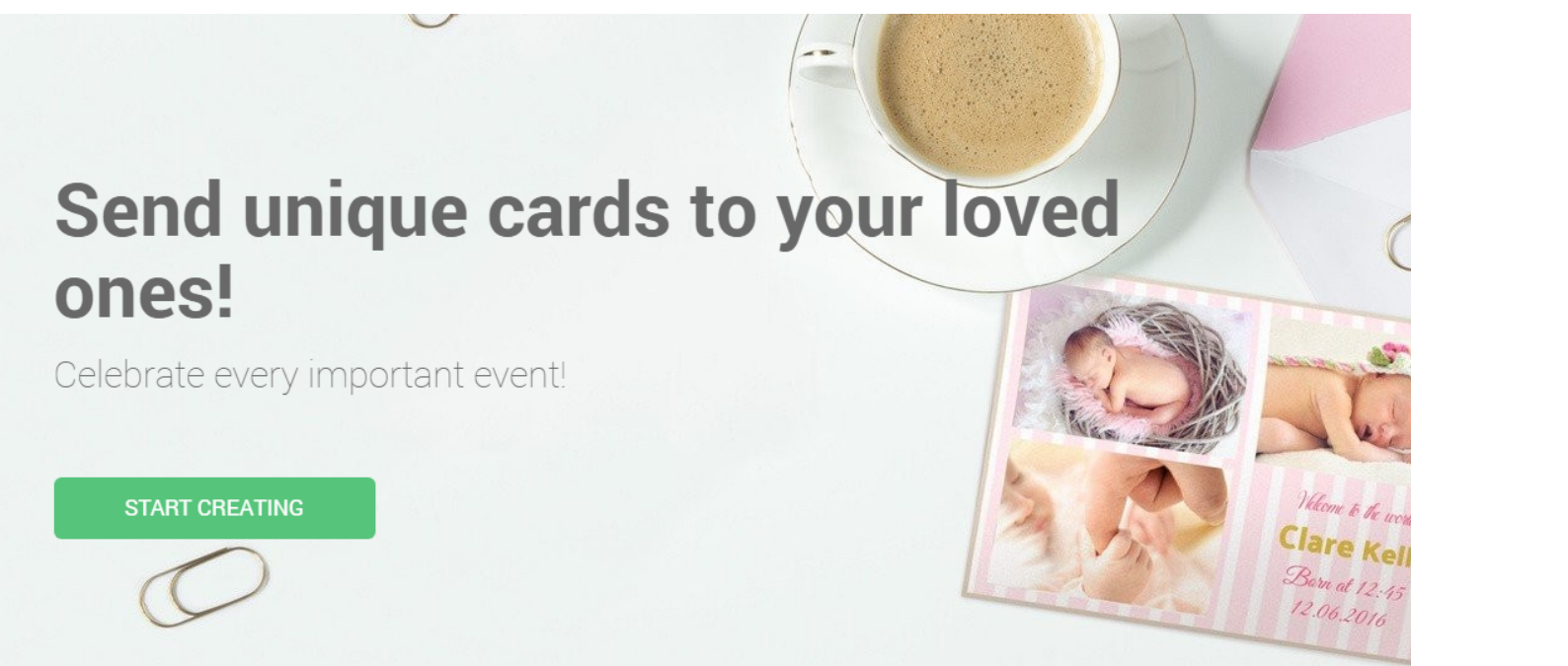
3. Promotion

Intro tips

Quick and easy to manage, these small details can boost your photo product sales immediately!

Desirable Images

People primarily shop with their eyes. This is certainly true for photo products, where their visual nature counts for a lot. If your photo products aren't strongly visualised, or simply aren't displayed in the most attractive way possible, your items will instantly seem less appealing than a rival business'. First impressions really matter.



Send unique cards to your loved ones!

Celebrate every important event!

START CREATING

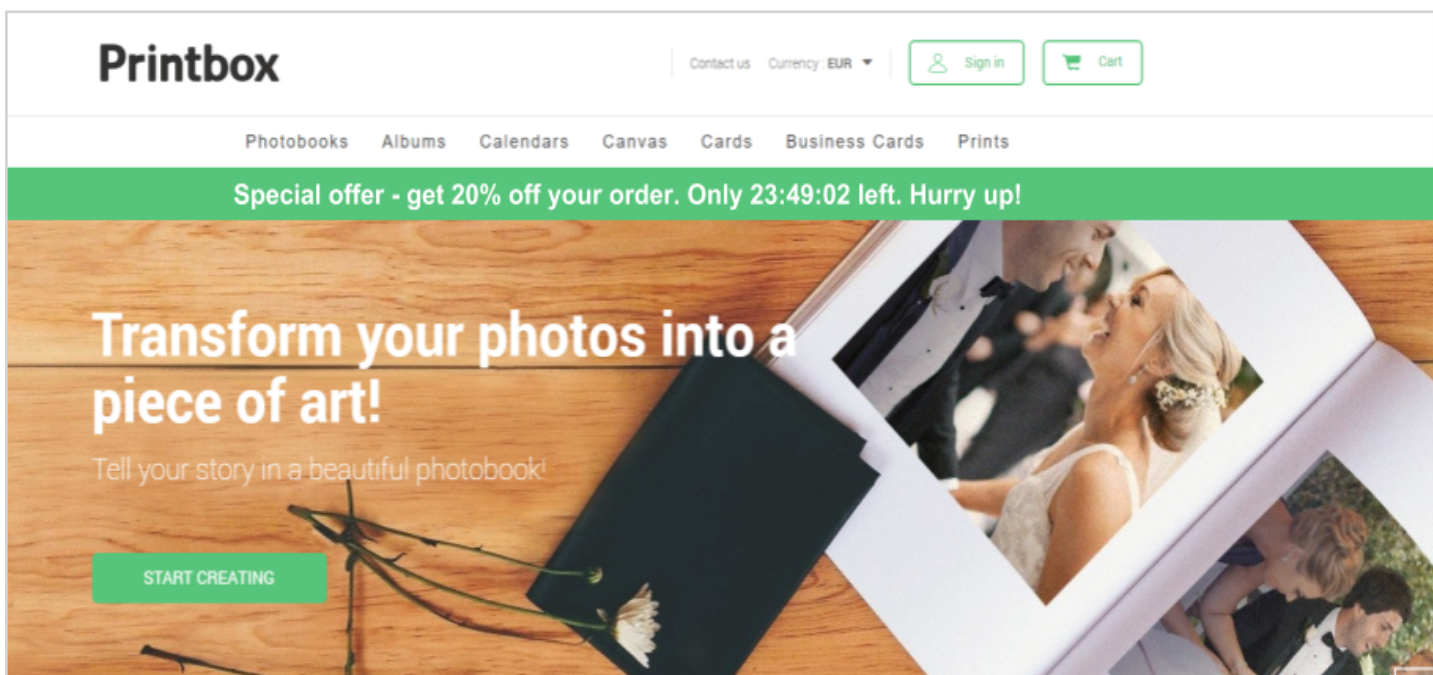
You can take photos yourself, of course, but it's always better to invest in a professional product photographer. Likewise, working with a graphic designer to create product mock-ups (to showcase how a final design could look) can also work. Just remember that the final product must look realistic. It still needs to give users an accurate impression of what you are offering.

Promotions & sense of urgency

Left to their own devices, it can take a consumer a while to make a purchase, especially when they are buying gifts for others. This where you can use a few proven methods to help encourage a final decision.

Use a time-sensitive offer to tempt users with a sense of urgency. Not only are you offering a deal, but you're also making a deadline that will encourage users to make a more impulsive decision. This could be as simple as a popup that states "Special offer – 20% off all orders. Only 23:49:03 left. Use the code "SUMMER". Hurry Up."

If you don't want to offer such a strong promotion, try offering free delivery for a specific period of time. The point is to provide something that will benefit your potential customers, but only if they order soon.



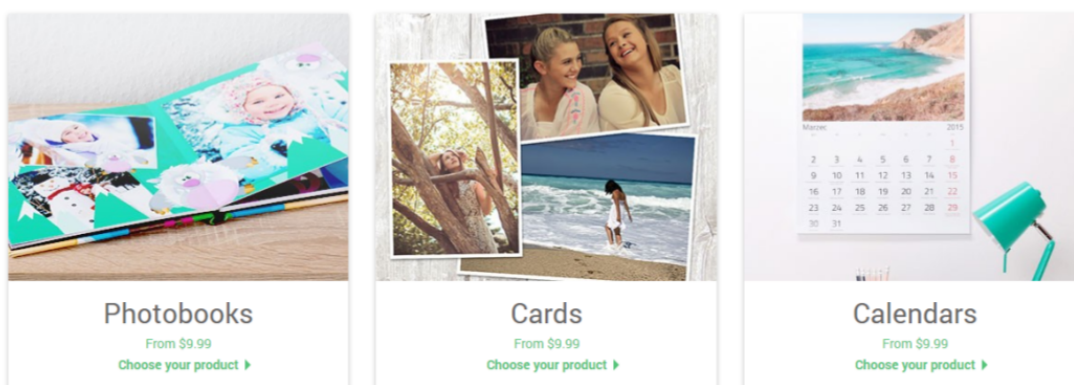
Best sellers

When people are stuck making a final choice, defining your previous best-sellers can be a very helpful maneuver. Your own internal data should clearly show which products prove the most popular and sell the most.

However, if you're just starting out and your sales aren't on a large enough scale to make this clear, you can simply show some general products in the most popular category or segment. For photo products, research already shows which items are the most loved by consumers. According to Printing News:

“Among photo merchandise, photo cards and photo books are sold in the largest volumes. The bestseller is still photo books, especially lay flat books.”

Our best-sellers

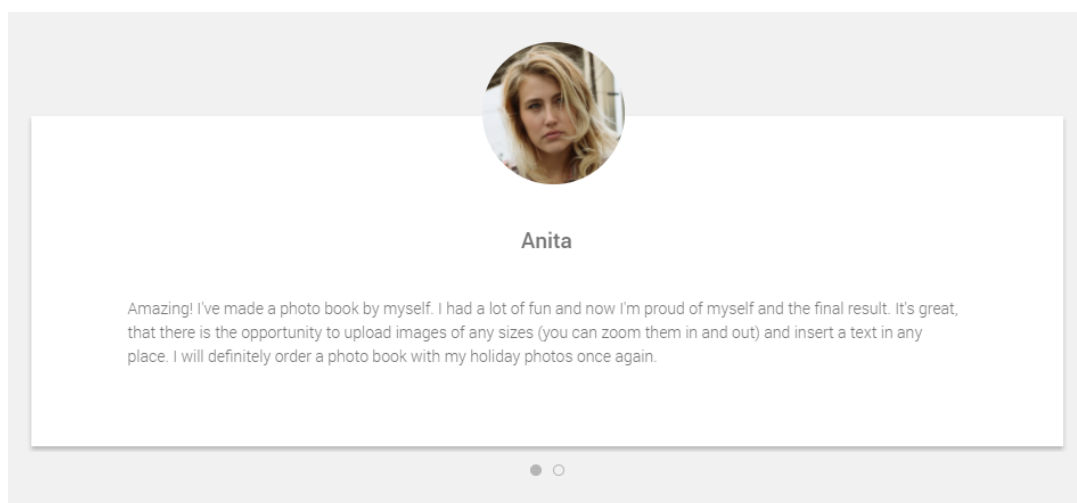


The image displays three product cards arranged horizontally. Each card features a representative image of the product, a title, a price starting from \$9.99, and a 'Choose your product' button with a right-pointing arrow.

- Photobooks:** Shows a colorful, flat-lay photo book with various images. Price: From \$9.99.
- Cards:** Shows a collection of photo cards, including one with two women and another with a person on a beach. Price: From \$9.99.
- Calendars:** Shows a calendar for the month of May 2015 with a beach scene as the header image and a teal desk calendar. Price: From \$9.99.

Customer reviews

While selling photo products might seem pretty straight-forward, customers will often have questions regarding the quality of your final products. Specifically, they want to be assured about the quality of the print, or even the items that you print on.



A customer review card for Anita. It features a circular profile picture of a woman with blonde hair. Below the photo is the name 'Anita' and a paragraph of text. At the bottom of the card, there are two small circles, one filled and one empty, indicating a rating.

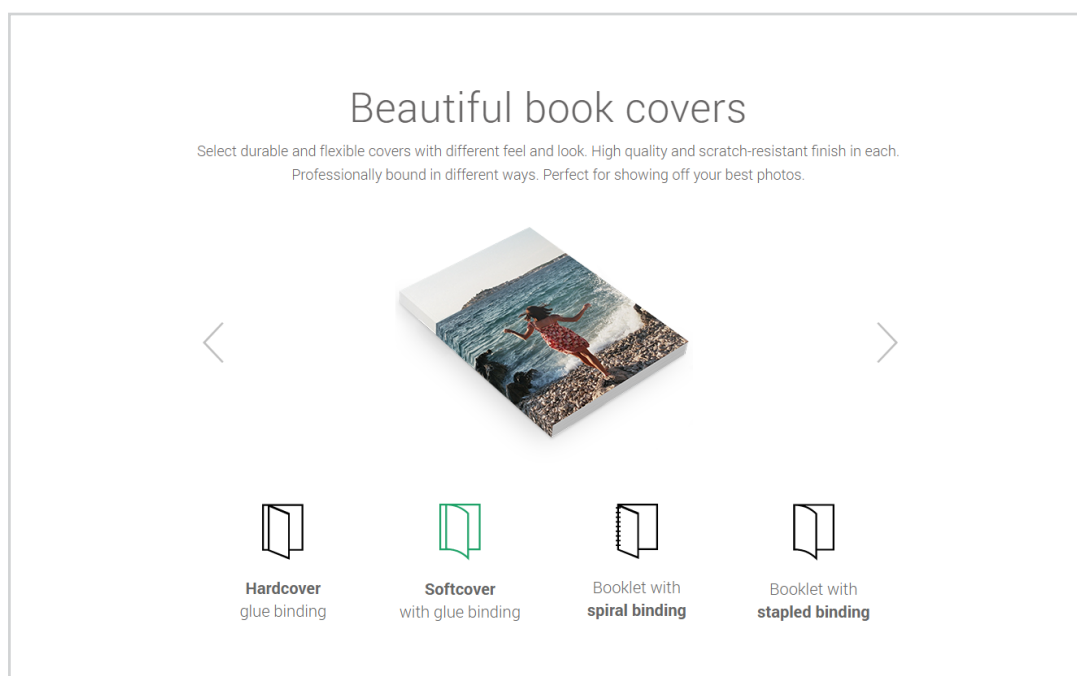
Anita

Amazing! I've made a photo book by myself. I had a lot of fun and now I'm proud of myself and the final result. It's great, that there is the opportunity to upload images of any sizes (you can zoom them in and out) and insert a text in any place. I will definitely order a photo book with my holiday photos once again.

Without seeing a physical copy for themselves, they need some sort of proof that your products will live up to their expected standard. Customer reviews do exactly this. By seeing the positive experience of other users, your more hesitant visitors can be convinced to finally take the plunge and try out your photo products.

Open space design

Don't be afraid of having a few white areas on your website. Of course, you should make the best use of all the space available, but you shouldn't fill and cram the entire page with items, text or media.



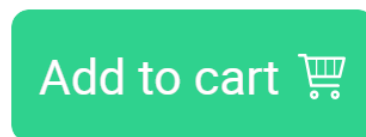
A clean and light design is much kinder on the eye, making it easier for users to navigate and understand. When a user can find exactly what they're looking for – without having to go through dozens of banners, unnecessary blocks of texts and useless pages – it makes for a better experience... and a happier customer.

Creating powerful, effective selling doesn't need much to work. Sometimes less really is more and a few quality photos, alongside a clear message, can perfectly convey your offers and products.

CTA buttons

A clear and direct call to action – CTA – is vital for telling customers why they should take the desired action. Don't just tell someone to "buy now" when they can "create a custom gift". A clear CTA highlights the benefits for the user. On the other hand, if your visitors aren't sure what a button does, they won't click on it.

A good example of a button with clear messaging is a simple "add to cart" feature. Studies have shown that this can perform 49% better than simply using a plus ("+") icon.



Keep in mind, however, that there is no one golden rule for all stores. What might work for one e-commerce will not always work for another. Try experimenting a little and see what works with your particular audience. Sometimes even something as simple as a change of colour can result in a noticeable improvement for your conversion rates.

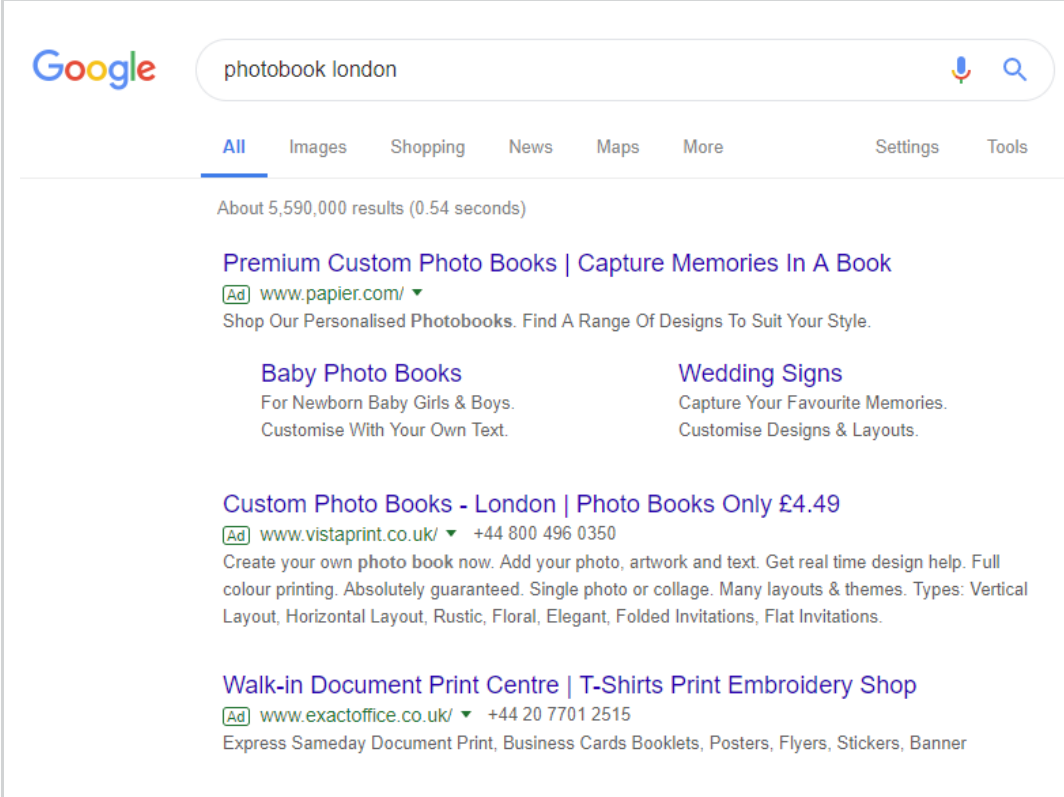
Google Ads

Why does your printing company need Google Ads?

When it comes to digital marketing and getting your products noticed online, Google will always be your main priority. Virtually all potential customers start their shopping journey by searching for products, prices, reviews and other information, all of which is done via the search engine.

Needless to say, ensuring your photo products come up under the right search terms is a must. You need to invest in a little marketing to ensure your photo products appear in front of the right people – Google Adwords is perfect for this!

Let's assume, for example, that you target your ads for searches for "photobook London" – a great way to target local people. Your ads will appear similar to normal (organic) results but will be marked with a small "ad" symbol, like in the picture below.



The screenshot shows a Google search for "photobook london". The search bar contains the text "photobook london" and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Shopping", "News", "Maps", "More", "Settings", and "Tools". The search results show "About 5,590,000 results (0.54 seconds)". The first result is a paid advertisement for "Premium Custom Photo Books | Capture Memories In A Book" from www.papier.com/. Below this are two smaller ads: "Baby Photo Books" and "Wedding Signs". The second main result is "Custom Photo Books - London | Photo Books Only £4.49" from www.vistaprint.co.uk/. The third result is "Walk-in Document Print Centre | T-Shirts Print Embroidery Shop" from www.exactoffice.co.uk/. At the bottom, there is a link for "Personalised Photo Books | Great Range Of Designs".

Google

photobook london

All Images Shopping News Maps More Settings Tools

About 5,590,000 results (0.54 seconds)

Premium Custom Photo Books | Capture Memories In A Book
Ad www.papier.com/ ▼
Shop Our Personalised Photobooks. Find A Range Of Designs To Suit Your Style.

Baby Photo Books
For Newborn Baby Girls & Boys.
Customise With Your Own Text.

Wedding Signs
Capture Your Favourite Memories.
Customise Designs & Layouts.

Custom Photo Books - London | Photo Books Only £4.49
Ad www.vistaprint.co.uk/ ▼ +44 800 496 0350
Create your own photo book now. Add your photo, artwork and text. Get real time design help. Full colour printing. Absolutely guaranteed. Single photo or collage. Many layouts & themes. Types: Vertical Layout, Horizontal Layout, Rustic, Floral, Elegant, Folded Invitations, Flat Invitations.

Walk-in Document Print Centre | T-Shirts Print Embroidery Shop
Ad www.exactoffice.co.uk/ ▼ +44 20 7701 2515
Express Sameday Document Print, Business Cards Booklets, Posters, Flyers, Stickers, Banner

[Personalised Photo Books | Great Range Of Designs](#)

As you can see, there are also some additional elements, such as deeper links, the ability to call directly, a list of features or call to action. Use these wisely and you can more greatly direct customers to where they need to be: your product pages.

So, why should you use Google Ads? Here are 5 reasons why promoting your local printing business via Google Adwords makes sense.

Budget and transparent results

Before you begin, you should know that online marketing works very differently from offline advertising and Google Ads is a perfect example of this.

Forget about flat fees for reach advert. Instead, Google Ads operates on a pay per click basis, so you only pay for users who click through to your website or make a direct call through the advert.

This, in turn, is supported by a very detailed, analytical breakdown, so you can see exactly how many people viewed your advert, how many clicked through and what they originally searched for. In other words, you can see what works and what doesn't with extreme ease.

Furthermore, you can readily adjust your budget on the fly. When something goes well, you can increase your funding and, when it doesn't, you can easily put a stop to it. In essence, Google Ads has no minimal financial barrier. Just a few bucks a day can launch an ad campaign – however, a slightly higher amount is recommended for your first adverts, to ensure you get noticed.

Reach customers when they want your services

Google Ads lets you display your ads for very specific search terms, to ensure you only target people actively seeking your services.

As an example, suppose you are selling personalized t-shirts in your area. You can use Google Ads to ensure your brand is visible whenever anyone from that region specifically searches for such a product.

It's better to show your adverts to more interested people, even if it's a smaller group. Why spend money on an advert seen by thousands, if only a handful are actively interested?

Remarketing

Marketing doesn't just need to be about attracting new customers. You can also use display ads to target people who have previously visited your website.

These remarketing campaigns are a great way to show your photo products to people who have already ordered from you before. Because they are more likely to purchase again, ensuring your advert appears will help them recognise your brand and return.

It's not just about the search engine

Google Ads isn't just shown in the search engine itself. You can choose to show your ads in the wider Display Network, which consists of various, additional websites. You will be surprised just how many websites are a Google partner and display these adverts.

So, how can this benefit your photo products? You could display your ads to people in your area, browsing websites for gift ideas. By targeting them both by location and by the topic of the website they go to, you can still target a like-minded audience that could very well use your customizable goods!

After exploring why it makes sense to use Google Ads to promote your printing business or its range of photo products, now we will share some useful hacks to make them as effective as possible.

Conversions, not clicks

By default, Ads focuses on the number of clicks each ad generates, but this shouldn't be your main measuring stick. Instead, focus on the number of conversions: this is when users take the desired action, such as purchasing, subscribing or leaving contact details.

Don't panic! This is relatively easy to achieve. Just follow this tutorial to track conversions in Google Ads.

Once this tracking is set, you can see exactly how many conversions your campaigns are getting. You can see which specific adverts or search queries have the most (or least) conversions, helping you to adapt and make your ads even more effective!

As for phone calls, there is a special kind of conversion known as call tracking. If you rely on phone calls, there are a number of 3rd party tools that integrated with Ads to help you track calls directly from displayed ads.

Ad Extensions

When it comes to ads, remember: the bigger it is, the better it is. Adding more details and options gives your customers more choice.

Extensions are additional elements that you can add to your ads. These include Call Extensions, Location Extensions and Review Extensions, all of which are straightforward and very self-explanatory.

By showing more information, you can make it more enticing for users to click on through. Give them a try and see how your results change!

Landing page optimization

A good advert also needs a strong landing page. This is the page your ads lead to after a user has clicked on them. A lot of local businesses think about using their main homepage, but this is certainly a mistake.

Think about it: someone searching for a specific product doesn't want to go straight to your home page, only to have to search through your website manually. Users are very impatient when browsing online, so this will only help you lose potential business!

Instead, design a landing page that is extremely clear about what you offer and shows visitors what they need to do next. Offer a short description of your services and support this with images. You should also offer a clear, distinct action item, such as a contact form.

Having different pages for your products is also vital. This way, your ads for photo books don't lead to your photo calendars and vice versa. If you work with both personal customers and corporate clients, you should further divide your landing pages accordingly.

Negative keywords

Typically, Google Ads uses positive keywords to find the users (and their search queries) that you want – but the reverse of this is also true.

You can use negative keywords to ensure your ads are not shown on specific queries. For example, “printer drivers” can be added to ensure your adverts aren't displayed on these irrelevant searches.

Facebook

Facebook Ads

Having a simple company page on Facebook is not enough. These days that isn't enough to reach your customers. If you want to succeed and get noticed, you need to invest in paid ads. Fortunately, this can be easily done on a very cheap budget – if you know how.

While Facebook's organic reach might be declining, the social network is still one of the best mediums for reaching your target audience – if you have a budget for advertising, that is.

Don't spend all your money on Google Ads, as Facebook ads are a viable method in their own right. While Adwords will guide your ads towards people looking for a particular product or service, Facebook will display your company towards those who are interested in what you are offering, even if they aren't actively aware (or searching) for it yet.

This is a big difference and, done alongside Google's own advertising model, can be great for your photo product business. Ready to get started? Here are 5 things you need to consider.

Campaign

Before you start to plan out your ads, you should consider implementing Facebook Pixel to your website. This will give you more possibilities when it comes to which people you target.












To start your first ad campaign, you will first need to activate the tool. This is simple to do: just head to Facebook's business page and click "create an ad". After your account is set up, you will then be transferred to the Ad Manager – this is where you can really start to plan your campaign.

Goal

Once you're using Facebook's Ad Manager, the first thing you'll be asked to do is choose a campaign goal. There are many different goals to choose from, as Facebook advertising can be used to increase brand awareness, user engagement, traffic to your website or even sales and store visits.

However, your main focus should be on conversions, although you could also run numerous campaigns, each with different objectives.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

Targeting

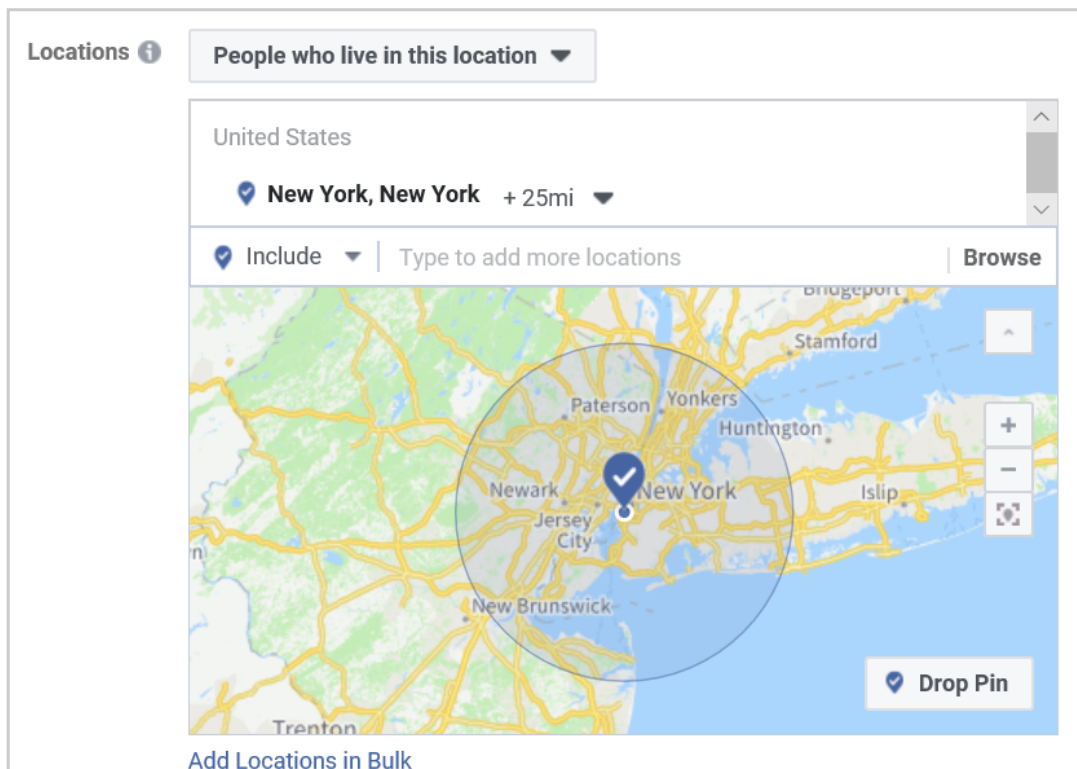
The biggest advantage of Facebook's advertising is its ability to target specific users, so make sure to use this feature! You can target people via geographical areas, age, gender or even by their specific interests or past familiarity with your brand.

Facebook can tell if a user has linked to your page in the past, responded to one of your events or has friends that have... all of this lets Facebook know how 'close' a user is to your brand already.

So, which options should you choose? Let's take a closer look at the various targeting options that are open to you.

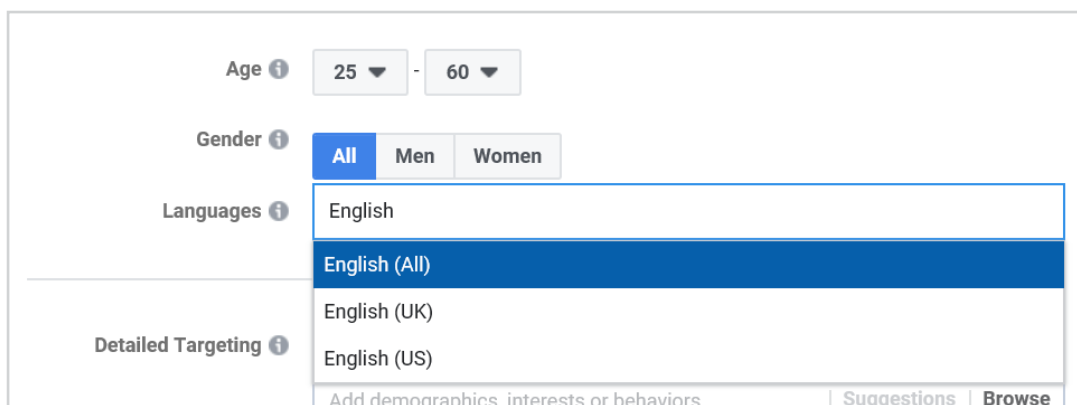
Location

If you want to target people within a close proximity to your store, this option lets you choose a location, further restricting to the surrounding area itself or any city/town within a set radius. Yet the scale is really up to you: Facebook lets you target a whole country, or continent if you wanted to. There's even the option of multiple locations.



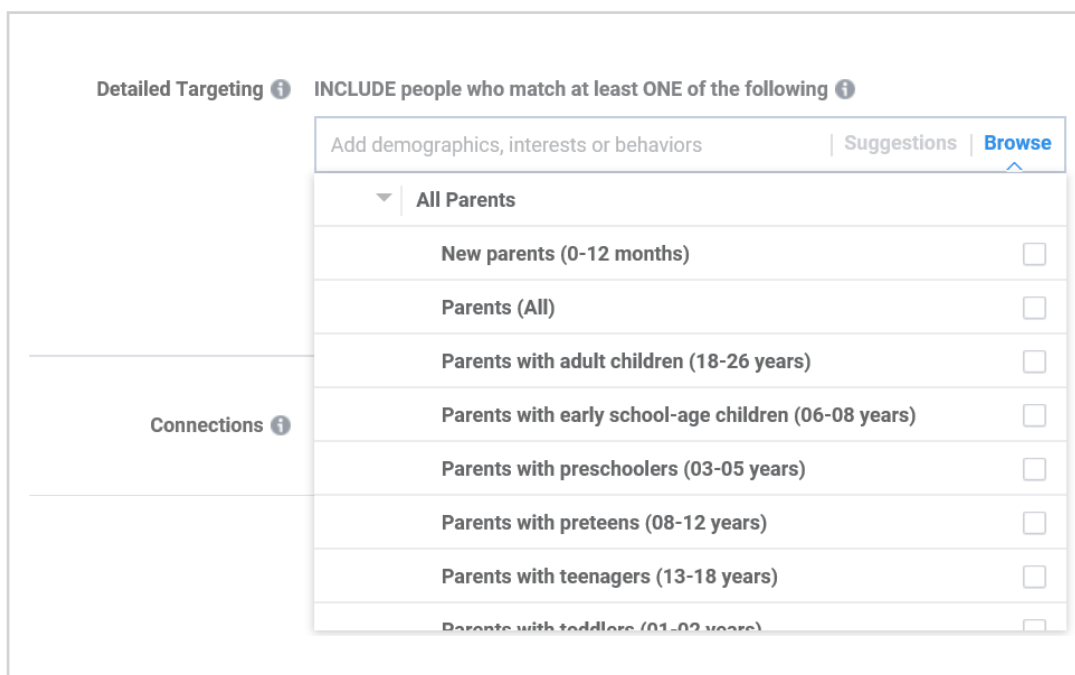
Demographics

After this, you can further target users by what age and gender they are. Photo products, for example, are the most popular with consum-



ers aged between 18 and 34, as well as parents of younger children [direporter.com: <https://www.direporter.com/uncategorized/personalized-photo-products-category-still-has-untapped-potential>].

Can you target such specific groups? With Facebook Ads, you can! By using these detailed targeting options, you can find people who are engaged, recently married, having a birthday and much, much more.

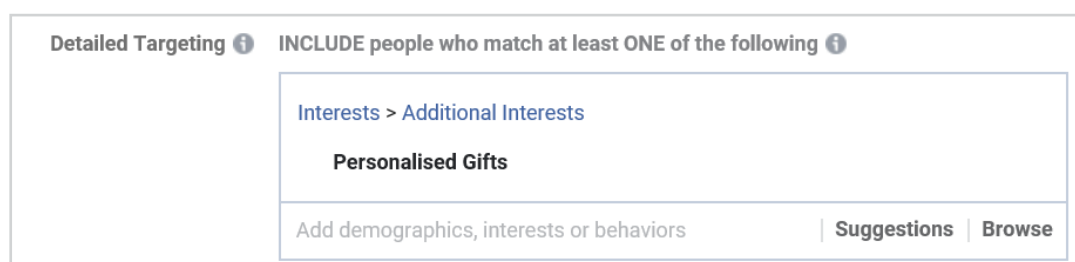


The screenshot shows the 'Detailed Targeting' section of a Facebook Ads campaign. It is set to 'INCLUDE people who match at least ONE of the following'. A dropdown menu is open under the heading 'All Parents', listing various parent categories with checkboxes for selection:

- New parents (0-12 months)
- Parents (All)
- Parents with adult children (18-26 years)
- Parents with early school-age children (06-08 years)
- Parents with preschoolers (03-05 years)
- Parents with preteens (08-12 years)
- Parents with teenagers (13-18 years)
- Parents with toddlers (01-02 years)

Interests

You can also target users by their specific interests. This can let you find people who are actively interested in personalized gifts or photobooks in general. Likewise, if you're aware of your competition, you can target people who are interested in rival businesses – this all helps your ads get displayed in front of people with an active passion for your products.



The screenshot shows the 'Detailed Targeting' section of a Facebook Ads campaign. It is set to 'INCLUDE people who match at least ONE of the following'. A dropdown menu is open under the heading 'Interests > Additional Interests', showing the selected interest 'Personalised Gifts' with a checkbox for selection:

- Personalised Gifts

Placement

You can let Facebook decide what placement – where and how your ads are displayed – is best or you can decide this yourself. For example, you could choose to set your ads to only display on desktops, on mobile phones. You could also set additional factors, such as whether they only appear on Facebook and/or Instagram, just for users on specific operating systems (such as Android or iOS).

For photo printers needs, such specifications really aren't necessary, so you can let Facebook decide what's best.

The one area you should consider, however, is where the ads are placed on Facebook. You can choose to have them appear on the right column, directly in the newsfeed or even both, in addition to various advanced options such as video advertising. Generally, ads get more engagement when they are placed in the news feed, rather than to the right.

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

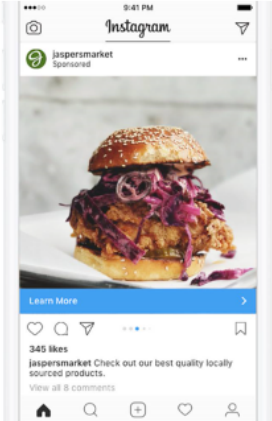
Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn More](#)

Device Types
All Devices (Recommended) ▼

Asset Customization ⓘ
12 / 12 placements that support asset customization

Platforms

▶ Facebook	✓
▶ Instagram	✓
▶ Audience Network	✓
▶ Messenger	✓



Instagram

Budget

The last step in the process is setting your budget. With Facebook, you can choose amounts to be set per day or for the entire campaign. You can further set your ads to run constantly, or only between certain, predefined points.

For your first campaign, it's best to start with a small budget. Once you gain an understanding of what is effective for your business, you can spend more.

After you're done with these 5 steps, all you need to do is upload graphics and text for your ads. Just remember to keep this short – it's proven that adverts are more effective when they're kept to 150 characters or less.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ Link Clicks ▼

Cost Controls (optional) ⓘ average cost per link click
Facebook will aim to get the most link clicks and for the average cost to be no more than zł3.00.
[Show More Controls](#)

Budget and Schedule ⓘ Daily Budget ▼
zł80.00 PLN

Actual amount spent daily may vary. ⓘ

Run my ad set continuously starting today

Set a start and end date

Start	<input type="text" value="May 20, 2019"/>	<input type="text" value="2:26 PM"/>
End	<input type="text" value="Jun 27, 2019"/>	<input type="text" value="2:26 PM"/>

(Warsaw Time)

Your ads will run for **38 days**. You'll spend no more than **zł3,040.00**.

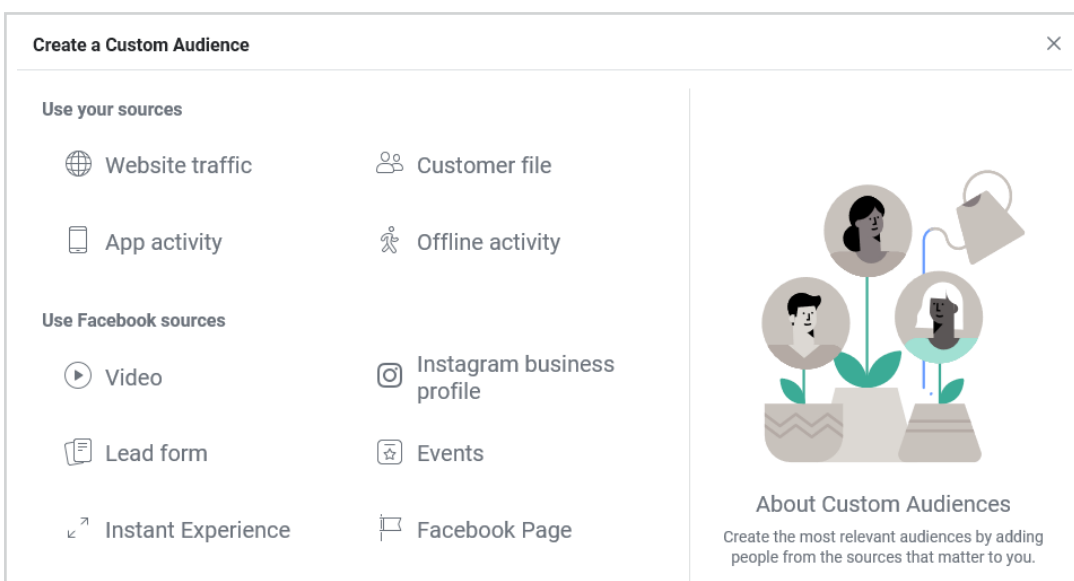
Custom Audiences

If you already know your audience, it makes sense to target them directly, rather than just spending hours trying to figure out where your customers are. The more familiar people are with you, the more likely they will purchase from your brand.

Fortunately, there are a few ways to do this with Facebook. You can upload a file with your customer mailing list, for example. Of course, try to avoid including your most recent customers.

People don't buy Photo books on a daily basis, so you don't need to immediately add them to the ad list.

Another viable option is through retargeting. By placing Facebook Pixel in your website's code, you can track those that visit your website and display ads to them later on – build on the initial familiarity you already have. Likewise, consider targeting people who have previously engaged with the content you've shared.



Lookalike Audiences

You don't just have to target users you already know. To reach new customers, display your ads to people who are similar to your existing customer base. The more they have in common, the more likely they will also make a purchase from your store.

Facebook can help you make lookalikes of your existing customers, or of people who follow the company profile page. Both are viable options.

Create a Lookalike Audience

1 Select Your Lookalike Source Show

Select an existing audience or data source

Create New Source ▼

2 Select Audience Location

Search for regions or countries Browse

3 Select Audience Size

Number of lookalike audiences 1 ▼

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Cancel Create Audience

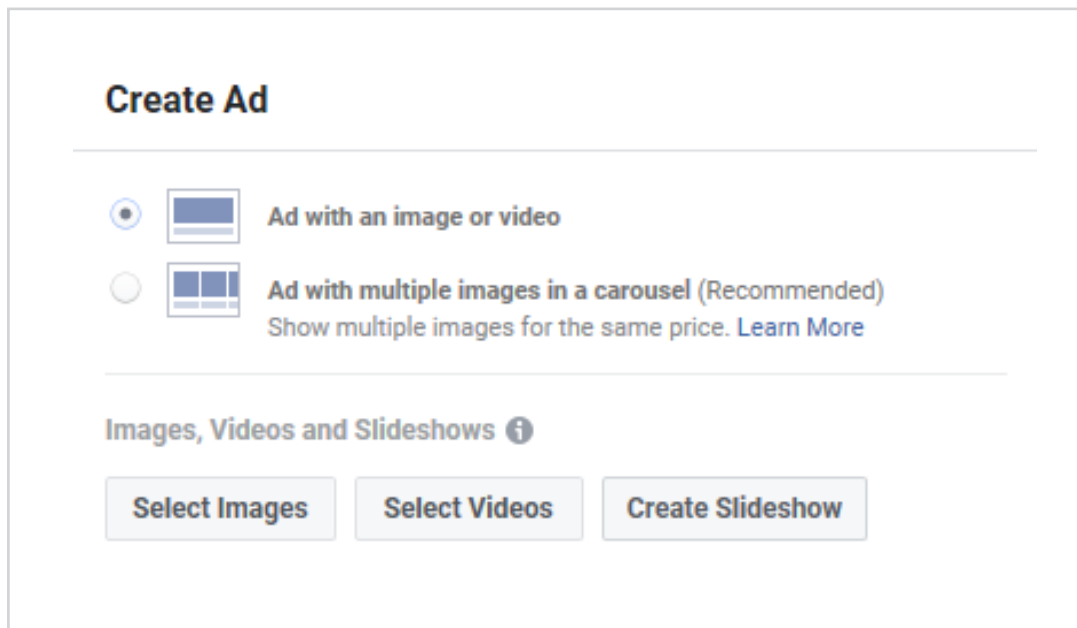
Insights

Use the insights gained from previous Facebook ads, as well as monitoring statistics on the company page, to adjust your current strategy. For example, if you're getting the most positive reactions from women in the 18-24 age range, why not create a separate campaign directly targeting this segment?



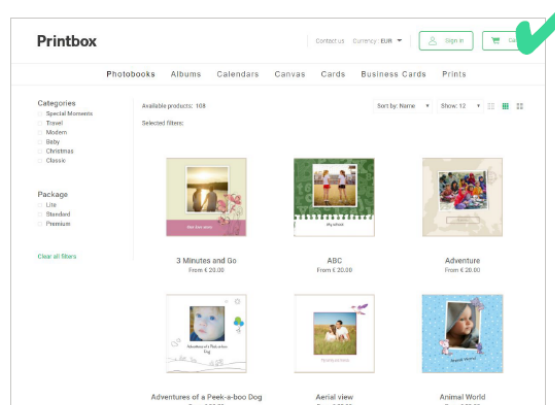
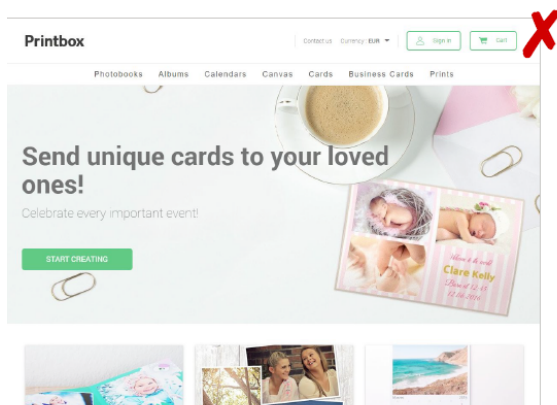
Video Advertising

They say a picture is worth a thousand words, so a video is surely worth more. Visual media is much more eye-catching than plain text. You don't need to be an expert in video production either. With Facebook, you can create a slideshow: a great way to showcase your products!



Homepage vs landing page

Adverts work best when they link to the relevant product. If you have advertised wedding books, don't link to your homepage. Send users directly to your Photobook category page or, better yet, set up a dedicated wedding page to work with the ad.

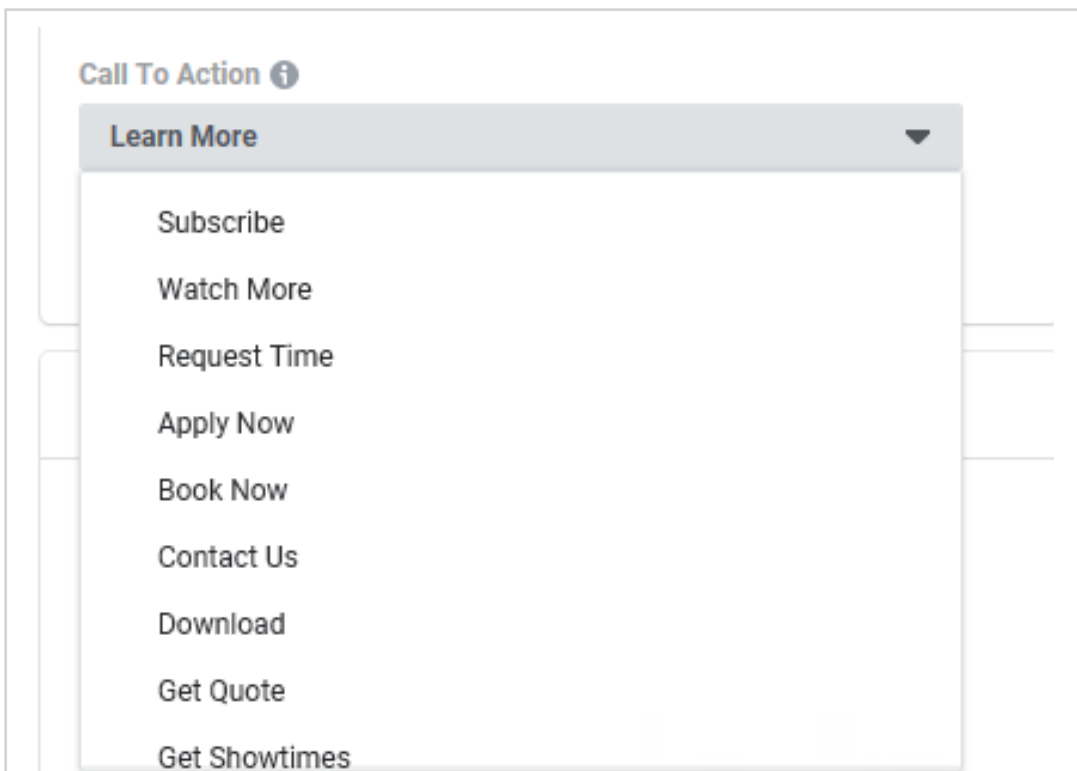


CTA

CTA stands for Call To Action. It's the final urge that gets people to click through after reading your adverts. How effective is it? Well, research conducted by Adroll found that

“the average advertising click-through rate on Facebook is 0,9%” and that “adding a CTA button can lift your click-through rate by 285 times.”

Make the most of any CTA you have. Use “Shop now” if you already have an online store or, if not, use “Learn more” or “contact us” to guide people over.



Audiences

We've already mentioned having different ads for target audiences and even separate campaigns for individual products. This is something you can expand on as you continue. Don't just have different settings, create custom graphics and text for each campaign to truly connect with those users.

Sales tracking

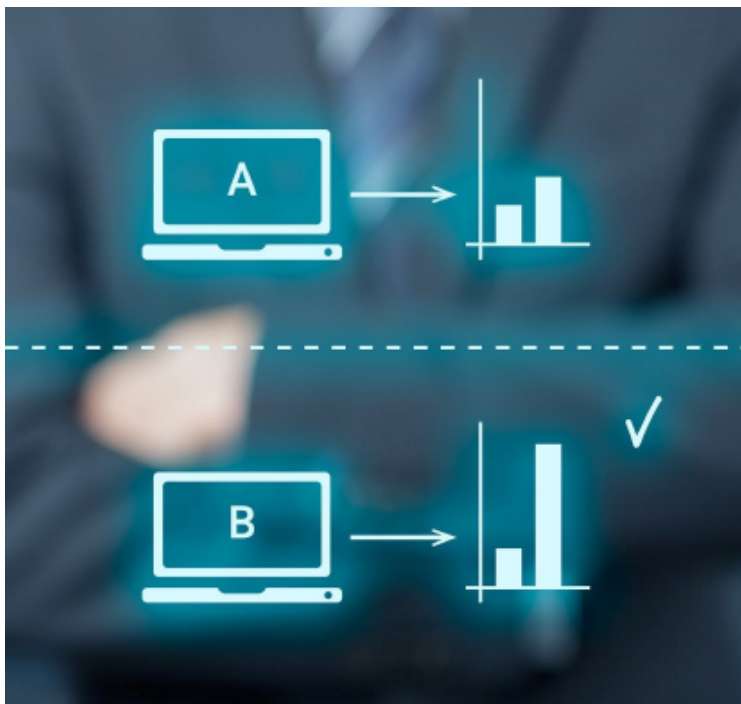
People may click on your ads but this doesn't automatically mean they are going to convert into paying customers. If your objective is to increase Photo product sales, track how many orders you have made.

If you have had plenty of clicks but few sales, you should take a step back, look at the data and determine what's not working. Maybe the ad is not right, you are targeting the wrong audience or the page users are sent to is not compelling them.

A/B testing

A/B testing is a proven way of trying different methods and finding out which ones work. Use two completely different ads – but still targeting the same product – for the same amount of time and see which one performs better.

You can do this more than once. The more you experiment, the more you will learn what your audience responds positively towards.



4. Mistakes

5 most common photo product marketing mistakes

Crafting the perfect marketing strategy does not happen overnight. It often involves plenty of trials and errors. Yet this is a vital part of the process, as long as you are able to identify what you are doing wrong and consequently fix it.

Before we jump into the top 5, it's worth mentioning that, unfortunately, the most common mistake most companies make is simply not investing in marketing itself. Businesses often assume that a product's quality will simply sell itself – but this isn't true.

When you consider the high amount of competition in most industries – something that is certainly true for photo products – it's clear that you need to do what you can to get noticed. This means more than just investing in marketing. It means investing in the correct methods.

So, with that out of the way, what are the most common marketing mistakes? Avoid these 5 errors and you'll save both time and money.

Not Showing Your Products

People like to know what they are buying and, as they say, the first taste is always with the eye. Given that photo products have a high visual aspect, you can't hide behind stock photos. These are rarely 100% accurate and will never fully depict what you're offering. They can also be used by other companies, so you lose any chance to stand out.

Instead, keep your promotions highly visible, showcasing your products with unique, original imagery. If you don't, you risk losing potential customers to your competitors that are already doing this.

Relying On Just One Source Of Traffic

When you look at the data, there's a strong chance you're getting most of your traffic from one particular source. This could be organic, paid search, social media or any other source. What's important is that you don't solely focus on this one area, as the other traffic streams are just as important.

For example, you should consider that Google often changes its search algorithms on a frequent basis. It's possible that one day, what previously worked for your website is no longer in line with the current programme and your site lost its top 10 positions in Google's search results. If you were relying solely on organic search, this would be a problem. However, if you also had Adwords, you would still have other sources of traffic to support your store.

This argument isn't just limited to Google, either. You can generate business through Facebook ads and other advertising options, such as mailing older customers about new updates or offers.

Having different sources ensures your websites well being if one traffic stream drops. In other words, don't put all your eggs in one basket.

Treating All Customers The Same (And Selling Everything To Everyone)

Trying to sell to everyone is a common mistake made by numerous e-commerce owners. Not only should your products be personalized, but marketing itself also serves to provide additional personalization.

Your customers are not all the same. Photo products, for example, are popular with women and parents of young children, but they are also appreciated by professional and hobbyist photographers. They may enjoy the same product, but their reasons are completely different.

It's this personal factor that needs to come across in your marketing.

As Jen Bergen at Rapt Media states,

“63% of consumers said they’d think more positively of a brand if it gave them content that was more valuable, interesting or relevant.”

So, instead of running large, general campaigns that target wide groups, such as an entire country, work on smaller campaigns through Facebook and Adwords. By providing specialised content for each, your ads will better resonate with different parts of your larger audience.

Not Using Retargeting

Research strongly suggests that most people are likely to buy further photo products if they’ve made a purchase in the past.

This is supported by the likes of InfoTrends, who strongly state that their

“research has consistently shown that once someone buys photo merchandise, there’s a very good likelihood that they will buy again.”

So, how do you ensure these customers return to your store for a second purchase? That’s simple: via retargeting.

Yet some companies either aren’t aware of this or make a big mistake of ignoring it. Don’t just advertise to potential customers: use retargeting to focus on previous buyers. Photo products are not something people buy on an everyday basis and they may take many months before they require another item. Retargeting, through the likes of Facebook and Display Ads, serves to re-familiarise these customers with your brand.

Ignoring The Competition

Whatever industry or market you are in, you are likely facing some strong competition. Yet many businesses choose to do nothing about this, despite there being some very compelling reasons to

better understand what your competitors are doing with their own marketing budgets.

For a start, you can learn from their successes, as well as their mistakes, and gain inspiration. So, how should you approach this? You have a few options:

- Keep track of their marketing activities. There are some great tools for monitoring your rivals, but they can often prove expensive. These are used by most marketing agencies to offer competitive analysis and insight. However, if you want to preserve your budget, you can use some free options. Facebook, for example, makes it easy to follow your competitors and see which posts perform the best. You can then use this information to tailor your own social media strategies.
- Speaking of social media, you can read the various reviews and posts left by your rival's customers. This can tell you if they have any problems in their service, or if something about their business stands out to their customers. This can give you some strong tips on how to improve your own offers and out-perform them.
- Take a direct look at their ads. Try using tools such as AdEspresso to view your competition's previous ads. This can prove a great source of inspiration. As for Adwords, you can easily find and view their ads by searching for the relevant phrases related to your business.

5 things that may make your photo business look unattractive online

It's crucial to look professional when potential customers find you, especially when online, as such customers can't physically see you and must base their trust entirely on your online image.

However, there are many pitfalls you should – and can – avoid when creating an online presence for your business. So, what dangers do you need to be careful of? What things can show your photo business in a less than attractive way?

Poor Website and Template Designs

The first thing a possible customer sees when he or she finds you is, of course, your website.

One of the most basic, simplest things that can scare people away from your website is an outdated appearance or design. It can readily discourage people from buying your photo products.

Another mistake you can make is through lacking user-friendly navigation options. In this case, your customer won't be able to find what they want and, sooner or later, they will give up and leave your website, all without making a purchase. Similarly, it's also important to make color choices that are tasteful and appropriate for your brand, yet also ensure the website remains clear and readable.

Alongside your website design and certainly no less important are your photo product templates. If a potential client wants to create a beautiful photo book, they will likely want a design that is beautiful with a modern sense of style. Consequently, the templates you offer should be refreshed and updated to ensure they are in line with today's trends. Ugly and obsolete templates, on the other hand, will only serve to make your photo product business appear unattractive to potential shoppers.

Inactive Social Media

In order to build a decent online brand image of your photo products company, having social media profiles is necessary.

However, it is often a much bigger problem when you create such accounts on various platforms and none of them are active. When users like and follow your profile or account, it means they have expressed an interest in the news, information and posts that you created – likely all connected with your photo product business. When you don't provide this, such followers will lose interest or consider your company to be inactive.

Furthermore, situations, where the excessive amount of social media activity across your profiles means you are unable to answer user questions or retain current contact, can also negatively influence your brand image. When someone visits your profile and attempts to communicate, your inactivity and silence can easily result in a lack of purchase.

No Special Offers or Discounts

People like to save money and will often look for shops that offer discounts. If you don't show off your available discounts and special offers, you can lose the interest of these potential customers.

Imagine you are visiting an online photo product store and see a big message claiming "15% off photo calendars". Such a strong offer incentivises users to take advantage of the promotion. In other words, it's essential to always highlight your discounts and promotions on your main page. This way, you can easily increase sales and ensure your photo product business remains attractive for new and existing customers alike.

What if you do not have any special discounts to showcase right now? Instead, try to offer other incentives – perhaps you offer free shipping when customers spend a certain amount in your store. Regardless of what you offer, ensure it is prominently displayed and highly visible.

No Clear Brand Identification

If your brand is inconsistent, showing different logos or colour schemes across social media profiles and adverts, this will put users off. This also applies to your website, so ensure all fonts and visual design styles remain consistent throughout.

You should solve this by defining a permanent style for your logo, leading colors, fonts, themes and images, before applying this to all forms of media. This includes your website and social media profiles, but also your marketing materials, including your advertising, newsletters and emails.

Poor Quality Product Presentation

The quality of your photo products readily reflects upon your brand image, often creating the first impression your customers will have. How you show your products can either encourage or discourage potential buyers to make a purchase in your photo product store.

Big and realistic photos can provide the right view for your products, showcasing their quality. This is especially important in a sector such as photo products, where items should always look pretty and appealing.

This is also true when it comes to photo product descriptions. Your descriptions should be rich with detail, written well and contain important keywords. Above all else, they should show the possibilities and pleasures your products can provide, in addition to all the technical aspects that customers need to know.

If any of these problems exist in your photo product business, try to eliminate them as soon as possible, while also being sure to avoid these mistakes in the future. Even the smallest mistake can heavily impact the image your brand has, losing visitors before they have a chance to convert into loyal customers!

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Photo Products Online Software

Want to become our partner? Have any questions?
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