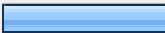





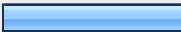

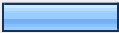






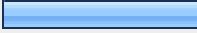




Photographer Marketing Survey


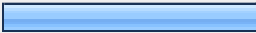




1. How would you categorize the size of your company/publication			Response Percent	Response Count
Freelancer			24.6%	42
Small Regional			2.9%	5
Big Regional			7.6%	13
Small National			7.0%	12
Medium National			16.4%	28
Big National			16.4%	28
We are among the biggest in the industry			26.9%	46
<i>answered question</i>				171
<i>skipped question</i>				0

2. What is the best way for a photographer to introduce and then keep you updated on their work?			Response Percent	Response Count
Call me on the phone			4.1%	7
Portfolio drop			17.0%	29
Portfolio visit			24.6%	42
Email Promotion			36.8%	63
All I need is a website link			58.5%	100
Printed Promotion			26.3%	45
Social Marketing (Facebook, Twitter, Blogs)			8.8%	15
<i>answered question</i>				171
<i>skipped question</i>				0







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

	Response Percent	Response Count
less than 10 	67.8%	116
10-20 	29.2%	50
20-50 	2.3%	4
50-100	0.0%	0
100-200 	0.6%	1
Over 200	0.0%	0
answered question		171
skipped question		0








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

	Response Percent	Response Count
less than 10 	31.0%	53
10-20 	38.0%	65
20-50 	23.4%	40
50-100 	5.8%	10
100-200 	1.2%	2
Over 200 	0.6%	1
answered question		171
skipped question		0

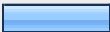
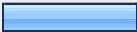

5. What size screen do you most often use to look at photographers websites?

	Response Percent	Response Count
iPhone	0.0%	0
12-13" 	10.5%	18
15" 	18.7%	32
17" 	26.3%	45
20-24" 	38.6%	66
27" 	3.5%	6
30" 	4.7%	8
<i>answered question</i>		171
<i>skipped question</i>		0

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

	Response Percent	Response Count
iPhone 	0.6%	1
12-13" 	8.3%	14
15" 	17.2%	29
17" 	29.6%	50
20-24" 	43.8%	74
27" 	5.3%	9
30" 	4.7%	8
<i>answered question</i>		169
<i>skipped question</i>		2

7. What is your opinion of email marketing?

		Response Percent	Response Count
Necessary evil		18.7%	32
Not much better than spam		15.8%	27
I love it		1.2%	2
Love/Hate		26.9%	46
Ok, but getting worse		19.9%	34
I opt out every time I get one		1.8%	3
I trash them all		8.2%	14
Its my job to look at them so whatever		26.3%	45
		answered question	171
		skipped question	0

8. What is your opinion of direct mail marketing?

		Response Percent	Response Count
Necessary evil		13.5%	23
Not much better than junkmail		14.0%	24
I love it		10.5%	18
Love/Hate		31.6%	54
Ok, but getting worse		9.4%	16
I opt out every time I get one		0.0%	0
I throw them all out		6.4%	11
Its my job to look at them so whatever		28.1%	48
		answered question	171
		skipped question	0

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

	Response Percent	Response Count
Reading my email	14.6%	25
Looking through promo mailers	30.4%	52
Awards and contests	36.8%	63
Peer Referral	67.3%	115
Portfolio drop	18.1%	31
Portfolio visit	24.0%	41
Browsing the internet	49.1%	84
Internet Forums	14.0%	24
Browsing agent websites	42.1%	72
Sourcebooks (printed)	12.3%	21
Internet Sourcebooks (web versions)	19.9%	34
Seeing who other people are using	39.8%	68
Consumer Magazines (print and online)	33.9%	58
Industry Magazines (print and online)	31.0%	53
Blogs	33.9%	58
Facebook	4.1%	7
Twitter	1.8%	3
LinkedIn	0.6%	1
Other (please specify)		10
answered question		171
skipped question		0