

Idea Generation – SPAC 2017

Goals that participants had in which they needed to create lists of ideas to achieve the goals:

- Increase Participation Rates
- Increase Average Sale
- Increase 2nd Chance Sales & Reorders
- How can your Spring Program make you money
- Ways to generate ongoing revenue from mom

Participant generated ideas (in no particular order):

- Offer free items as specials regularly, then always looking for a good deal
- Friendly knowledgeable customer service
- Great products
- Easy accessibility
- Competitive prices
- Great shopping cart
- Diversify
- Offer in studio times for more personalized photo experience
- Collect birthday months and send a free coupon for purchase on a partnered site
- Accept personal photo uploads from mom and have them printed
- Come up with a product that you can cross market (ie like on amazon)
- Send email reminders about holiday photo purchases
- Create incentives to participate in multiple programs
- Connect to social media for marketing
- Create mobile app that sells products while serving a purpose in the life of mom
- Provide ridiculous customer service
- Survey your customers
- Palatable prices on unique products
- Market where mom is/will see/hear
- Emphasize fear of missing out
- Excellent and clear and often communication
- Easy form/online order system
- Amazing service/experience
- Excellent quality/work
- Promo codes
- Fix the mistakes – even customer mistakes
- Give them what they order
- Get great pics
- Incorporate some charity/fundraising into the sale
- Provide a surprise gift into the charity
- Include coupon for bonus items purchased.
- Allow proof ordering alongside pre order
- Make website mom like

- Involve them in getting input on future ideas
- Online experience more engaging
- Create new products
- Drone
- Creativity
- Flexibility with order
- Bundle
- Coupons
- Add Ons
- Easy online
- Add composites
- Awesome customer service
- Take current, modern pics
- Look professional
- Deliver all information to parents close to picture day
- Show beautiful samples on order form
- Keep pricing competitive
- Make order form easy for parents
- Sponsor school newsletter
- Great customer service
- Customer always right even when they are wrong
- Be nice
- Bundle packs for grandparents
- Design order sheet to be as simple as possible
- Online ordering
- E Commerce
- B.O.G.O.F.
- 2nd Chance
- Take a fun unique picture
- Offer better products
- Improve quality of images
- Hire and train better camera operators
- Bundle packs with other goods
- Offer discounts like BOGO
- Update website, flyer, customer service
- Make things unique to the child
- Come up with better online platform
- Meet customer on their time
- Easy process of ordering
- Simplify flyer for customer experience
- Provide products that today's customers want
- Social media schemes to increase awareness
- Create an inviting studio environment where you cannot get student to leave
- Get sponsorship from makeup
- Celebrity endorsement
- Competition within social friend groups

- Additional units
- Additional products
- Reduce pricing
- Unique photo sessions
- Online sales
- Easy flyers
- Design your own package
- Contact every school/league to confirm time
- Target the non buyers specifically
- Get things right
- Fresh background selection
- Easy ordering system
- Great pics with great smiles
- Good packages
- Yard signs in the drop off lanes
- Have school sell for you. Reminder emails/texts
- Market your products
- Make online ordering easy
- Email
- Give coupons
- Reasonable prices
- Enhance web based sales module
- Build customer trust that we will crate wonderful expressions every time
- Give clients new images – do not bore them with the same images year over year
- Offer kinder grad
- Amazing customer service
- Sales
- New products
- Eliminate what does not sell
- Increase pricing for what sells
- Offer larger units
- Up sell
- Add ons
- Bundle packages
- Better pricing
- Do what you say you are going to do
- Streamline production to improve efficiency
- Offer incentives to drive orders – re-orders
- Talk to existing customers – what do they want
- Look for and introduce new trends, products, looks
- Offer good value for money
- Create more interactive options
- Market to men
- Ask kids what they want
- Offer reorder options

- Make sure your schools know about all your products and services
- Unique product graphics
- Holiday post picture day sales
- Suggestive selling on computers
- Buy 1 click
- App ordering
- Online ordering
- Offer them what they want to buy
- Use social media
- Follow customer trends
- Make website user friendly
- Make prices affordable
- Better customer service
- Show up early to shoots
- Have mobile friendly buying available on online store
- Add on upsales
- Digital downloads
- Increase prices
- Butter up the school staff with donuts
- Easy to understand packages
- Offer different products in spring
- Be creative and different
- Offer online sales
- Be competitive
- Never schedule school shoots on a Monday
- New products
- Offer online sales
- Take good pictures
- Offer free stuff
- Offer coupons
- Communicate with school
- Send emails out
- Give a pizza party
- Great customer service
- Lower price
- Incentives for spending
- Sending order forms based on pay days (lower income areas)
- Easy ordering
- Sales appropriate for your market
- Take beautiful pictures
- Advertise
- Offer lots of extra add ons
- Email marketing sales
- Coupons
- Better outreach to parents
- Buddy photos

- Offer digital downloads ad on for packages
- Bundle fall and spring packages together
- Accept any form of payment
- Offer free stuff for price purchase
- Offer add ons
- Coupons
- Make class picture day fun and enjoyable for the class & teacher
- Contact all high schools and jr. highs you don't have about prom dates
- Easy payment options
- Appropriate pricing of products
- Simplify production to reduce costs
- New creative products
- Yard signs at the school promoting picture day
- Get parent emails
- Send follow up – buy opportunities
- Adding new fun items
- Different props and backgrounds
- Make it easy
- Lower commission
- One click online ordering
- Cut package selections
- Listen to client concerns and address them properly
- Raise prices in small increments
- Be personable with clients/students
- Have fun
- Minimize mistakes
- Offer quality products
- Offer quality customer service
- Clean, non-confusing ordering system
- Create an emotional response
- Easy ordering
- Incentives
- Market research
- Creative pricing
- Link to our website on school website
- Multiple notices to parents
- Better shopping cart experience
- Advertise in local mom magazines
- Website
- Last chance emails
- Offer options but keep it simple
- Flyers, stickers
- School readerboard
- No timeline to order online
- Buddy pics
- Class pics/ no composites

- Build your own package
- Different photos from last year
- Connect past photos to site
- Better parent communication
- Have schools be more pro-active
- Better product offerings
- Easy payment options
- More payment options
- Promote photo day – maximize communication – web, signs, twitter
- Train photographers to take better pictures
- Encourage online ordering on paper form
- Give incentive for pre-ordering
- Followup with coaches and admin to make sure flyers were distributed
- Invest time and money into photography and photographers
- Great photos and photo day service
- Reasonable yet competitive pricing
- Pricing your most popular package right
- Understand and stay in tune with the competition
- Always be changing, growing, learning
- User friendly website
- Understand your specific customer base
- Improve marketing
- Improve customer service
- Easy phone ordering
- Easy online ordering
- Last chance cards
- Email
- Proof
- Increase speed to market proofs
- Great customer service on phone
- Multiple images in packages
- Commissions for phone sales reps
- Creative upselling online