

Integrated Marketing

Communications Plan

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picturebooth
.co

photo booths anywhere

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Where did we come from?

PictureBoothCo was founded in 2012 by Ross Hill. Ross was in college in the entrepreneurial program doing a project about some new ski or snowboard equipment and needed a way to show off the technology. The product he intended to market didn't end up being the star because people were so infatuated with the camera system that Ross abandoned the ski equipment and started up PictureBoothCo.

The company has been growing in Kentucky until recently, when Ross moved out to Colorado to expand the company with his wife, Griffin.

He built what is now a portable, shippable, photo booth system that is the company's namesake.

The Booth:

PictureBooth provides interactive picture booths and software to events and organizations all over the world. They are best known for "the PictureBooth", our portable/shippable photo booth system that is the same size as a carry-on suitcase.

The booth can easily be set up at any given event by anyone and doesn't need a designated person to monitor and operate it during the event. It can be shipped anywhere in the country and easily shipped back after the event with the shipping labels provided as part of the cost of renting a booth.



Newer Product Developments:

Recently, Ross and new CTO Brian Parks have been developing products that extend the functionality and capability of the PictureBooths. One product is Social Wall and the other is Selfie by PictureBooth, both a result of a spin off organization, PictureBooth Labs. Both are a way for brands to further connect with their audience and provide them ways to share their experience at a given event with the world, elevating their own brand.

Who does PictureBooth Help?

While anyone can use a booth at their event, from weddings to graduations or company-sponsored events, PictureBoothCo is uniquely capable of helping existing event planning companies. These companies already offer many products and services to those planning large events, from DJs to tables and chairs, and by helping them offer an easily managed photo booth, they can increase their revenue per event without any extra work. The setup process of the booth is so simple that it fits right in with the existing offerings and integrates seamlessly into any event for increased enjoyment of the guests.

While we provide Photo Booths for each event they hold, we also provide the content they can use on their website and social media as well as in the packets of information they give to each potential client educating them on what we do and why they need it. We will give them regular information in the form of social media topics, published blogs, and case studies to distribute across their marketing. This way, they only focus on what they already offer and we provide the content and the equipment they need to be successful.

Target Persona: The Busy Event Manager

The Event Manager is 34 and has about 5-10 years of experience managing and running events from very small to very large that require months of preparation. They spend lots of time ensuring every detail goes as planned and the equipment works properly.

They have a large inventory of equipment, from DJ equipment to chairs and tables to speakers and dance floor accessories like disco balls. Equipment has to be in perfect working order and maintained properly so nothing goes awry on event day. Their goal is to provide a seamless experience and be the one-stop-shop for their clients, from brides to corporate executives.

They are always on the lookout for new ideas that can make their offerings more impressive so their clients look to them for everything instead of only one piece of their event. Any addition to their inventory has to be planned carefully in terms of staffing, maintenance and management cost because a large investment in new equipment requires an adequate return in event revenue and rental fees.

PictureBoothCo will provide them an inventory of high-quality photo booths customizable to their brand that are easy to maintain and extremely easy to set up without any extra staffing to monitor the equipment on event day. We provide them a way to make more money by offering more services without requiring more work or stress on their part to handle it.



How will we reach these Event Managers?

Reaching this audience requires a combination of traditional marketing in the form of networking, and digital marketing as they are always reading about the latest in entertainment technology that will boost their offerings and revenues as a result.

Goals

Our goals for this campaign, as audacious as they are, are as follows:

- Become the number one talked about photo system in the country.
- Get 10k real Instagram followers and 20k Facebook likes by July 2015.
- Build a long-term strategy for the base of content; but also individual short projects throughout the year.
- Become the official source for information and portray ourselves as an expert in the field of event planning and entertainment.

- Increase web traffic from 45 daily to 350 daily by July 2015
- Get in the New York Times and Wall Street Journal by July 2015.

Our current plan is designed to achieve these goals as each month, we can use recent results to alter our campaign and make any changes to content that allows us to stay on top of the industry and in the minds of our audience.

Timeline

For the short-term, the goal is to gain market share quickly in Colorado, focusing on the major towns and then move onto other cities where we have already established connections in the business community that will let us grow quicker than starting from scratch. As our affiliate program grows, we can scale easily across the country.

For the long-term, we will be growing the content on our site and building up our digital presence as well as our physical presence in the communities we focus on that will help us maintain the top level of awareness in people's minds, from end consumers to our target market.

Channels:

We will use a mixture of channels to reach this market and help our market reach their clients.

In order to reach our market, we will be doing promo events, starting in Denver and Colorado Springs. With one affiliate to a large event planning organization in place in Denver, we will start to build on that when moving to other areas in Colorado.

We will use Facebook, Twitter, and Instagram to reach these organizations as well as our own websites and the affiliate sites that we will build as each new affiliate partnership is created. These affiliate sites ensure that both PictureBoothCo and the event planning organization get compensated and recognized for each sale or rental of a booth.

As far as external vendors, we will build profiles on popular wedding websites like MyWedding.com and WeddingWire.com to reach brides as they plan their event and look to rent various pieces of equipment.

We will also be utilizing affiliate marketing to link these wedding websites and the affiliate sites to broaden our reach. By creating a presence on social media and balancing it out with

content for them and ongoing content generated by booths already out in the field, we expect to gain and keep the attention of our market by demonstrating credibility and delivering on service.

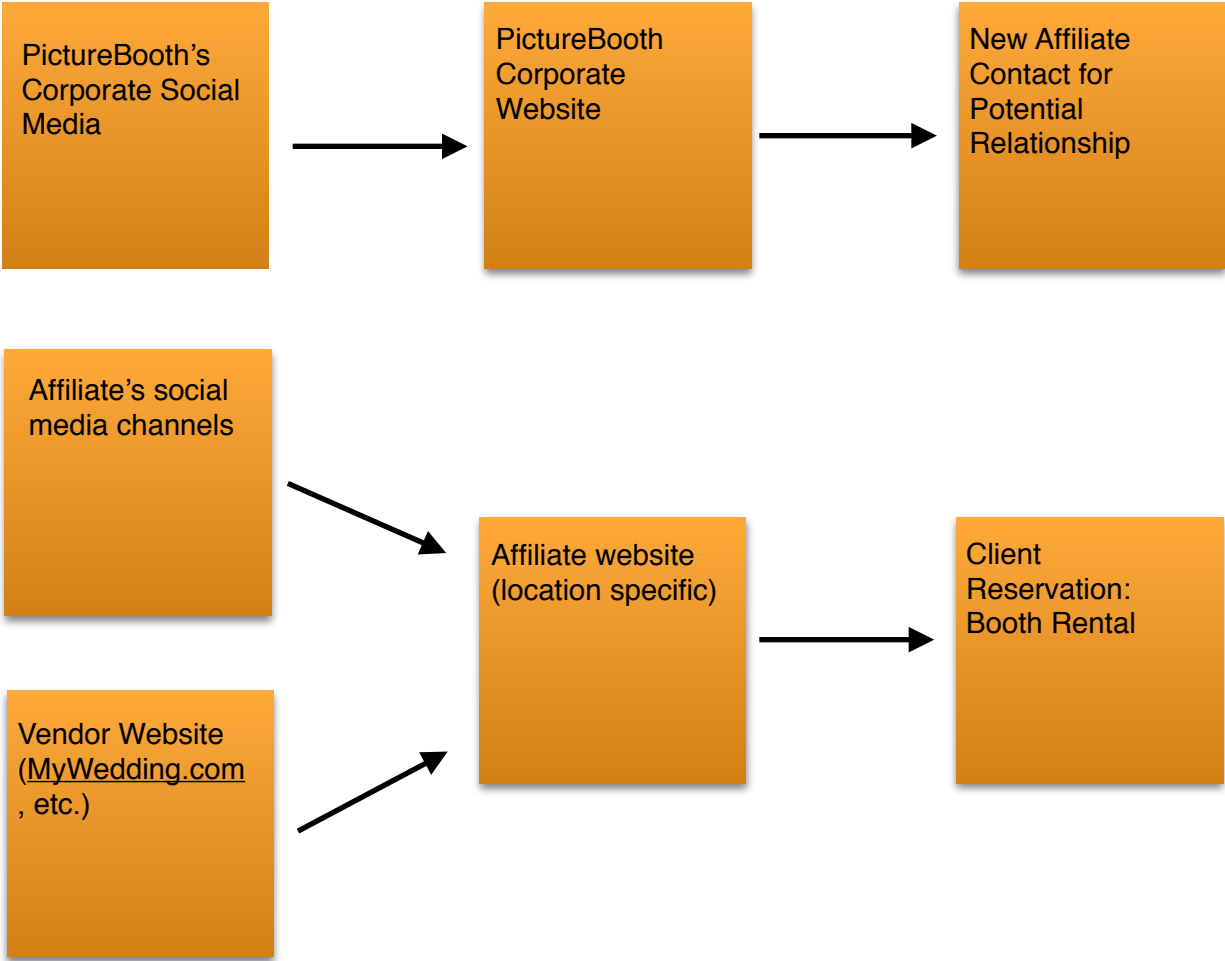
Social Media

Each channel has a specific voice and is designed to either get affiliates to join our program or demonstrate our credibility.

Facebook and Instagram are about photos from events and company announcements to get people to browse what we have done, talk about their great experience and book an event easily. Twitter is about gathering industry related information to become a source for event planners. Pinterest is the place where people can browse ideas for booths, wedding ideas and other planning for their event as end consumers, making us their ideal source of info.

Strategy:

The following map gives a description of how each channel plays a role in our growth.



Each piece of content we provide, either for ourselves, or for our affiliates, will target people in all stages of the purchase process, from awareness to purchase and loyalty. We will have content that talks about how a booth can increase brand awareness that will reach those not yet aware about us or how we can make that happen as well as content that discusses the features that we provide, from new software to props and custom branding for each booth.

We aim to education on the benefits that our booth and other products provide beyond being simple and easy to manage. The photos taken at our booth are easily shareable to promote the brand as users interact with it on social media, further extending the seamless experience that a PictureBooth provides to event planners and their clients.

The current timeline for the content is planned out about a month in advance with tweaks being made as results come in, both over social media, and other channels as we gather more information on what is important to our audience. We don't plan a lot of content in advanced beyond knowing general seasonal changes and large events we want content for because things change quickly and it is better for content to build upon previous feedback from the user because that is using real data and will multiply vitality than content planned out months in advance.

A key part of this is utilizing photos taken with the photo booths to share around social media that increase awareness and engagement among the audience, as well as traffic to our website as users can view popular photo galleries to remember the event they were at and share it using our hashtag.

How much will this cost?

Because we are just starting in Denver and will grow as each new affiliate gets added, we will have advertising costs that grow incrementally. These include costs of having a top-listed profile on wedding websites, as well as costs of social media advertising to reach more people than have already found out about us.

Each listing is about \$1k a year for Denver for each vendor site. As we grow to include more affiliates across the country, we will add more listings. As far as social media, there has not been a predetermined budget, but should not exceed more than \$500 a month to start out as we are focused on being extremely efficient with our budget based on results of each campaign.

There is no specific budget, but the goal is to be as efficient as possible and utilize networking and promo events to generate business much the same way as PictureBooth succeeded back in Kentucky and Nashville.

Can we actually do this?

By using a combination of digital channels and traditional marketing to educate and supply our target audience with valuable content, we form those important relationships that give us leverage to gain authority and reach even more people, both of our target audience and end consumers. We will be covering all possible areas that our target market sees, from what their end consumers are talking about, to the trade journals and networking events they frequent.

Our commitment to customer service ensures that when event planners partner with us, they will enjoy their experience that has been so carefully planned out and made to look seamless and effortless. Reaching our target audience and fulfilling our promises with a great customer experience puts us heads above other photo booth companies and makes us scalable to duplicate this growth strategy wherever we decide to go next.