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Using Photos in Relationship Marketing

There is no one magical solution to generating all the business you could ever need. One business concept that most companies understand the need for, but don't implement well, is relationship marketing.

What is Relationship Marketing

Relationship marketing looks beyond the point of sale and customer acquisition to the complete customer life cycle.

Relationship marketing is premised on the consumer's changing need to connect with businesses on a deeper, less superficial level.

People don't start relationships with someone they see as distant, cold or self-serving. And yet, companies think they can relate with customers as cold, corporate entities. Instead, try allowing consumers to connect with your company on a more meaningful level. That established familiarity and closeness will prompt them to share their experience with others. In order to successfully execute an RM strategy, businesses have to step out of the mold of trying to relate to a consumer and instead become people relating to people. So how does a company show their human side to consumers?

There are several questions to ask yourself when deciding how to show the human side of your company to your consumers.

1. Will this product maintain my company's professional image?

You want to make sure that all new marketing endeavors don't undermine previous work to establish your company as a respectable firm in your industry. Something intangible, like your company's image, is a fragile thing. Displaying your company as more human and easier to relate to is useless if its to the detriment of your company's overall image.

2. Will a sense of trust be established with our target market?

Establishing a sense of trust is the corner store to building a relationship with your target market. Consumers do business with companies they feel secure with and know their best interests are at the heart of everything that company does.

3. Can this product be implemented across a wide range of materials easily?

Implementing a product across multiple streams of communication speaks to the ability for your campaign to become effective. If you only reach 10% of your target market and convince 30% of those people that you are trustworthy, you only get a 3% conversion rate. If you reach 80% of your target market and convince only 20% of them that you are trustworthy, you have a 16% conversion rate.

Creating a Positive Business Image with Photos

One product in the market today that covers the demands of all three questions is a business portrait program. Photos can present your company in a very positive light and allow your customers to visually connect with your staff - "putting a face to a name". Your choice of background, lighting and posing can reflect your company culture, from professional and experienced to relaxed and personal.

Employee photos can also establish and further build the sense of trust that is so crucial to developing a long lasting relationship with your customers. Showing or reminding consumers whom they are doing business with can even ease the purchasing decision. Digital photos can also be moved across various forms of media: print (business cards, flyers, billboards, magazines), television, and digital (banner ads, html emails, employee directories). The key to using your images across public streams is obtaining a copyright release with your image.



Why Choose B2B Portraits

As part of the largest network of certified photographers in North America, B2B Portraits has the technology and marketing acumen to develop a simple, easy custom solution for your business portrait needs.

With over 60 years experience, we specialize in corporate and executive headshots onsite or at any one of our 300+ studios. The perfect solution for your company's on-line directory, advertising, website, business cards, social media, billboards and more.

B2B Portraits offers high resolution digital images via your choice of print, CD, secure FTP site plus copyright release. We provide quality, consistency and convenience at a competitive price.