

# Hixson Photography

Advertising Campaign  
Indianola DECA  
Indianola High School  
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## I. EXECUTIVE SUMMARY

### *OVERVIEW*

Founded in 1948, Hixson Photography is a family tradition business carried from Don Hixson onto Tony Hixson. Don Hixson opened a photography studio in Chariton Iowa just after WWII ended. Tony Hixson has taken over for the past 28 years. Hixson Photography specializes in taking newborn, kids, families, Weddings, Senior, and team/business photographs.

### *INDUSTRY*

Hixson Photography has always had families coming to them for basic family portraits, seniors asking for senior pictures and Weddings being booked. Many of Hixson Photography clients have come to this business hearing from the word of mouth of past clients as well as seeing advertisements. This business has seen a growth with Wedding bookings within the last 28 years due to bridal fairs and the amount of social media advertisements being posted.

### *PROBLEM*

While Hixson Photography has been around a long time and has established a good clientele, in today's day and age photography businesses are all over the place. To truly stand out as a great Photography Business new advertising campaigns are necessary. Social media and other online resources are key to acquiring and keeping new consumers. With a new advertising campaign using the internet to let new consumers know that our business will be attending the bridal fair and what to expect when they come and see us is a great way to advertise the business.

### *OBJECTIVES*

- Create an advertising campaign for Hixson Photography including both bridal fairs and advertising media
- Increase number of wedding bookings along with families, couples, seniors, and team/business bookings
- Create websites and pages for our clients and general people to contact us along with posting updates, sample photos, ads, and discounts
- Improve our chance of competing with other photography businesses

### *TARGET MARKET*

#### **Primary Market:**

- Brides to be (Weddings)

#### **Secondary Market:**

1. Families/couples
2. Seniors
3. Teams/Businesses

### *PROMOTIONAL STRATEGY*

- Bridal Fairs---- Photography booth, pamphlets, sample photos, business cards, discounts (if sign up today for a time)
- Advertising Media---- Social Media, Website, Facebook, Twitter- Sample Photos, Ads

### *BUDGET*

1,500 dollars will be allowed for a budget of the new campaign. A 10 x 15 booth at a bridal fair costs 1,300 dollars. Unknown expenses as well as daily costs are unavoidable so the extra 200 dollars is necessary for those. The success of the new campaign will be assessed by viewing the amount of money made versus the amount of money allocated to the budget. Photography budgets are relatively easy to figure due to the fact that the Photographer possesses most of the resources that they need. So the booth at the bridal fair is the only set expense. Other things have already been paid for as far as cameras, backgrounds, and props go.

## II. DESCRIPTION

Hixson Photography is a family tradition business founded in 1948 by Don Hixson who created a studio in the small town of Chariton Iowa and whose goal it was to capture the special moments of families, Weddings, couples, newborns, kids, landscape, teams, businesses, and other events. Don's son, Tony Hixson, soon took over this business and has been leading Hixson Photography for the past 28 years. Hixson Photography no longer has a studio but instead, Tony captures moments using backgrounds in his home along with using his creative eye to capture moments in outside scenery. Hixson Photography has had much experience capturing the moments of Weddings and creating memories for families, seniors, teams, and businesses.

Hixson Photography is constantly advertising and booking photoshoots. There has been an increase of booked weddings in the past 28 years. Many clients have come to Hixson Photography hearing from word of mouth of past clients. This business has had a growth in bookings due to bridal fairs and advertising in the media. Going to bridal fairs shows potential clients what type of business we are along with what wedding packages and prices we have to offer. Using the Hixson photography home website, Facebook, and Twitter have impacted the growth in bookings immensely because of daily posts and getting our name out to more people.

Hixson photography strives to be a family friendly business giving reasonable prices and packages and making it easy for people to communicate and work with. Hixson photography happens to have reasonable prices in order to gain more clients and to have the word get out about this business being affordable and effective. This business continues to try its hardest to stand out from other photography businesses in its creativity and by advertising in ways that will grab people's attention. Along with striving to stand out in the photography world, Hixson

photography wants to show the importance of photography and hiring them to create and savor memories for everyone.

### III. OBJECTIVE(S) OF THE CAMPAIGN

In today's day and age photography is everywhere. New photographers are popping up everywhere and out of nowhere. Basically, if someone has a camera, they can call themselves a “photographer”. People don’t even need an actual photography camera anymore to get quality pictures like professional photographers take. iPhones are coming out with cameras capable to take high quality pictures with perfect clarity. There are high quality lenses that can be attached to iPhone cameras to take all kinds of photos. There are even apps to edit your own pictures allowing people to create pictures as if they were professionally done. So, *why hire a photographer when I can do it myself?* This is the question that Hixson Photography wants to answer.

- Create an advertising campaign for Hixson Photography including both bridal fairs and advertising media
- Increase number of wedding bookings along with families, couples, seniors, and team/business bookings
- Create websites and pages for our clients and general people to contact us along with posting updates, sample photos, ads, and discounts
- Improve our chance of competing with other photography businesses

The goal of this advertising campaign is to address the question, *Why hire a photographer when there are so many ways for people to do it themselves?*, and to make Hixson Photography stand out from other photography businesses by advertising to receptive target markets regarding the importance of hiring a photographer. Through bridal fairs, Hixson photography will be able to reach out to brides to be in hopes of booking multiple weddings. The Hixson photography booth will have informational pamphlets containing the different wedding packages we offer along with prices. We will also have sample wedding photos giving brides to

be a taste of Hixson photography's style, business cards with all of Hixson photography's information, and special discounts for certain packages if a bride books a wedding at the bridal fair.

#### IV. IDENTIFICATION OF THE TARGET MARKET

##### A. Primary Markets

Demographics: Brides to be

Geographic's: Iowa

Psychographics: Brides looking for wedding photographer

##### B. Secondary Markets

Demographics: Seniors, Adults- couples, parents

Geographic's: Iowa

Psychographics: Seniors for senior pictures, families for portraits, couple photos

## V. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN

**Website-** We have a main website set up as a source for potential clients and the general people to get any information needed about Hixson photography. Along with background and contact information the main website holds the most sample photos for potential clients to browse through. We made sure to have sample photos for each type of photoshoot tat Hixson photography has done like, weddings, couples, families, seniors, kids, newborns, teams/business, landscape, and other events.

**Facebook-** We have a Facebook page set up as our main source of contact information. Daily posts are made in order to update the public and to inform them of upcoming events. We will also let them know which kinds of picture packages are available and what special discounts we are having. We will post sample photos of weddings, along with families, seniors, and more to show the public what types of photos Hixson photography takes and what they will expect to see is they hire Hixson photography. Along with all of Hixson photography's contact information, we have our website link available.

**Twitter-** Twitter is a great and easy way to reach out to potential clients. Making regular posts daily helps get word out about Hixson photography. Using twitter also helps to reach out to our younger targets in our secondary market such as seniors. Many high schoolers have a twitter and check it multiple times a day. Posting sample ad photos daily and following seniors on twitter would increase our chances of seniors seeing our photos, ads, and discounts.



## VI. SCHEDULES OF ALL ADVERTISING PLANNED

April 3: Launch of new Social Media Campaign. Includes events and discounts on platforms such as Facebook, Twitter and Hixson Photography's own website.

April 7: Hixson Photography announces on each platform its attendance to the Bridal Fair scheduled for later this month.

April 13: Hixson Photography Twitter account releases event where users tag them in their best pictures and whoever submits the best one gets a free photoshoot.

April 18: Hixson Photography Facebook Page creates the event of the bridal fair to gauge attendance at it and to see what materials will be required.

April 26: Hixson Photography attends the Bridal Fair

## VII. SCHEDULES OF ALL SALES PROMOTION ACTIVITY(IES) PLANNED

April 26: Hixson Photography will attend a bridal fair to acquire new clientele and to spread its name around the photography community.

## VIII. BUDGET (Detailed projections of actual cost)

### A. Advertising Media Budget:

Facebook Advertising Costs- 13.35\$ CPM

### B. Promotional Events Budget:

Bridal Fair Cost- 1300\$

25 Pamphlets- 20\$

Stack of Business Cards- 14\$

As far as advertising goes the only expenses that we will have to pay for is the cost of advertising on Facebook. It is a great way to get the name around the community because it gauges who is near you that is willing to use your business and is priced at a great rate. With Promotional events the main one is the booth at the Bridal Fair. It costs 1,300 dollars for a booth. Pamphlets and Business cards will be handed out at the Bridal Fair and is a good hard material to show the consumers that our business has the best rates around and that we are open to them communicating with us at any time to get a photoshoot scheduled.

## IX. STATEMENT OF BENEFITS TO THE CLIENT/ADVERTISER

There are many benefits to Hixson photography clients. Hixson photography is a professional photography business that offers large photoshoot packages for very reasonable prices. Along with the reasonable prices, Hixson photography gives a large amount of time to its clients making sure that high quality photos were taken along with making sure that the clients have what they want taken. Along with making sure clients have what they want taken, Hixson photography makes sure that they like the photos once they have been taken, giving them a sneak peek. Depending on what package was purchased, Hixson photography gives a copy of photos unedited along with an edited copy so clients have a chance at editing their photos in ways that they would like.

There are benefits to the advertisers of this business as well. The benefits are gaining more photoshoot bookings and increasing the growth of booked weddings. Having reasonable package prices is a benefit to advertisers because having low prices with quality packages results in more clients wanting you to be their photographer. This also helps Hixson photography stand out from other photography businesses along with gaining the benefit of advertising the creativity and importance of photography.

## X. Bibliography

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