

Digital Photography Success

Demographics and Customer Profile



- Who Is Our Customer?
- When Do They Buy?
- What Time Of Day Does Our Customer Buy?
- When Are Our Best Months In The Year?
- What Is The Best Day In The Week To Start Marketing Campaigns?
- Why Do They Buy? (Aims, Goals.)

Who Is Our Customer?

Age: 45- 70

Male: 60%

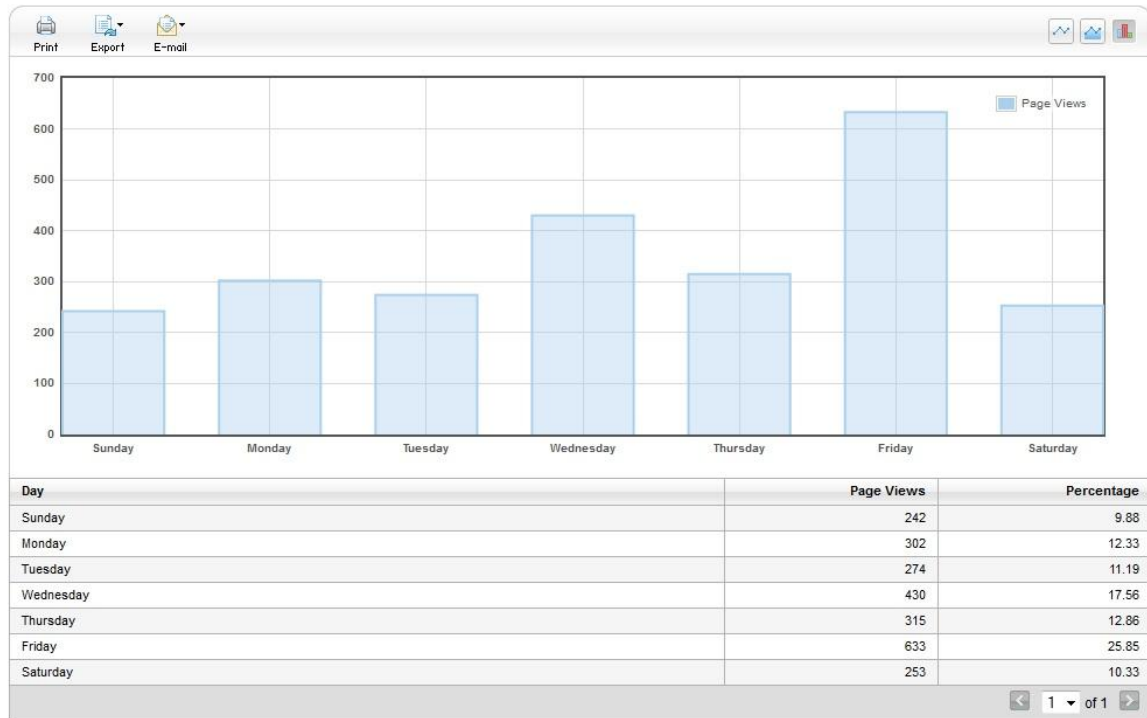
Female: 40%

Country	Visitors	Percentage
 UNITED STATES	808	42.73
 CANADA	140	7.40
 AUSTRALIA	126	6.66
 UNITED KINGDOM	107	5.66
 RUSSIAN FEDERATION	88	3.60
 TAIWAN	57	3.01
 INDIA	56	2.96
<i>Unknown</i>	50	2.64
 SOUTH AFRICA	31	1.64
 GERMANY	28	1.48
 UKRAINE	27	1.43
 NEW ZEALAND	25	1.32
 JAPAN	24	1.27
 KAZAKHSTAN	22	1.16
 INDONESIA	21	1.11
 CHINA	19	1.00
 POLAND	14	0.74
 DENMARK	13	0.69
 FRANCE	12	0.63
 SINGAPORE	12	0.63
 PHILIPPINES	12	0.63
 ITALY	11	0.58
 LATVIA	10	0.53
 ISRAEL	9	0.48
 ROMANIA	9	0.48
 MALAYSIA	9	0.48
 LITHUANIA	9	0.48
 NORWAY	7	0.37
 GREECE	7	0.37
 UNITED ARAB EMIRATES	7	0.37
 SPAIN	7	0.37
 TRINIDAD AND TOBAGO	7	0.37
 THAILAND	6	0.32
 SWEDEN	6	0.32
 PAKISTAN	6	0.32
 HUNGARY	5	0.26
 HONG KONG	5	0.26

When Do They Buy?

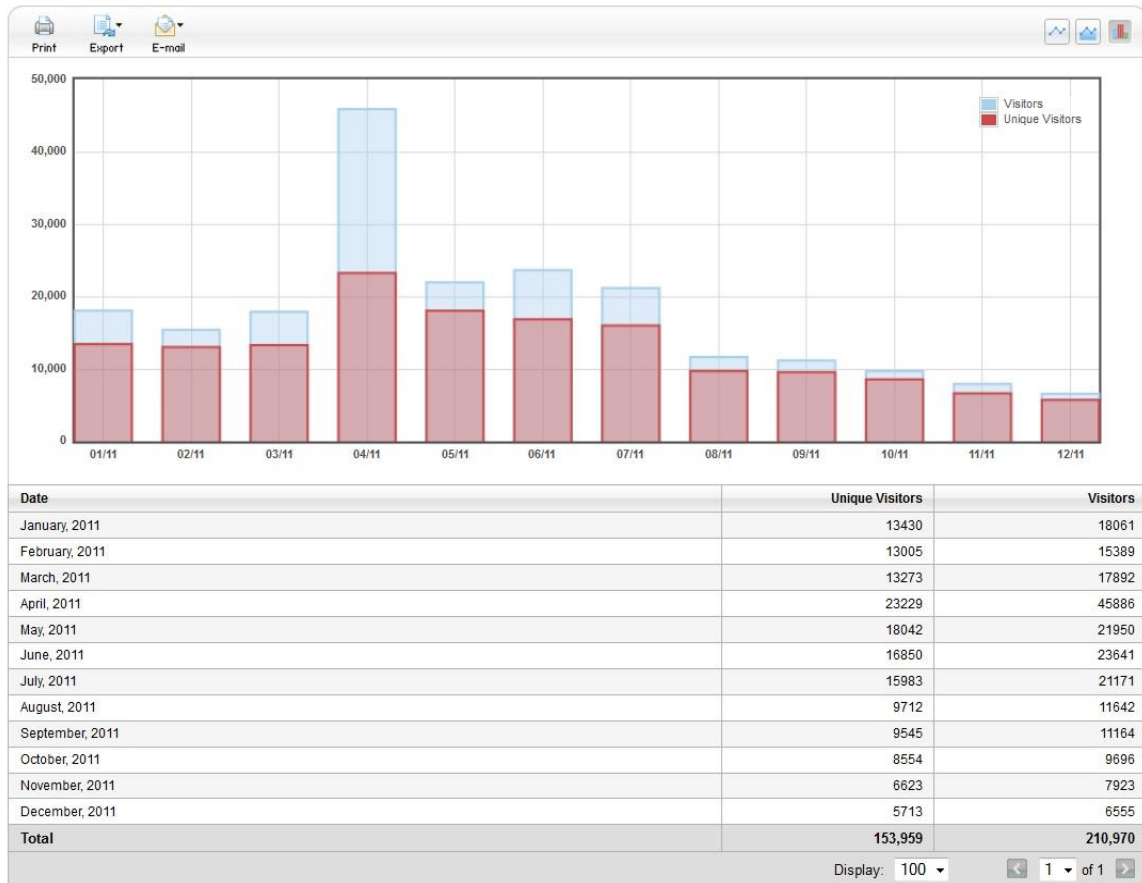
We make more sales towards the end of the week.

A normal week looks like this:

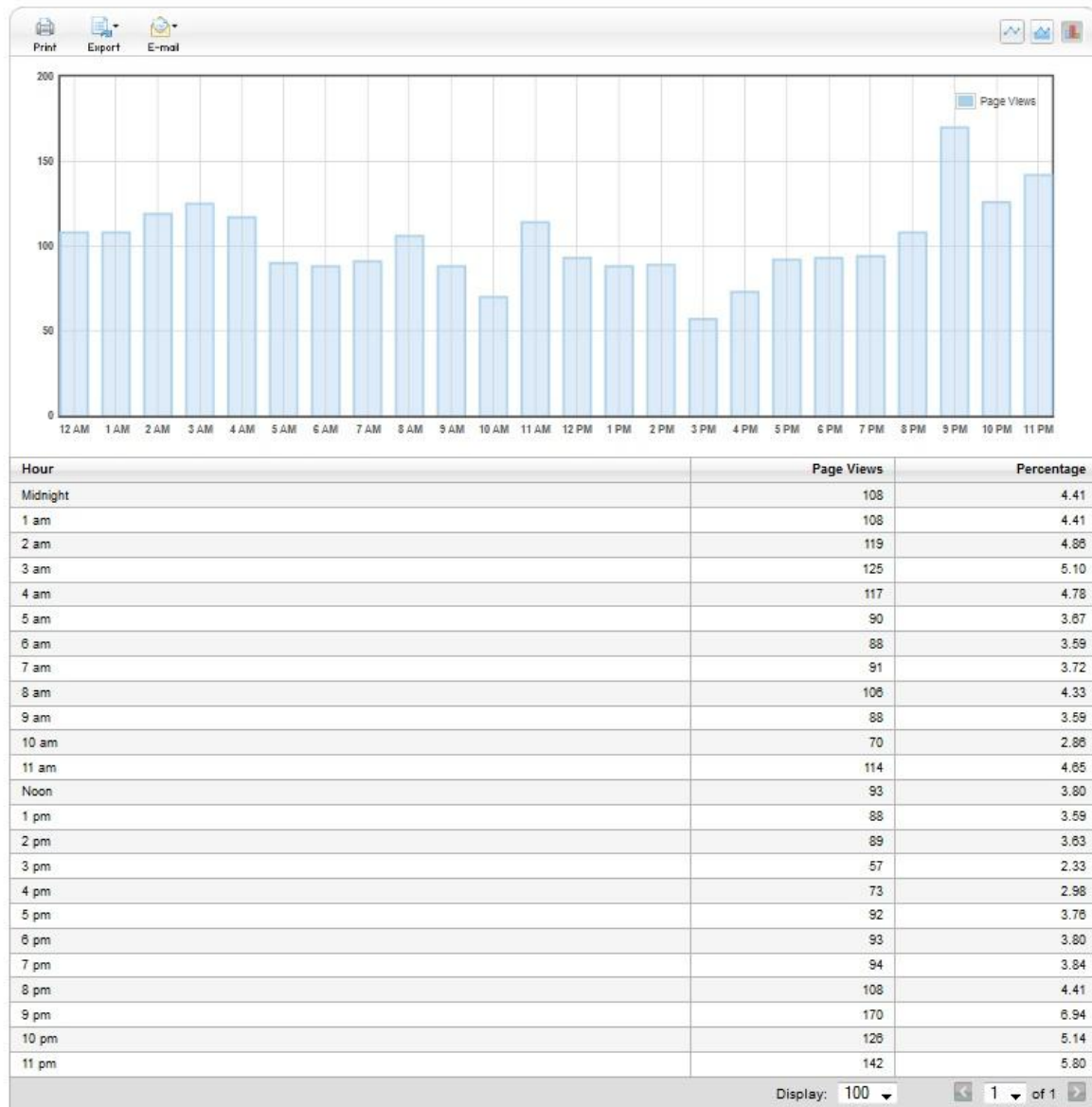


Best Months

These are stats from 2011. You can see a spike around April 2011. That was because of a campaign we did. So it's not a usual thing. April usually is about the same as March. Normally the highest month is January and the lowest is September or November. This has been the same for years. Oddly enough, sales remain pretty much the same right through the whole year.



What time of day do they buy?



Their Home State

Region	Visitors	Percentage
Unknown	227	12.00
CALIFORNIA, UNITED STATES	90	4.76
ONTARIO, CANADA	86	4.55
NEW YORK, UNITED STATES	84	4.44
ENGLAND, UNITED KINGDOM	74	3.91
WASHINGTON, UNITED STATES	64	3.38
, UNITED KINGDOM	58	3.07
TAI-PEI, TAIWAN	52	2.75
NEW SOUTH WALES, AUSTRALIA	50	2.64
VIRGINIA, UNITED STATES	42	2.22
PENNSYLVANIA, UNITED STATES	37	1.96
OHIO, UNITED STATES	37	1.96
BRITISH COLUMBIA, CANADA	36	1.90
TEXAS, UNITED STATES	36	1.90
FLORIDA, UNITED STATES	35	1.85
VICTORIA, AUSTRALIA	31	1.64
NEW JERSEY, UNITED STATES	30	1.59
ILLINOIS, UNITED STATES	29	1.53
GEORGIA, UNITED STATES	28	1.48
TOKYO, JAPAN	22	1.16
ALMATY, KAZAKHSTAN	21	1.11
LOUISIANA, UNITED STATES	20	1.06
QUEENSLAND, AUSTRALIA	20	1.06
MOSKVA, RUSSIAN FEDERATION	19	1.00
NORTH CAROLINA, UNITED STATES	19	1.00
OKLAHOMA, UNITED STATES	19	1.00
JAKARTA RAYA, INDONESIA	18	0.95
AUCKLAND, NEW ZEALAND	17	0.90
MASSACHUSETTS, UNITED STATES	16	0.85
GAUTENG, SOUTH AFRICA	16	0.85
MAHARASHTRA, INDIA	15	0.79
INDIANA, UNITED STATES	14	0.74
MICHIGAN, UNITED STATES	13	0.69
KARNATAKA, INDIA	12	0.63
WISCONSIN, UNITED STATES	10	0.53
COLORADO, UNITED STATES	10	0.53
MINNESOTA, UNITED STATES	10	0.53
TENNESSEE, UNITED STATES	10	0.53
LODZKIE, POLAND	10	0.53
ARIZONA, UNITED STATES	10	0.53
ARHUS, DENMARK	10	0.53
KENTUCKY, UNITED STATES	9	0.48
RIGA, LATVIA	9	0.48

Psychological factors of a sales decision

Why Do They Buy? (Aims, Goals.)

Since 2005 we have found that middle aged and late middle aged people buy for a few reasons.

1. They have been doing photography for many years- it is a keen interest
2. They have been searching and searching for a source that can give them the expertise, the knowledge and the personalise service.
3. They want someone who is skilled at the craft.
4. They want good value, are prepared to commit and have the money to pay.
5. They are not always interested in becoming a "pro", they just want photos to be proud of, tackle lighting and exposure problems and be able to give prints away to family and friends.
6. They want plain English- no complicated jargon.
7. They also want to be able to trust the teacher, be spoken to with respect and honesty.