



Olive Marketing Campaign

How The Marketing Works

There are three tiers to our email and text marketing system for clients to receive communication. The Communication will include details about picture day, Schedule, location, what types of props to bring (for sports) and picture ordering information. This intuitive system is set up to remind people, while also removing them from unnecessary future emails and texts that are irrelevant. In each communication, there is always an unsubscribe option, that will remove them instantly from the current season's Marketing Campaign.

Tier 1 - Prospect

A series of emails and texts go out to each client.

- 1) If a client just reads the email, they will continue receiving the "Prospect" reminder emails.
- 2) If the client Clicks on the order link, they are removed from the Prospect Campaign, and are now in Tier 2 .

Tier 2 – Lead

A series of emails and texts go out to each client.

- 1) If a client has forgotten to finalize their order, they will continue receiving the "Lead" reminder emails.
- 2) If the client places an order, they are removed from the Lead Campaign, and are now in Tier 3

Tier 3 – Buyer

A two part series of emails and texts go out to each client.

- 1) A thank you email is sent
- 2) A reminder of session details is sent the day before the session.

Information needed and Privacy

Olive Photography does not share or sell client information. It is solely used for the purposes listed above.

Client information needed - Excel is preferred.

Students:

Student First Name, Student Last Name, Student ID, Class name and Grade.

Staff:

First Name, Last Name, Job Title, If teacher - grade they teach.

Parents:

Email address and phone number of each students "contact list". This list can be separate from the student list. This will give us a mailing list to use, to communicate. Once a student orders pictures, we will have the contact information attached to the student. So to make data collection easier, just one mass mailing list works best.