

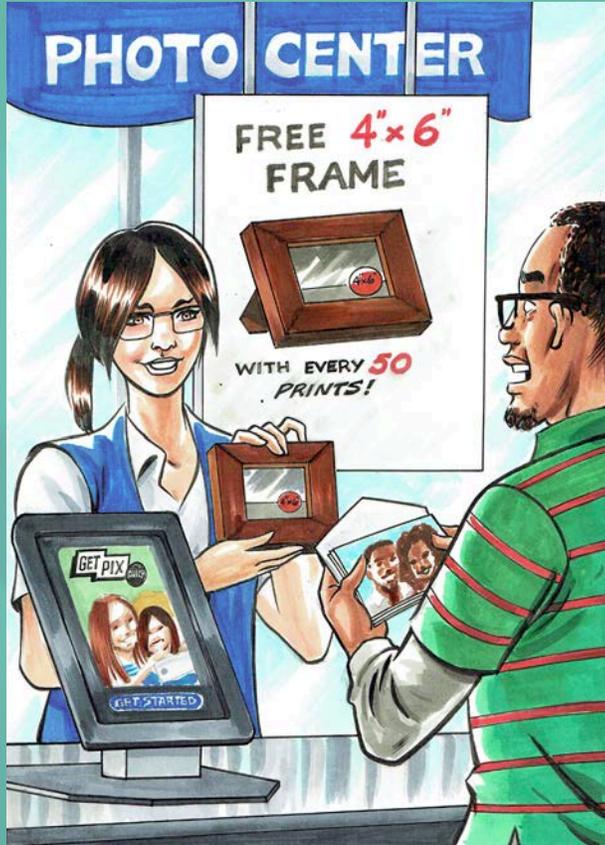


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MARKETING IDEA GUIDE

5 IDEAS YOU CAN USE TO
PROMOTE PHOTO PRINTING
WITH THE GETPIX® QUICK KIOSK.





CREATE A REWARDS PROGRAM

Create a rewards program, where after a certain number of prints are purchased, customers are rewarded with a coupon or a free item (i.e. after 50 prints, receive a free 4"x6" frame). Alternatively, offer the prints as the reward (i.e. spend \$25 in store and receive 10 free prints). This encourages shoppers to try the GetPix® QUICK Kiosk, and customers love free stuff!





PRODUCT TRIAL WITH FREE PRINTS

Product trials go a long way. Train your floor staff to offer 4"x6" prints while the customer waits to pick up their order so they can experience the ease and simplicity of the GetPix® QUICK Kiosk firsthand.

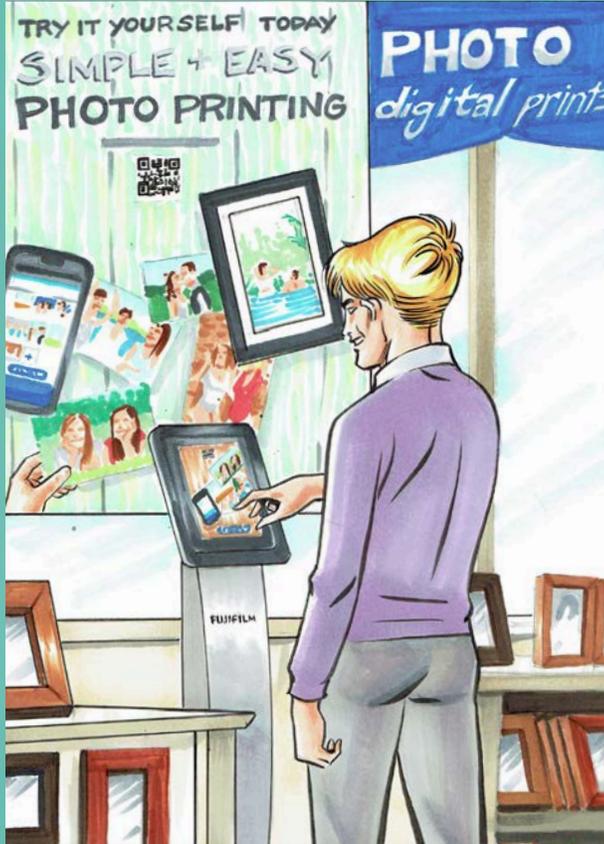




GIVE A MARKETING FLYER WITH EVERY PURCHASE

For every receipt that is handed out or with every shopping bag that the customer walks out of your store with, provide a marketing flyer promoting easy and quick photo printing with the GetPix® QUICK Kiosk.





USE SIGNAGE TO PROMOTE THE KIOSK

Use signage around the GetPix® QUICK Kiosk to promote photo printing or to cross promote other products you sell. This could be a sign suspended from the ceiling or placed in a window, or a floor graphic directly in front of the kiosk and other areas throughout your store.





PROMOTE PHOTO PRINTING IN ALL MARKETING

Include messaging on your website and in your marketing emails, social media posts or newsletters to promote simple and easy photo printing with the GetPix® QUICK Kiosk.



AVAILABLE MARKETING ASSETS LIBRARY



As part of the ZIP file you downloaded, these 5 marketing assets are set up as 8" x 10" high resolution PDFs. Use them as they are, scale them as needed or modify them using leading design software such as Adobe Illustrator.





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