

Camera House joins IPI

April 18, 2013

Raleru as joined the US-based based Independent Photo Imagers (IPI) marketing group, with all Camera House members now having access to the comprehensive IPI 'Marketing Solutions Program'.

IPI operates as both a buying group and a marketing support group in the US and Canada, with around 500 members and 700 outlets. It formed a partnership with Independent Photographic Supplies (IPS) in 2011, providing Australian and New Zealand independent photo retailers with 'easy, affordable and tailored membership'. ([See separate story](#))

IPI International member benefits for Australian and New Zealand members include:

- Access to the informative members-only IPI website, updated daily;
- A weekly eNewsletter, emailed to members;
- Regular 'eBlasts' of important or time-sensitive information;
- Admission to the annual Members' Retreat & Trade Show in the US, with industry expert-led sessions on growing business and increasing profits;
- Access to members-only technical and marketing forums, with 24/7 member-to-member networking.

The IPI marketing packages, delivered via DVD on a quarterly basis, provide the kind of creative marketing collateral larger retailers would source from a full-service advertising agency, covering creative artwork for store and online advertising; direct marketing; graphic design; as well as regular product and marketing education webinars.

Camera House members have received their introductory kit, with the first DVD of marketing collateral heading their way in the next week or so.

IPI's director of marketing, Erin von Holdt attended the Camera House half-yearly meeting in Port Douglas on the weekend and outlined the benefits of IPI membership, encouraging Camera House members to attend the IPI conference in Las Vegas, June 24 – 27.

'IPI represents a whole new way forward for the industry,' said IPS managing director, Stuart Holmes. 'It's a new level of professionalism, enabling independent retailers to market their way into new business opportunities.'

He added that the Camera House-IPI relationship delivered no direct financial benefit to IPS, 'but if our customers are more successful, we are more successful as a supplier to their businesses - a classic win/win scenario.'



IPI director of Marketing, Erin von Holdt, presented the IPI story at the Camera House half-yearly meeting.

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IPS marketing manager, Bruno Polito, who attended the Port Douglas event, said the IPI initiative and workshop session during the Camera House meeting was received enthusiastically. 'And there was a lot of interest in attending the IPI conference in June.'

'A program like this has been lacking among independent retailers in Australia and New Zealand for some time,' he said. 'Independent Photo is proud to be instrumental in helping put the "specialty" back into "photo specialty".'



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