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## MMIE: Don't wait

July 9, 2014 By [Jennifer Kruger](#) [Leave a Comment](#)

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McCurry Marketing Idea Exchange #564 – July 9, 2014

Chris Lydle, [Chris' Camera Center](#), Aiken, S.C.

Can you say iPhoneography? That's what Chris Lydle asks. Just back from IPI (formerly called the IPI convention) he immediately implements something he learned. Remember Nike's famous tag line, "Just do it!" . . . ?

Biggest problem of conventions is the perpetual postponement of new ideas.

Here's what Chris has to say:

I have made the commitment. Our first iPhoneography Workshop will be in less than three weeks. Guess I better learn just enough to stay ahead of the students!

I went to the IPI convention with the intent of learning a lot more about photography with smart phones, figuring I could pick the brains of people like Marsha Phillips and Sandra Nykirk to design an iPhoneography curriculum. Why? Because smart phone photography has been killing the sale of compact cameras, and iPhoneographers haven't been ordering prints. That means there is a huge need for education and the people using those phones don't realize their needs!

So when the IPI team announced that full-fledged lesson plans were included in this year's Marketing Solutions Program I was blown away. Half my work was already done. All that remained was to learn the technology behind the slides I'd project, and make sure I'd give my students their money's worth.



First step? Promotion. Set a date for the first classes and make the commitment.

I got back from Las Vegas on June 27 and scheduled the first workshop on July 22. That gave me a little more than three weeks to bring the program together.

So I created a web page dedicated to the workshop (<http://chriscamera.com/iphoneography.html>) and put a banner ad on my index page. Created an email campaign and got that out July 2. Had a lot of click-throughs, which is always a good sign. Put it on our Facebook pages.

We also gathered all our equipment for smart phones and put it on one display. I'm attaching a picture of that.

Will it work? We'll see!

[It's a great object lesson, to get things done

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New in-store display of iPhone gear at Chris' Camera Center.

... right or wrong just start ... Or, as the Chinese philosopher Laozi said in the *Tao Te Ching*, a journey of a thousand miles begins with a single step, or words to that effect.]

### So... what's your idea?

• Got a promotion that worked? An idea generated by a staffer? Something that's exciting and/or motivating the crew? Doing

something that's bringing customers in, got customers buzzing, got them buying? Tell us.

- We'd appreciate getting pictures to help illustrate the ideas.
- Send your ideas to [editor@McCurryAssoc.com](mailto:editor@McCurryAssoc.com).
- Don't worry if you're not the best writer; we'll be happy to tidy things up for you.
- The archived editions of the McCurry Marketing Ideas Exchange contain more than 1,000 marketing ideas as a resource for you: [www.TinyURL.com/McCurryIdeas](http://www.TinyURL.com/McCurryIdeas)

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#### About Jennifer Kruger

Jennifer Barr Kruger is Director of Communications for Photo Marketing Association International and Publisher of PMA magazine. In addition, Kruger is editor of PMA Newsline and PMA Newsline Weekly, and was previously the editor of several other industry publications. She is a contributor to both the DIMAcast ([www.DIMAcast.com](http://www.DIMAcast.com)) and the Imaging Executive Podcast ([www.imagingexecutive.com](http://www.imagingexecutive.com)). Kruger is a 2010 ADDY Award winner for podcasting. She joined PMA in 1994.

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The July/August issue of PMA Magazine – Connecting the Imaging Communities is live and online. In this issue, discover the excitement of The Big Photo Show LA 2014! Read about all the opportunities this event, held in May, brought to photo enthusiasts and imaging businesses; check out interviews with attendees; and read (and even watch) [...]

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July 2014