

A CASE STUDY

OF SERVICES PROVIDED TO FOTOBOOX.COM BY ROUND AND RED CREATIVE



THE CLIENT

Fotoboox are a new, key player in the online digital photo printing services market. Fotoboox has free creative software where customers can create a whole range of high quality personalised gifts and products online such as; Photobooks, Albums, Posters Cards, Collage posters and Canvas prints.

“Getting the right look and feel for Fotoboox.com was our main objective, second only to simple navigation. We chose to work with Round & Red as we felt they really understood our needs and the direction in which we plan to grow Fotoboox. The viral campaign Round & Red managed for us was a resounding success and we have seen a huge uplift in downloads of our product (3000 %!!) and our weekly online orders of have increased tenfold”

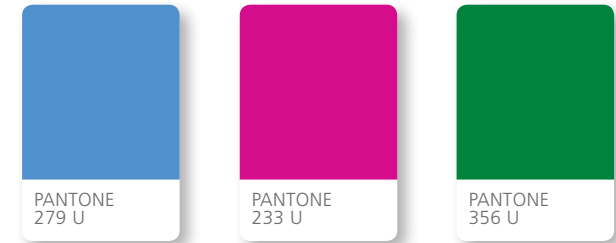
Nicky Fleming
Sales & Marketing
Fotoboox

THEIR PROBLEM

- We were approached by Fotoboox to design them a CMS website which enabled them to compete shoulder to shoulder in the online digital photo printing services market. Fotoboox wanted a young, fresh feel to their site with easy navigation. In addition to this we were asked to plan and execute a viral campaign to kick start brand awareness.

OUR SOLUTION

- Develop a website with a content management system and simple navigation.
- Design a fun, engaging site that reflects current trends in the consumer marketplace.
- Implement a viral marketing programme which promoted Fotoboox across social media sites and numerous blogs.



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BRAND DEVELOPMENT

After thorough research of other online digital photo printing services and other consumer sites we knew we had to deliver a vibrant, friendly site which was engaging, clutter free and easy to use. We planned out a simple site map and produced design concepts aimed at FotobooX's target market. Contemporary colours which change with each page and a consistent design style were applied to encourage a friendly yet commercial feel.

'Our customers love the site, the brand is very inviting and reflects the fun nature of the products. With such a varied demographic it was important for the brand to appeal to a wide spectrum of users, and it does exactly that.'

Nicky Fleming
Sales & Marketing

WEB SITE

The consumer friendly brand development was rolled across the site with key products displayed in a larger top panel and products arranged within a simple grid layout.

R&R art directed the packshot photography, keeping product shots clean and simple.

A simple CMS system allows the client to add products quickly and easily.



E MARKETING

We manage email campaigns to the fotoboox database. We create branded emails, with 'calls to actions' linked to their website. Email campaign reports are sent and analysis is carried out during and after each campaign. **Campaign management** by R&R is very beneficial to the client, not only does it take the stress away but it also means we can draw on our knowledge and experience of email marketing best practices and increase open rates.

VIRAL CAMPAIGN

Virally we targeted key **social media sites**. We felt that this area would grow organically over time with the growth of the business. Our main focus was to post and respond on forums and blogs. Hand selecting sites of greater influence was key to getting the message out virally. Over a two day period, our message snowballed and the number of orders placed on line significantly rose.

fotoboox Free creative software from **Repoint**

What will you create?

Nicky Fleming, Sales and Marketing, created a photobook for her friends and family.
"I found the software really easy to use, now my boss has asked me to create a new company brochure to show our customers!"

FOTOOOX Free creative software from **Repoint**

Dear Mr Smith

Repoint are delighted to announce the launch of their new creative software. Fotoboox provides you with the tools to design a range of **Brochures, Albums, Photobooks, Diaries, Calendars** and more.

Take a look at www.fotoboox.com for details and begin designing your company brochure today!

Sincerely,
Mike Webb
01483 596207
enquiries@repoint.com

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Click this link to send this email to a friend or colleague

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The successful viral campaign exceeded expectations, resulting in 5000 product downloads and 1400 orders over a 2 week period.



DELIVER

Fotoboox came to us with a fun and interesting brief. We delivered a gorgeous site which gave them some really strong brand elements. We have since applied these elements to various pieces of marketing collateral for them from leaflets to exhibition stands.

'We recently exhibited at a wedding photography show and it was clear that our enhanced branding was far superior to our competitors - thanks Round & Red!'

Nicky Fleming
Sales & Marketing





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www.roundandred.com