



Location: Media Support/Flyers/Category - Marketing

## Marketing Spin

*Text for email to send with the flyer that tells a customer what he is looking at, written with different target audiences in mind.*

We are pleased to hear that the (XXXX) project has been completed. We seldom see how our completed projects look, and we would appreciate it if you could send up some photos of the project. We have a flyer specifying what we want to see in a set of project photos. Be aware this was specifically written with photography students and talented amateur photographers in mind. We don't need every type of shot listed here, and some may not be possible. We just want to be sure we have good quality pictures we can print and display. Thank you for your cooperation.

We want the customer to use a top quality camera, even if they don't own one. Perhaps they can borrow one, or get a friend to take a few shots. Photos taken with a phone are not going to be printable, and may not be usable for anything. You might tell them we have a bulletin board where we put prints of our most recent projects. Or suggest we want to put together a gallery of images of their project. (Like the Project Portfolios, you might send one as an example)

Also see if there is any special custom work, or a Stone Legends Unit we don't have a nice picture of. You can mention you'd like to see close-ups of these items.