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Full Article:

Digital Scrapbook Place was founded as a digital scrapbooking website, whereby the designs would be available for sale via the web. Consumers pay for the digital kits and then download them to their own computers to use. But recently the company realized that there's also a market for their digital scrapbook kits to be sold through retail. The company sells Pixel Magic, a simple image-editing program that consumers can use along with Digital Scrapbook Place's themed artwork CDs. The company offers more than 50 themed CD collections of digital papers and embellishments.

The minds behind Digital Scrapbook Place--co-owners Margie Lundy and Amanda Behrmann--decided they wanted to leverage the 80,000 online members with the retailers who are selling their products. What they came up with, says Behrmann, is a great program that introduces the online community to the retailers selling Digital Scrapbook Place's products.

The program consists of a dealer locator on the digitalscrapbookplace.com website, as well as a system that alerts the online community to local retailer events, such as crops, classes, demos, or sales. The retailers who are part of the program simply need to let DSP know about their upcoming events, and then DSP emails the online members who live within a radius of about 35 miles from the retailer's store. "The program is in place to send them to the store to shop and to print," says Behrmann.

The online community is important, and is increasing exponentially, she says. The online and the brick-and-mortar customers are two different markets, "but we are doing everything we can to get the online customers into their stores," she explains.

The store locator feature on the Digital Scrapbook Place website is set up so that when a retailer makes his first purchase and registers with DSP, he's offered the opportunity to be listed on the store locator. There are presently over 40 retailers listed on the store locator.

According to Behrmann, DSP is currently developing a DVD training video for retailers to educate them how to teach classes, offer demos, organize crops, and create tutoring sessions for their customers--all of which help retailers better sell the digital scrapbooking software.

She says Digital Scrapbook Place has seen the need by retailers to learn how to sell digital scrapbooking. "Educating the customer is key in selling the product," she says. Those not educated aren't selling it as well--so DSP wants to educate photo retailers so they can educate their customers. The more the company can help retailers better understand what they are selling, the more sales the retailers can bring in. One of the biggest hurdles to selling software at retail, Behrmann says, is that many retailers aren't used to using software. The more familiar they can make themselves with the product, the easier it will be to translate the message of what the software can help their customers accomplish.

Behrmann says they eventually want to develop a DVD series that consumers can purchase from their local retailer that will teach them digital scrapbooking at their own pace.

For more details on Digital Scrapbook Place and the range of products they offer, go to www.DSPWholesale.com.

