

DIGITAL
B **ASIS**

You're a tech business
Know your stuff

Owen McCrink
14th January 2020

About me

- Engineer by trade
- Technology consultancy
- Photo booth hire
- Photo booth apps



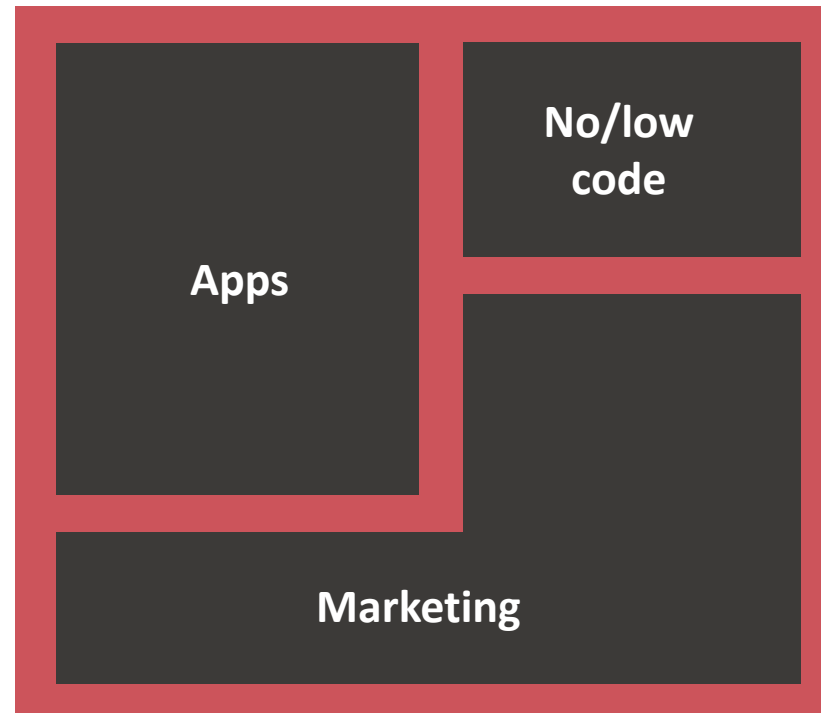
Technology consultancy

- Digital Basis – <https://www.digitalbasis.com>
- We mostly do
 - B2B SaaS apps
 - No/low code projects
 - Digital marketing



Why marketing

- We do nerd stuff, so why do we do marketing too?
 - It's needed by all our clients



Into photo booths

- Married in 2014
- Had a photo booth



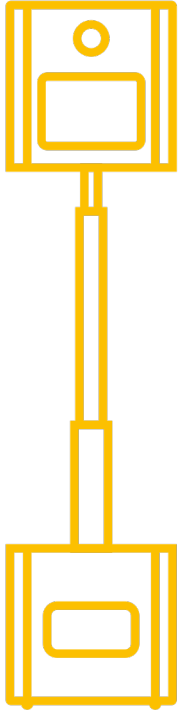
Sold as this



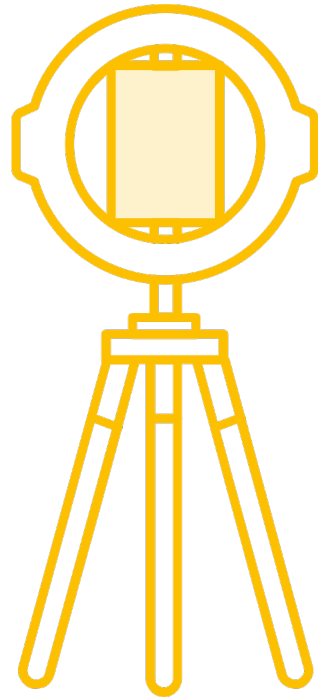
Got this



Started a hire business



Led to iPad booths



iPad booth software

- **Simple Booth**

- No good as shared emails and the booth should be branded as my business, not plastered with:



- **Snappic**

- Complex and expensive for something that should have been simple (just overlays and bursts for our needs)

My opinions on the software.



The need

- Simple event creation
- Burst GIFs with overlays
- Email sharing
- Fully white labeled
- Not a crazy price
- *It didn't exist*



Hula was born

hula Booth

hula Gallery



Grew

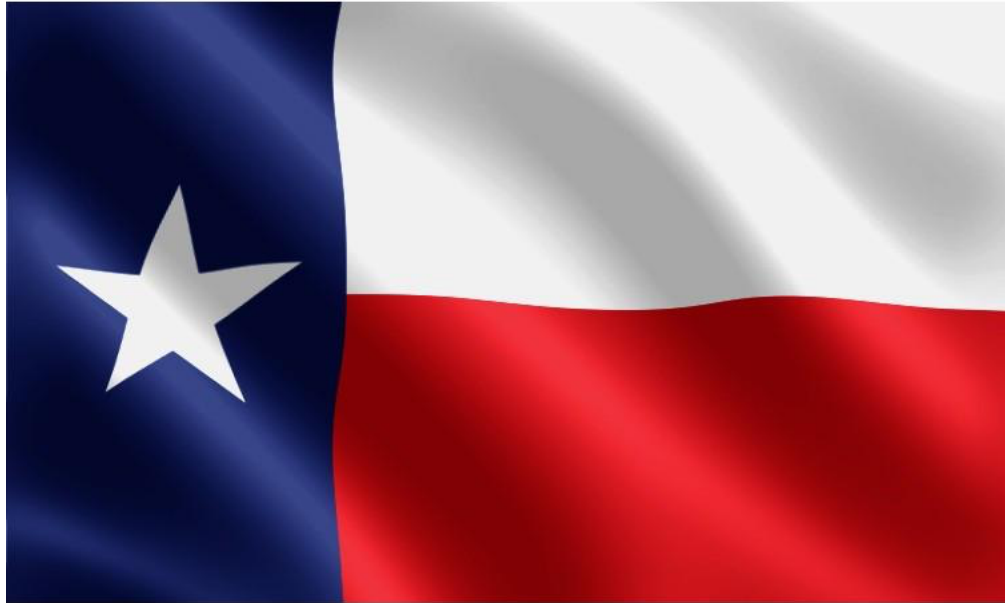


#BOOTHCON

Photo Booth Expo Australia



Sold



**DIGITAL
BASIS**

**You're In The Tech Game,
Play To Win!**

**Justin's sexy topic name*

Technology

- Did you turn it off and back on again?



Ok, are you sure it is plugged in.

Technology areas

1. Booth (product)
2. Business
3. Future

1. Booth technology

- We all know about our booths.
- Your booth technology allows you to have a product to offer to clients
- Includes your physical hardware:
 - Computers, cameras, lighting, enclosures, etc.
- And your software:
 - Photo booth software, image manipulation, cloud syncing, sharing, emailing, etc.

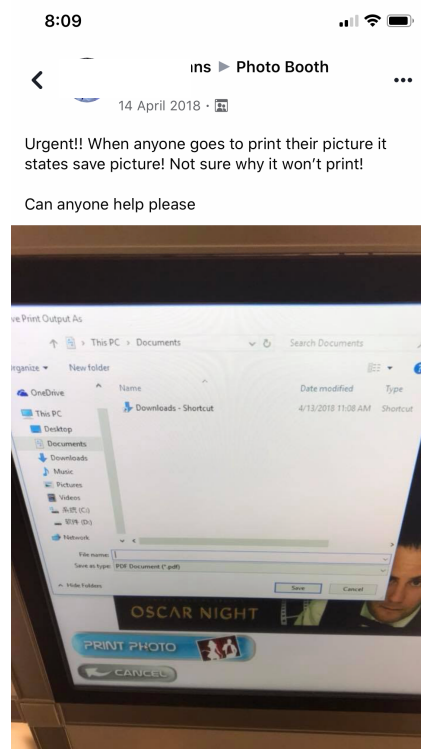
Two things

- I won't go into booth technology dramatically, there is too much to cover and I am not a specialist in anything but the old Hula products
- But there are two things that every booth operator needs to do:
 1. Be prepared
 2. Know your tech

Be prepared

- **Carry spares**
 - Maybe can't carry everything (we never carried spare printers), but always had a camera, every cable and globes
- **Know how to improvise – create solutions**
 - Even if something does break, you should still be able to make a solution if you know how everything works
 - We didn't carry a printer, but if that failed, we could offer prints later and enable digital sharing

Know your tech



Creativity & tech

- **Technology and creativity run hand in hand**
 - **Can't have creativity without it being powered by technology**
- **To have the best creative, you need to have a full grasp of the technology to know its limits**
 - **Look at the industry leaders and what they do with their booths**
 - **The hardware is pretty much the same for everyone, but they know how to use it and can get amazing results**

2. Business technology

- The technology that allows you to operate your business
- Will touch on three areas:
 - Your website
 - Email
 - Operations

Your website

- **The “standard” stuff**
 - Mobile friendly
 - Nice images
 - Good copy
- **Speed Tests , maybe a CDN**
 - Often WordPress is pretty slow, but easy to optimise
- **If your updating your site, look at some of the newer options (Webflow, SquareSpace)**

Contact form

- On your website, you probably have a contact form
- Make sure you test it works!
- Add an auto-responder with the message details on form submission
 - This way your customer has a copy in their inbox and knows it hasn't gone into a void

Email

- Email is all about *deliverability*
- If an email doesn't reach an inbox, why even bother
- Deliverability needs to generally be actioned in 4 areas for photo boothers:
 - i. Business email
 - ii. Automated system emails
 - iii. Email marketing
 - iv. Photo booth emails

Business email

- **Don't use your web hosting email server**
 - E.g. GoDaddy, VentrailP, CrazyDomains, whoever
- **As these are linked to web servers, they are more likely to have been blacklisted for spam**
- **Best to use large, established email providers for your business inbox as they are most trusted**
 - E.g. G Suite, Outlook 365, Zoho

Automated system emails

- **These are the emails that are send by your automated systems, and may include:**
 - **Booking systems**
 - **Invoicing**
- **Research each system you use, and if possible:**
 - **Link directly to your business inbox (e.g. Studio Ninja + G Suite integration)**
 - **Authorised via other means (e.g. Booth Book + SPF records)**

Email marketing

- **Use a reputable provider, many good options**
 - **My preference is MailerLite (Free for 1,000 subscribers, no branding, automation tools)**
- **Make sure you set up domain verification to increase deliverability (SPF, DKIM)**
- **Send from a different email than your primary business address**
- **Clean your list (remove unengaged subscribers)**
 - **Fewer spam complaints, better engagement & reporting**

Booth email

- **Don't use your business email!**
 - Feel free to set your reply-to as your business email, but don't send from your business email server.
- **Why?**
 - More likely to get your primary email blacklisted for spam.
 - Sending limitations
 - Clutters your primary inbox
- **Use a transactional email server**

Transaction email

- A transactional email provider is one that specialises in “transaction” emails
- It is an automated between that is triggered by an event or interaction (not a marketing campaign).
 - E.g. someone enters their email on a photo booth to send a photo
- Example providers are Postmark, Mailgun and SMTP Grid

Deliverability

- **Not all transactional email providers offer the same deliverability levels**
- **We used to use Mailgun for everything (free for 10k mails), but often complaints of no email delivered**
- **So did some testing:**
 - **Mailgun: 77.8% of emails delivered**
 - **SMTP Grid: 77.8% of emails delivered**
 - **Postmark: 97.2% of emails delivered**



Tested late 2018, poor deliverability mostly related to Microsoft blocking

Operations

- **Business operations has lots of technology opportunities:**
 - **Collaboration**
 - **Bookings**
 - **Payments**
 - **Reminders**
 - **Data collection**
 - **Reviews**

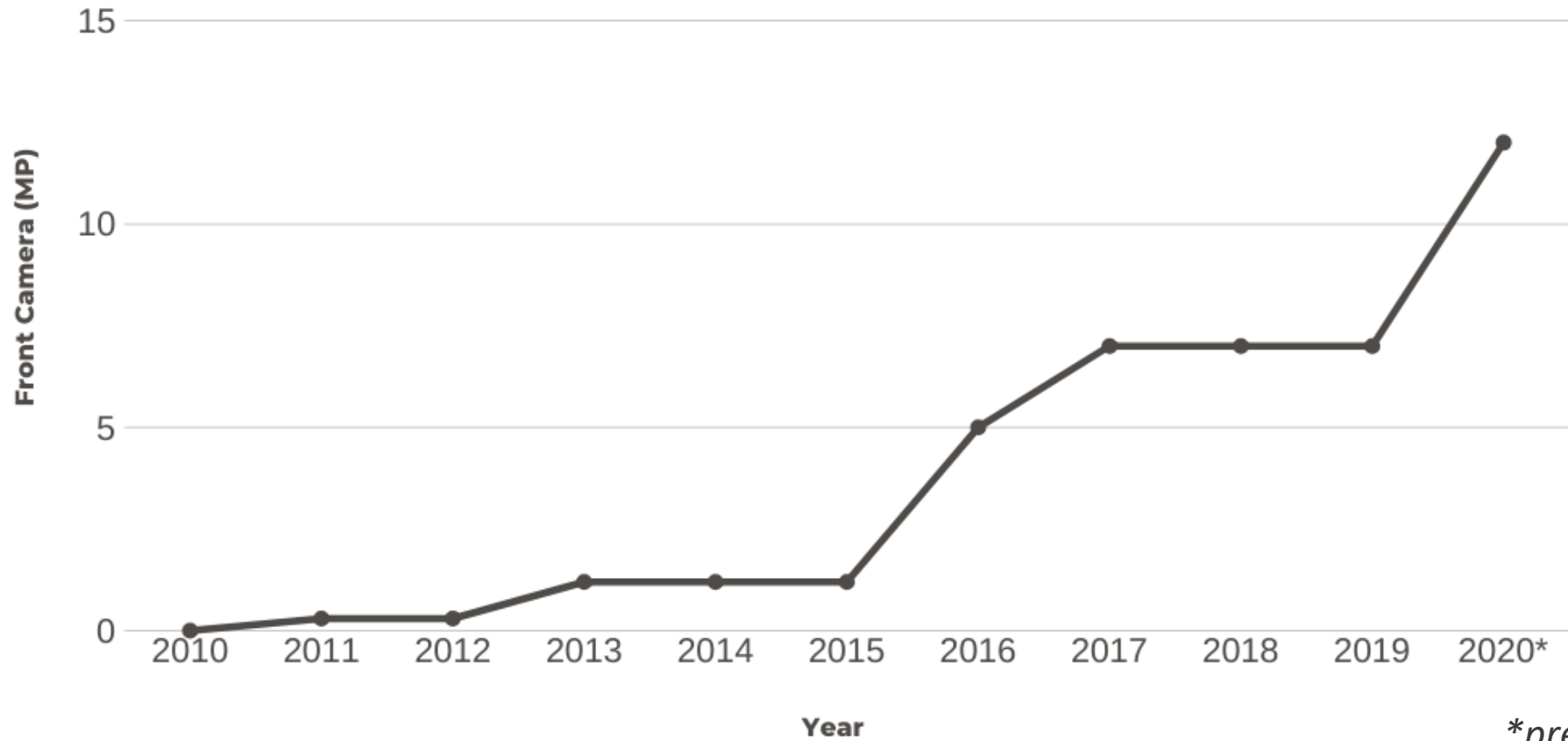
3. Future tech trends

1. iPad domination
2. No code movement
3. Privacy

iPad domination

- Since 2010, the iPad has come a long way
- iPad is more powerful than many PCs, combined with a stable operating system, great touch screen and camera dramatically improving
- Apple has been pushing the iPad:
 - Pro series in 2016
 - USB-C in 2018
 - iPad OS in 2019

iPad camera history



No code movement

- The no or low code movement, the ability to make useful applications or automate processes without a line of code
- The tools have been exploding in what is possible, it's easy to make stuff like:
 - CRMs
 - Booking software
 - Real functional apps..

No code movement pt2

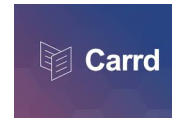
- **Will become a lot like how many people these days no longer have a computer**
 - Phone/tablet is good enough
- **Allow lots of businesses to have totally custom systems without:**
 - The development cost
 - Limitations of pre-existing solutions
 - Paying high fees for specific use cases

No code tools (some)

WIX



webflow



zapier

 Airtable



.bubble

 integromat

 twilio



MessageBird

 Postmark



Privacy

- **Slow migration away from Facebook**
 - And likely to get more upset with them now with WhatsApp and Instagram saying “from Facebook”
- **People sick of being web stalked**
 - Visit widget site, get widget ads
- **GDPR (General Data Protection Regulation) and CCPA (California Consumer Privacy Act)**
- **Tools coming out to help (e.g. Simple Analytics)**

Summary

- **You don't have to be a guru at tech, just know your technology as much as possible**
- **If you know your tech and are prepared, you'll be doing a lot better than much of the competition**
- **Don't stagnate, keep up to date with new hardware and software options available in the market**

Keep in touch

- Beers this evening
- Darkroom Software stand tomorrow
 - Drop by, happy to chat
- My contact details:
 - owen@mccrink.com.au
 - <https://ojm.co>

