



**Why you should adapt
your photo booth
business Now!**





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Stop denying the changes in the event industry



Hello! You know like you, in February 2020 my photo booth business dramatically stopped.

But with my 10 years of software development, I have decided to adapt my business to Virtual Engagement.

Here is my humble opinion about the situation.

A solid yellow horizontal bar.

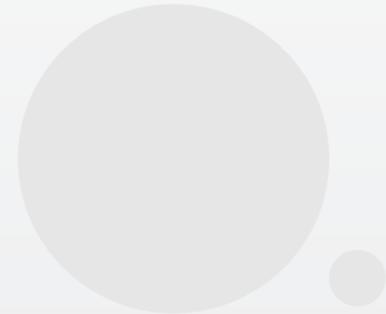
Why brands needs a photo booth?



Brands need ENGAGEMENT with their prospects to give them a good time, but most importantly let them be their brand ambassadors. Have you noticed how brands urge us to push people to hashtag? That is why they desperately need those hashtags.

They want to amaze people with new technology, deliver them their marketing message, and analyze the result to sale.

But 2020 changed the game.



Why virtual photo booth?

I want you to imagine internet as a country, users as citizen, online advertising as bill boards on a high way.

Now because of 2020 physical events has stopped, but people (Users) are still gathering somewhere (Online) and buying stuff so how to reach this new population: Virtual Engagement.

Brands need to interact with those people that is why they are spending millions on social media in 2020. The sad part is that they are spending their dollar marketing without any strategy.

But what if you propose an engagement that will complete their marketing efforts on social media? This is what brands and activation agency are looking for: How to engage virtually with online prospects to get their attention, their details and sell them our service or product. That's it.



A solid yellow horizontal bar.

Virtual engagement



This is what you were doing. Engaging the guests.

Brands need engagement and a simple virtual photo opportunity won't solve the situation for the long term. You should propose virtual engagement, it is quite logical right? How to interact and get the attention of brands prospects?

Our packages offer creative features and add-ons such as Photo, GIF and Boomerang; frames, stickers and effects. You can propose the mosaic and the live streaming, we have many more amazing add-ons coming soon.

Where the meat is?



To be honest with you if you think you will do a million dollars in weddings or birthday, think about it twice.

You need to target brands. Why? Because they have a major issue of how to interact and ENGAGE with their prospects online?

For sure you can do private events and make some money but the meat is with brands.

Many of you are scared to propose virtual engagement as it is something new. Something you do not master. But hey, I am here for you today ❤️

Today is a new day for your business. We are together and we will achieve those challenges.

How to sell your Virtual Solutions?

I have done two audio books for you. So close your eyes and imagine yourself busy in events!



How to approach brands: You are now an agency.

The mistake will be to approach them with the photo booth mind: Hey! I have an amazing virtual photo booth its fun! Do you have an event? Wrong. You are not a photo booth owners, you can become an agency that support brands and grow in that way.

We will support you.

The correct approach will be to ask your prospects: What are your current marketing challenges nowadays? How do you engage with your target? Where are your target?

By asking those questions your clients will expose the objectives and you will then find a unique approach to solve virtually the solution.

Maybe in the beginning you will not feel confident, but I will personally support you to find unique solutions for your clients.

Because when you join iBoothme, you join a family and our 10 years of software development for brands engagement will be your new force.

How to find unique virtual solutions

It is a creative exercise; every idea can be turned into virtual. I have recorded up to 170 videos on iBoothme YouTube channel where you can get inspired. [Subscribe now](#)

In the beginning one of our sales person will assist you in your first meetings.

And over the time you will have a 7/7 email support to advise you on your clients' challenges.

How to market your new business?

You are not into the photo booth business you are now doing e-commerce.

According to Jay Conrad Levinson ([Guerilla marketing](#)) a successful marketing is a combination of tools. A website alone won't work.

A mass email strategy alone won't work.

Here are my favorites:

01

Website: A simple website with our virtual photo booth embedded on the top page (iBoothme.app). It is a powerful way and efficient way to gather data. We can help you to set all up, you can even take some of our website elements to support you.

02

Funnel: once the email is gathered you will send a series of emails in order to frame the brain of your prospects. I highly advise you here to read the book [The Dotcom secret](#) from Russel Brunson.

03

SEO your page to be on the top of searches such: Virtual photo booth, Virtual events, and that will support the point 1 and 2.

04

2 to 3 times per week you will send emails with offers (The Dotcom secret will give you further details)

05 Mass email to your existing clients about your solutions and share case studies with your most creative VPB.

06 Create a unique and branded experience for your top 10 clients and send it to them. It won't cost you a cent

07 You should have a powerful CRM to wish birthday of your clients on time

08 Each week I invite you to send ideas for your prospects. Do not wait for your prospects go to them with unique virtual approach, beyond the virtual photo booths, we are sending you ideas that you can reforward to your prospects.

09 Be active on YouTube and social media and demonstrate your best campaigns

How to let people use the virtual experience?

You have two steps to market it: Before the event and during the event.

01

Well first of all your virtual solution need to be attractive. A simple photo or Gif is not attractive enough to experience that. From the design to the result it needs to be extra creative.

02

You need to have a valuable prize such participate to win something or something that worth an email.

03

Use the VPB as full power with our add-ons such as the Mosaic and the Live Streaming. Many more to come!

04

Share the link by Email, SMS, Social Media or print the QR code to be scanned.

05

Before the event you can have some paid services to target people all around the world and it is amazing how you can reach prospects worldwide!

What kind of engagement I could propose more?

Your virtual photo booth will propose unique creative visual experience, virtual mosaic, live streaming, and lottery.

The good news is that we can propose you for your custom events pretty anything! From games, to quizzes, to trivia, to karaoke trivia. Well anything you can imagine and this is the beauty of joining iboothme. Why?

Because we are giving you the confidence to propose unique virtual solutions to answer your real clients sales and marketing challenges.

Is the future of events only virtual?

I believe that the future of events is Hybrid. Now we are seeing a huge boom into virtual engagement but in 2022, it will stabilize and our market will be a mix between virtual and traditional events.

Be confident as our team is now a member of yours, and together we will support you with unique ideas.

Future of virtual

Virtual engagement is huge, very huge. So the question here is how to let brands always work with us again and again.

In the future (Once the 5G is ready) we will allow instant creative video results, and most importantly we are integrating an AI that is as much powerful as snapchat and all virtual.

We will solidify your platform to give you the freedom to be creative, and we will introduce iBoothme e-store where you will be able to buy themes, some particular effects or scenario.

Together we will shape the future of events.

Youssef Kibbe

Founder

A handwritten signature in black ink, appearing to read "Youssef Kibbe", written in a cursive style.

Still not convinced?

The iBoothme system has been a breeze and ease to use. The 'Dashboard' makes it easy to provide oversight of your events as well as make on-the-spot corrections or updates without interrupting an event. I know because I've tested it. For the three weeks of ownership, I've pitched its possible use to three companies, and they all love it and want to book this service.

NESTLE - Angela

Iboothme is a wonderful platform that stands as a perfect virtual photobooth and supports any kind of event. It is a very suitable platform to use especially in view of the pandemic situation everyone is facing, globally where everything is online. Monash University had a great experience using this app during our virtual orientation and it catered really well for all those selfie lovers on campus.

Thank you, Iboothme.

MONASH University - Rachel

Our first virtual event was a blast! Iboothme virtual booth helped a lot in this nontraditional Franchise Fest gathering. Our guests were very enthusiastic and had a lot of fun. All of them showed eagerness to be part of one bigger picture, the Mosaic.

Thumbs up! Highly recommended!

PUMA - Chris

Partnering with iBoothme was the right choice for our photobooth needs. Their services are a perfect fit to what we envisioned our virtual photobooths should be.

The iBoothme team is very responsive and quick to work with which is a very important factor when doing our events.

SKINTEC - Charo

You guys put your heart into what you do, and this is very important element for me. What I liked about your company comparing to others,

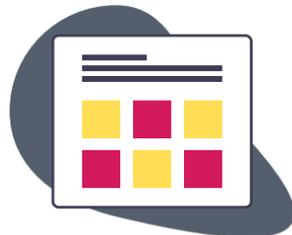
you are professional that always tries to keep ahead of others. iBoothme is supporting my creativity and your team are kind and always available.

FLASHATI - Salvo

What kind of engagement you could propose more?



Virtual GiftBox



Virtual Live Messaging



Virtual Matcher



Customized Virtual Experience

Subscribe our YouTube Channel 

iBoothme.app 

Book Your Virtual Solution Now & Engage Your Client's Audiences With Virtual Experiences!

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