PREPARED BY
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Picture Perfect
Situational Analysis

Over*view*

Picture Perfect (officially known as "Picture Perfect Sold" on its website) is a real estate photography service that primarily operates along the Mississippi Gulf Coast. The company offers a range of services from standard real estate photography to drone-based photography and video content. Recently, the business underwent a change of ownership, with Ms. Montanna Guerra purchasing it from the previous owner. Although the About page on the website still references the former owner in testimonials, Ms. Guerra now manages the company's day-to-day operations and strategic direction. As a Hattiesburg native, Ms. Guerra would like to expand her client market to the Hattiesburg area.

Internal *Environment* [1]

Policies and Procedures

Based on information collected in a client interview, the operating procedures for Picture Perfect Sold are largely informal. Ms. Guerra functions as the sole decision-maker, coordinates shoots, handles client communication and manages business development.

While the core services of the organization have remained the same after the transition, new ownership has created the need to revise some documents and processes in managing clients-particularly in regard to the testimonial portion of the website page which still references the original owners.

Organizational Performance

- **Current Service Offerings:** Picture Perfect provides real estate photography for residential, commercial, and rental properties. Though not showcased on the website, the organization offers advanced photography techniques like drone video and imagery alongside traditional photography and video walkthroughs.
- **Client Base:** The current client base consists primarily of local realtors who book online, through social media, and through referrals. A smaller percentage of the clientele consists of individuals attempting to personally list their homes.

Niche

Ms. Guerra has two separate businesses that each focus on a specific niche within the photography industry. Picture Perfect's niche is the real estate industry, and the organization differentiates itself from other photographically inclined organizations by emphasizing the value it brings to real estate listings. With an extensive portfolio of work, Picture Perfect positions itself as a premiere real estate photography company by emphasizing their technology forward approach, and uses words like "innovative," "technology-focused," and "ever-evolving" on the website.

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1. Guerra, M. (2025, February 11). *Personal interview* [Interview by C. Smith]. Hattiesburg, MS.

Organizational Structure & Resources

- **Ownership/Management**: Ms. Guerra is the sole owner and manages all strategic and operational decisions. She also runs another business, which impacts her available time for Picture Perfect.

- **Human Resources**: At present, the company has minimal staff, relying primarily on Ms. Guerra for photography, scheduling, and marketing tasks. There may be limited or occasional subcontractors assisting with editing or specialized services, though formal arrangements were not detailed in the interview.

- **Physical/Technical Resources**: Camera equipment, drone (currently being replaced due to a recent loss), and editing software. Ms. Guerra has also expressed interest in investing in 3D tour technology once resources permit.

Internal Influentials and Their Connections

- **Owner Influence:** Ms. Guerra's existing network, particularly her connections with realtors on the Gulf Coast, is a significant internal influence. As a well-known photographer specializing in the wedding and family portrait industry in Hattiesburg, she has established a wide network of individuals interested in photography generally, and that provides potential networking opportunities in regard to regional expansion. Her social media presence is particularly strong for her first business, and she does a great job of emphasizing brand visibility leading to a large number of referrals and organic leads, specifically on Facebook. Leveraging these strengths in communication efforts for Picture Perfect is a must.

- **Former Owner:** Although the former owner does not have any operational involvement with the current business, Ms. Guerra discussed that a majority of clients still remain after the transition. She has yet to send communications to clients discussing the transfer, as the original owner was already taking a backseat role in the day-to-day operations. Still, Picture Perfect benefits from positive testimonials under the former owner's management. This presents both benefits (positive legacy) and the potential for some confusion (lack of clarity about new ownership).

Communication *Audit*

Website

- **Strengths:** Professional layout, online booking system, high-quality sample images.
- **Weaknesses:** Outdated testimonial references to previous owner, lack of mention of drone services, no blog page for SEO content.

Social Media

- Facebook is the most active platform, providing leads and engagements.
- Instagram has lower engagement, though it is maintained.
- No coordinated or consistent brand strategy is in place, as Ms. Guerra "just posts and goes."

Public/Media Realtions

- No formal PR campaigns have been undertaken.
- Some coverage in *Signature Magazine* in the past, but no consistent effort to generate press coverage or brand stories in local media outlets.

Google Business Listings

- The company does appear on Google. Ms. Guerra occasionally receives Google-based leads, although she is not deeply familiar with how the backend or analytics work.

Channel	Content	Frequency
Facebook	Posts with multiple images but somewhat generic captions (client said they use AI). Good call to action on each post, but could benefit from a more personal touch.	*22*
Instagram	Image Carousels of work; Before and After photography of properties with amateur photography vs. professional *Opportunity to take advantage of reels/stories to promote video walkthrough add-on	20

Internal *Impediments*

1. Time Constraints

- Because Ms. Guerra manages another business, there are limited hours she has available to devote to expanding Picture Perfect's reach.

2. Website Updates

- Although she discussed being open to website improvements, due to previously discussed time constraints, she has yet to prioritize them. As a result, there are outdated references in the About section of the site, no mention of the newer drone services, and no blog section (which is crucial for SEO).

3. Limited Formal Processes

- The marketing tactics utilized by Ms. Guerra are largely informal with no audience targeting. This hinders the large-scale growth, and there is an opportunity to improve the consistency of messaging.

SWOT *Analysis*

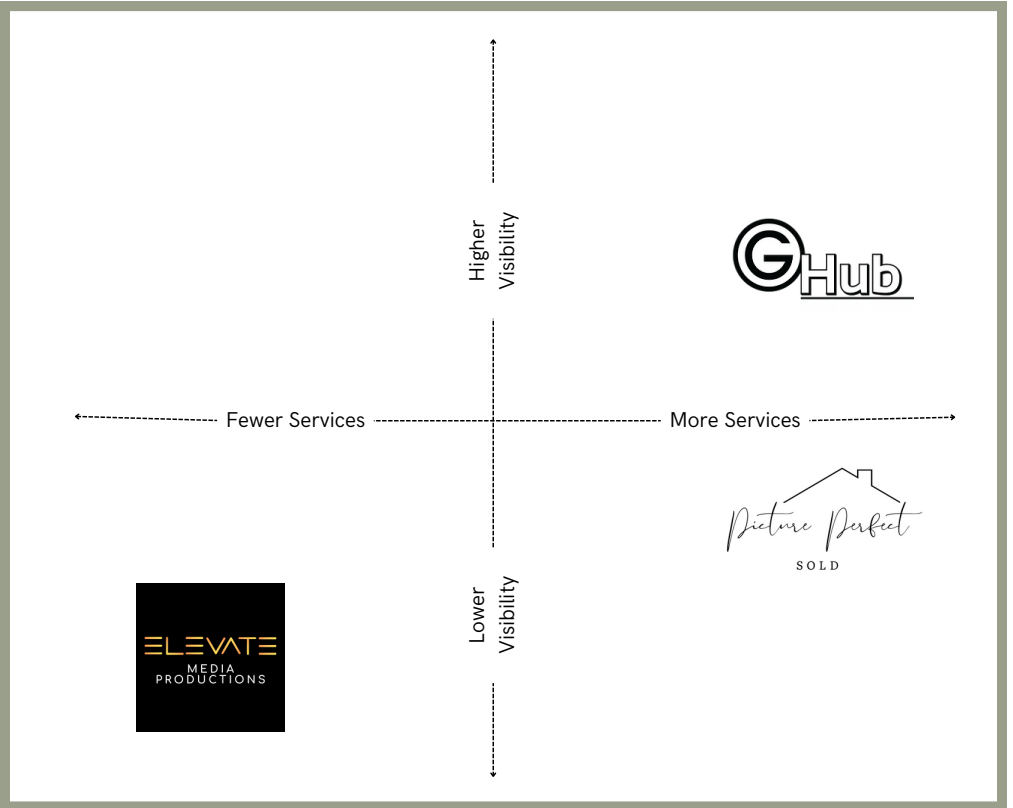| Internal Factors	Strengths (S)	Weaknesses (W)
Management & Resources	- Owner's personal touch and flexibility - Strong local realtor connections (on the Gulf Coast) - Quick adoption of drone photography	- Time constraints due to another business - Outdated website content referencing previous owner - Minimal formal marketing/PR strategy
Offerings & Niche	- Specialized real estate photography - Potential for advanced visual services (drone)	- Drone service not fully showcased on official channels - Lack of brand messaging specifically targeting Hattiesburg
Marketing & Positioning	- Solid Facebook presence - Existing goodwill from previous ownership's client base	- Instagram engagement (leads) - No cohesive SEO or blog strategy - Limited brand awareness in Hattiesburg

External Factors	Opportunities (O)	Threats (T)
Market & Industry	- Significant demand for professional real estate visuals - Growing Hattiesburg real estate market provides expansion prospects - Potential partnerships with local real estate agencies	- Other local competitors also offer drone and photography services - Real estate market fluctuations (interest rates, economic changes)
Geographic Expansion	- Potential to establish a new client base in Hattiesburg - Could leverage networking events and local press coverage in that region	- Entrenched competitors with established presence in Hattiesburg - Possible brand confusion if transition not communicated effectively

Positioning *Map* [2, 3, 4]

To assess each real estate photography company's visibility, three key factors were selected:

1. **Number of Google Reviews**
2. **Social Media Followers**
3. **Google Search Ranking**

Each factor received a score from **1 to 10**, with 10 signifying the strongest performance (e.g., highest number of reviews or top search ranking) and 1 the weakest. These three scores were then **averaged** to create a single overall Visibility Score for each company. This composite score provides a quick way to compare how visible and easy-to-find each business is in the marketplace.

Higher Visibility

Lower Visibility

Fewer Services

More Services

GHub

Picture Perfect SOLD

ELEVATE MEDIA PRODUCTIONS

2. *Picture perfect sold - home*. Picture Perfect Sold - Home. (n.d.). https://www.pictureperfectsold.com/

3. *Elevate Media Productions*. (n.d.). https://www.elevatemediaproductions.com/

4. *Professional Real Estate Photography: G-hub photo: Hattiesburg, Ocean Springs, and Ms Gulf Coast Areas*. G. (n.d.). https://www.ghubphoto.com/

The *Issue*

From a PR standpoint, the issue facing Picture Perfect is a mix of brand transition, market expansion, and visibility-building. Each of these sub-issues must be tackled systematically. Whether it's refreshing the website, engaging in local Hattiesburg outreach, or underscoring drone capabilities, the ultimate aim is to reassure existing clients that quality remains high while attracting new clients who seek professional real estate photography in a competitive marketplace.

By recognizing both obstacles and opportunities, Picture Perfect can leverage the momentum of its prior success along the Gulf Coast, forging a clear path to establish itself in Hattiesburg. The core of this issue analysis highlights the importance of clarified branding, time-efficient marketing efforts, and targeted public relations initiatives to secure a stronger foothold in Mississippi's evolving real estate sector.

A. Transition-Related Brand Confusion

- **Ownership Gap**:

  The current website and testimonials still reference the former owners, creating potential confusion for new or prospective clients who expect to interact with the individuals mentioned.

- **Risk to Credibility**:

  At this point, Ms. Guerra is the face of the business. Astute or former clients may notice the transition and have questions regarding the maintenance of quality.

B. Expansion Opportunity in Hattiesburg

- **Market Growth**:

  Hattiesburg is experiencing a rising demand for residential and commercial property listings.

- **Competitive Edge**:

  Picture Perfect has the opportunity to capture new realtor partnerships by offering drone photography, a service sometimes under-promoted by local competitors.

C. Visibility Challenges

- **Google Ranking**:

  Picture Perfect appears as #4 in local searches, while a key competitor ranks #1. This lower visibility could divert potential clients to competitors before they discover Picture Perfect.

- **Legacy Online Presence**:

  Established competitors (e.g., Ghubphoto, Elevate) have more consistent branding or higher search priority, putting Picture Perfect at a disadvantage until it fully updates its own materials.

Public Relations Situation

Stakeholder Perceptions

- *Existing Clients*: Already familiar with the former owners; may be uncertain about the transition or new operational style.
- *Prospective Clients in Hattiesburg:* Unaware of the brand's strengths, given limited local awareness and a lower Google search ranking.

Communication Gaps

- *Outdated Website & Testimonials:* Prospective clients might see references to people no longer involved, or fail to learn about **current** services like drone photography.
- *Underutilized Social Media:* Although Picture Perfect has **1,200** social media followers—higher than some competitors—it lacks a consistent content strategy that highlights Hattiesburg-specific work or the new ownership.

Competitive Pressures

- *Local Market Saturation:* Other providers, such as Ghubphoto (#1 in search results) and Elevate (#2), already have a presence and reviews that instill confidence in potential clients.
- *Similar Service Offerings*: Competitors also offer drone photography; failing to promote it clearly could diminish Picture Perfect's differentiators.

Key Audiences [5, 6, 7]

Identifying and understanding various publics is integral to developing an effective public relations strategy. Thus, successful coordination of a public relations campaign examines the distinct groups of people—referred to as "publics"—that have a stake, direct or indirect, in the organization's success . This includes an analysis of key publics (the primary audience for real estate photography services) and secondary publics (those who influence or are influenced by Picture Perfect's operations). Each public has demographic, psychographic, and communication patterns that shape how they interact with the company and receive its messages.

By exploring wants, needs, and expectations, and by defining each group's relationship with the organization, we establish a foundation for targeted PR initiatives. This analysis also reviews intercessory publics, such as local realtor associations and chambers of commerce, and discusses influencers and credible message sources that can amplify Picture Perfect's reach—especially in the Hattiesburg market, where the company hopes to grow its presence.

Overview of Publics

In general, the publics of a real estate photography business can be categorized as follows:

1. **Primary or Key Publics** – Those who directly purchase or use the service (e.g., realtors, property managers).

2. **Secondary Publics** – Groups or individuals indirectly impacted by or influencing business operations (e.g., local media, partner organizations, the broader home-selling public).

3. **Intercessory Publics** – Organizations or individuals that can serve as "gatekeepers" or "connectors," often passing along information to key publics (e.g., trade associations, local influencer realtors, credible experts).

Because Picture Perfect is a B2B (business-to-business) service in many respects, the most critical segment is composed of realtors, brokers, and occasionally property managers who oversee listings. Understanding the demographic and psychographic make-up of these groups helps tailor effective communication strategies, from social media campaigns to targeted outreach.

Key Public: Realtors & Real Estate Professionals

From the interview with Ms. Montanna Guerra, the owner of Picture Perfect, it is clear that the primary client base consists of real estate agents who value:

- **High-Quality Images**: Realtors need professional photos that highlight a property's best features, aiming to secure quicker and more profitable sales.

- **Easy Scheduling & Fast Turnaround**: This group often juggles multiple listings and expects quick, reliable service.

- **Consistent Branding**: Visual consistency across listings can boost a realtor's personal or professional brand.

- **Local Market Knowledge**: An understanding of local housing trends and integration within the community is valuable to realtors.

Although the primary target is residential realtors, a smaller yet important segment includes:

- **Apartment Complex Managers** seeking to fill vacancies.
- **Commercial Real Estate Developers** promoting office buildings, retail spaces, or mixed-use properties.

    They often have similar needs (high-quality imagery, fast turnaround) but may also require tailored visuals, such as highlighting floor plans, parking, or communal amenities.

- **Home Sellers / General Public**

    While realtors usually manage the photography process, some home sellers might directly seek out photographers to save on commissions or to handle "For Sale by Owner" listings. The general home-buying public is less likely to directly hire Picture Perfect; however, their perception of listing photography indirectly affects the business. High demandfor professional photos is fueled by buyers expecting polished, visually appealing listings on real estate platforms.

Local Media & Industry Influencers

-Local Journalists & Bloggers: Publications such as lifestyle magazines (e.g., *Signature Magazine*) or real estate columns can feature Ms. Guerra's work, boosting brand recognition.

-Regional Real Estate Influencers: Realtors with substantial social media followings often share behind-the-scenes content of professional photo shoots, inadvertently promoting the photographer.

**Local media coverage in Hattiesburg could help Picture Perfect gain credibility quickly, especially during market entry.

Intercessory Publics & Opinion Leaders

These organizations often **gatekeep** or connect businesses to realtors, property managers, and potential partnerships:

- **Realtor Associations**: Provide networking events, educational seminars, and referral systems.
- **Credible Message Sources**
  - *Satisfied Realtors:* A single positive referral from a well-known real estate agent in Hattiesburg can drive additional clients.
  - *Industry Experts:* Home-staging professionals or mortgage lenders who collaborate with realtors might share photographic resource recommendations.

By cultivating relationships with these intercessory publics, Picture Perfect increases the likelihood that positive word-of-mouth will spread among potential customers.

Media Use & Communication Patterns

Based on Ms. Guerra's interview and secondary research, realtors and property managers typically rely on:

1. **Facebook** – A popular platform where realtors share new listings, open house dates, and property photos. Ms. Guerra cited Facebook as her primary source of online leads, given Picture Perfect's 1,200+ followers.[1]

2. **Instagram** – Particularly for brand-building, behind-the-scenes reels, and aesthetic property showcases. Engagement is lower than on Facebook but still relevant for brand image.

3. **Email & Phone** – For direct scheduling, quick coordination, and sharing image proofs or final edits.

4. **Google Search** – Realtors often type "real estate photographer + location" to find local professionals, emphasizing the importance of SEO.

5. **Local News & Magazines** – While not as frequently used for day-to-day property marketing, features or interviews here can add professional credibility.

5.*Real estate in a Digital age*. National Association of REALTORS®. (2021, September 23). https://www.nar.realtor/research-and-statistics/research-reports/real-estate-in-a-digital-age

Demographic Profile

While there is no single "typical" realtor demographic, the National Association of REALTORS® consistently reports that agents often fall into the 25–54 age range, though many seasoned professionals exceed that bracket. For a smaller local market like Mississippi's Gulf Coast or Hattiesburg area, these are common characteristics:

- **Age Range**: 25–55 (with a subset older than 55).
- **Gender**: Roughly equal split, though in many areas there are slightly more female realtors.
- **Income Levels**: Middle to upper-middle income; top-earning realtors can surpass six figures.
- **Education**: High school diploma plus real estate licensing requirements; many hold bachelor's degrees.
- **Location**: Primarily local or regional—most realtors specialize in the neighborhoods they serve.

Property managers and commercial developers often share overlapping demographics but may include corporate-level professionals managing portfolios across multiple regions.

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6. *Quick Real Estate Statistics*. National Association of REALTORS®. (2024, July 8). https://www.nar.realtor/research-and-statistics/quick-real-estate-statistics

Psychographic Profile

Real estate professionals are typically:

1. **Entrepreneurial Mindset**:
   - Work independently, set own hours, grow personal brand.
   - Seek vendors who make them look good, respond quickly, and deliver consistent results.

2. **Value-Conscious Yet Quality-Focused**:
   - Interested in ROI (return on investment) for photography; want professional shots that justify the expense.
   - Appreciate new tech (like drone photography) as a differentiator but only if it fits their budget and timeline.

3. **Networking-Oriented**:
   - Develop leads through relationships, referrals, and local events.
   - More likely to work with photographers recommended by peers or established within well-known professional circles.

4. **Tech-Savvy & Social Media-Driven**:
   - Use digital platforms to showcase listings, run ad campaigns, and keep in contact with potential buyers.
   - Expect quick turnaround and easy digital delivery (e.g., online galleries, quick file sharing).

Understanding these psychographic elements allows Picture Perfect to shape messages emphasizing professionalism, fast turnaround, and ease of collaboration—key themes that resonate with realtors' entrepreneurial and relationship-driven approach.

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7. Top 10 traits of a good real estate agent | Kapre.com. (n.d.).
https://www.kapre.com/resources/real-estate/top-ten-traits-real-estate-agent

PREPARED BY
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Picture Perfect
Goal, Objective, and Strategy

The *Goal*

Unify Picture Perfect's brand perception under the new ownership and establish a stronger market presence in Hattiesburg without compromising existing client relationships along the Mississippi Gulf Coast.

Picture Perfect recently changed ownership, transitioning from the previous owner to Ms. Montanna Guerra. Because Guerra is local to Hattiesburg, there is now an ambition to expand into the Hattiesburg area. This shift necessitates brand clarity and increased local visibility. Currently, there are references to the former owner on the website, and there is limited formal marketing for newer services like drone photography. By unifying the brand image—removing outdated testimonials and clearly communicating the new ownership—and simultaneously increasing visibility in the Hattiesburg real estate community, Picture Perfect can safeguard its established reputation on the Coast while tapping into a growing market. This unified approach ensures that prospective clients clearly recognize Picture Perfect's offerings and that existing Coastal clients feel a seamless continuity of quality and service.

The *Objective*

By July, update all branded materials to reflect new ownership, boost Picture Perfect's Google ranking to Top 3 in the Hattiesburg area, and acquire 12 new recurring realtor or property manager clients in Hattiesburg while retaining at least 90% of the existing Gulf Coast clientele.

Explanation & Justification

- **Impact:** Addressing confusion around ownership and highlighting unique capabilities (e.g., drone photography) will strengthen Picture Perfect's reputation, making it more competitive in both Hattiesburg and along the Coast.

- **Target Audience:** Local realtors and property managers in the Hattiesburg area (primary) and existing Gulf Coast realtors (secondary).

- **Timeline:** By setting a clear deadline, Picture Perfect has enough time to revamp branding, improve online visibility, and build new relationships.

- **Research-Based:** The interview, situational analysis, and survey indicate that many Hattiesburg realtors search online for real estate photographers. Improving Google ranking to Top 3 directly increases lead generation. Additionally, Ms. Guerra's strong social media presence should be leveraged to promote the updated brand.

- **Quantifiable & Measurable:**
  - **Brand Updates:** Confirmed through the removal of old testimonials, revision of web content, and launch of updated marketing materials.
  - **SEO Ranking:** Measured by routine checks of local search engine results.
  - **Client Growth:** Tracked by new contracts signed with realtors or property managers specifically in the Hattiesburg region.
  - **Retention Rate:** Measured by comparing the total number of existing Coast clients to the number retained after expansion efforts.

- **Realistic:** Expanding the client base by 12 new realtor/property manager accounts over roughly 5 months is ambitious yet achievable given Picture Perfect's existing networks and Ms. Guerra's local connections in Hattiesburg.

The *Strategy*

Implement a two-pronged communication campaign focusing on (1) brand alignment and online visibility upgrades, and (2) proactive relationship-building with Hattiesburg realtors and stakeholders—all while maintaining strong ties to existing clients on the Mississippi Gulf Coast.

Explanation & Justification

1. **Brand Alignment & Online Visibility**

   - **Website Overhaul & SEO:** Remove references to the former owner, spotlight Ms. Guerra's leadership, and emphasize new or under-publicized services (e.g., drone shots, 3D tours). Integrate a regularly updated blog or portfolio section to boost search rankings and highlight fresh content.

   - **Consistent Social Media Presence:** Use Facebook and Instagram to share before-and-after property images, behind-the-scenes reels, and client testimonials featuring Ms. Guerra. Engage with local Hattiesburg pages or realtor groups.

   - **Google Business Profile & Reviews:** Encourage satisfied clients—both new and existing—to leave reviews. This complements SEO efforts and helps cement a Top 3 local ranking.

2. **Proactive Relationship-Building**

   - **Local Realtor Outreach:** Partner with Hattiesburg real estate associations and attend networking events to directly connect with agents and brokers. Consider offering a limited-time promotion for new Hattiesburg clients to showcase drone and photography packages.

   - **Referral & Partnership Programs:** Form alliances with home-staging experts, mortgage lenders, or property management groups in Hattiesburg who can recommend Picture Perfect's services.

   - **Retention of Gulf Coast Clients:** Create a simple e-newsletter or direct email campaign for existing clients to reassure them about service continuity and updates. Highlight any new technological advancements or loyalty perks (e.g., priority booking, discounted drone add-ons).

3. **Tactical Game Plan & Ongoing Assessment**

   - **Action Steps & Timeline:**

     a. **March 2025:** Complete all branding updates (website, social channels), send out communications clarifying ownership transition, develop blog

     b. **April 2025:** Launch targeted Facebook/Instagram ads in the Hattiesburg region; join local real estate groups and associations; attempt to secure a media placement.

     c. **May 2025:** Re-evaluate campaign success based on new client sign-ups, SEO metrics (Google ranking), and Coast client retention rate.

   - **Adjust & Evolve:** Continuously monitor performance indicators (survey feedback from new clients, website analytics, social engagement) to refine tactics. If Hattiesburg client growth is slower than anticipated, we can consider additional promotions or reevaluate the brand message to ensure it resonates locally.

By unifying all branding under new ownership, proactively engaging Hattiesburg realtors, and maintaining strong communication with Gulf Coast clients, Picture Perfect can fulfill its objective of growing in a new market while protecting and building on its existing business foundation.