



# German Innovation Combined with Instinctive Marketing

How Instinctive is helping German company, ip.labs, market their innovative photo product software.

## Powering the Photo Printing Revolution



The photo product market is one of the fastest-growing industries at the moment, fuelled by the huge amount of images captured on mobile devices.

Bonn-based ip.labs are leading providers of photo service software — tools that allow organizations to offer photo products to their own customers via mobile and web interfaces.

### The Challenge

Marketing manager Dominique Metzler was looking for a bright and fresh way to communicate the benefits of the ip.labs photo service software to her partners and prospects.

Providing an innovative software and service offering for existing photo product providers and ecommerce vendors, ip.labs needed to convey the power of their software in a simple, visual, and engaging format.

### Let Me Tell You A Story

Dominique joined a virtual workshop exploring how to get the best from Go-To-Market strategies. and subsequently invited the Instinctive team to help ip.labs to share their story.

Working with internal stakeholders across the product portfolio, Instinctive crafted a series of complimentary marketing assets to truly showcase the power of the ip.labs offering. Including tip-sheets, infographics, and a comprehensive ebook Buyers Guide the collaterals now find themselves at the forefront of the ip.labs lead generation activities.



*"Working with Instinctive Solutions feels great. It is good to have a partner that you can rely on for content creation"*  
 Dominique Metzler, ip.labs Marketing Manager

**THE OFFICE**

**It's Not All Work, Work, Work**

Looking for a fun way to bring together work colleagues - either working from home or in dispersed locations? Ask your colleagues to capture a few interesting moments from their daily workspace and images of their immediate surroundings for an employee photo book. Other ideas: a "welcome deck" to the "other" office or a photo book of a team trip, awards ceremony, or "recap the office day."

**Brighten up the office, or share memories when a colleague moves on.**

**FAMILY**

**It's Not All Work, Work, Work**

Photo books are the perfect presents for parents or grandparents: send a gift that "says on giving" for a lifetime. Your album could include memories from moments you have shared together or, for parents and grandparents, further away photo books are the perfect way to say "I miss you and love you" from afar.

**Mother's Day, Father's Day — or anyone. You'll make their day!**

**If you want to create a photo book yourself, you can check it out here**

**SPORTS**

**Come On You Reds!**

Capture sports highlights and favourite moments - from competitions, league championships and team celebrations to "first time" on the podium, at football, on an slopes, golf course, or gymnastics class. Create a photo book for everyone in your team, club, or group.

**Great as a "thank you" gift to a coach or instructor.**

**CORONA STAYCATION**

**Make the most of the pandemic**

With the pandemic transforming far-away trips to at-home "staycations", many of us lost the opportunity to "travel in our own backyard". Capture happy stay-at-home moments exploring your neighbourhood, planting a garden, building a tree house or camping in your backyard.

**A great way to remember the special family time that we have shared recently.**

**PhotoBook Theme Idea**