

Photomax™ Groups PIP



Product Positioning Statement

Photomax Groups is an online center that helps families, friends, and associates stay connected no matter where they are. Photomax Groups is seamlessly integrated into your individual Photomax website making it easy to use. Although as many members as you wish can participate, your Photomax Groups site is only managed by you or members to whom you have extended special administrator privileges. The site makes it easy to post photos, discussion, journals, events and group information for everyone to see. Whether for a soccer team, family, school club, or just friends, Groups accommodates all types of organizations. Members of Photomax Groups have the ability to purchase any Photomax product using the photos and images shared in their Photomax Groups. Photomax Groups is easy, secure, and private, making it the perfect way to stay connected with family and friends while at the same time attracting new and long-lasting customers to your business.

Product Concept

Photomax Groups creates a great opportunity for business builders to attract new and long-lasting customers to their Photomax business in a fun and compelling way. Photomax Group members will keep coming back to share photos as well as hold discussions, create journals, and even schedule events. Members of Photomax Groups can purchase Photomax products using the photos and images shared in their Photomax Groups.

Target Audience

Photomax Groups is so fun and easy to use, that you will attract new customers of every age and profession. However, Photomax Groups is targeted at "mom". Mom is always interested preserving, organizing and sharing the families most precious moments stored as photos. This makes mom the perfect liaison for Photomax Groups with family, friends, and relatives.

Key Features and Benefits

Photomax Groups is a secure and private service that links family, friends, and associates throughout the world. Groups offers a multitude of fun and easy ways to keep in touch through the following features:

- Collaborative photo sharing
- Groups photo discussions
- Groups photo journals
- Group calendaring
- Group "What's New" notifications

Frequently Asked Questions

How do I login into Photomax Groups

Login to your personal Photomax account and select the blue "My Groups" tab.

How do I create a Photomax Group Account?

Log into your personal Photomax account and select the "My Groups" tab and select the "Create Groups" button.

How do people join my Group?

To become a member of a Photomax Group, members must be invited by the owner or another member of the group.

Does it cost me to just be a member of someone's Group?

No, membership is free.

Does it cost me to just be a member of someone's Group?

Yes, an annual fee will be charged for Photomax Groups.

Photomax™ Groups PIP

How much storage or how many photos can I store in Photomax™ Groups?

5 Gig or approximately 2500–5000 photos (depending on the size).

Do I have to sign up for Photomax to belong to a Photomax Group?

Yes.