

photomax.com



Positioning Statement

Photomax.com is a digital photography website that offers the easiest way to preserve, organize, share, and enjoy your photos. The site is user-friendly and provides helpful information about how to better manage your pictures. Photomax.com also brings you new ways to use your pictures and great products on which to put them. Our friendly canine mascot, "Max", guides you through the site and makes using photomax.com a fun and easy experience.

Concept

Photomax.com is a digital photo website where you can safely store and quickly organize your digital photos, plus purchase photo products to help you better enjoy your photos. Photomax.com allows you to move your digital photos to a personal Photomax™ account where you may then better organize and store your pictures. Once your pictures are on photomax.com, you can bring your memories to life through an exciting array of products such as prints, posters, photo books, custom movie DVDs, apparel, cards and more.

Target Audience

Photomax.com is designed for anyone that is looking for an easier way to store, organize and share their photos. This product appeals to people that enjoy taking or sharing photographs. Anyone with photos (digital or traditional) can utilize this product and experience first hand the future of digital photography.

Key Features and Benefits

Photomax.com is made simple and easy for anyone to use. The site offers a wide selection of photo products and great product values at great prices. "Max", the site's canine guide, helps guide users throughout the site, answering questions about general information and benefits. Max helps make the site a pleasant experience for both the new and experienced user.

Product Testimonials

"I can't believe how easy the photomax.com site is to use. I am not real computer savvy and still it was so easy for me to use the website. I am doing things now with my photos that I didn't know existed just a few weeks ago. Thank you! Thank you! Thank you!"

"Just wanted to let you know how pleased I am with your work on the photomax.com website. I was told it would be easy to use and after using the site I am a true believer. It is simple and fun to use."

"I recently placed an order on your Photomax website. I can't believe how many great products and gifting ideas there are available. I had a blast just browsing all the fun product ideas before placing my order. I will be back for more. Keep up the great work!"

Frequently Asked Questions

Can I purchase products directly from the Photomax website?

Yes. You can purchase any of our over 100 products with your choice of photo on Photomax.com. We will ship the product directly to you.

Is my credit card and personal information safe when placing an order on Photomax.com?

Yes. Photomax is a secure site where your purchase transaction and personal information is completely safe and secure.

How hard is it to set up an account on Photomax.com?

It's very simple! On the middle of the front page of photomax.com, simply click on the "sign up now" button and you will be walked through a simple page to set up your account. Once this is complete, your Photomax.com account is ready for you to use and enjoy. You can add and share photos or purchase great products with your photos right away.