

Digital Enterprise Program – Darwin, NT

CASE STUDY: Hang It Picture Framing

Peter and Debra Johnson run Hang It Picture Framers in Darwin, NT.

They have built a solid business over many years but the Darwin Digital Enterprise Program aroused their awareness of opportunities presented by social media marketing.

Peter says framing is not something clients get done every day, so the first thing social media offered was a means to continue engagement in between projects.

The second element of interest was the ability to showcase the various technologies, challenges and successes the duo deal with while working to present art work, photography and memorabilia in its best light.

'Ours is a visual medium, so our ears pricked up when Steve Davis demonstrated tools like Instagram that allow us to quickly and easily capture rich images of materials and finished and products and publish them to the world through our Facebook Page, all with just a few clicks,' says Peter.

Hang It has already seen evidence of its profile increasing and once Peter and Debra complete an experimental period of building routine image capture into their workflow, they plan to learn from their experiences and regroup with a renewed strategic focus on their social media activity.



Figure 1: Peter and Debra Johnson are implementing social media tools such as Facebook and Word Press blogs to boost the online presence of their picture framing business.



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