

eBLAST & SOCIAL MEDIA

Over the past 20 years PhotoCrazy has maintained a database of about 20,000 customers who purchased photos from us.

These are primarily cyclists throughout CA, NV and AZ with many on the west coast and some throughout the country and even Europe.

We organize this database by zip code and send out promotional event announcements periodically to those customers within a reasonable distance from the promoted event.

We always give our customers a chance to opt out of any mailings and we never use event registration rosters. We only use our customer database.

Besides our PhotoCrazy.com website we also maintain Cycle-Info.com and BrandedSportPictures.com. Cycle-Info.com has become particularly popular because it allows riders to review events. BrandedSportPictures allows sponsors to participate in events – here is a good example: [Tour de Foothills - Nov 10, 2018](#)

PhotoCrazy also has a FaceBook presence as [PhotoCrazyPW](#) and [Cycle-Info](#) as well as [Twitter](#) (@crazyphoto) and [Instagram](#) (#photocrazypw) accounts.

All of these social media accounts allow us to reach followers and promote upcoming events. These are effective tools to promote events and increase ridership.

There are typically no charges for the eBlast and Social Media promotions if PhotoCrazy is the exclusive event photographer and/or tracking company.