

Marketing to Boost Sales

Once you have set up your online store and a marketing plan in place, you must also have a plan of action for retaining clientele and getting them to spend more. From in-person sales to offering packages on your site, our comprehensive list will show you how to easily boost sales and gain and retain clientele.

Top Tips

Make yourself available in-person

Many photographers are finding that it is not enough to send clients a link to an online gallery and hope that they place a huge order. Bringing a high level of customer service, industry knowledge and good, old-fashioned salesmanship to your clients can make all the difference. Conducting pre-session consultations can be the most important part of a sales process -- you need to know what your client wants. Discussing product options and catering to his or her needs shows professionalism and a personal touch, making it more likely that they will choose you as their only photographer.

Bundle items and sell packages

Create the perception that clients will get more for their money by offering packages. When you group together products, such as an 8x10, two 5x7's, and eight wallet-sized prints, clients will get the perception that they are receiving a quantity discount. Another way to offer a package is to sell your services bundled together, such as a sitting fee with \$100 print credit. Many photographers find that when clients pre-purchase print credit they are more likely to spend higher amounts.

Open up additional revenue streams

Conducting sales sessions in person can be extremely effective, but this does not diminish the importance of offering online sales as well. For example, after a sales session, you can upload each client's images to an online, password-protected gallery. The client can then share the gallery with relatives who are not local, opening up another revenue stream for prints and products. This also aids in follow-up sales.

Stay in contact

Just like with a good friend or family member, keeping up communication is vital to maintaining a healthy relationship with your client. If you have a great shoot but don't reach out after that, they may move on. Retain clients by sending out emails highlighting events, news, promotions and more. You can even make personalized emails and calls to show them you care and you haven't forgotten about them. This painless process is also important if you want to be referred to clients' family and friends as a great person to work with.

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Features offered by Zenfolio

Mobile apps

Zenfolio provides apps for iPhones, iPads, Androids and more, allowing photographers to stay connected even when out and about.

Contact list and capturing emails

Zenfolio provides a contact list, which allows photographers to send emails to customers directly through your account. Emails can utilize the branding on your home page, and are a great way to advertise sales and other news you may want to share.

Coupons and promotions

Premium accounts come with a coupon feature, which allows photographers to offer sales and provide ordering incentives to potential customers. Once a coupon code is created and shared with your clients, they can apply the code when checking out to receive a discounted rate on products or shipping.

Expiring galleries

If you'd like, you can choose to set an expiration date for the gallery. As customers are viewing the gallery, they will see a notification to let them know the last date the gallery will be available, which can be a strong incentive to place orders sooner rather than later. Once the gallery does expire, it will no longer be accessible to visitors, but it will remain in the account and can be reactivated if needed.

Check out this Photographer's Corner article on boosting sales from the ZenBlog: <http://bit.ly/K7jdM3>.

Discussion Questions

1. Have you tried selling to your clients in person? Has this helped boost your sales? If yes, how do you feel it helped your sales? If not, what's preventing you from trying it?
2. Do you keep an active mailing list that you market to on a regular basis? How has this affected your sales? If not, what is keeping you from doing this?
3. Do you run promotions (such as coupons) on social media networks like Facebook to boost sales? Has it worked for you? If it hasn't, why not?