

Marketing to Reach Potential Clients Curriculum

Whether you are an established professional photographer or just getting started in the industry, creating and maintaining a strategic marketing plan is vital to keep your business relevant. By taking the extra steps beyond just posting your pictures online, you will increase your visibility, engage potential clients and turn them into loyal customers. Here, we outline a few ways to put your business on the map.

Top Tips

Grow your following with social media

Something that is free and easy to implement is also a no-brainer: social media. Take advantage of as many social channels that are relevant for your business, such as Facebook, Twitter, Pinterest and Instagram. Regularly post content that is engaging and telling of who you are as a photographer. When people see and connect with your content, they will share with friends who would otherwise not see your work, acting as a digital word-of-mouth referral.

Capture site visitors' information

A great way to connect with people is just by knowing their name. You can enable a Visitor Sign In on your site, so that every time a new person visits, they are required to sign in with their name, email address, and phone number before viewing your photos. Each visitor is automatically saved as a contact in the contact list along with which galleries they've viewed.

Stay in contact

Where do all these contacts go? You can save them in a Client List, so you have an email list ready to go when sending out email campaigns, such as specials, promotions and news that will increase site exposure, boost profits and encourage referrals.

Implement an SEO Strategy

Search Engine Optimization (SEO) may sound complex, but it is vital to have set up if you want to be easily discovered on popular search engines such as Google and Bing. Search engines require that your website contain useful, well-formulated, and organized text in order to be indexed. You can do this by labeling your images as much as possible with titles and keywords. It's also a good idea to create an informative About page. Additionally, there are search engine tools available through the Zenfolio interface that allows you to keep a close eye on this tool.

Features offered by Zenfolio

There are tons of ways to market your work. You can add social media icons to your site so that visitors can see what's new and exciting with your business. You can even export your photos directly to Facebook to drive traffic to your site.

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Then when visitors click through to your site from social media, utilize Visitor Sign In to capture their name and email for your contact list. Once you have visitor emails, you can send promotions and coupons to new and existing clients to increase sales. Another option is to send Gallery Invitation to your clients with gift certificates, which are especially useful for presales and deposits.

Link to PC article on marketing strategies for those who want to read more later: <http://bit.ly/1geTvjP>

Discussion Questions

Getting found

1. How do you get the word out to potential clients?
2. Has anyone found a way to share photos using social media networks that really works for their business?
3. Does anyone use a word-of mouth referral program to find more clients?