



THE
WEDDING SCHOOL
BRANDING and STYLE EVOLUTION

WHAT I KNEW IN YEAR ONE

- ▶ Nothing
- ▶ I didn't know what a brand was
- ▶ I had no marketing education
- ▶ I had no business education
- ▶ I didn't have a target client
- ▶ I didn't have a plan, or any goals
- ▶ I didn't know this was a career



2001



WHAT I DID IN 2001

- ▶ Volunteered to shoot my first wedding
- ▶ Volunteered to shoot my second and third weddings
- ▶ Shot my first wedding
- ▶
- ▶
- ▶
- ▶ That's all!



2002



2002 IDENTITY

- ▶ Artsy = black and white
- ▶ Absolutely no idea about composition
- ▶ No entitlement or arrogance
- ▶ I thought it was just going to be a hobby
- ▶ I was the “friend with a good camera”
- ▶ I was honest about my abilities to clients





Susan stripling
photography



Enter

THAT'S...NOT GOOD

- ▶ You think I don't know that?
- ▶ I just needed SOMETHING online
- ▶ No templates, no easy way to put up a website
- ▶ No one was blogging
- ▶ Websites were basic, at best
- ▶ I didn't know any wedding photographers
- ▶ I had no idea how to brand



LATE '02



LATER 2002 IDENTITY

- ▶ My ex-husband made my logo
- ▶ Not everyone gets so lucky with an amateur logo!
- ▶ I had more work, so there were more galleries
- ▶ ...but not much more work
- ▶ ...and it was still really not that great
- ▶ But hey, at least I had a logo!

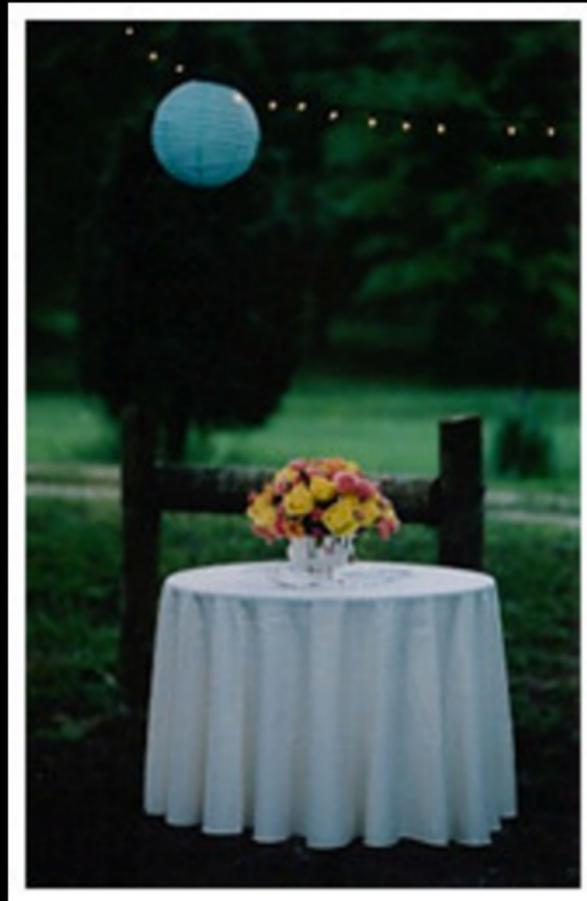




ENTER

SUSAN STRIPLING

PHOTOGRAPHY



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2003



2003 IDENTITY

- ▶ My style was evolving quickly
- ▶ I didn't understand light, but I was learning to see it
- ▶ I was starting to understand how composition affects the story of a picture
- ▶ I was getting better at color management
- ▶ I had a firmer grasp on what it took to create a basic exposure in different lighting conditions
- ▶ I was heavily influenced by the California shooters







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call : email : im : blog :

GETTING BETTER

- ▶ Images have more of a sense of style
- ▶ Branding is starting to exhibit a personality
- ▶ My website is gaining a better presence
- ▶ You start to FEEL something when you look at my site
- ▶ Flash was all the rage
- ▶ No one was surfing on mobile devices yet



2007



FOUR YEARS?

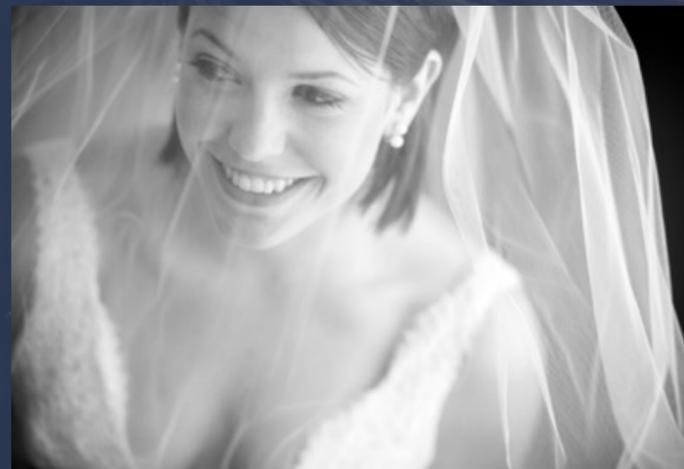
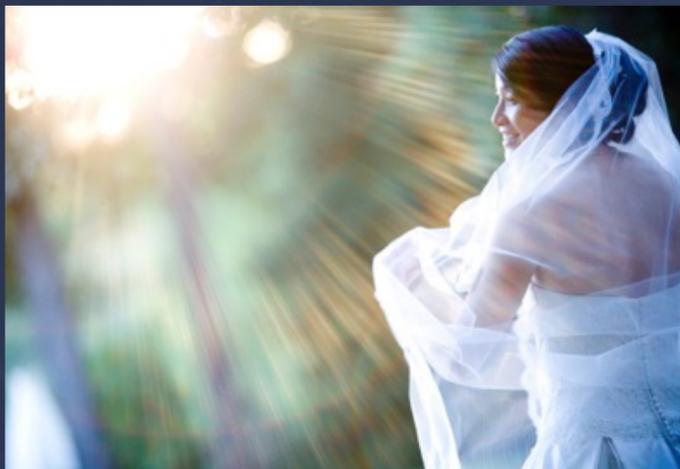
- ▶ It was working just fine, thanks!
- ▶ I updated the images often
- ▶ I added a blog in 2005 and blogged regularly
- ▶ I put almost every single wedding in my portfolio
- ▶ I put almost every single wedding on my blog
- ▶ I added a kids' photography website
- ▶ Business was great

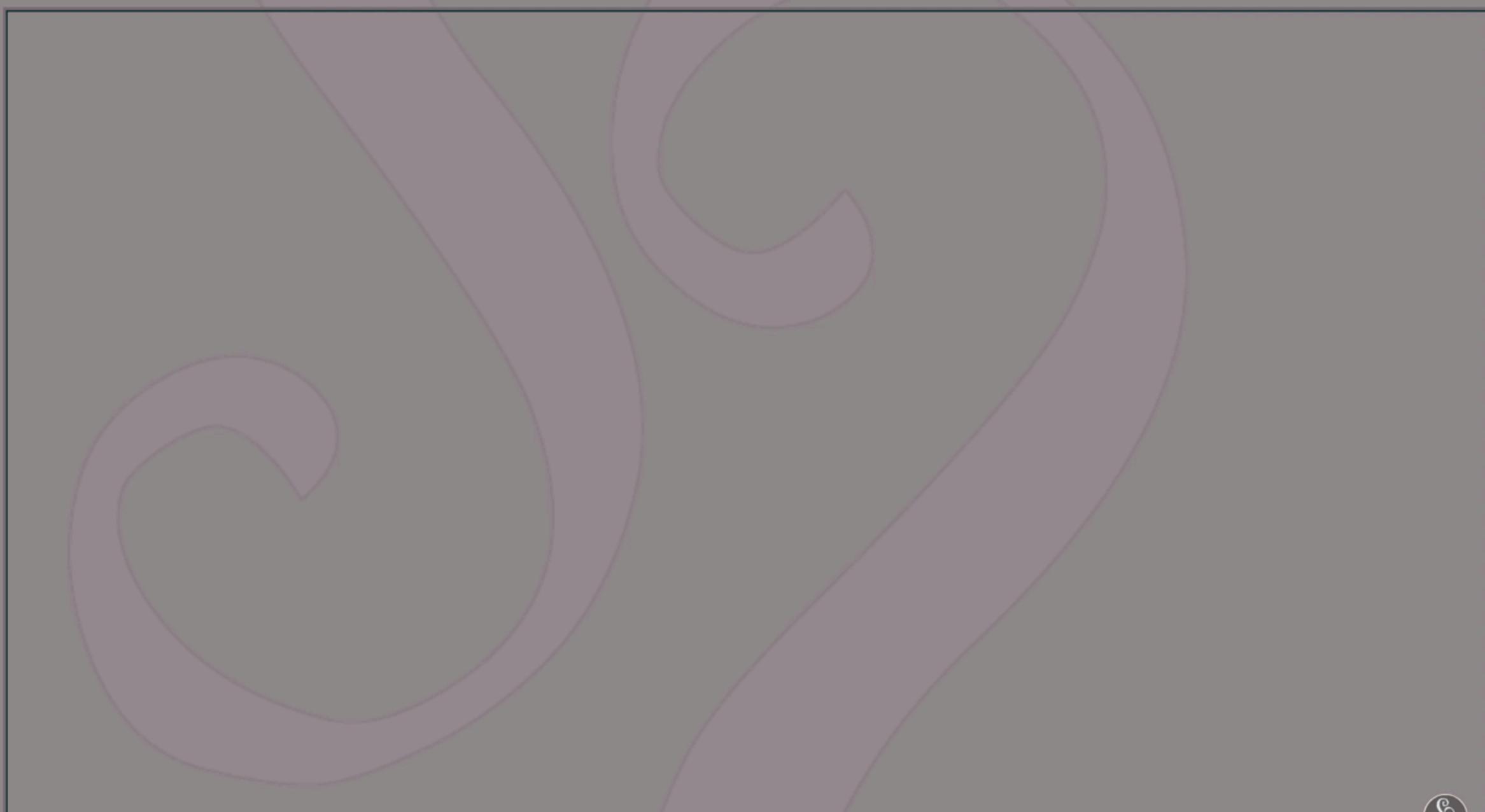


2007 IDENTITY

- ▶ Beginning to master lighting
- ▶ Less Southern California, more Australia influence
- ▶ Not entirely sure where I'm headed, but I have more of an idea
- ▶ It's not a hobby anymore, it's a career
- ▶ My website needed a face lift, nothing crazy, but to have some more personality

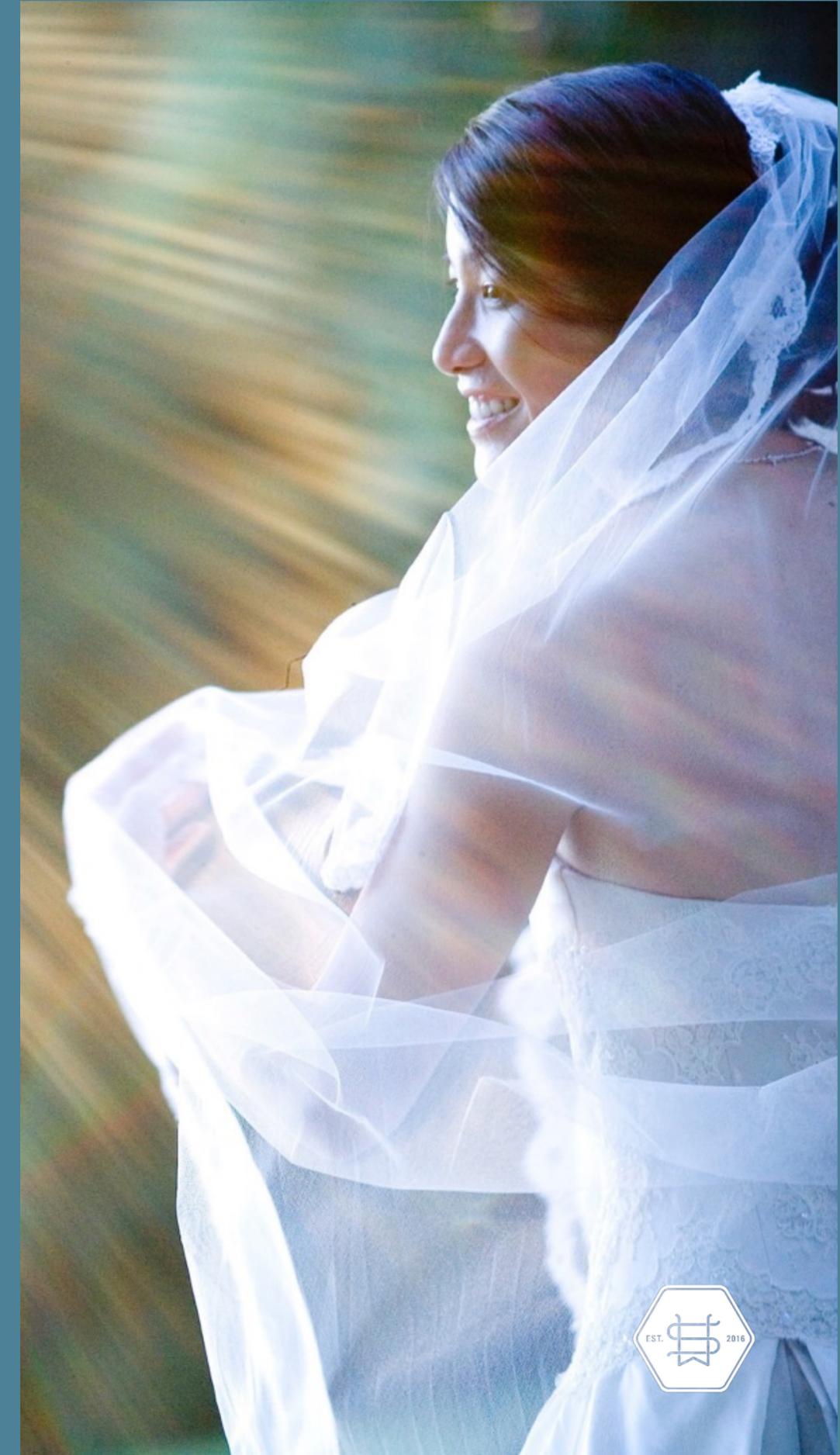






MUCH, MUCH BETTER

- ▶ A more solid sense of style
- ▶ A highly curated gallery of images
- ▶ I was able to show the best of the best
- ▶ I wasn't showing images from every single wedding
- ▶ I had a fresh, bright style
- ▶ The site was consistent



2009



2009 IDENTITY

- ▶ Much deeper understanding of light, getting dramatically better at every wedding
- ▶ Understanding of how to create a good exposure in any lighting condition
- ▶ Not influenced by anyone else but myself, really learning to listen to myself
- ▶ Looking outside of wedding photography for inspiration
- ▶ Personally, I'm a mess and confused







SUSAN STRIPLING

PHOTOGRAPHY

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WELCOME TO OUR NEW SITE!

12.11.08 : NEWS

welcome to the new online home of susan stripling photography! you might notice a few (okay, a lot!) of new things! our new logo was created by the [wonderful vanessa kreckel](#) of [two paper dolls](#), a design studio out of wayne, pa. the new blog/site was created by the [there-are-no-words-for-how-great-they-are dave warfel](#) and [brock martin](#) of [infinet design](#).

this is a **blog/site** meaning that the blog and the website for susan stripling photography no longer live in two places. they're one site and VERY easy to navigate!

to see image galleries click above on **image galleries**. if you're getting married, click **information** and scroll down to weddings. and if you just want to drop us an email or receive more information, click **contact**. there will be new image galleries coming soon and you'll shortly notice that the images posted on the blog will take on a larger, slicker format.

we hope you love our new site as much as we do! thanks for stopping by and enjoy!

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WHAT DID YOU DO!

- ▶ I know, right?
- ▶ I was going through a divorce, moving, and having an identity crisis
- ▶ I wanted to be generic and pleasing
- ▶ I needed time to assess my market
- ▶ I needed time to assess my work
- ▶ I needed a blank canvas
- ▶ I just needed time...and something my ex hadn't built



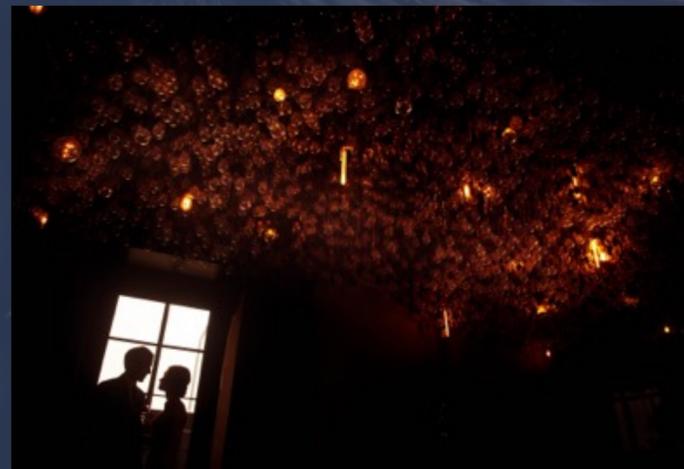
2011



2011 IDENTITY

- ▶ Finally feeling a sense of technical mastery
- ▶ No longer afraid of taking a stand with my branding
- ▶ Understanding how branding helps reach out to your target client in a newer way than before
- ▶ This has moved from a passion to a job, and I'm okay with that
- ▶ Really took the time to learn about myself, my business, and my brand







SUSAN STRIPLING

GALLERIES

ABOUT SUSAN

ACCOLADES + PRESS

INFORMATION

BLOG

FACEBOOK

PROOFING

CONTACT



WELL, HI THERE!

- ▶ I took a definitive stand with my branding
- ▶ I was ready to firmly identify a target market
- ▶ I was playing straight to the likes and desires of that target market
- ▶ It was clean and elegant, while still a bit edgy and dramatic : just like my work
- ▶ It's memorable and unique
- ▶ There was NO doubt what I stood for and where I was headed



2014



2014 IDENTITY

- ▶ Not all that different from 2011
- ▶ I've been secure in my business for awhile now
- ▶ Take more risks than ever with lighting, but I'm not afraid to because I know what I'm doing
- ▶ I haven't worried about what other photographers are doing for about three years now
- ▶ My portfolio is tightly curated for the first time





GOOD GALLERY

- ▶ My site did not perform well on mobile devices
- ▶ Load times were too slow
- ▶ Bounce rate was too fast
- ▶ Flash was a thing of the past
- ▶ My site was in no way optimized for SEO
- ▶ I had a hard time updating my own site
- ▶ Did I mention mobile devices? And Google?





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WEDDINGS

ENGAGEMENTS

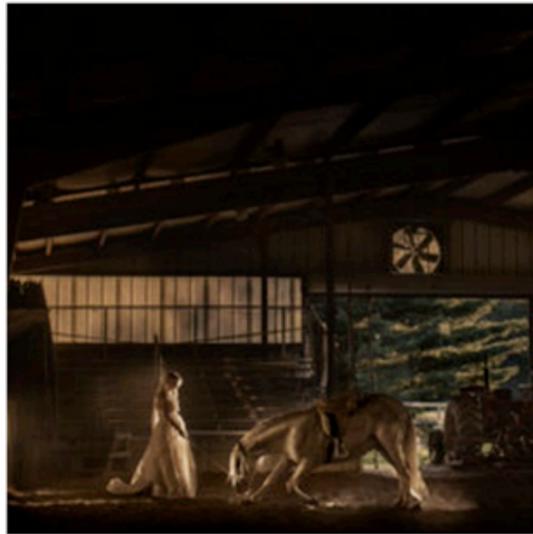
ABOUT ME

INFO AND FAQ >

FOR PHOTOGRAPHERS

CONTACT

BLOG



WHAT HAPPENED THEN?

- ▶ Inquiries went up by 30%
- ▶ Average booking increased by \$700
- ▶ I got more inquiries for venues that I wanted to work at
- ▶ My bounce rate improved from 54% to 39%
- ▶ The average time visitors stay on my site has improved from 2:30 minutes to 3:46 minutes. My per-visit page views have also increased from an average of four pages per visit to an average of 18 pages per visit
- ▶ My page views increased from 1.125M views to 3.2M views.



RECAP

susan stripling
p h o t o g r a p h y







SUSAN STRIPLING
PHOTOGRAPHY



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o t o g r a p h





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