

# MARKETING



# SOCIAL MEDIA = INQUIRIES

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- ▶ Every platform has a purpose
- ▶ Interaction makes you seem accessible
- ▶ Create a daily and weekly schedule to post
- ▶ Interact with other vendors on their pages/  
profiles/sites
- ▶ Post with the customer in mind
- ▶ What problems are you trying to solve?



# SOCIAL MEDIA TIMESAVERS

- ▶ Facebook : Meet Edgar. Also : Buffer, Hootsuite, and Facebook itself
- ▶ Twitter : Hootsuite
- ▶ Instagram : Latergramme. Also : Schedugram
- ▶ Pinterest : Tailwind
- ▶ Take one or two days a month to schedule posts from the past
- ▶ It takes less than an hour to prepare social media after each wedding
- ▶ Learn to walk away!



# TRACKING SOCIAL MEDIA

- ▶ Google Analytics
- ▶ Each platform has a set of analytics for you
- ▶ Facebook : Click the three dots, scroll down to Insights
- ▶ Twitter : [analytics.twitter.com/user/yourusernamehere](https://analytics.twitter.com/user/yourusernamehere)
- ▶ Pinterest : [analytics.pinterest.com](https://analytics.pinterest.com)
- ▶ Instagram : Sprout Social



# VENDOR RELATIONSHIPS

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- ▶ Don't pay for friendship
- ▶ Building relationships with vendors is exactly the same as making friends in real life
- ▶ Handwritten cards
- ▶ Share images, both for social and high-res
- ▶ Lunch and coffee, when you're ready
- ▶ What if you've never worked there before?



# ASSESSING THE COMPETITION

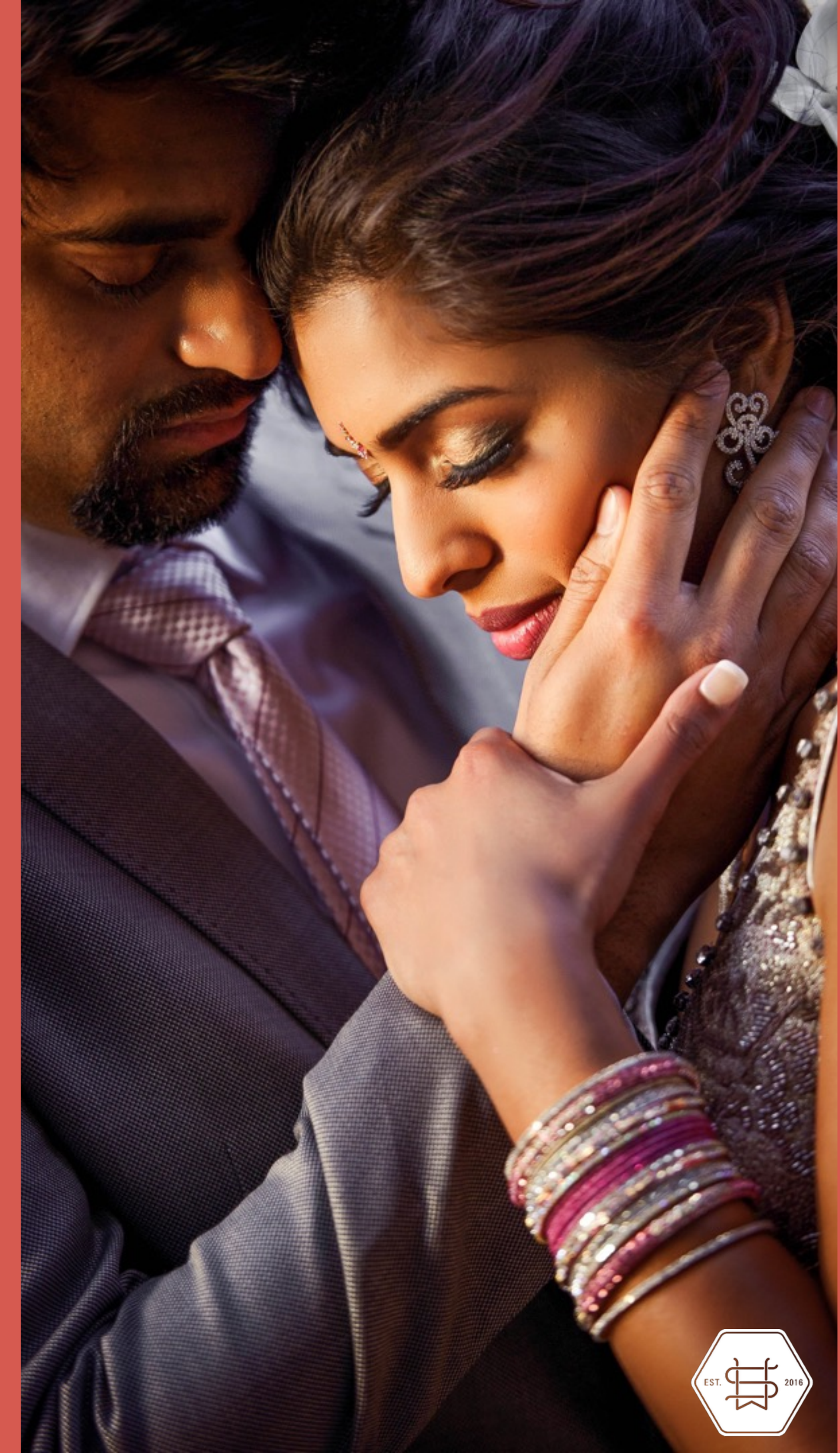
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- ▶ Do not secret shop. Not ever
- ▶ Search vendor directories for information
- ▶ Track vendor blogs and social media
- ▶ Who is working where?
- ▶ Follow Instagram hashtags and locations
- ▶ Don't obsess, but you need to be aware

# FREE MARKETING IDEAS

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- ▶ Online competitions : Fearless, ISPWP, etc.
- ▶ Free online directory listings help SEO
- ▶ Optimize your site and blog for SEO
- ▶ Blog publications of weddings and articles
- ▶ Magazine publications of weddings and articles
- ▶ Styled shoots and vendor collaborations
- ▶ Free isn't free, it all takes time



# WORD OF MOUTH

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- ▶ Get to know other photographers
- ▶ Give your clients incredible experiences
- ▶ Encourage reviews from clients online
- ▶ Get involved with your community
- ▶ Make friends! Get out there!
- ▶ Let social media lead to real-life friendships







# PAID ADVERTISING

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- ▶ How do you know what will work?
- ▶ Know many weddings would you need to book to make each venture worthwhile
- ▶ How long do you have to commit?
- ▶ Online vendor directories and magazine lists
- ▶ Pay to play with coordinators and venues?
- ▶ Nurture relationships instead
- ▶ Pay to become more efficient with social media and pay for help with online listings

# HANDLING THE INQUIRY

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- ▶ Responding via phone vs. email
- ▶ Always follow up a set number of days later
- ▶ Create a script if you're nervous
- ▶ Create email signatures for every venue you like to work at
- ▶ Create generic email signatures for other inquiries and follow-ups



# THE PHONE INQUIRY

- ▶ This is the worst kind!
- ▶ Ask about their plans, and listen
- ▶ Wait until the conversation comes back around to you
- ▶ Ask what they're looking for
- ▶ What if they want to talk about prices and you don't?
- ▶ What if they ask for a discount? Or say you're "too expensive?"
- ▶ What if they're rude or pushy?



# THE EMAIL INQUIRY

- ▶ Respond as soon as you can. Do you have set hours?
- ▶ Talk about why their venue is wonderful
- ▶ Talk about your style, but quickly
- ▶ Share your accolades, but keep it short
- ▶ Share your price list
- ▶ Share links to galleries, if you choose
- ▶ Request a meeting or a follow-up call/Skype/Facetime



# THE IN-PERSON MEETING

- ▶ Where are you meeting them?
- ▶ Very similar to a phone meeting : ask them about their day, then listen
- ▶ Let the client talk as long as they need
- ▶ Ask what they are looking for
- ▶ Do you try to close at the end of the meeting?
- ▶ Follow up a few days later
- ▶ Encourage them to do their research and due diligence





# MILLENNIAL SHOPPERS

- ▶ They like to feel actively courted
- ▶ Make sure you're mobile friendly
- ▶ Authenticity is crucial
- ▶ The client is the hero for finding and hiring you
- ▶ What need are you meeting? What problem are you solving?
- ▶ Make each step to hiring you easy and quick
- ▶ Fast response times

# RELOCATING

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- ▶ Seek out photographer friends
- ▶ Seek out vendors and start from scratch
- ▶ Work to be seen as if you have no portfolio at all
- ▶ Make actual, real-life friends
- ▶ Network on Facebook
- ▶ Be active in your community
- ▶ Reach out and get involved

