



THINK Strategically!

In my latest survey of working professional photographers, 64% responded but they wanted strategies to develop new business.

Kudos to them! These folks understand that single scattered efforts don't increase your client base. What they still don't have however is the strategy they need.

It's remarkable to me how many photographers still feel that's four postcards a year is a marketing plan, or that monthly, visual email will do the trick.



Then of course there's the photographer that feels that posting once in a while on LinkedIn or daily postings on Instagram is the ticket.

None of these singular efforts is enough visibility in today's crowded marketplace. What you need to build your business are marketing strategies that work!

HERE'S HOW YOU MIGHT WANT TO START

1. Make sure you have an on line body of work to sell.
(If you're not confident in your work, this is where your marketing strategy believe it or not, needs to begin. Don't waste your time and money trying to market a body of work that doesn't exist)

2. Make sure you have 3 to 5 different markets from which to draw potential clients.
3. Choose your efforts from the three foundational structures that comprise any solid sales and marketing plan.

These three pivotal actions are Outreach, in-person and Social Media efforts.

/ OUTREACH

Involves a database of leads that you send direct mail and visual email to on a regular basis.

/ IN-PERSON SALES AND MARKETING EFFORTS

Include: 1on1 researched sales calls, networking events frequented by your potential buyers, Paid portfolio reviews sponsored by organizations or private companies (Think Palm Springs portfolio reviews)

/ SOCIAL MEDIA

Includes: Linked in activities, Instagram Activity, Facebook (only for photographers marketing to the consumer industry) and YouTube. (Here's a S/M hint: don't be that one - way social media vampire who's always posting and never interacting on other people's posts!)

A strategic plan will include you participating in efforts from each one of these marketing opportunities.

When you are ready to pull your strategy together, review your time and financial abilities and constraints.

If you are a new photographer you most likely have more time than money. That means you may want to pull more of your efforts from social media and in person visits and hold off on having that 10 page designed brochure that cost \$5.00 a piece to send.

If you're an experienced photographer and you're shooting all the time, networking events and in person visits do need to happen but they may be a smaller part of your program and direct mail and visual email will be in heavy rotation.

You might even budget for a social media assistant to keep your visibility high while you're busy shooting.

Do you see where I'm going here?

Most businesses have a lack of time or money. When you are considering your strategy look at where your deficits are and look at where you are flush.

Everyone can market!

Make sure you are pulling from all of these three areas, and what's important is that you understand why you're choosing the options for your marketing program.

Choosing sales and marketing efforts that are appropriate for your business now is a huge step towards success!

I learned a long time ago as a consultant, that each photography business is individual and distinct AND where your business is today is not where you'll be in three years.

That's why I have always treated each one of my clients as unique. I always take the step to examine with my clients where they are in their business and we discuss their goals; financial professional and creative for the future.

You can't create strategies unless you understand where you are now and what you are looking to achieve.

That's why the generic marketing programs offered by the larger consulting firms rarely work for most photographers. They ask you to fit into their way of consulting, they don't spend the time to see what you need now.

SO WHEN YOU CREATE YOUR STRATEGY, REMEMBER:

- / Have a body of work to sell
- / Have your body of work lead you to the 3 to 5 different markets you'll be selling to.
- / Choose 3 to 5 marketing efforts from the three foundation areas detailed above, making sure that your current time and financial resources and restraints guide your choices.
- / Give your efforts 1 year and review your progress throughout the year.
- / At the end of the year, see which efforts are growing, are now working, and see what needs to be tweaked or dropped.
- / Revisit your time and financial resources and set new efforts.

- / Give this strategy three years; shifting tweaking and changing as needed in order to reap results.

That my friend is a solid structure for strategically marketing your work.

If along the way, you realize you don't have a body work to sell, you're not sure how to create your database or choose your images for mailers or you need support in order to effectively go on in person or to networking opportunities, [reach out to me](#) and let's set up a free 30 minute call to talk about your business.

I love sharing information with you and I hope that you put this juicy information into practice.

For you now have more knowledge to actualize and we all know that knowledge actualized becomes experience and experience repeated become wisdom AND wisdom in action, translates into a very busy photography business!