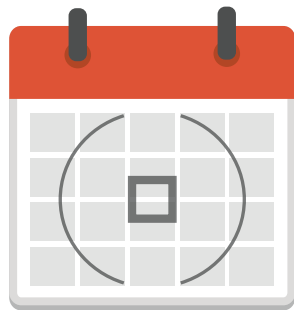


21

Marketing Activities
that Every Photographer
Should be Doing.



AUTOFOCUS
PHOTOGRAPHY
MARKETING CALENDAR



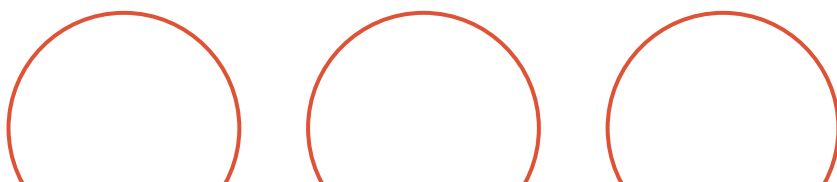
The Challenge to Being a Profitable Photographer

There are so many photographers competing for paying clients. All you need is a camera and suddenly people see themselves as a professional. So how do you compete in this over-crowded marketplace? You must learn to become a marketer.

YOU NEED A MARKETING MINDSET

Becoming a marketer is a mindset you can learn even if you have no formal marketing training. To learn that marketing mindset, you must study from someone whose business is where you want your business to be. You should invest your time and money in learning from someone who is running a successful, profitable photography business. Ask questions about the level of success your instructor has achieved before investing in their educational products.

There are many options for photography education. But just like there are many new and inexperienced photographers in the market, there are also many 'teachers' who can't make a profit as a photographer so they have taken to selling education to photographers online. When it comes to learning BUSINESS and MARKETING, make sure you are investing with someone who has the credentials to be teaching you!



ABOUT

Sarah Petty



Sarah Petty is the owner of Sarah Petty Photography, a New York Times best-selling marketing author, highly-acclaimed speaker, MBA and educator. She started her marketing career working for Coca-Cola Enterprises and then serviced a variety of clients at a top regional advertising agency. It was at this ad agency where she taught small businesses the value of a strong foundation and how they could compete with any sized competitor. She opened her boutique photography studio two weeks before September 11, 2001 in Springfield, Illinois and has increased sales every year since. She attributes the rapid growth of her boutique photography studio, which was named one of the most profitable studios in the country



Sarah Petty's studio was named one of the most profitable in the country within just 5 years.

within just five years in business by Professional Photographers of America, to the creation of her own strong brand and her marketing prowess. The best part about Sarah is that she not only is still working in her photography studio, she has

created proven systems and processes to teach you how to be a profitable photography business, too.

ABOUT

Joy of Marketing



Joy of Marketing was created to be able to fulfill Sarah Petty’s vision to help other photographers be profitable running a business that fuels their creative passions while allowing flexibility to be a parent, spouse and friend. To service the demand from photographers wanting to study from Sarah, the Joy of Marketing



was born in 2005. Our team has a dynamic staff that includes an on-staff graphic designer, marketing coordinator and a full-time customer service representative. After identifying that there was a real problem in the industry with photographers selling

“education” to other photographers and then not being available to service those clients with their questions, Sarah made the commitment to building a different type of company. Everything we sell is guaranteed because we know that if you use it, you will find success. If you ever have any questions or needs you can reach out to us and a REAL person will get back to you, to answer your questions and help you out.

IF YOU HAVE ANY QUESTIONS OR NEEDS:

Please send us an email at: info@joyofmarketing.com or give us a call at 866.544.JOYS and a REAL person will get back to you Monday - Friday 9:00 AM - 5:00 PM CST

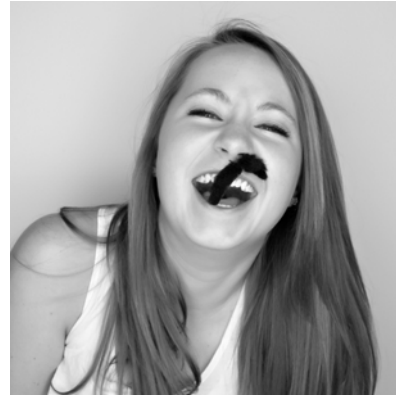


Who is this for?

The programs at Joy of Marketing are for portrait photographers. Whether you are brand new or have been in business for years, but are seeing a decline in sales, this is for you. Whether you photograph weddings, babies, families, high school seniors, boudoir or heck, even pets, if your subject has a smile, this is for you. The best part is that you do NOT need to have a retail photography studio to benefit from the education at Joy of Marketing. In fact, if you are home-based or location only, you need this education even more so that you can learn to create more value for your brand.

21 Marketing Activities that Every Photographer Should be Doing includes:

- Audio recording
- Playbook of "21 Marketing Activities that Every Photographer Should be Doing"
- Marketing wheel
- Sample 12-month marketing calendar
- Marketing calendar template for you create your own



21

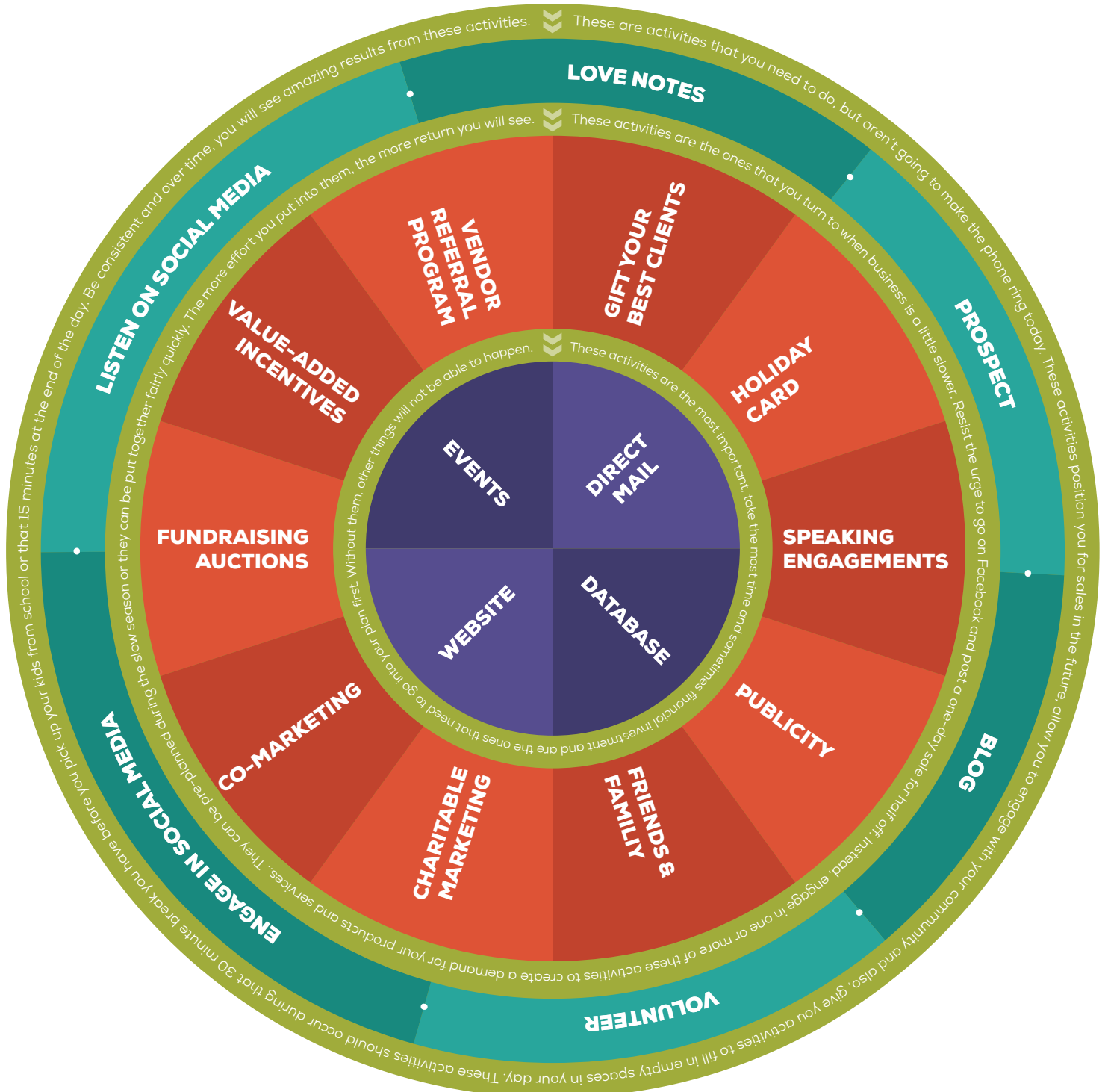
Marketing Activities that Every Photographer Should be Doing.

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 Photographers come to us year after year wanting to know how to “advertise” to bring in new clients. After working years at a top area advertising agency, I know that there is a lot of money wasted trying to advertise small businesses in mass media (tv, radio, newspaper, magazines, etc.). To compete in your market place, you must learn to be a MARKETER. You must reach out to your target market directly. You must get involved in your community. You must maximize all of the opportunities listed below. It isn’t about having a big advertising budget.

○ ○ ○ ○ **IT IS ABOUT MARKETING!** ○ ○ ○ ○

There is also a lot of time wasted on free activities (Email, Facebook, Twitter, Pinterest, Instagram, etc.), that many small business owners rely on to build their business. If it’s cheap and/or easy to do, then people won’t value you as a real business owner. (For example, having a Facebook page instead of an actual website or spamming your clients with special offers through email too often because you are desperate to generate business.) These activities have a place in your business, but they should be a smaller part of your marketing strategy as you will see below. Here are 21 things that I do in my profitable boutique photography studio that will keep your phone ringing and keep your sales funnel full.

THE Marketing Wheel



THE

Hub of the Wheel

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These activities are the most important, take the most time and sometimes financial investment and need to go into your plan first. Without them, other things will not be able to happen.

1

WEBSITE

If you are a real business, you must have a website. It is often how people judge your business and usually the first place they go to research you. Make sure it is well designed, easy to navigate and shows what makes you different. It is more important than ever to be creating fresh information for your clients and prospects, and your website is the perfect place to highlight it.

2

DATABASE

Your biggest asset in your business is your database. After you build a website to attract leads, you absolutely must create a database to put them in. All of the future marketing activities will help you build, nurture and maximize the value of your database. It is like your little black book of business. You should have relationships with your clients, know them by name and treat them like friends.





3

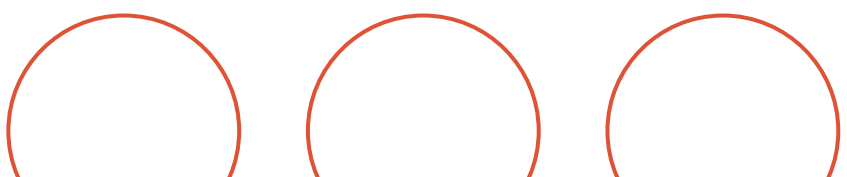
DIRECT MAIL

Communicate directly with your clients and targeted prospects with a message that thrills them but also shows how creative you are! Use great design and a strong message to attract the right clients and keep your current clients coming in. The better the photography, the writing, the design and even the feel of the paper, the longer the piece will stay in your clients hands and the longer they will share it with their friends and family.

4

EVENTS

Once or twice a year host an event or partner with another business or charity to have an event and generate publicity. Events create excitement, get people talking about you and give people a reason to share your business with their friends. This exposes you and your business to lots of new people and helps build your brand. An event can be anything from teaching clients how to frame their artwork, partnering with a neighboring business to have a summer party or inviting your clients to an open house so they can see your latest products. When you partner with another business, you gain exposure to their best clients and you reach a whole new audience. Offer something fun and unexpected like quick mini-sessions at a summer event for the local car dealer or shooting holiday pop art portraits when the top gift shop in town brings Santa Claus in for the holidays.





THE

Spokes of the Wheel



These activities are the ones that you turn to when business is a little slower. Resist the urge to go on Facebook and post a one-day sale for 50% off. Instead, engage in one or more of these activities to create a demand for your products and services. They can be pre-planned during the slow season or they can be put together fairly quickly. Just remember, the more effort you put into them, the more return you will see.

5

FUNDRAISING AUCTIONS

Many schools and charities host auctions to raise money for their school, organization or charity. You can generate new clients by donating a gift certificate for your products and/or services. You could do a smaller gift certificate for silent auctions or something larger for live auctions. Make sure you create a system for making sure the recipients call you. For example, it is better to have your gift certificate redeemable for a dollar amount than a product because it creates an assumption of sale.

6

CO-MARKETING

Partner with other local businesses to cross-promote in a mutually beneficial way. For example, you might mail a \$300 gift certificate to the 10 best clients of another business who shares your target market. It looks like it is a gift from the business and when that gift certificate is redeemed, you have a pre-qualified client who comes from a referral (vs. having seen a discount in the newspaper). You could also gift this store a gift certificate to give their clients when they invest a certain amount. For example, the kids clothing store in my shopping district gave a \$100 gift certificate to my studio when their clients invested over \$200 in clothing. Make sure you are securing displays locally when co-marketing. This builds your brand and creates value for your products and services!

7

FRIENDS & FAMILY MARKETING

Help your friends and family market for you. They want to help you succeed because they care about you, but they don't always know what to do to help. Create a way for them to share the word. Add them all to your database so they are in the loop for all of the promotional activities you are doing at your business. Think about having a "Friends and Family Day" event where you photograph them in the slow season at a very good price with the agreement that you get to display their new artwork for 6 months. This is a great way to get your displays paid for, while delighting your friends and family.

8

CHARITABLE MARKETING

Partner with local charities for a mutually beneficial reason. Create an event or a promotion and when both of you promote it, everyone wins. For example, you could partner with several other businesses that cater to clients who have pets to raise money for the Animal Protective League. Everyone could promote all month. When clients come to your photography business, their session fee will get donated to the pet charity. Logos for all of the participating companies will appear on the posters. Participating companies can even set up a display at your studio if you have one (or wherever you are shooting).

9

PUBLICITY

Pitch the media so they write feature articles about you in the local newspaper, lifestyle magazine or interview you for the news on television. You do this by creating a newsworthy angle and reaching out to the press to talk about it. For example, a month before Mother's Day, you could pitch an article about how to surprise mom with amazing photography for Mother's Day. If you live in a huge city, you will have better success with smaller community newspapers and lifestyle magazines. Press releases are great, but take it a step further and pitch your article to the media by picking up the phone and connecting.

10

SPEAK TO GROUPS

Get your message in front of your target market. Speak to the Rotary Club about how to increase your brand with a great business portrait. Speak to the new mom group at the hospital about how to photograph their newborns. Or speak to the high school art club about how to enhance photography with Photoshop. Whether it is a group of 5 or 50, people like to do business with people they know and trust. When you stand up in front of a group and teach, it positions you as an expert. You don't have to be perfect, just get out there and offer your expertise.

11

HOLIDAY CARD

Design a dynamic and creative holiday card to send to your entire database. This shows how creative you are and that you are worth more. If you want your clients to know that you are one of the best photographers in town and do something different, your holiday card must also do the same. This gives your clients the opportunity to gush on you. When they are having a holiday party, you want to ensure that your card is front and center on their mantle.

Thrill your clients with a creative and dynamic holiday card.





12

CLIENT LOYALTY

You have some clients who are simply worth more than others. Find one time a year to reward those best clients for their loyalty and patronage. This isn't about throwing a few extra wallets in with their order or sending them a fruit basket; this is about giving them something really cool at an unexpected time (like you would give a gift to a good friend). Maybe it is photo note cards of their latest session or a leaded glass ornament that contains a favorite image you took this year. It means even more if the gift is something that will evoke emotion and keep them bragging on you.

Give them something that will evoke emotion and keep them bragging on you.

13

VENDOR REFERRAL PROGRAM

Create a dynamic and impressive mailing to send to any vendor that refers you. Make sure they know you love them, too. This mailing doesn't have to be expensive. Use your creativity to put together a little box of goodies. You can also gift them some note cards with images of their products that you photographed. For example, wedding photographers can send gorgeous images to the cake baker, the florist, and the event coordinator for those businesses to use in their marketing. This strengthens your relationship and encourages referrals.



14

CLIENT REFERRAL PROGRAM

This can be formal or informal, but your best source of leads is your current clients. When a client refers a friend to you, make sure you are appreciating them. You could have a formal program where they receive a \$100 gift certificate for each referral or you could simply send them a surprise each time they refer you. Also, make sure that your sales system includes educating your clients that you are able to serve them at such a high level because your clients refer you to their friends and it benefits everyone. Always over-thrill them so that they have a reason to refer you. Also, ask your best clients to write reviews on Yelp. When prospective clients are looking for a photographer, these rave reviews online

can have a positive influence on them. This is social proof that you are a successful photographer. Not only do positive online reviews help position you

Rave reviews online can have a positive influence on prospective clients.

as a leader and help with search engine optimization, you never know when a disgruntled past client wants to seek revenge by splattering negative things online about you. When people see many glowing responses from clients who can vouch for your awesomeness, they can make their own decision about you.





15

VALUE-ADDED INCENTIVES

As an alternative to discounting, consider using value-added incentives to create urgency and give your clients and prospects a reason to respond. A value-added incentive is when you give something extra to your clients when they make a purchase. Unlike discounting, which attracts price-sensitive buyers, teaches your best clients to wait for a sale and lowers the long-term value of your brand, value-added incentives encourage clients to purchase without harming your business. An example is to have

Get your images front and center for your target audience to see with free custom-designed cards as a value-added incentive.

a late summer holiday card promotion. You could let your clients know that if they come in for their holiday card session before the end of August (your slower season), they will receive a free portrait. Or, when they purchase a wall portrait, they receive their first 25 holiday cards and the design free. Or during 4th quarter, when people who have kids

between kindergarten and 3rd grade, and they invest over a certain amount, they receive 25 free custom-designed Valentine’s Day cards for their child. This is a great marketing activity because your images are front and center in front of your target market - people with kids! These card incentives are fabulous because your clients are paying for you to promote your business.

THE

Rim of the Wheel

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These are activities that you need to be doing, but aren't going to make the phone ring today. These activities position you for future sales, allow you to engage with your community and also give you activities to fill in empty spaces in your day. These activities should occur during that 30 minute break you have before you pick up your kids from school or that 15 minutes at the end of the day. Be consistent and over time you will see amazing results from these activities.

16

LOVE NOTES

You have heard the expression, out of sight, out of mind. While we think about our business 24/7, our clients are leading busy lives. By reaching out in a non-intrusive way by writing notes to your current clients, you keep your name and business fresh in their minds so when the need arises, they are thinking of you. Be sure to have an attitude for gratitude and be grateful for your clients, giving them love often.

17

PROSPECT

Every market has local society magazines, business press, newspapers and other media outlets. When you see that someone has been promoted, had a baby or even written a book, write them a note. Be sincere and tell them you are so proud of them, excited for them or in awe of them. This isn't a sales letter, rather a sincere note to reward them for their accomplishment from a highly respected local business owner. Keep these folks on your holiday card list for a year if you want to keep in touch with them. If they reach out with questions or interest in your services, be sure to add them to your database.

18

BLOG

Blogging is important so you keep fresh content on your website and for search engines to allow people to find you. Be sure to write blog posts consistently, at least once a week to engage your followers and encourage Google

Keep fresh content on your website by writing blog posts each week.

to keep your search engine ranking growing. Search engines reward fresh, new content and a blog is a compelling reason for people to come read about you and engage with what your business is doing.



19

VOLUNTEER

Any time you can get involved by volunteering in your community, it will only help your brand and your network. Whether you are on the board of the art fair, volunteer at the food bank or even help organize and setup local marathons, this involvement is critical to building relationships and gaining positive exposure (not to mention, you might have a little fun and remember why you are in business in the first place). If you have the time, spearhead a fundraiser for a sick child in the area. Your eyes will be opened to how your business can help so many others.

Volunteering in your community will help your brand & help you network.



20

ENGAGE ON SOCIAL MEDIA

Make sure you are using all of the social media channels to talk about the exciting things happening in your business (Pinterest, Instagram, Twitter, Facebook, Linked-In, etc. Remember, like a friend who wouldn't hand you a business card every time she sees you, you don't want to be "that person" on social media. If you are always selling something, people will hide you and they will never see your message. Spend your time on social media engaging with your clients by writing nice comments, like their photos on Instagram and re-pin their posts on Pinterest, so they know you are genuine. Comment on other people's posts, tag them when you find something that interests them and be sure to follow industry leaders so you are a leader in your market. Only occasionally should your posts involve a sales message or people will tune you out. Add value to the conversations first.

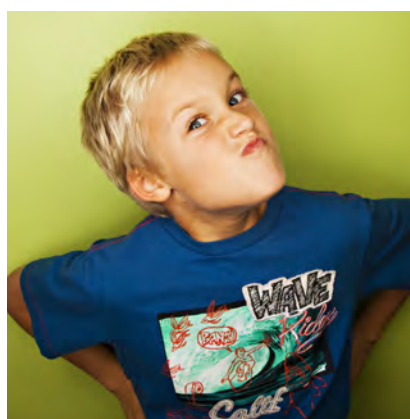
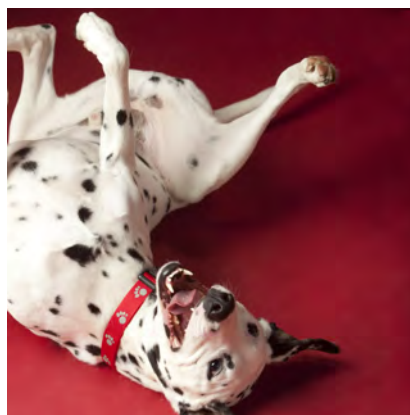
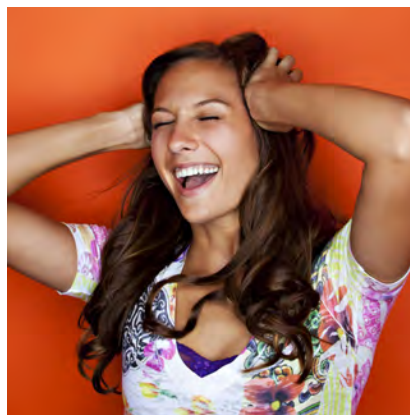
Another way to engage your clients is to create a contest on social media. You can hold a cute baby contest once a year. You can create a contest to win a \$500 gift certificate to your business. Or, create a modeling program contest for high school seniors. When you create a contest, it gives your clients and their friends something to share on social media and a reason to talk about you. It creates a buzz and makes you look like a hero. Post any contest on Facebook, Pinterest, Instagram. Make a video on YouTube and Vimeo. Your videos should be fun and entertaining so people share it with their friends. Make sure all of the photography you use in your promotion is your very best and shows off what you do!

21

LISTEN TO CLIENTS ON SOCIAL MEDIA

You can't thrill your clients if you don't know what is going on in their lives. Social media is a research and connection tool. It isn't the place where you throw out a 50% off sale in a desperate attempt to grab new clients. Listen to see who is pregnant (and will need maternity or eventually baby photos), who is getting married (and will need engagement photos) and whose college kid is coming home from Italy for the first time this semester (and should have a family photo taken while he is home). Then write a personal note to connect with them or even send them a gift certificate. The key on social media is to find out things about those clients that take care of you. Social media can really help you reach out and personalize your clients experience with your business, it isn't a place just for selling.

Social media allows you to connect with your clients on a more personal level.





WRAP UP

Now it's time to grab the blank calendar template that was included in this product and create your annual marketing calendar. Start by printing out the calendar and begin scheduling days for each of these 21 activities throughout the year. Use my sample calendar, also included in this product, for inspiration and a guideline. It gives you a good idea as to when I do these marketing activities in my photography business.

If you'd like more information on the nitty gritty details of how I implement each of these activities step-by-step (like auctions, events, co-marketing and more) my 5-part online course, **Autofocus: Client Attraction System** can help. To learn more visit: www.joyofmarketing.com/autofocusclientattraction

AUTOFOCUS: CLIENT ATTRACTION SYSTEM

5-Part online course from Sarah Petty how to implement each of these 21 marketing activities into your business step-by-step. Learn more at www.joyofmarketing.com/autofocusclientattraction