

# Photography Marketing

## VISIBILITY STRATEGIES



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## Identify Target Market

Stick to what you are passionate about shooting. Focus on the marketing efforts that make the most sense for your business. Don't try to do everything! It won't work. Create alliances with other vendors. That is a smart marketing tactic that will pay off in referrals.

In a service based business, a clients experience is as important as the end product. If the customer can't connect with you they won't choose you!



## Build a Customer Database

- \* Identify your target market
- \* Resesarch / write a description of your ideal client.
- \* Note potential co-marketing or charitable partners.

A Database will allow you to build a pipeline to track your clients from the initial contact to last contact.

In slow times, this database will give you a place to turn to for more business. Consider writing contracts for regular clients.

### Popular Database Applications

- \* **Nutshell**
- \* **Insightly**
- \* **Dubsado**



### Send:

- \* Personal follow-up
- \* Send reminders
- or
- \* Create Questionnaires

These will inform your clients about a holiday promotion or discount offer that you are currently running.

**WORD OF MOUTH CAN BE VERY BENEFICIAL TO YOU!**