



Social Media Marketing for Photographers (Engage!)

Donal Doherty

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Through Engage! Social Media Marketing for Photographers you will find expert tips and strategies to help you use social media to market your photography business. You will learn how to drive sales and how to use social media to deliver a remarkable customer experience.

With such a wide range of low and no cost marketing solutions now at your fingertips, social media has turned the way in which you reach potential customers on its head. People are bombarded by marketing messages 24/7. As a business owner you now have to compete with so many other marketing mediums to get your message heard and to top it off, attention spans have now shortened to just 8 seconds!

With these challenges in mind, there has never been a more exciting time to be in the photography industry where potential clients can be accessed in ways never before possible.

With that said, social media must be implemented as part of an integrated marketing strategy. I asked Jerry Ghionis what he believed to be the most powerful form of marketing. “Most people believe they are marketing if they have a blog, website and Facebook. This I see as breathing and you have to do that.” He explains what is missing now: “One to one contact. Even when my business was at it’s height with 300 weddings a year, I would spend one day a week getting one to one contact with vendors. Giving the dress designer an image of the wedding dress I photographed the other week, providing sample albums to reception venues and I would give images to bridal magazines. If there is a particular vendor that you see your demographic uses align yourself with them.” By developing relationships on and offline and nurturing those through social media you will enjoy maximum marketing benefit.

Through this book you will be given an insight into a wide range of social networks including Facebook, Twitter, Pinterest, Google+, LinkedIn, and YouTube, in addition to looking at a number of the latest social networks.

I have used the strategies outlined in this book to grow a 28,000+ following on Facebook and to grow influence on other platforms. Make social media part of your daily working routine and you will see the benefits as you grow your tribe online.

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