

79 Ways to Market Your Photography Business



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Introduction

My motto: Always remember you are in this to make money!

“Winning is not everything...it is the only thing.”

Complacency is your number one enemy! Never think in terms of “I’m fine where I am at” or “I’m perfectly fine with the amount of business I have” or “I am on top of my game, nobody can touch me.” The second you put yourself into this complacent mind set, your competition will swoop in and hit you in the gut!

Marketing is easy. It can even be...dare I say it...fun! All you need is some direction, the right resources and of course the funds to make it happen. Today we will get you going in the right direction and give you or show you where you can get the resources. Funds...well, we will show you some free, inexpensive and some costly marketing ideas. Something for everyone.

Think there isn’t something for you? Just sit back and listen because I’m about to show you 79 ways you can easily market your business!!!

1. Carry business cards with you everywhere you go. Hand them out to everyone you meet. Make it a habit to say hello to as many people as you can. Stop being shy. Force yourself to hand a business card to at least two people every single day.
2. Produce separate business card designs for each aspect of your business: children’s portraits, family portraits, etc.
3. Join a “like-minded” business for some unique co-op advertising. This type of advertising cuts your advertising cost and gets your name in front of your partners clients, almost using them as a spokesperson for your services.
4. Register a memorable domain name for your business and include it on every piece of collateral material you distribute such as letterhead, business cards, postcard mailings, flyers, etc. Make sure it is easy to

remember. If multiple spellings may be issues, purchase the domain name with multiple spellings all leading to the same website.

5. Talk to local charitable organizations that have your target market as contributors. Offer to sponsor an event or donate an item to their cause to be raffled off.
6. Research online publications that your target market reads. Offer to submit articles that would benefit their readers.
7. Host an annual open house at your studio. Hold a special purchase opportunity available only during the open house hours.
8. Start talking with the people that you do business with on a personal basis. Who does your hair? Who is your dry cleaner? Show them what having some of your work displayed in their business can do for you them. [Read more about using displays here.](#)
9. Create a new product or service and announce it to the world for some free PR in your local newspapers or just to drum up some interest on your blog and web site.
10. Establish a credit payment plan for your high in demand services. Let the public know this option is available and your sales may go up and new customers who didn't think they could afford you before may be able to afford you now!
11. Begin a monthly or quarterly newsletter to keep in constant contact with your clients and prospective clients.
12. Include a postage paid envelope and survey with each order you deliver to solicit testimonials and feedback from your clients.
13. Spread the word through creatively designed t-shirts with your logo, slogan and website on them. Get your clients to wear them and get known!
14. If you don't have a website already, get one today! But please don't do it yourself. Use a template or hire a designer.
15. Join local online groups in your community that you have interest. Include your website in your signature to let people know who you are.
16. Try out a mailing list for a direct mail piece. Remember you must repeat 3-4 times to get qualified results. Be sure to check out our article on [How to Achieve Direct Mail Success](#) for even more tips.

17. Develop good relationships with your local media. Build an email mailing list to broadcast out your press releases often.
18. Publicize notable events such as your 100th client of the year or your business anniversary.
19. Create a press kit for your business and have several copies always available to give to the media when asked.
20. Set up an automatic email system to respond to online form submissions.
21. Hold an educational class at your studio teaching your clients how to take better snapshots of their family and friends.
22. Send hand-written thank you notes to your clients when an order is placed. Show that you value their patronage.
23. Send out birthday cards to your clients and their children. Keep it all in a database so that you can run a report once each month and send them all that same month. Invite them in for a complimentary session and get a surprise sale you weren't expecting.
24. Don't forget to send a gift to your clients during the Christmas season. Keep it inexpensive but still classy.
25. Join your local chamber of commerce, BNI network, Merchant Associations, etc to grow your relationships with local businesses. You never know where those relationships will go.
26. Obtain a vanity and easy to remember 800 number for your business.
27. Put your business card on magnets to make it easy for your clients to find your information later. Women are less likely to throw away a magnet because it's something they can use!
28. Pass out a specialty product with your name on it such as pens, coupon cutters, bookmarks, mousepads, etc.
29. Build a list of direct mail leads by establishing a "drawing box" in local businesses. Give away a prize each month and put all the "losers" on your mailing list.
30. Become an authority for your specialty by writing a book or hosting an art show featuring your work.

31. Get a booth at a local home, beauty or family tradeshow. Be sure to hand out lots of promotions items and of course collect names through a drawing box at your booth.
32. Wear your work on your body or get someone else to wear it for you. Invest in some photo jewelry or handbags and watch the crowds around you clamor to find out where you got it.
33. Backwards marketing: keep an organizer full of business cards of other business owners and hand them out to others as you see the need. You may find they return the favor to you!
34. Turn your vehicle into a lead generator by adding decals for your business on the rear and side windows.
35. Find businesses that cater to the same type of clientele you do, and ask to create a beautiful art display of your work for free in their business. It's a great way to build a relationship for referrals and get your name in front of as many people as possible.
36. Don't sit at home doing nothing. Take your lunch breaks regularly at the same café in your town where business leaders hang out. Eventually you will break the ice. You will build credibility as they get to know you and that leads to referrals and hey, maybe the café owner will let you display your work.
37. Come up with your top unique factor and capitalize on it. Find something that your competition isn't doing. For example, put a children's play area in your studio (or living room) as a convenience to your clients or a breastfeeding room for new moms. Make it known in the community and good news like that will travel fast!
38. Do you blog? No? What are you waiting for! There are blog stalkers in the making just waiting for you to post something. This is an awesome way to drive traffic to your website.
39. Have you attended a workshop lately? Won an award? Send a press release about it and let them know you are furthering your education or are gaining worldwide fame among your peers.
40. Turn your clients into evangelists for your business. Offer an awesome referral program and give them the tools to make it rock!!!

41. Ready for a test drive? Do you think your competition is letting people come in for a test drive? Well, don't be like them! Invite the public in for a test drive to see if they like your work. Hold a mini freebie session (just session) to take the risk off them and let them get to know you. Oh and yes, did I mention publicity with this?
42. Hire your customers to land you displays! Pay a fee in studio credit to each of your clients when they get you an acceptable display showcasing your work.
43. Shield your clients from your competition through loyalty programs such as a lifetime portrait club program or a frequent buyer points based system.
44. Create a brass nameplate tag and wear it everywhere you go. Sure you could just get t-shirts made with your logo, but you might get tired of wearing the same thing every day.
45. Create a media list that you foster to build solid relationships with. They will get to know and look at you as a valuable resource when something up your alley comes up.
46. Volunteer yourself and your employees to a charitable cause and enjoy the added PR that comes with it.
47. Write a "how to" pamphlet that people can request for free from your studio.
48. Watch the business section of your local newspaper and send letters of congratulations to business professionals who are announcing great news about their own businesses.
49. Have a special once a month call in day where people can call and get something for free.
50. Contact a local public broadcast television show and ask about coming on to help promote a fundraiser or other event you are hosting.
51. Create a special "coupon" that only you give out your discretion. This makes a great icebreaker!
52. Try out a pay per click ad on an online search engine service such as google.com
53. Contact other businesses in your area to request a reciprocal link exchange.

54. Create an interactive online area on your website for your clients to contact each other and you.
55. Find out if your community has a welcome committee and a welcome basket or packet that is sent out to new families who move into the community. This is a great way to offer your services before anyone else has a chance to reach them.
56. Develop a program of Limited Edition themed portrait sessions to build excitement for current customers and to let new customers see what you can do.
57. Start a gift with purchase program with various businesses in your area. For example, if you know of a baby boutique store, you can offer the store manager a gift certificate of \$200 or a particular product like a session and gift print, with the purchase of \$250 from that boutique.
58. Get a black marker and draw on bathroom stalls "For a good photograph call me" with your number. (just kidding, making sure you are really paying attention).
59. Hold a "Get To Know Your City" once a month where you invite the public to come and join you for a special session at a location in your city. This is a great way to get your city to publish something in your paper as a human interest story.
60. Contact your local hospitals and find out how to get your "postcard" into the new parent's bags that go home with new mothers after having a baby.
61. During the Father's and Mother's Day holidays, host a write in contest through your blog to have your clients or prospective clients write in and tell you why their mom or dad or wife or husband should be crowned mother or father of the year. This will generate extra traffic on your blog and will most likely yield new clients as well. Oh, and yes I say PR once again! Announce it to the papers!
62. Join the prize van! Announce to your local publications, website, blog and newsletter that you are now the portrait prize van! Anytime, anyone sees you in public and stops you to say hi, hand out a special coupon or discount card. (Please don't get out of your car at stoplights)

63. Talk with new homebuilders who have model homes for the public to come and view. Display a family portrait large and over the fireplace in the model home along with a plaque or business cards for credit. Don't forget to show them how this will benefit them!
64. Contact your local bed and breakfast Inns about offering their guests who stay with them for a special priced portrait sitting that can be used during their time they are visiting your city. This is a great way to create memories of their vacation or honeymoon. Don't forget to ask for a display in the Inn with their own clients as subjects.
65. Offer a discount on LARGE wall portraits to your clients in January when studio samples from your lab are on sale with the option for you to display them for 3 months before they take ownership of it. This is a great way to gain an extra sale and to be able to swap out displays often.
66. Offer to be a photographer for your local newspaper in exchange for a free ad in the newspaper.
67. Contact your local schools, both public and private, and offer to donate gift certificates to their silent auctions.
68. In early fall, take time to plan a Home For the Holidays promotion and design your marketing strategies to target those families who have extended family coming in for the holidays.
69. Capitalize on "the Gift of Portraiture" during the holidays, anniversaries, birthdays, etc. through customized gift certificates.
70. Facebook marketing is the next big thing! Open a Facebook account and start gaining friends and spreading the word around about your business! Let your clients do the work for you!
71. Contact your local framing company to refer customers to each other. If framing isn't your thing you may be able to negotiate a discount for your customers that you send to them and still gain referrals from their customer list.
72. If you are currently involved in your church, find out if they have a "groups" directory or a program that you are able to advertise in. This is a great way to build business with relationships based on common ground.

73. Contact your local YMCA or youth sports organization and sponsor a little league team!
74. During special holiday seasons such as Valentine's Day, instead of sending generic Valentines cards, send your child in with photographic cards with your logo and name all over it!
75. Develop a portfolio modeling program and gain customers at the same time by advertising for a specific model shoot.
76. During the Christmas season, hold a "12 days of Christmas" special with a different promotion each day for the 12 days leading up to Christmas. Be sure to send this offer out with your annual Christmas card.
77. Offer a "Free Report" through your website on "How to choose the right photographer". As you write the report, show the advantages of choosing your studio. This will help you gain credibility with your clients (and prospective clients) and will also help you build your mailing list if you require them to signup via email to receive it.
78. Create an inexpensive promotional item such as pens or notepad sticky's and leave them around your town for anyone to pick up.
79. Don't be "all business" on your website. Give people something fun to do to such as an online game or trivia. This will keep people coming back for more!

Want to learn more tips to market your business or learn how to run your photography business more efficiently?

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