

THE BUSINESS BEHIND THE ARTISTRY



How to Maximize Your Event Photography

February 25th, 2013 by [Elizabeth Beskin](#) | [Share Blog](#)

Tweet

2

0



One of our most loyal and beloved clients, Consultants 2 Go, recently celebrated their 10th anniversary in business, and we were there to capture the event. Consultants2Go® is a management consulting company providing marketing and analytic consultants to Fortune 1000 companies. Being

experts at using PR to market their services, they had a specific plan in mind for using their event photos.

We asked Sandi Webster, one of the company owners, to re-cap their strategy for maximizing use of the event photos:



- All photos were posted to the company's [Facebook Page](#) and website
- Individual photographs of clients, consultants and staff gave more ways to market:
 - Sending individual emails to each attendee who was photographed, along with a Thank You for attending. For clients, this individual email was a follow-up to any conversation had at the party, and was another client touch point.
 - For some clients, including a photo of a consultant who can help their business. Even if they didn't speak at the party, it gave them an increased comfort level since they probably saw the person at the event.
 - For consultants who attended, sending a link to the Facebook page so that they can see the album
- Emailing a newsletter including links to the pictures
- Sending a press release announcing the anniversary, with a photo

Subscribe To Our Email Blog

Name:

Email:

[Subscribe](#)



Categories

- 5th Avenue Digital Team (48)
- Bar Mitzvah Trends (13)
- Boudoir Photography (8)
- Business (34)
- Celebrity (1)
- Corporate Events (49)
- Destination Weddings (1)
- dudeoir photography (2)
- Engagement Photos (14)
- Event Focus Friday (23)
- Event Marketing (19)
- Event Photography (86)

Archives

- March 2016
- February 2016
- January 2016
- October 2015
- June 2015
- April 2015
- February 2015
- January 2015
- December 2014
- November 2014
- October 2014
- September 2014
- August 2014
- July 2014
- June 2014
- May 2014
- April 2014
- March 2014
- February 2014
- January 2014
- December 2013

5. Making commemorative photo albums for the staff



These are just a few ideas for extending the use of your event photos. Including your event photos as part of your overall marketing efforts is strategic and smart – just like Sandi. Thank you for sharing your marketing expertise, Sandi, and congratulations on 10 years in business!

1 Comment »



One Response to “How to Maximize Your Event Photography”



February 28th, 2013 at 1:20 pm
Sandi Webster Says:

Thanks, Elizabeth. Always happy to share marketing info with you.

Leave a Reply

:Name (required)
:Email Address (required)
:Website

Submit Comment

- Executive Headshots (13)
- Executive Photography (7)
- Family Photography (4)
- Galas & Award Events (7)
- Green Screen Photography (9)
- Group Shots (3)
- Holiday Parties (6)
- Incentive Trips (6)
- Marketing (25)
- Meetings & Conferences (7)
- Not-for-Profit Events (11)
- Onsite Photography (33)
- Photo Activation (3)
- Photo Gallery (15)
- Photobooth (28)
- Photography Tips (19)
- Product Launches (4)
- Production Tips (3)
- Rave Reviews (3)
- Real Bar Mitzvahs (15)
- Real Social Events (5)
- Real Weddings (29)
- Same Sex Marriage (3)
- Small Business (21)
- Social Events (65)
- Social Media (18)
- Social Media Portal (7)
- Social Media Tips (8)
- Testimonials (4)
- Twitter (8)
- Uncategorized (12)
- Wedding Photography Trends (18)
- Wedding (29)
- Wednesday Wisdom (29)
- November 2013
- October 2013
- September 2013
- August 2013
- July 2013
- June 2013
- May 2013
- April 2013
- February 2013
- December 2012
- November 2012
- October 2012
- September 2012
- August 2012
- July 2012
- June 2012
- May 2012
- April 2012
- March 2012
- February 2012
- January 2012
- November 2011
- October 2011
- September 2011
- August 2011
- July 2011
- June 2011
- May 2011
- April 2011
- March 2011
- February 2011
- January 2011
- December 2010
- November 2010
- October 2010
- August 2010
- July 2010
- June 2010
- May 2010
- April 2010
- March 2010
- February 2010
- January 2010
- December 2009
- November 2009
- October 2009
- September 2009
- August 2009
- July 2009
- June 2009
- May 2009
- April 2009
- March 2009
- January 2009
- December 2008