

# THE BARBARA ANNE ADVANTAGE

How to maximize your marketing reach with every image from your session

"The art of marketing is the art of brand building. If you are not a BRAND, you are a commodity. Then price is everything and the low-cost producer is the only winner."

— Philip Kotler —

## YOU HAVE BEAUTIFUL IMAGES, NOW WHAT?

Use them in your social media marketing to get the most impact and the highest return on investment [ROI]

1

### CREATE

Write a new post, update your profile photo, create a reel, update your banner, create a story. use your new images to stop people scrolling and get their attention!

2

### TAG

For every person you tag, a new network (theirs) will see your content. So tag my team, myself, our company, even the brands you wore for your photoshoot.

3

### ENGAGE

Heart, and reply to all comments whether with actual words or with an emoji or GIF. Yes, it takes time, but what would it mean that you get a new client because you took the time to reply?

Where to use your images in your social media:

Profile

Banners

Post

Story

Reel

Website

Company Page

Where to use your images in your printed marketing:

Business Cards

Thank You Cards

Advertisements

Flyers

Yard Signs

Billboards

Magazines

## CONTENT EXAMPLES

The easiest way to generate attention on your social media platform is by updating your profile photos using an image from your session.

You should accompany your photo with a quick line about you and your contact info. Jot down some things you could type on your post, keeping in mind your personality.

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Another way is to post about something related to your line of work using the banners + clear cutouts over a different image.

For example, think of the recent posts you've made about work that would be elevated if you included a cutout of your recent images.

SOLD - a picture of a house/car/travel destination + clear cutout

OPEN HOUSE- a post or a story with one image of the house or your business + your clear cutout. BONUS point, make it a reel by using several images.

TESTIMONIAL- a banner of one of your images with an excerpt of a testimonial from a client + your contact information.

SEASONS- fall is here and you wore your favourite fall outfit when you were at the studio in the spring. Use a banner and put your favourite autumn quote next to it.

HOCKEY SEASON (or Football Season!) - so you're a fan! Let your clients know with that image that proudly shows your favourite sports team colours!

FAVOURITE QUOTE - what's your favourite quote? Add it to a banner and ask your network what is theirs?

CELEBRATION - you worked so hard and earned an accolade, let your clients know with a post. This will also help establish yourself as an industry leader.

### WHAT OTHER WAYS CAN YOU GENERATE CONTENT FOR YOUR SOCIAL MEDIA?

Look at your images again and start brainstorming the different ways in which you can tell your unique story and set yourself apart. Ask yourself:

1. When will I use this image (think seasons, special occasions, etc)?
2. What quote or phrase do I want to use with each image?
3. Who will I tag in each post, story, banner, or reel?