

40 + YEARS IN THE INDUSTRY HAS TAUGHT ME

1. MARKETING DOES NOT COME NATURALLY TO MOST STUDIO OWNERS.
2. MANY PHOTOGRAPHERS GIVE UP ON THEIR MARKETING BEFORE IT HAS A CHANCE TO SUCCEED.
3. TOO MANY STUDIO OWNERS DON'T KNOW WHERE TO START WITH THEIR MARKETING AND END UP DOING NOTHING OUT OF FRUSTRATION.
4. PARALYSIS OF PERFECTION - THE FEAR OF SPENDING MONEY ON THE WRONG ADVERTISING PREVENTS MANY STUDIOS FROM SUCCEEDING.

SUCCESSFUL STUDIOS DO A LOT OF LITTLE THINGS RIGHT CONSISTENTLY

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IT'S NOT ANY ONE THING YOU DO

THERE IS NO MAGIC BULLETAD

MARKETING REQUIRES A COMBINATION OF MEDIA & TYPES

IT'S A DAILY/YEAR-ROUND EFFORT

RESERVE TIME TO DO YOUR MARKETING

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STEP 1

EVERYTHING DEPENDS ON YOUR
GOALS

EVERYTHING!

GOALS SHOULD BE:

CLEARLY DEFINED
IN WRITING, COMPLETE WITH SUCCESS NUMBERS
DEADLINE







CREATE A BUDGET

IT DOESN'T MATTER THE SIZE OF YOUR BUDGET. BUT BY CREATING ONE IT WILL ALLOW YOU TO DETERMINE YOUR ACTION ITEMS AND MEDIA CHOICES GOING FORWARD.

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OTHER WAYS TO BUILD TRUST

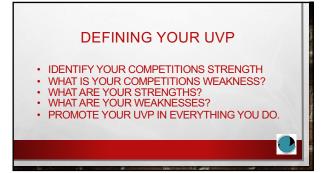
USE TESTIMONIALS
HAVE COMMUNITY DISPLAYS
NETWORK WITH OTHER BUSINESSES
NEWSLETTERS
BLOG (INTERVIEW LIKE BUSINESSES FOR EXPOSURE AND VARIETY)
INCREDIBLE WEBSITE

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INCREDIBLE WEBSITE EXAMPLES

• ELLEN ZANGLA

HTTPS://ELLENZANGLAPHOTOGRAPHY.COM

• TANGERINE FINE ART PHOTOGRAPHY (LISA ASP)

HTTPS://TANGERINEHOUSEOFDESIGN.COM

• NICOLE BEGLEY
HTTPS://WWW.NICOLEBEGLEYPHOTOGRAPHY.COM

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