

CASE STUDY:

How to Grow Your Business with Social Media



“Social media hasn’t changed my business; it made my business.”

Profile: Mike Anderson

North Carolina Wedding and Portrait Photographer

Mike Anderson is the lead photographer behind Michael A Anderson Photography studio, located in downtown Concord, North Carolina. He focuses on all things wedding, including engagements, bridal showers and full-day wedding coverage. He also shoots portraits, high school seniors and commercial projects. Anderson has been featured in The Knot, Cabarrus Magazine and The Independent Tribune. But before all of his success, Mike was a regular Joe, shooting maybe four weddings a year. He attributes his success to using photo hosting and e-commerce website, Zenfolio, and relies on social media for his main marketing tool. “I was nowhere before Zenfolio, period,” he says.

For more information on Mike Anderson, visit his studio website at www.michael-a-anderson.com.

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CHALLENGE: Turning his passion into a full-time career

Like many creative individuals out there, Mike felt the corporate world isn't for everyone. "I was at a Christmas party in 2009 and folks knew I was miserable in my job. A few suggested I get more into photography—I loved landscape photography—and people seemed to think I took good pictures and thought that might be the path for me. That sparked a fire I hadn't felt in a long time, and I jumped in head first."

After picking up several projects from friends and slowly gaining traction, Anderson knew he needed a website to display and market his work and use social media to help spread the word.

SOLUTION: Using the built-in social media tools on his Zenfolio site

Anderson signed up for Zenfolio so that he could have a consistent and seamless way to showcase his work on his social media channels as well as his website. Zenfolio allowed him to build a brand and message on his website that interacts with all of the social media networks, and as a result his business exploded. "I went from shooting four weddings a year to 47 weddings in 2013, 48 in 2014, 44 booked this year so far, and 22 already for 2016. I have gone from shooting locally in a park, to having a studio and shooting all over the country and I'm now booked internationally."

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Zenfolio offers social media integration so you can showcase your social media channels on your website. Anderson is active on Facebook, Twitter, Instagram, Pinterest and LinkedIn, and he actively posts his recent shoots to his social media channels. His posts include galleries of his most recent shoots, on Facebook for example, appropriately hashtagged by location and type of photography, such as #wedding. He also personalizes it by adding #HEYNOW to his shoots. This is a great way to add personality while also archiving past social media posts together. He claims social media has made (most of) his entire business.

"Social media hasn't changed my business; it made my business. Without it, I would not even be close to where I am today professionally... period." Zenfolio is a large part of the reason a guy from Concord, who "liked taking pictures" is now a professional photographer with worldwide followers.

RESULTS: By the Numbers

1,100%

INCREASE IN WEDDINGS
SHOT IN 5 YEARS

75%

OF NEW VISITORS
VIA SOCIAL MEDIA

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CONCLUSION: Integrating Social Media and Zenfolio

“Social media is the word of mouth of the 21st century,” says Anderson. He uses icons and links on both his website and social media to give people more ways to connect. “I want everything I do to interact with one another. Building the brand is incredibly important.”

It’s easy to synch your social media channels to your Zenfolio site. Zenfolio provides simple integration with Facebook, Twitter, Google+, Pinterest, Instagram and LinkedIn. Every account also comes with an integrated blog, so you can share your recent shoots with followers via seamless social media sharing. Easily display your network buttons on your contact page, homepage, or even directly over your photos so viewers can share your work with their friends. Try Zenfolio free today with a two-week trial at www.zenfolio.com.