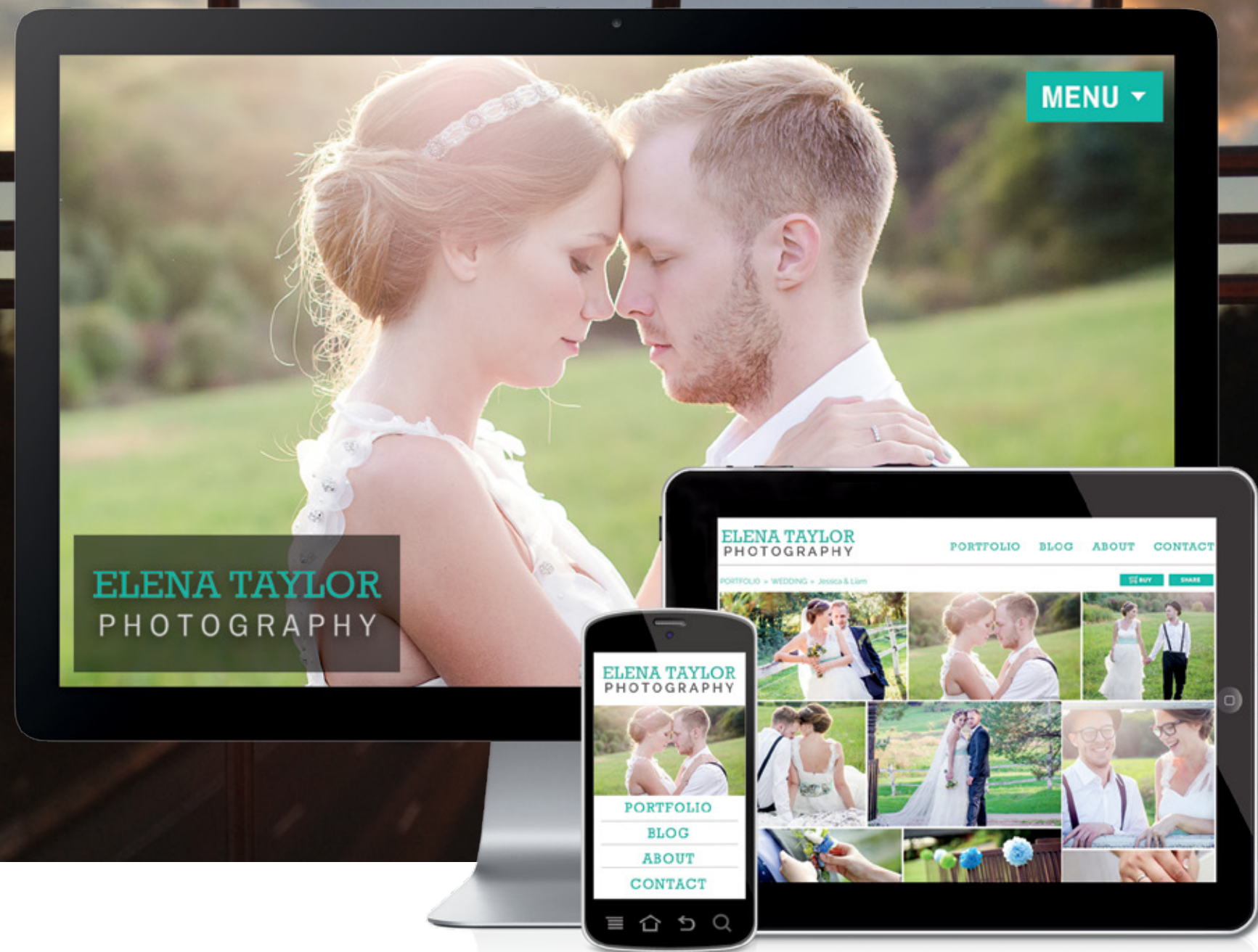


# Photography Marketing & Selling Guide

Transform your passion into a profitable online business







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You may be the most talented photographer in your genre, but unless you have an excellent web presence and advertising put in place, no one will know you exist. That's why the first step for any business is marketing to get the word out. Here, we provide three crucial steps every photographer should implement into their marketing strategy to get more exposure for their site, gain clients and keep them coming back.

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# Part 1

## Drive traffic to your site

Before you can sell anything to anyone, you need potential clients to find you. Here are the steps to get more exposure for your website.

### Step 1. Boost your website traffic with SEO

When potential clients are searching for a photographer in their area on Google or Bing, will your website show up? Aside from referrals, discovering photographers on search engines is the top way clients find who they want to hire. That's why it's important to have an SEO strategy implemented.


#### What is SEO?

Search Engine Optimization (SEO) is the process of affecting the visibility of a website or web page in a search engine's natural search results. In short—where will your business show up in search engines?


Some simple ways to implement SEO:

- ✓ Make sure your website is built with HTML, not Flash.
- ✓ Make sure your homepage has text about what type of photography you do, your geographic location and your area of service as plain text.
- ✓ Be sure that your location and genre information is displayed on all of your public portfolio galleries, and use smart gallery names.
- ✓ Make sure all galleries have SEO-friendly URLs that include your specialty or location. For example: [www.studio.com/weddings-chicago-IL-portfolio](http://www.studio.com/weddings-chicago-IL-portfolio).
- ✓ Always label your images with titles, keyword-rich captions and categories.
- ✓ Submit your site to Google or Bing directly.

#### Zenfolio Can Help

 Zenfolio is built with HTML, so it automatically submits your sitemap to major search engines, and it lets you know which fields are important to fill out and display on your pages for search engines.

#### List Your Website

 Directories such as Photographer Central are a great way to improve your search engine rankings. Being listed on such a high-trafficked website is a great way to advertise your photography business and gain new clients.



## Step 2. Grow your following

### Social Networks

A free and easy way to get the word out is through social media. Set up a business page on Facebook, Twitter, Google+, Instagram and Pinterest so that your work is available to the masses. Make sure your website has easy social media sharing features such as share buttons integrated so that people can easily Tweet, Like and Pin your photos with the click of a button.

### Blogging

A great way to increase site traffic is through blogging. Don't fret—you don't have to be a professional writer to have a blog. Having a blog is pretty commonplace for most businesses these days, and with good reason: It provides regular, relevant content that will entertain or educate your reader, showcase your work and show off your personality. The key is to provide content regularly and keep things consistent and entertaining. Blogging is also a great way to boost your SEO. Keyword-rich posts convince search engines that your site is interesting and relevant enough to show up when new potential clients start their searches.

## Step 3. Turn site visitors into clients

Capture your site visitors' contact information from the get-go, so you can market to them later. A great way to do this is to have a prompted contact information form pop up before they can view galleries, with a promise to notify them of any upcoming sales or deals. This is also a great opportunity to ask how they heard about you. Once you have their contact information saved, use it to your advantage: Send out promotions or deals, or keep them in the loop when their photos are ready.

### Zenfolio Can Help

💡 Zenfolio loves to be social. You can easily export photos to your social networks or add Tweet, Google Plus, Pin or Like buttons to your photos, so visitors can share your work instantly with their entire network of friends.

💡 Every Zenfolio website comes with an integrated blog where you can easily share photos and videos. Followers can subscribe to your posts via an RSS feed so they'll never miss a post.

💡 Photographers can enable the Visitor Sign-In feature on any of their galleries. The form fields and message are completely customizable, and your contacts are saved and sorted for later use according to the gallery they visited.

### Resources:

[www.lauratillinghast.com](http://www.lauratillinghast.com)  
[www.evanchungphoto.com](http://www.evanchungphoto.com)



# Part 2

## Boost sales through your online store

Just like launching a brick and mortar store takes some planning before the doors should ever be opened to the public, the same goes for your online store. Here, we cover the four steps for perfecting the selling aspect of your website, from knowing who your audience is to prompting clients to buy through incentives—all so you can see the profits roll in.


### Step 1. Know your audience

When deciding what products to offer, consider who your audience is for that particular event and gallery. For peewee soccer portraits, wallet prints, key chains and mugs will likely be the biggest sellers. And you can be sure no one is going to order a photo cutting board of their beautiful boudoir portrait. Some clients might not have the desire or the wall space for any print products, in which case you'll want to offer digital downloads for sale in a variety of sizes or quantities.

The bottom line is that you need to create different price lists with the best products for each specific gallery. The products mom wants of her peewee soccer player are likely going to be very different than what a 26-year-old woman would buy for her boyfriend on Valentine's Day.

Also keep in mind that some of your clients might be more price-conscious than others. It's completely OK to have a healthy markup for your products for a wedding client, while cutting your margin significantly for a charity event.

#### Zenfolio Can Help

 Zenfolio allows you to create an unlimited number of price lists and assign them to individual photos or galleries. These price lists can include products offered by Zenfolio partner labs, digital downloads or products you fulfill yourself.



## Step 2. Make a beautiful product display

Just like when you see a beautiful outfit on a mannequin, selling is all about the presentation. When your photos look better, your clients buy more. So make sure your galleries are elegant and highlight the unique qualities of your work.

It's also important to make the buying options clearly visible and enticing. Include high-quality photos of the available products in the gallery header and in the shopping cart. These should be displayed in a way that will make the customer want to buy. Have the "Buy" or "Add to Cart" button prominently and conveniently located on the page.

Every selling gallery should have:

- ✓ A clear call to purchase button
- ✓ A list of your featured products
- ✓ High-quality photos of the products

### Zenfolio Can Help

💡 The Zenfolio Featured Products option allows you to select a list of your most popular (or most profitable) products to appear directly on your gallery or photo pages. The easy-to-use shopping cart that is built in to every account displays the products available for sale and quickly guides the visitor from browsing to purchasing.



### Step 3. Drive visitors to your galleries

Just like you need to drive traffic to your website to gain clients, it's important to drive clients to their galleries so they can start purchasing. You can do this in several ways:



**Email invitations.** Once a gallery is ready, send a nicely formatted email to your clients (and anyone else whose email you've captured for that event) to notify them. In the email, encourage them to share the link with their friends and family.



**Social media mentions.** Create a few teaser shots from the event and post them on social media, tagging the clients. These will be seen by your clients and their entire social networks, creating excitement and driving traffic to your galleries. If you enable Visitor Sign In, you'll have a list of potential buyers before your photos are even processed.



**Promo card with a link to the gallery.** For your next event, create a gallery ahead of time and give it a friendly URL. Have some cards preprinted with this URL and pass them out to every attendee so they can go to your website and view your photos after the event. Set up the gallery to collect each visitor's contact information to notify them once the photos are ready, and again you'll gather a nice list of people for future marketing.

#### Zenfolio Can Help

Each gallery you create allows you to create and send beautiful email invitations, create unique, friendly URLs, and easily share photos on social media.

### Step 4. Give people incentives to buy

You've brought people to your site and made it easy for them to make purchases. Sometimes that's not enough. It's easy to view images online but put off buying until later. Change this by giving your clients some additional incentives:



**Create time pressure.** Set an expiration date on a gallery so they have a limited amount of time to purchase before their images go away. Make sure that expiration date is visible in the gallery. You can even send reminders a few days before the gallery expires.



**Offer a special promotion.** Everyone loves a great deal. You can create early bird coupons for people who make purchases within the first week photos are online. Or you can include gift certificates toward prints as a part of your session fee to get people into the buying mindset right away.



**Bundle products into packages.** Create a package of prints and products and lower the total cost of what customers would pay for the same items a la carte. The savings encourage visitors to buy more than they originally planned while feeling like they are saving money.

#### Zenfolio Can Help

Zenfolio wants you to make the most out of your business. In addition to email invites, coupons, gift certificates and packages, it also has a shopping cart reminder feature. Your registered clients will receive emails reminding them of their unfinished orders, which encourages them to complete checkout.



# Part 3

## Make more from each session

### Step 1. Encourage sharing

As soon as you are done with a shoot, post a teaser image on social media to ignite excitement from viewers. Instead of waiting for days and losing some of their initial excitement, viewers will be on the edge of their seats until they see the edited collection. Offer the client a free print of the photo that receives the most likes or tweets to maximize the excitement. Plus, their friends will see your work on their feed, which is a great way to get more exposure and traffic to your site.

### Step 2. Follow up with offers


After a shoot is done and a sale has been made, it doesn't have to be the end of the road. People are always celebrating something: holidays, anniversaries, births, weddings, etc. Offer discounted sessions or rewards for referrals. It's also great to keep in contact with clients on a personal level such as wishing them happy holidays, congratulating them on anniversaries, etc. This makes them feel that you care and that you are thinking about them, which will make them want to work with you again.

### Step 3. Have flash sales


Having several sales throughout the year is a great revenue boost. During the holidays, offer a big discount for presents, or participate in Cyber Monday or Black Friday. Put photos back online for a limited time, or offer new products, such as photo books, and mention that they are perfect for an anniversary or birthday.

### Zenfolio Can Help


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 Easy sharing is key. Zenfolio allows you to easily export your images (with or without watermarks) to your social pages.

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 The contacts you gather via your Zenfolio galleries or import into your account will never expire. You can always send or schedule an email for an extra bump in sales or traffic.

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 Zenfolio has sales several times a month on its partner vendors' products. Zenfolio users are able to extend most of these sales to their clients.



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In order to be successful it's crucial to gain and retain clients. Make sure your website is set up to sell and can easily be tweaked and changed as necessary. For more information and to get started on your website, visit [www.zenfolio.com](http://www.zenfolio.com).

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