

2022

Social Media Strategy for photographers

with Maria Arellano





What does it feel like
to be a part of your
inner circle?



MY THOUGHTS ON SOCIAL MEDIA

You never know
when a client will be
ready for you.

IT'S THE PROCESS NOT THE PLATFORM

PLAN

TAKE ACTION

BE CONSISTENT

ACT ACCORDING TO YOUR MISSION

I HELP _____ WITH _____

Marketing

Unknown
User

Visitor

Prospect

Lead

Sales

Opportunity

Customer

Your Customer Journey

+

stuff...

What do you have?

eyes...

Becomes a prospect when he considers you

discovers you exist/where?

Collect his info & becomes a lead

Nurture/Date

CUSTOMER



HERE'S HOW NOT TO MAKE ANY SALES



“

MAKE YOUR BRAND FOR EVERYONE

You think you are turning business away and that it's hard enough to attract customers, so you must get everyone.



“

SELL WHAT PHOTOGRAPHERS ARE SELLING

You're looking at what looks popular rather than aligning with you. Sample Grinch photos



“

ONLY POST PHOTOS & SALES

You have zero connection and are only posting to tell people to buy from you.

The ABCs of Social Media Marketing

- **Awareness – Get people interested**
- **Brand Loyalty – Get people convinced**
- **Community – Get people engaged**



fomo

make them part of our pack

define your pack/your target audience

Social Media

Strategy Work it out

selling

samples of content

- Answering questions
- Listening
- Creating Value
- Overcoming Objections
- Human Factor
- Determine the Pain
-

closing

moving your audience to action

- Commit by scheduling a call
- collect contact information
- direct message

Your target client



Who does your ideal client want to be?

How can you help them become that?



What does your ideal client care about?



Why are they stuck? How do you help move them past that?



Client testimonials & stories...

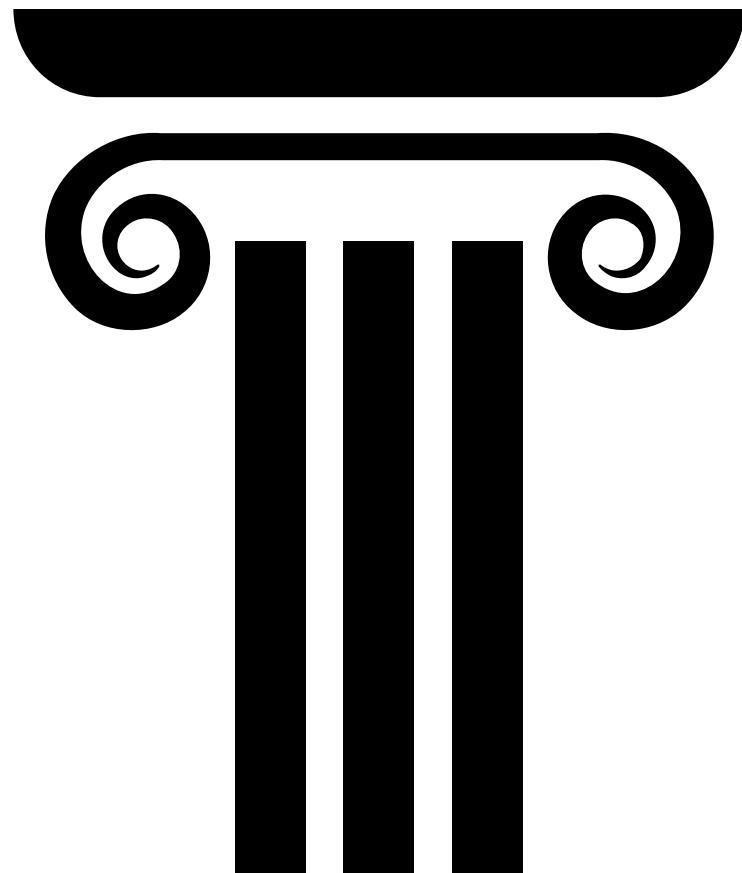
Content pillars

Decide what content pillars you can use in your marketing. These are just ways to categorize your content.

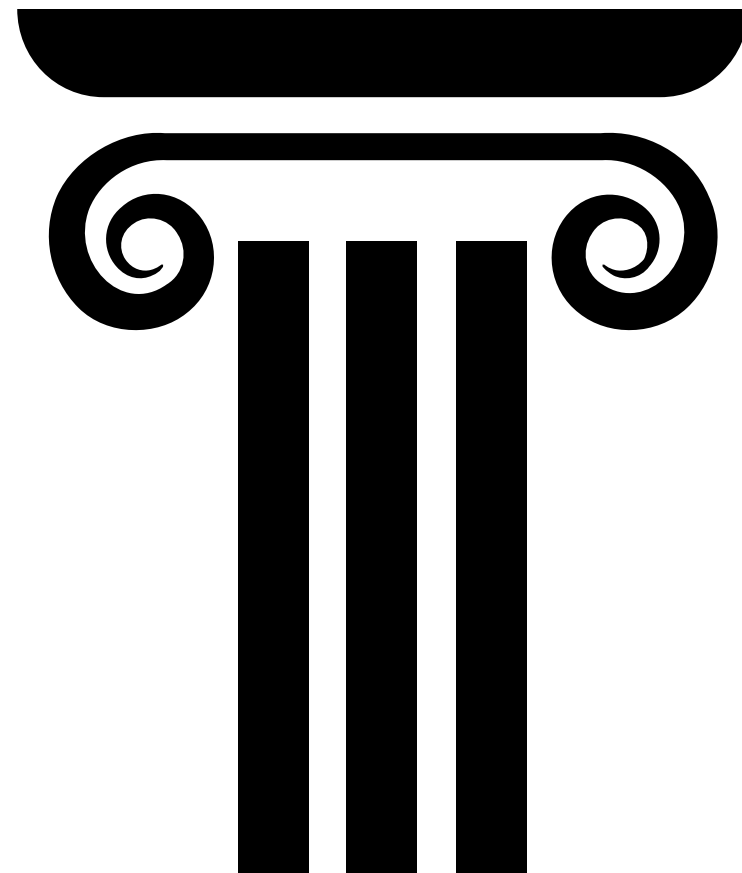
Aligning content pillars with days of the week will help simplify the process and make it easy for you to figure out what to post.

It will also help your audience learn what to expect from you and when. Samples below

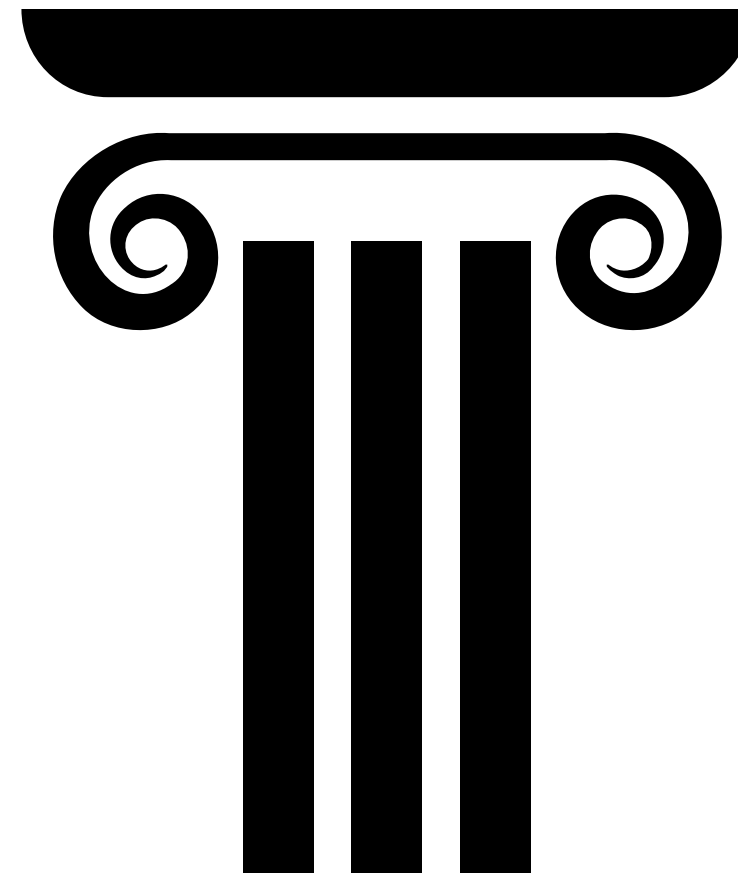
Tips & Tricks



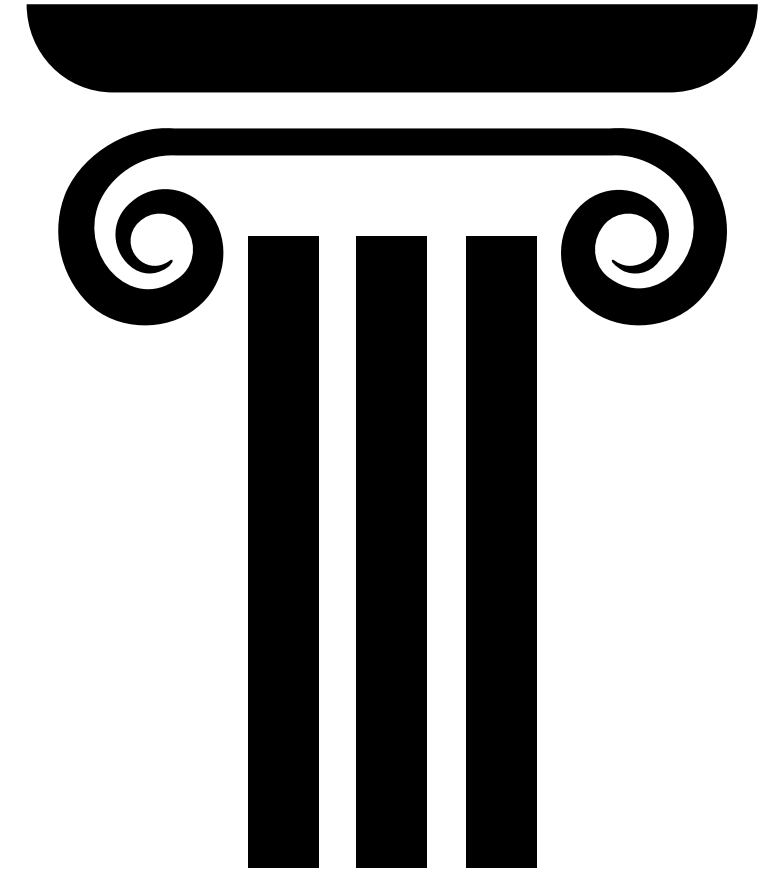
Before & Afters



Client Spotlights



Day in the life



get the most out of your idea/concept

Run it through the following lenses

1. ENTERTAINMENT
2. EDUCATION
3. EMOTIONAL
4. ENGAGEMENT
5. INSPIRATIONAL

Content medium

1. CAROUSEL
2. SHORT FORM VIDEO
3. BLOG POST
4. INFOGRAPHIC
5. FREEBIE



Why engaging headlines and captions matter.

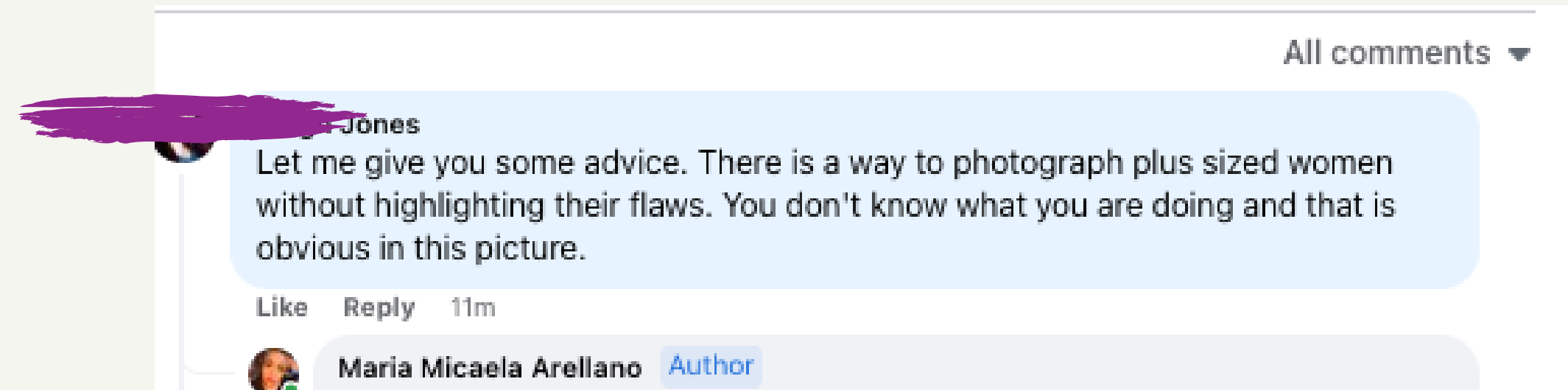
You want people to click, comment and share.

How can you provoke curiosity?



When negativity drives engagement

Attract and repel, and
sometimes your best content is
in response to negativity
including reviews.



Channel your energies

Not having a strategy you will burnt out

Everything needs to be done intentionally

Don't take too long to create content because it's hard to get back into it.

Collect your materials

Organize your time and schedule when you will do check your comments, dms etc.

DO NOT MAKE CONTENT ON THE FLY

Refine

Do more of what works and less of what doesn't

Improve messaging

It's about creating quality content rather than just posting. Put in the time to think about why/what it is and the end goal. Does it brighten their day?

Widen reach

Stand out in your market by improving your customer service and sharing how you care for your clients.

Increase engagement

Focus on the 20% of your followers, the raving fans.

Reward loyalty

Engage with those who engage with you. Be social on social media. Just put in 15 to 20 minutes a day to engage.

Generate leads

Without a client journey in your eco-system then you will never convert your audience into paying clients.

Increase views

Be consistent so they know when you are showing up and where. You want people to be able to rely on you. What day every week? Think about your favorite tv shows. What if you didnt know when they were showing?

"You don't have to be great
to start, but you have to
start to be great."

–Joe Saboh

