

FINDING CLIENTS AND GROWING YOUR BUSINESS:

5 TIPS FOR PHOTOGRAPHERS TO GAIN
MORE VISIBILITY AND DEVELOP A MORE
PROFITABLE PORTFOLIO

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1. CREATE A MARKETING PLAN FOR THE YEAR

It is worth sitting down and really thinking about a plan for the year. These are the sorts of questions you should be asking yourself:

- How much time and money does it make sense to invest in your business?
- What are the factors that currently prevent you from having a full calendar of well-paid jobs (and happy clients)?
- How do you identify and find those clients? Being clear on your ideal client is key and I spend a long time with clients getting this right.
- Is your portfolio doing the strongest job it can of showcasing the best of your talent?
- If you're going to advertise, where are you going to get the best return for your investment?
- Should you subscribe to a directory, or the AOP, ASMP, ASPP, BIPP, PPA or other platforms to showcase your work? Being visible is key.

2. MAKE SURE YOUR SHOP WINDOW IS IN FIGHTING FIT CONDITION

You need to be constantly reviewing what others might be looking at when they're thinking of commissioning work.

- Who is your website really aimed at? Is it just an ornamental gallery of your favourite images, or does it have real commercial purpose?
- How do the images flow? How are they curated? Are they grouped into useful categories?
- Has it been designed with the user-experience of the agency creative in mind (the individuals who will actually drive the selection of talent)?
- Does it feel tired and outdated? How often do you update it with new images, or to reflect changes in the marketplace (such as recognizing that many people have been working from home during the CVD-19 crisis)?
- Check out what other photographers are doing with their sites to make sure yours always feels as polished and exciting as the competition's.

3. MAINTAIN YOUR SOCIAL MEDIA VISIBILITY

Social media. Don't forget to think about Facebook Lives, Podcasts and YouTube as platforms to promote yourself. The trick is to show up in as many places as your clients - agency creatives - use regularly.

- You can use insta stories to show behind the scenes of you creating a shoot. These stories are personal and a great way to let your clients get to know the person behind the image.
- Review how you're using hashtags and change them around regularly.

4. *GROW YOUR AUDIENCE*

Think about where your clients hang out beyond social media. You need to go to them, not wait for them to come to you. Work out where they will be and show up with your best self.

- Speak with your voice and show them new work and what you have been up to.
- Show new work, perhaps have a competition for people to win a print when they sign up to email or tag and hashtag your images.

5. BUILD YOUR EMAIL LIST

Don't ignore your email list because you are posting on social media. The way social media works is constantly changing, but email is a dependable way to keep maintaining and nurturing your business.

- Set yourself a number of people to contact each month, with updates, images and news.
- Think about starting a weekly newsletter.
- Make yourself available to anyone who wants to respond. Use MailerLite or Mailchimp or similar for professional looking emails.

*I hope you've found some of these tips
useful. Please don't hesitate to email me
at hello@christinesaunders.co.uk if you
think I can help and support you in
anyway,*

Stay well, Christine

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