



Selling & Marketing Photographs

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Outline

- What Is Your Specialty?
- Pricing
- Marketing & Visibility

- Get Online!
- Think about Public Relations

You Are The Business Card of Your Photography

What Is Your Specialty?

- Identifying your specialty/specialties is the key to figure out the marketing and selling strategies
- Do what you love and enjoy but be open to new ideas

Fashion

Architecture

Photojournalism

Nature
&
Wildlife

Wedding

Stock
Photography

Corporate

Pricing?

- Oh, the tricky question!
- Photography Associations provide some ballpark ideas (e.g., American Society for Media Photographers, ASMP)
- Set the fee structure so that it refers to what the client is paying for
 - Fee structure depends on the specialty
 - Portrait studios (sitting fee) vs commercial photographers (time, usage fees) vs editorial use
- Freebies vs specials
- Think (at least) twice before selling the copyright!

Visibility & Marketing

- Recognizable message with repetition
- Persistence – you have to call again, and again, and again
- FOCUS!
- Why you are THE photographer to your client?
- Direct Mail: snail mail or email
- Go Online!
- Advertisement

Marketing Cont'd

- Set goals
- Make budget
- And make cold calls
 - In the morning
 - Figure out who the decision maker is
 - Customize your message
 - To the point

You Must Be Remembered

Go Online!

Build A Website

Create An Online Portfolio

Write A PhotoBlog

Send Newsletters

Utilize Social Media

Website

- Get your own domain!
- Simple, easy, fast to navigate
- Avoid fancy website technologies that are distracting your messages
 - Think twice if you want to have special animations, background music
- CONTACT INFO!

Online Portfolio

- Clear structure
- Easy to browse through
- Adequate size and quality of images
- Watermarks

Let's Take A Look At Some

- Andrew Gransden:
<http://www.andrewgransdenphotography.co.uk/>
- Paolo Boccardi:
<http://www.fashionphotographer.it/index.html>
- Agnieszka Czarnocka:
<http://www.agnieszkaczarnocka.pl/>
- Steve McCurry: <http://www.stevemccurry.com/>

PhotoBlog

- A great way to show that you are doing something, and what you are doing
- RSS feeds for followers
- Linking to Social Media
- Steve McCurry: <http://stevemccurry.wordpress.com/>
- Dan Bailey: <http://danbaileyphoto.com/blog/>

Newsletter

- Regularly, a few times a year
- Latest and greatest news
- Specials, updates, upcoming events
- Keep it easy and simple
- Consider the length
- If you send it over the email, make sure that the layout is visually attractive and readable on different screens

Social Media

- Free marketing and visibility – up to *your* activity and interest
- Check out the Facebook “Pages”:
<http://www.facebook.com/pages/Eagle-River-AK/Photographer-Nina-Grennon/334279398930>
 - Open to public by default, used for marketing purposes
- Create a Twitter account: <http://twitter.com/>
- Several businesses (e.g., United Airlines) communicate with their clients on daily basis through social media such as Twitter or Facebook

SALES 101

When you are marketing your photography, you are trying to get new clients; when it is about selling, you are dealing with *your client*

- The first impression and consistency
 - Phone etiquette
 - Returning messages
 - Make sure your caller knows that you are happy to talk to him/her
 - Be involved – ask questions, be interested!
- Always, always keep your promises – deliver what you promise and by the deadline
- Learn up selling techniques and practice your skills

How to handle objections?

- Appreciate yourself and your work – know your value!
- Look and Listen: learn to read body language
- Paint a picture verbally to the client

Public Relations – Be Visible

- Press Releases
- Charity events
- Public Speaking
- Professional groups
- Pro Bono work

Thank You!

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