

PHOTOGRAPHY MARKETING

checklist

BRANDING & IDENTITY

- Professional eye-catching logo
- Brand colors and visuals aligning with your vision
- Business cards with pictures and contact info
- 'About me' brand story written out

PORTFOLIO DEVELOPMENT

- Curated online gallery
- 'About me' page with portrait of yourself
- Testimonials and reviews
- Photo blog

SOCIAL MEDIA PRESENCE

- Consistent posting schedule
- Behind-the-Scenes pics and videos
- 'Hello!' introduction post, pinned to top
- Highlights of recent work, pinned to top

ONLINE MARKETING

- Up to date website with booking / contact form
- Google My Business listing
- Email Newsletter sign-up form
- Blog posts with content valuable to audience

PROMOTIONAL STRATEGIES

- Seasonal mini sessions
- Social media teasers for upcoming projects
- Special offers for Holidays
- Giveaways and refer a friend promo cards

PRINT MARKETING

- Postcards and flyers in high traffic areas
- Local Magazine ads
- Local partnerships for brochure placement
- Print portfolios for meetings

SALES & BOOKING

- Clear & competitive pricing and packages
- Online booking system
- Mini session dates announced in advance
- Sales and print options explained

CLIENT EXPERIENCE

- Welcome packets for new clients
- Follow-up emails for feedback
- Referral program details
- Client retention offers



let's GET STARTED

1

Go through the checklist, and tick off the items you already have. Rate yourself for each of the components. Anything you don't have automatically gets a 1.

For example:

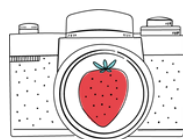
- Website Gallery Updated: 7
- Social Media Posting Schedule: 5

2

Now **choose 3 items to focus on today**. Write at least 3 actions for each of these items that would increase the score. Note how long you think this will take right after.

For example:

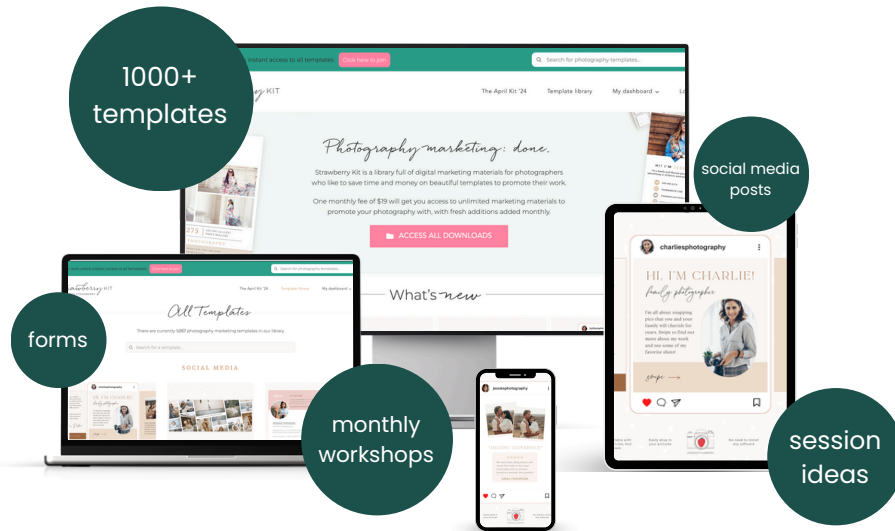
- Update 'About Me' Page with Recent Work (15 minutes)
- Schedule Next Week's Social Media Posts (30 minutes)
- Design and Order New Business Cards (20 minutes)
- Refine Branding Elements on Portfolio Site (25 minutes)
- Partner with a Local Café for Photo Exhibits (10 minutes to plan, 1 hour to visit and discuss)
- Reach out for Testimonials from Recent Clients (10 minutes)



STUDIOSTRAWBERRY

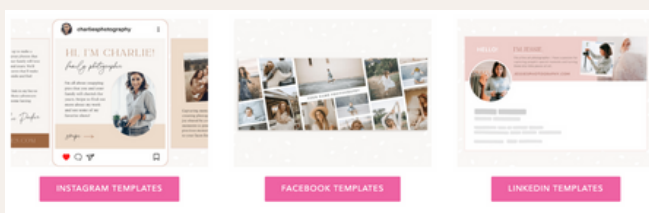
NEED help?

Check out the Strawberry Kit membership - it's got you covered for every single item on the list. It's simple to use and packed with all the essentials to help your photography business:



- Access to 1000+ marketing templates you can easily change up to make your own
- One monthly fee of just \$24 makes your photography business look top notch, while saving time
- 12 brand new templates and a marketing workshop each month
- Downloaded templates are yours to keep and use forever

1000+ EDITABLE TEMPLATES



- Social media posts
- Mini sessions marketing
- Forms & contracts
- Promotional flyers & much more

MARKETING TIPS & TOOLS



- Video workshops
- Monthly content ideas
- Marketing guides
- Newsletter with tips and ideas

grow YOUR BUSINESS

Strawberry Kit is a subscription-based library of digital marketing materials and workshops for photographers.

It is run by solopreneur and designer Debbie Mansour, and every single template is designed and handcrafted by her ever since she founded her photography design studio back in 2016.

Studio Strawberry provides you with beautiful templates that leave a professional impression on your clients, while you save a lot of time and money not having to hunt down or create it all yourself.



See you there!

Debbie Mansour