

You have my  
whole heart  
for my  
whole life



Marketing:  
Are all your eggs in one basket?





**This is my favorite topic!**

So let's dive deep, friends!

**If you could only do one form of marketing, what would you do?**

Seriously, write up in the box before you keep going!

Most popular forms of marketing:

1. Instagram (duh)
2. Facebook
3. Blogging

**“If I could choose one form of marketing for my business, I know exactly what it would be! The same-day slideshows at weddings!”**

**What are you doing to hustle?**

List five forms of marketing that you're already doing or want to do:

- 1.
- 2.
- 3.
- 4.
- 5.

How many photographers are you competing with when you're just marketing yourself on social media?

*Truth*

**While you're simplifying  
your life...I'm hustling!**



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## Here's a **BIG** marketing brainstorming list...

1. blogging
2. client gifts
3. creating a culture
4. same-day slideshow
5. sneak peeks (for clients within hours)
6. video promotion
7. paid conventions or booths
8. vendor galleries
9. vendor gifts
10. postcards
11. mailers
12. email lists
13. newsletter (print or electronic)
14. ads in print
15. event sponsorship
16. car decal stickers
17. partner with a venue
18. referrals to industry friends
19. collateral clients see
20. Instagram/stories
21. personal Facebook/business Facebook
22. Twitter
23. YouTube
24. Vimeo
25. billboards or ads
26. partnerships with shops
27. kickback partnerships
- 28. a really good website**
29. SEO
30. online paid forums

What else can you  
think of that will  
bring your business  
to the next level?



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## **Blogging**

You absolutely NEED to be blogging!

**“I can see my inquiries ebb and flow with my blog.”**

## **Vendor Relationships**

Love on your vendors and let them know you want to work with them again!

- gift cards
- handwritten cards
- vendor galleries
  - create sections within your gallery
  - tell them exactly what you want from them: “I had so much fun working with you guys, you each have such a unique talent and you brought something beautiful to \_\_\_\_\_’s wedding day. When you share these images, please use @instagramhandle in the original description and not just tag me in the image. I would love to be able to shout you out and share about yours too!”
  - comment on their posts
  - share an image from them and tag them

## **Mailers**

Do something that will look really beautiful and will stand out against other mail.

## **Email List/Newsletters**

Give them incentives to get on your email list.

## **Creating a Culture**

- Tonie’s Favorite Things Night
- Client gifts (“Don’t forget to tag me when you post about it!”)

If you need help  
developing a client  
gift, contact me!