

Using the Web to Promote Your Photography Business

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Portrait Photographer
Geek



My background includes a bachelors of science degree in Electrical Engineering (BSEE) from the University of Minnesota.

I first started creating web sites in 1995 while working at high-tech software companies. I like to build web sites and do the detailed programming in languages like: HTML, PHP, ColdFusion, JavaScript, CSS, ASP, Perl and Visual Basic. My database experience includes MySQL and MicrosoftAccess.

My older brother John was a professional photographer but I didn't pick up my first 35mm camera until after I left home and was on my own. I started creating wedding photography for my friends. In 2001 I started my own portrait photography business.

How Do Clients Find You?

Storefront

Radio

Business Cards

Yellow PAGES

The Oregonian

Postcards

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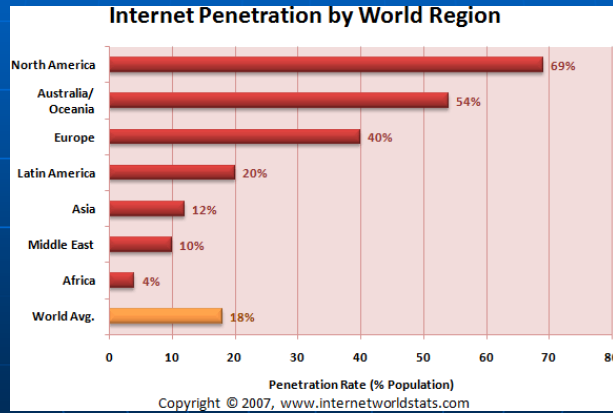
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There are dozens of ways that your prospects and clients can find you, so let's decide which ones are most appropriate for your photography business. Each method has associated start-up costs and per-use costs. Weigh out the pros and cons of each and then allocate your marketing dollars wisely. Also ask yourself the questions:

“How do my clients find me now?
How is that working for me?”

Internet Usage

■ **234,788,864 in North America!**



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The Internet should be one part of a consistent image that you want to portray to prospects and clients.

The US market is at 69% penetration for web use, and the higher income families approach 100% web use.

You simply must have an impressive presence on the web to reinforce your brand – colors, logo, message, positioning, pricing, etc.

How Do Clients Find You?

- Search Engines



- Submit your new site to these popular search engines

- Links to Your Site

- Get listed on free and pay sites
- The more links the more popular your web site

- Your Other Marketing Collateral

- Business cards, brochures, postcards, etc.

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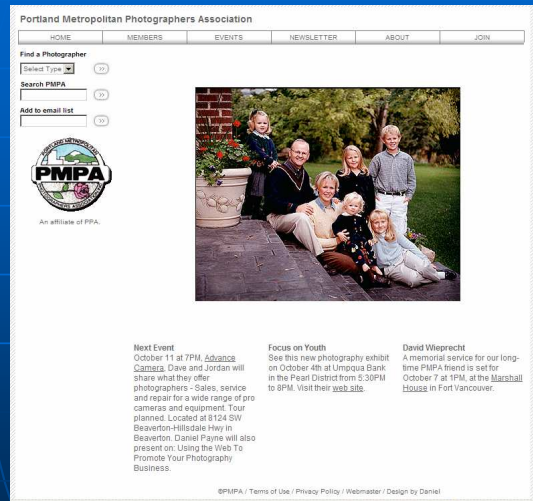
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http://www.google.com/intl/en/submit_content.html

<http://search.yahoo.com/info/submit.html>

<http://beta.search.msn.com/docs/submit.aspx>

The PMPA Web Site



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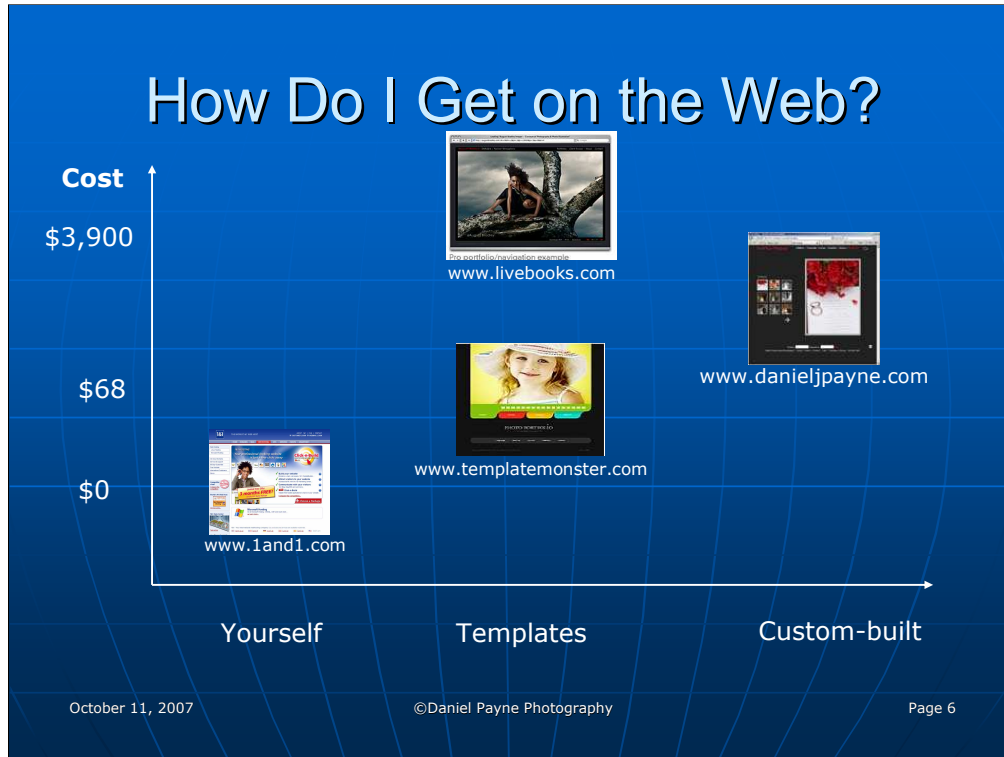
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Let's take a look at some of the features of the PMPA web site that will help drive business to your web site:

- 1) Find A Photographer – Visitors to this site will be able to find you by photography specialty in just one click.
- 2) You can find the answer to most of your questions about the PMPA by searching or navigating.
- 3) Events – The next event is on the Home page, while future events are under Events. Past events are also listed including links to all of our guest speakers.
- 4) Newsletter – Our monthly newsletter (aka Contact Sheet) is online in PDF form.
- 5) About – Our history, mission and benefits.
- 6) Join – Online form to become a new member.
- 7) Google – The PMPA shows up on the 1st page! We're listed at the #7 spot, which means more visitors.

How Do I Get on the Web?



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There's quite a range of choices for getting your photography business on the web.

1. Yourself – If you like a technical challenge and have an artistic ability, then create your own site. Popular authoring tools include: Microsoft FrontPage and Macromedia Dreamweaver.
2. Templates – There's an industry out there that has anticipated your needs and created a template for you to pour content into. Prices range from \$68 to \$3,900.
3. Custom Built – You can hire a web designer to create a unique web site experience.

Benefits of Your Own Site

- Professional Image
 - www.myPhotography.com
 - artist@myPhotography.com
- Attract More Prospects
- Showcase Your Work
- Proof and Sell

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Clients expect your photography business to have a website, so make a great first impression when they visit your site. Buy your own domain name and also have a matching email name to show that you mean business. Email names like comcast.net and aol.com are not viewed as highly as myphotography.com

Your web presence will increase awareness for your photography.

The web is a perfect place to show off all your latest work because of the visual medium. Use this to your advantage. Include images on your home page.

Finally, put the web to work in proofing and selling your images directly to clients.

Decisions About Your Web Site

- Design
 - Self or buy
- Updates
 - Self or buy
- Accepting Credit Cards Payment
 - Paypal/Credit Cards (low volume)
 - 1.9% to 2.9% + \$0.30 USD
 - Merchant Account (high volume)
 - 1.2% to 3%, setup, monthly minimum

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Like most decisions, the web is another business decision. Do you want to spend time shooting and talking with clients, or building a web site?

You can accept credit cards quite simply with PayPal (low setup cost) or with a Merchant Account (high setup cost). For low volume start out with PayPal, for high volume switch over to a Merchant Account.

Proofing & Ordering Options

- Local Lab (% of sales)
 - kkStudioConnect.com
- Online Choices (15-18% of sales)
 - PrintRoom.com \$99 setup, 16% sales
 - PhotoShelter.com \$50 setup, \$120/year, 10% sales
 - SeeYourPhotos.net \$35/event or \$576/year
 - SmugMug.com \$0 setup, \$149/year
 - PhotoReflect.com 18% sales
 - PhotoBiz.com \$100 setup, \$300/year

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You have dozens of choices to show or proof your work.

The first choice is connected to a specific lab and they take a % of all sales.

Other online choices have setup fees, annual fees or take a % of each sale.

Just Proofing Options

- Create your own (Almost free)
 - Built-in to Photoshop
- Open Source (Free)
 - gallery.menalto.com
- Social Sites (Free)
 - www.MySpace.com
 - www.FaceBook.com
- Photography Sites (Free)
 - www.Pbase.com

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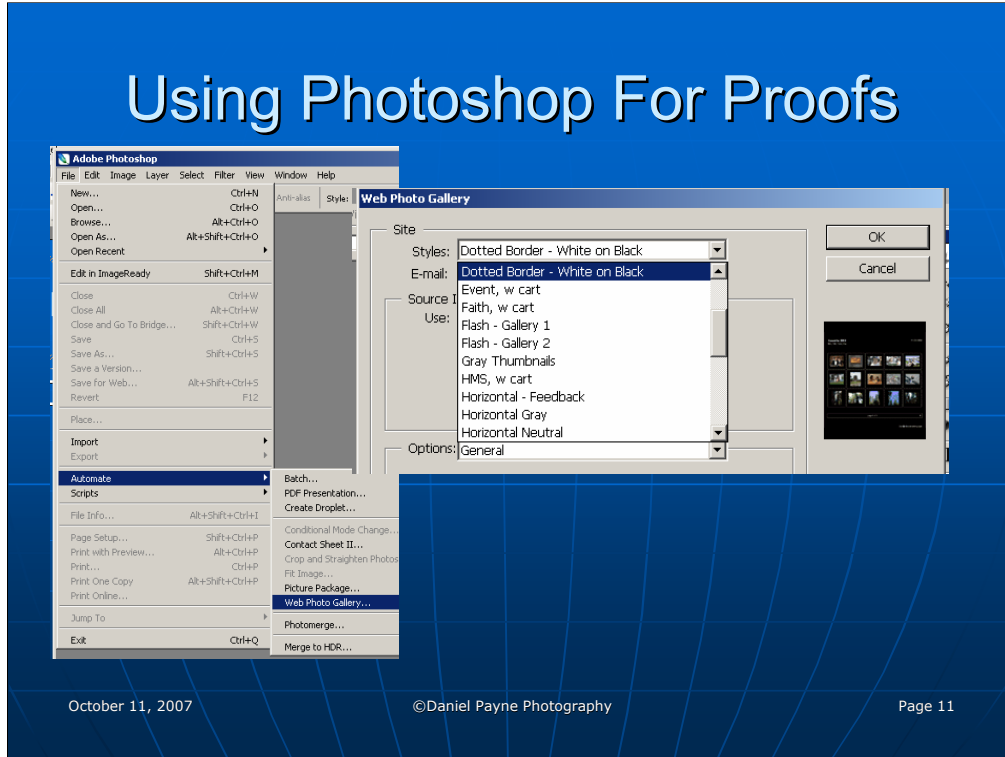
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I'm geeky so I created my own proofing system written with ColdFusion.

There are dozens of free proofing sites, so go explore and see what you like. The alternative is to use a template-based system with a built-in gallery.

Using Photoshop For Proofs



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Let's take a quick look at some of the built-in galleries that Photoshop can create automatically. All of these gallery templates are customizable and that's what I use for my event photography galleries.

gallery.menalto.com


The screenshot shows a web browser displaying the gallery.menalto.com website. The page has a dark grey background with white text. At the top, the URL 'gallery.menalto.com' is visible in a large, white, sans-serif font. Below this, the website's logo 'gallery.menalto.com' is written in a smaller, white, cursive font. The page is titled 'Gallery Home' and includes navigation links for 'Home', 'Login', and 'Sidebar'. A welcome message reads: 'Welcome to my gallery. I entered the world of photography with a Canon PowerShot A75. I soon discovered the awesome pleasure of taking nice pictures. After learning more about photography, I upgraded to a Canon PowerShot S2 IS. It was not a professional camera, but the results were very satisfied me. Most of the pictures in this gallery were taken with the S2. Currently, I have a Canon EOS 350D. I am still trying to improve, so please feel free to add comments to the pictures. Please respect the copyrights. Enjoy the gallery! Date: 10/10/2005 Size: 6 items (287 items total)'. Below the text, there are six photo thumbnails arranged in a 2x3 grid. The first row contains 'Travel & Places' (a church), 'People' (a man), and 'Animals' (a lemur). The second row contains 'Flowers' (purple flowers), 'Nature & Landscapes' (a rocky shore), and 'Family & Friends' (a woman). A 'Recent comments' section at the bottom left shows a comment: 'Félicitation' with the text 'Votre galerie est très belle! Merci pour ce voyage artistique à travers le monde'. The footer of the page includes the date 'October 11, 2007', the copyright notice '©Daniel Payne Photography', and the page number 'Page 12'.

This is one of many Open Source galleries. Open Source means that it's free and you may make a donation to support the cause. Altruism can be turned into a business.

MySpace.com


photos Back to Profile
Back to Albums

All Daniel Payne Photography's Photos




High School Senior Photography

» Post A Comment
0 Comment(s)




Weddings

» Post A Comment
0 Comment(s)




Family Photography at your home or favorite location

» Post A Comment
0 Comment(s)



Corporate photography on location

» Post A Comment
0 Comment(s)



» Post A Comment
0 Comment(s)

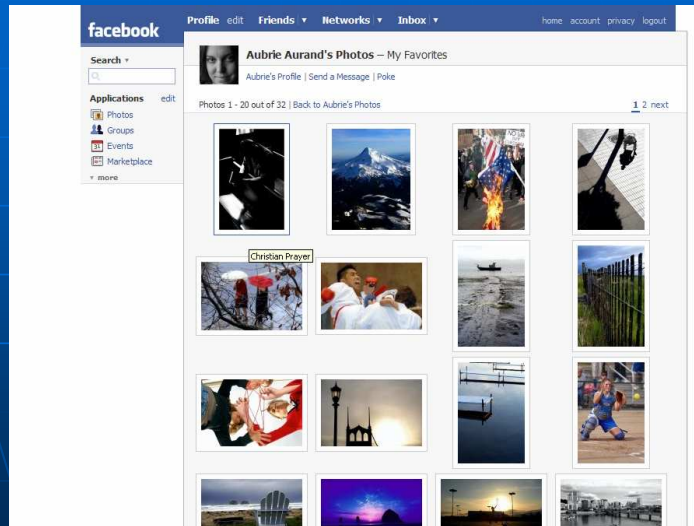
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Young people in high-school, college and early 20's flock to MySpace. Why not have a presence in this popular social network?

FaceBook.com

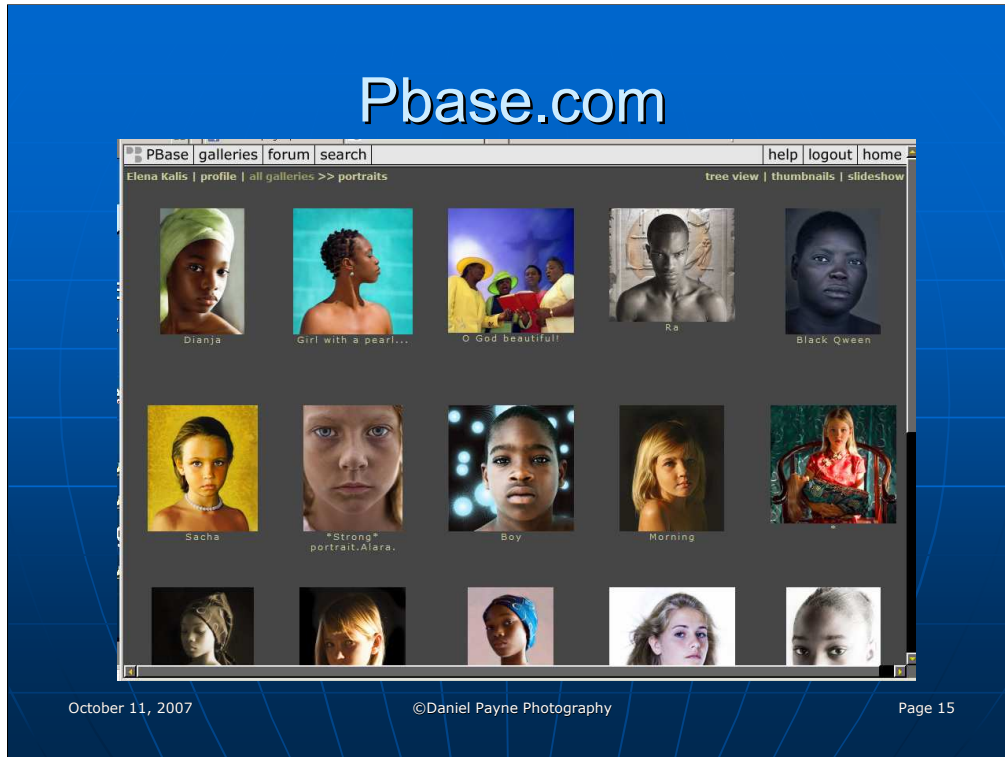


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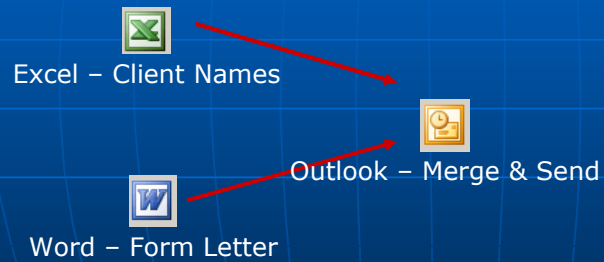
FaceBook is a little more upscale than MySpace, aimed at the college and above crowd.



Pbase has been aimed at photographers exclusively and is a good professional choice to showcase your work and includes password protected areas for your client images.

Customer Emails

- Keeping in touch with your clients



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After you've made a sale to a photography client you will want to follow up from time to time as a way to manage the relationship and build your one-time client into a repeat customer. Using standard Microsoft Office tools together is one way to create customized email messages to your customer list.

Email Merge Example

Dear «Name»

It was so much fun to meet with you at our photography session on «Shoot».

You still have time to order Christmas cards from this session.

Just give me a call to make a design appointment.

Sincerely,

Daniel Payne Photography

Dear Oprah Winfrey,

It was so much fun to meet with you at our photography session on September 3.

You still have time to order Christmas cards from this session.

Just give me a call to make a design appointment.

Sincerely,

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Here's a simple form letter example with personalized info for the Client Name and the Client Session. Keeping in touch with your clients can be automated and profitable.

Questions & Answers?

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What questions do you have for me and the group tonight?