

31

SUCCESSFUL WAYS TO PROMOTE
YOUR PHOTOGRAPHY BUSINESS
IN 2020 POST COVID





THE BUSINESS OF PHOTOGRAPHY

Keeping your head above water in business as a photographer today is challenge. Any person can now walk into any camera shop and walk out with a camera kit for a very reasonable amount of between £500 - £1000 and all of a sudden now they are a photographer. A photographer who can compete on price against you in your chosen niche in photography not just necessarily on price or quality but on price and as most companies are price conscious the you have a problem. Brands, companies and agencies have for this last two or three years are booking photographers regularly on price to reflect how sensitive their budgets are. We think, however there is light at the end of the tunnel and there seems to be a slight change back to clients wanting a photographer they can trust and who can deliver within budget and who can shoot with control and ability and look after their budgets also.

With this in mind it's important to know how much marketing important for you being in business as a photographer or someone in the creative industries. To stand out in a crowd, being aware that good photography is all about branding and how much this is perceived. Marketing is your key to a successful business strategy be it verbal or word of mouth and networking online or offline with a portfolio website, social media or indeed offline in traditional methods, such as business cards, brochures and printed portfolio and coffee table portfolio books is fundamental to your success.

At James Nader Productions **#TeamNaderPro** we have taken time to compile a list of 31 interesting ways you can think about marketing your business. This list is only a guide and resource to help you identify and implement your own marketing strategy and if you follow this guide you will be in a positive position as photographer with style and business acumen.

Photographer

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[Get Started](#)



WEBSITE SEO (SEARCH ENGINE OPTIMISATION)

Search engine optimisation, is all about optimising your website, headings and content to help your online portfolio or website get listed and be seen on Google and in keyword searches which you optimise your pages for and help your ranking.

USE TARGETED KEYWORDS BASED ON YOUR CHOSEN NICHE

This subject is immense we have a complete course which we will be launching in Spring 2020. James Nader website is on page one of Google for Fashion Photographer UK. This has generated many jobs and opportunities. This subject is detailed and too much for here but watch out for a creative SEO process to get you listed. [Register](#) your interest here and we will update you

YOU HAVE TO BE QUICK! FAST PAGE LOAD TIMES ESSENTIAL FOR GOOGLE

As a photographer you will be posting images and hopefully at the correct resolution as this is essential to image and page load times. Slow loading and you will miss your followers. We expect everything to be fast and how many times have you landed on what looks like a great page, but it is so slow to load. This leads to you jumping off the site back into google and onto another search or another webpage. It's a skill and we will be showing you this partly on the blog but also, I an online course which will help you beat slow load times.

Photographer

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[Get Started](#)



MAKE YOUR WEBSITE MOBILE AND SMART DEVICE FRIENDLY

It's important that your website is fast loading but also works well on all mobile and smart devices. Google tends to prefer the formatting of your website to be good and working in a bootstrap style which many of the WordPress websites actually do. We are not sure about online portfolio websites but here are the benefits. You can check with your website builder or WordPress theme.

BOOTSTRAP BENEFITS

- Fewer Cross browser bugs.
- A consistent framework that supports major of all browsers and CSS compatibility fixes.
- Lightweight and customizable.
- Responsive structures and styles.
- Several JavaScript plugins using the jQuery.
- Good documentation and community support.



STALE WEB/BLOG POSTS AND OLD CONTENT LOSES FOLLOWERS

Keeping your content fresh and alluring is key. It's not always easy to keep shooting fresh and relevant content so try to think ahead in your shoots and include how to, behind the scenes and interviews from every shoot as this will create content that can be posted over time keeping it all fresh. Instagram is a prime example of how fresh content is needed weekly. In the business of photography, you may not be able to keep up the pace as you have to learn how to shoot around it and gather coverage. Coverage is key. Relevant posts and keeping it interesting talking about you, what you do and how you do it is interesting and helpful to others.

WEBSITE BACKLINKS ARE REALLY BENEFICIAL

Backlinks are especially valuable for SEO because they represent a "vote of confidence" from one site to another. It allows the search engines to see your pages as more relevant because outside resources are backlinking into your website. Backlinks make a huge impact on a website's prominence in search engine results. This is why they are considered very useful for improving a website's SEO ranking. Search engines calculate rankings using multiple factors to display search results. They are not that easy to get, and some people spend money on getting worthless backlinks or deadlinks that do nothing but damage your presence with a search engine. The best links to you are normally from other blogs, students or clients who reflect your work in with theirs or reviews from large brands in your niche.

Here is a prime example of a high-grade backlink to one of James Nader's posts about his trip to Iceland shooting with the **FUJI GFX50S** loaned to him by Fuji Cameras. Of course, this was a prime example of a superior backlink but essentially the same process [Link is here.](#)

It shows how your blog posts can be picked up and then linked to from other websites and this gives Google a great indication that your content is worthy to be read and be seen by others, it also gets listed in the search engines for the keywords used.



ALL YOUR PHOTOGRAPHS NEED GOOD DESCRIPTIVE ALT TAGS

Google normally reads a page from top left down and doesn't see images and so text is really important, and Alt Tags are how Google works out how to see your images. It's a smaller part of the bigger picture in SEO but always when uploading make sure it describes what the subject is and so think is small keywords.

YOUR PHOTOGRAPHS WILL NEED CUSTOM NAMES

You should always make sure exporting your image from Lightroom or when saving the individual file from your camera that it always has its own custom name so for example **JNP-00236.JPG** this will mean nothing online. It should be renamed to where you are placing it so for example a black and white image in the blog section of www.jamesnader.com/blog is titled <http://www.jamesnader.com/blog/2019/11/05/tips-for-dramatic-black-and-white-images/>

The picture is named - **tips for dramatic black and white images**. This seems extensive and some people will say this is not correct, but it works for **James Nader** brand and images will then appear in Google images as well as on the SEO page rank listings.

As a guide go for shorter string names thought for the titles of your images if you can

OFFLINE MARKETING – NETWORKING

Offline marketing means anything away from your social media and website online and is a glorious name for one to one meetings and networking. Before the rise of social media and websites this style of marketing was the only way and was all that you were able to do. Being effective in face to face marketing is really important and longer lasting and really how you build a lasting relationship with a brand. One of the most stable ways of keeping close to your clients and it's easier to retain a client once you have established a bond.

MASTERING THE ART OF A BUSINESS CARD TO SELL YOUR BRAND

Business cards are still in demand and are very reasonably priced, especially if you do your own artwork in Photoshop or InDesign. Follow the templates and upload which will save you money.

A business card is a small advertising opportunity at all times. Have them with you always and with a funky design you will be in their minds. You can back this up with a composite card in A5 format which is a picture card of your latest work. Moo print allows you to print a range of images on your 50 or 100 cards and this will give you a nice little selection of alternative cards to send out individually or package up the six as a set and a mini portfolio.

BRAND BUILDING AND RELATIONSHIP BUILDING WITH CUSTOMERS

Getting a great vibe from you client is great. If you get them believing in, you and talking about you can't go wrong. This is one of the best ways to building a sustainable business. Arrange to go in and see them, offer a chance for them to collaborate with you especially if they are an agency wanting to land more work. Speak with them an offer them the chance to pitch for work with you and the agreement if they win the business then you have to get it of course. This can work two ways. You can help them pitch and create content as a collaboration and then if they win the job then they use you and you get to use the content created in your book if not, It allows a way of building credible work for you one way or another.

MAKING YOUR PHOTOGRAPHY BRAND STAND OUT FROM OTHERS

Conceptually you may not be that much different than your competitor. Being different is great but how do you become different and differentiate yourself in the same niche? Your website and your offline marketing are working the same as your competitors, so you have to fight for each job with the others in your pack.

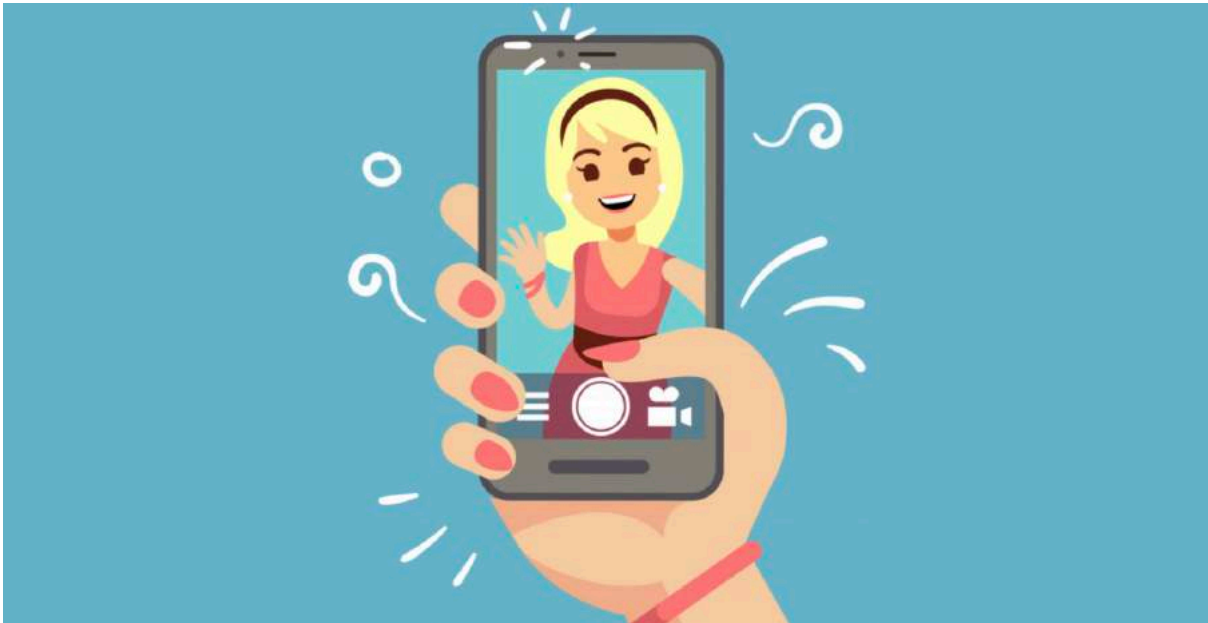
So how do you beat them to the finish line? It's not only about equipment, how much you know or even if you are great at being a one to one specialist. You can beat your competitors with a superior level of service they are not able to get from your competitors and that means always going the extra mile or giving the extra percent of effort and delivery with your service. If you shoot, try to get the proofs over as soon as possible. Get the final edits done in time. Be on time and before time and be pleasant but forthright about your business and deadlines. A client will always expect to see all of the images and buy all of them the very next day. They sometimes can feel that they own them as they have paid you. However, try not to get too bogged down with usage and rights assigned just be flexible and work it out on an adhoc basis.

Agree how many images, what time you will be finishing, when they can have the final edits and reason on usage. By working with your client, you are giving them a better service, and this creates the effect that you require which is for them to remember and admire you and your work for the whole service that you provide. People by people and the work that they do.

CREATE A DOWNLOADABLE PDF PORTFOLIO

An online portfolio is great, and it can be viewed and passed around via email and links. However, it can also be a hindrance for whatever reason and so a good PDF version of your best work is invaluable. It can be shared easily and also downloaded in a link to a desktop. You can curate your best images and add a bio page and some links with your branded cover page. A great advert and it allows a creative team to print and discuss or post and pin in team meetings.





PHOTOGRAPHERS AND SOCIAL MEDIA

Social media has become one of the most celebrated ways of getting your work out there and getting seen by the masses. It can be time consuming but worth every effort as it allows you to build a credible list of people who admire what you do.

There are of course the main brands such as Instagram, Facebook and Twitter to name just a few, but it's right to use these platforms to show the world what you do and how you do it. It's a worldwide audience and a chance to build a following which can lead to Kudos and work. The actual mechanics of using social media we will leave for another day as the subject is immense but needless to say get this right and you are cooking on gas.

Using social media is now really enhanced with a YouTube account as YouTube is the second largest search engine and also owned by Google (Number 1 Search Engine) but not many realise that Pinterest is the next biggest and is now one of the better places to market your work on and with the introduction of advertising for me it stands out as a better platform as Instagram has gone to the point of a dying Lion. Facebook buying Instagram outright has stopped the growth for users and its original use sharing pictures has changed to an advertising platform. As time goes on Instagram will only want your adverts to serve and if you don't advertise with them, then guess what? You will get pushed to the back of the algorithm and lose ground the same as Facebook has done.

USE TAGS TO ENGAGE YOUR CLIENTS

Tagging any of your clients within a post allows them to get notified you are thinking about them, showing off what you have done for them and in return they will repost and use the same picture with similar hashtags and likes. It helps push you around their followings and likers

USE LINKS TO YOUR BLOG POST AND TO YOUR PORTFOLIO IN POSTS

Wherever you post it's a best policy to add your link, so in social media it's a good way of getting metrics on your link. Having a Google Analytics account will allow you to see how your links are being seen and used. Instagram, Facebook and Pinterest all of in-built metrics for this.

YOU MUST FOLLOW YOUR CLIENTS SOCIAL MEDIA

Make it a rule, follow your client's social profiles and interact with them without stalking. Find other accounts of brands that you like and would like to work with and follow those too. Don't be a pest but every so often like and comment!

SOME ADVOCATE FOLLOWING YOUR COMPETITORS FOLLOWERS

A good hack for Instagram is to see what your competition is doing on social media. If they have a nice following, then go through their account spotting relevant people that may be interested in your account too. Follow them and like and switch on notifications to see their posts and what exactly they are posting and with what hashtags. This will give you a good plan for what you should maybe post and how you should go about this.

JOIN LINKED IN

This is a good thing to do and when you first set up an account you can get up to one month free with gold membership which will allow you to investigate people and send the contacts to join you or connect. This is a good resource but sometimes challenging for a photographer. The problem as it contains many corporate businesses and they can often see photographers as one-man bands so it's important to show yourself as a brand and a business entity. Present yourself as a bigger business and work in mind as a business not as a freelance photographer. Most businesses on there will already know a photographer, sometimes they will search for a more specialised or business-like approach and that is where you can win only if you first present yourself well and post relevant business content.



INTRODUCE YOURSELF TO THE ONLINE COMMUNITY

There are so many photographic communities online in fact too many to mention but really a good search online and you should come up with the main 15. Open accounts on these and post your images and complete your Bio then go live. Promote on the community and get noticed for your own niche if you have one. If not, then post into other niches where some of your content will get seen. Communities you could join in 2020.

1. 500
2. Behance
3. Reddit
4. Eyeem
5. OneEyeland
6. Strobist
7. Photo.net
8. GuruShots
9. Fstoppers

DON'T USE AUTOMATED SOFTWARE AND POST YOURSELF

Having an automated way of posting and liking is something that a lot of accounts did at one time but all of that has been banished or made difficult to run, especially Instagram. The algorithm spots trends and system automation and blocks you so keep it real. Don't get drawn in by the adverts of 1000's of online followers and likes. Most of the companies are using the automated software but charging you double.



COLLABORATION

Collab's or collaborations are an excellent way to get yourself known. Working with or alongside other photographers in your chosen niche can be very beneficial but it has to be a like for like which means both parties will need to get something from this. On YouTube there many examples of great collaborations and this work very successfully building the lesser known photographers' profile.

Before you make contact though you have to ask yourself the question of why this other photographer or brand would be interested in working with or alongside me. What would they gain from this collaboration? If you can see how they can benefit, then you should make contact and explain your concept and demonstrate the benefits. If you watch YouTube it's plain to see how great collaborations work and how the audience for both parties grow.

QUORA

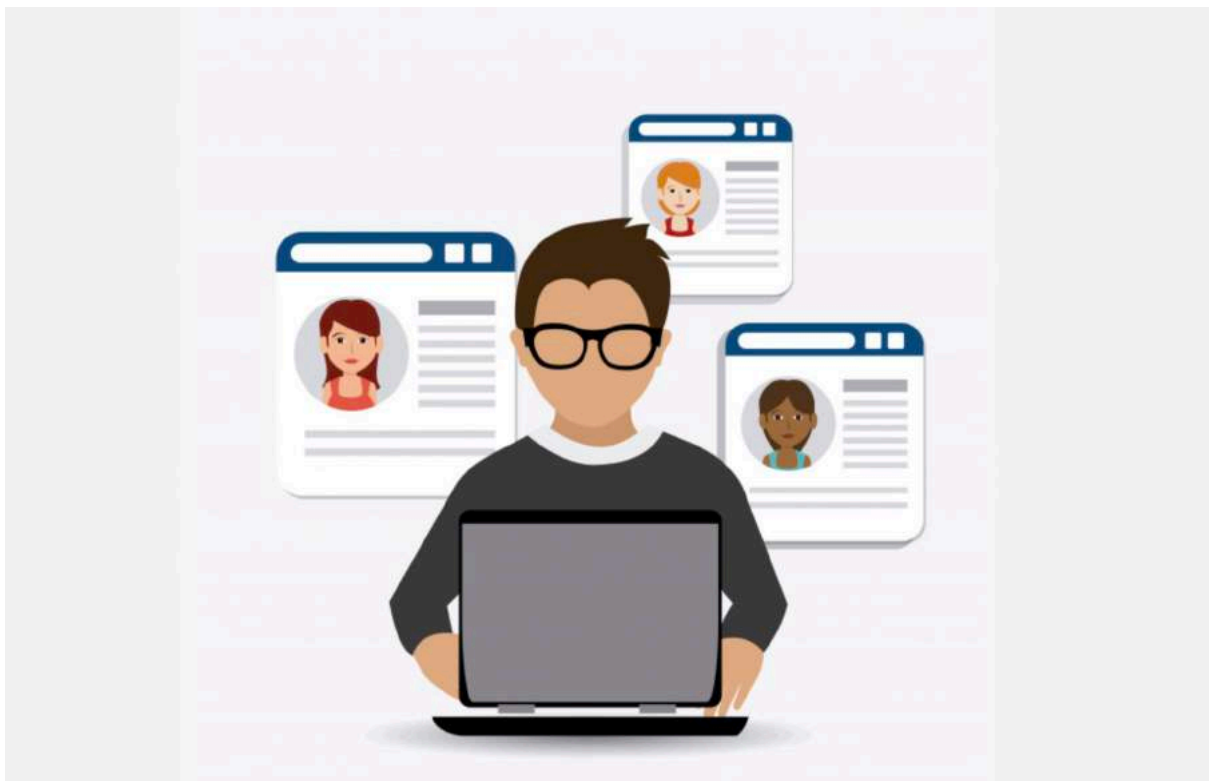
A strange entity and tricky to get on with but once you have done the learning then this can be a great way of helping out and getting noticed. By offering help and answering questions you can get seen and maybe upvoted which allows you to subliminally push your brand and links and get popular.

BUILDING LISTS

In 2020 building your own marketing list to market to is one of the most important exercises you should complete. Building a list to talk to is a positive way of sharing what you do and what you know. Giving out something of value in return for something of value and interest to others. It's not spammy or about cheating but finding really engaged people who would like to know more about you and what you do. If you have a list of 500-1000 subscribers, then you can let them know when your post has been updated or that you have something relevant for them to see. You can offer them discount codes and generally help them get along and for this they should remain loyal and active members of your community.

PUSH CONTENT TO OTHER BLOGS

Get in contact with other blogs that are well known for previewing other photographers' content such as F Stoppers. Get in contact and see what work they are looking to publish over the next period. They are always on the lookout for interesting content rather like Fuji Film did recently with James and his shoot in Iceland. Submit your content and get it onto other platforms who already have a vehicle which could take your photography up another level and draw interest from around the world.



WORK WITH CREATIVE TEAMS - MAKE UP, HAIR AND STYLING

Getting to know and work with the crew will open up your photography to another type of audience other than just photographers. A creative audience will share more so the completed works you have just worked on with your creative team. Become friendly with creatives on social media and ask to collaborate. The results will be great images and a wider audience who see your complete images.

The more people you have on your mailing list, the more people are exposed to your marketing messages. An efficient way to build an email list is to have a subscription form on your website, where people can enter their email addresses, to receive information from you.

BLOG NEWSLETTERS

If you have something that you wish to share with others on your blog and posts, then it makes sense when you do updates you should notify people about this. Newsletters are a good way of keeping photographers interested in what you have done over the previous month and allows them to see your growth and if you have tips, techniques or processes then these are definitely worth sharing. If you can give away some of your best tips on your workflow or your latest shoot behind the scenes, then you have to share and encourage others. This will help you gain a following

PAID ADVERTISING

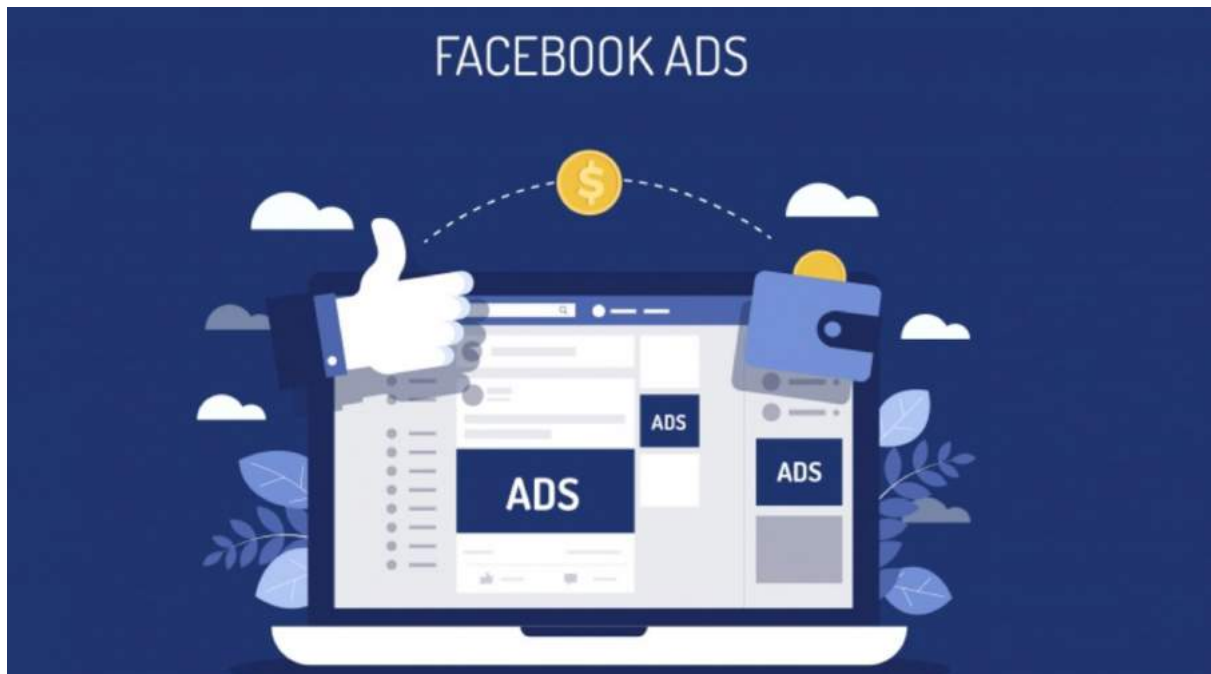
Advertising on Social Media is a powerful way of getting your band out there and the top four media channels such as, Facebook, Pinterest, Instagram and Twitter all take paid promotion. This is a tricky subject to master but we will be going in deep to let you know how this can really help you by running through setting up a Facebook campaign. We will also be demonstrating the power of Pinterest and the leverage this will have in 2020 for Photographers. Sign up to the Blog for more information on these courses which will be of benefit to you all.

www.jamesnader.com/blog

PINTEREST

Pinterest Is now offering metrics and paid advertising which is super for 2020 as Pinterest is a visually driven social media platform and really under valued at present. It's probably going to be one of the most powerful ways of getting yourself known

SILVERGUMTYPE [PINTEREST](#)



FACEBOOK

Facebook in the last few years has gone through a radical change in how it works, we have struggled to see the benefits of Facebook over years we have been on the platform, however we really didn't understand how it all really worked especially with paid advertising and Facebook groups which are very powerful ways of gaining leverage.

Powerful targeting within Facebook is the cheapest form of advertising at this moment for the powerful targeting that Facebook offers Gary Vaynerchuck and his book [Jab, Jab Jab-Right Hook](#) This really does give an idea of powerful types of adverts that you can create.

FACEBOOK & INSTAGRAM STORIES

You can create opportunities for shout outs and sponsored posts on Instagram with stories, If you have over a certain amount of followers you will have the option to create a swipe up link from your story direct to your chosen destination which could be an offer of discount.

James Nader Instagram [@jamesnader](#)



VIDEO

Video for 2020 is the biggest leap forward for photographers. If you have not yet made the leap of faith into shooting and editing, then you must as this is the better way of getting yourself seen. All of the social media platforms love video and posts tend to get more views and engagement. Get yourself a free piece of software or invest in Apple Final Cut or Adobe Premier to up the game slightly. You can't go wrong by learning and investing your time and energy into becoming more of a video shooter and editorial as this will allow you to stand out amongst others giving potential clients a chance to get more for their money, meaning one person who can do both and really keeps their budgets lower

Create video or slideshows based on your own content and post them out with links to clients and keep them updated. Small concise video clips can also be embedded into your email but of course this is a little trickier as they have to bypass spam. It's always better to contact potential clients in advance and let them know about your email or links so they can keep their eyes open for your link or mail.

ABOUT SILVERGUMTYPE

SILVERGUMTYPE (James Nader Blog – name made from Silver Printing, Gum Printing and Cyanotypes = Silvergumtype)

Nader has gained a vast array of knowledge and experiences in photography and production over the last 20 years. The [Blog](#) is our way to help encourage other photographers in exploring and enjoying the fabulous world of **creative photography**. So many areas and niches to work in as photographers and James has worked in many of them at various periods since leaving university. Join us in the new journey as we help take this knowledge and experience and render it down into manageable size chunks for photographers and creatives to benefit from.

This document has been produced by **James Nader Productions** and is **FREE** to every photographer who wants to look and learn and get inspired. If you would like to keep an eye on what James and the team do at SILVERGUMTYPE and the Blog, follow it and join us on social media.

Links for James Nader

- Portfolio www.jamesnader.co.uk
- Main client intro area www.jamesnader.com
- Blog www.jamesnader.com/blog
- Facebook Page <https://www.facebook.com/jamesnaderphotography/>
- Pinterest <https://www.pinterest.co.uk/silvergumtype/>
- Instagram <https://www.instagram.com/jamesnader>
- Instagram Lifestyle <https://www.instagram.com/lifewithnader>
- Twitter <https://twitter.com/jamesnader>

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