Attracting Customers and Getting Sales

01 Power
How Facebook can Help your Photo or Video Business

02 Mindset Shift
The Marketing Software Solution

03 Marketing Budget
High ROI + False Expectation

04 Me, Me, Me
Your Social Media Strategy

05 Social 24/7
Implementation

06 What’s Happenin’
From the best + brightest

Facebook Ads

Thursday

October 23, 2014

NEXT

THE POWER OF FB

Besides reaching people who like your page…

01

Website Visitors

02

Specific Criterion

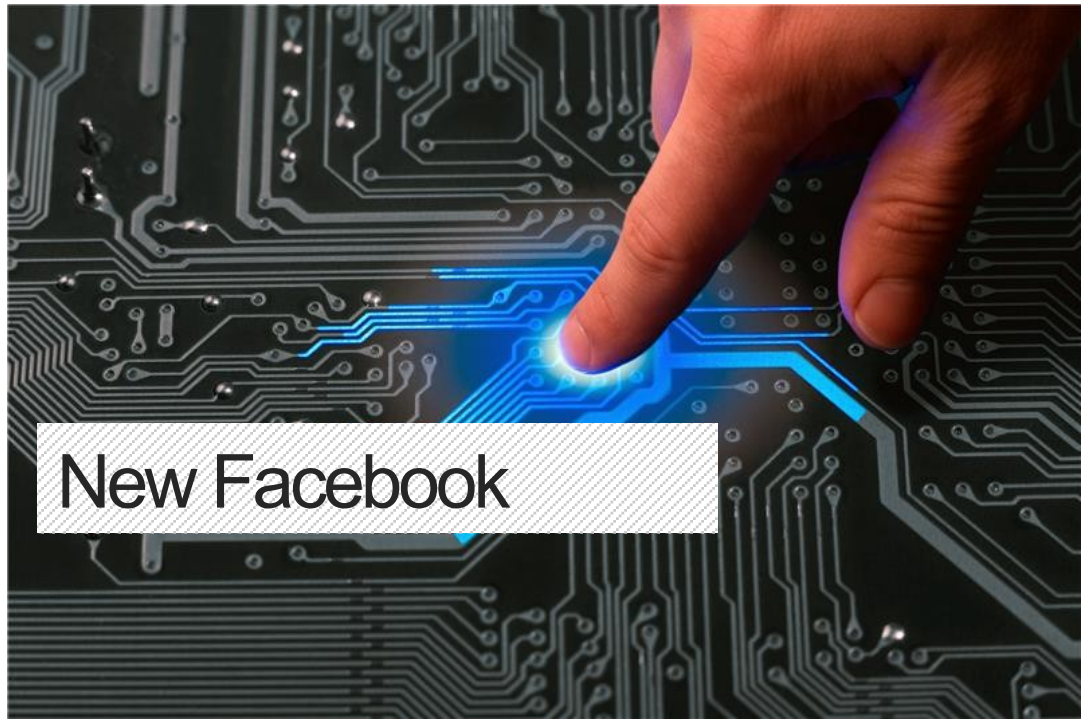
- Location
- Engaged
- Professional Organization
- Like a Page
- Work

03

Specific People

- Art Directors
- Newsletter List
- Tradeshow List
- Local Business Owner Contacts
- Daily Routine Contacts

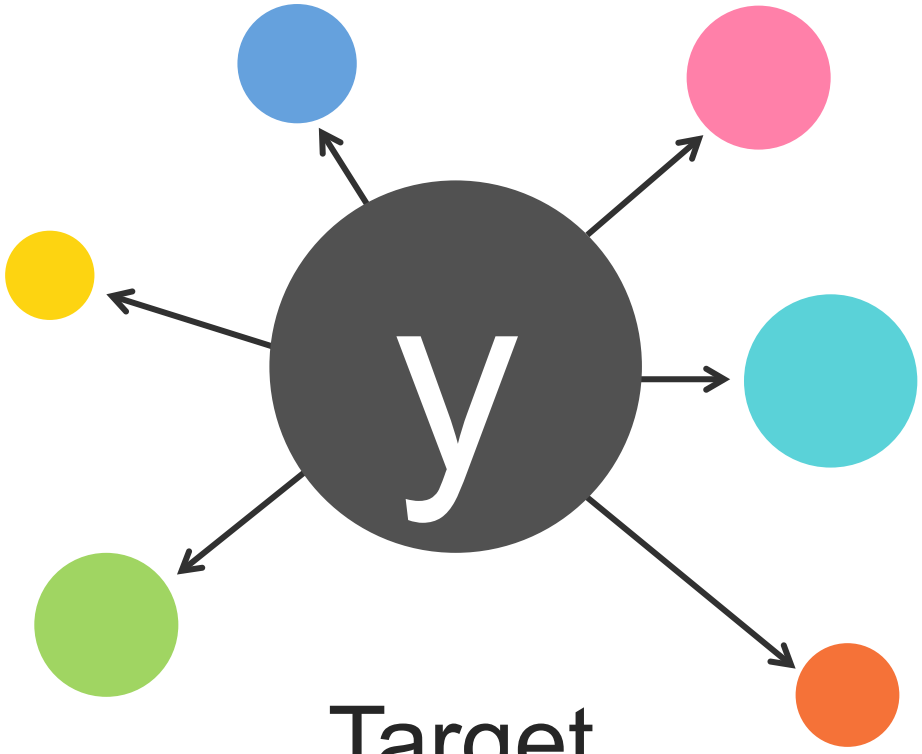
Old vs. New



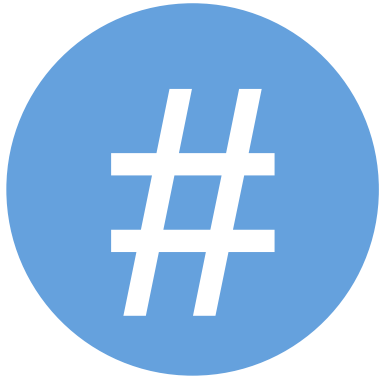
facebook

Mindset Shift

People



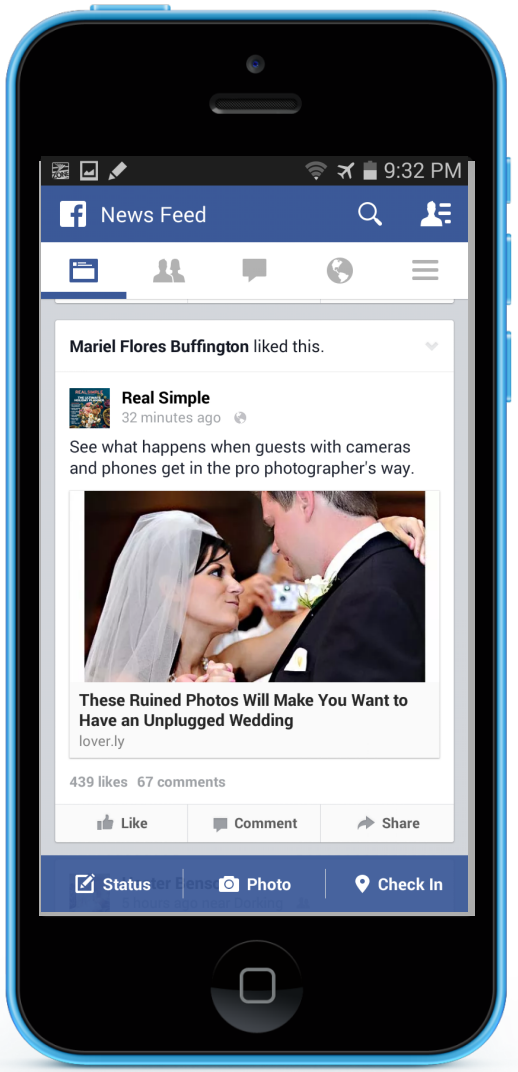
Target

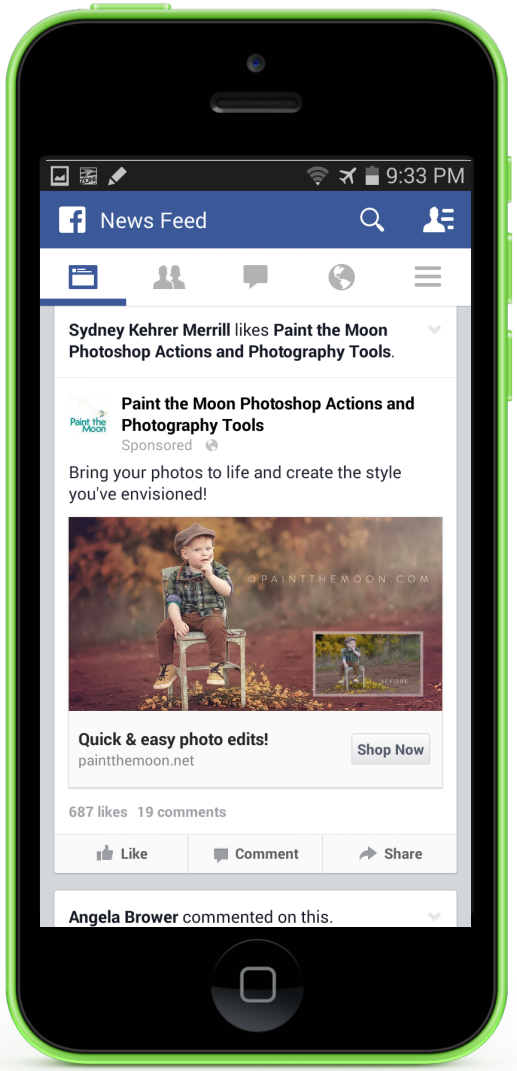


Make Money

But no one likes my page!

Your $$$


9:32 PM
News Feed
Mariel Flores Buffington liked this.
Real Simple
32 minutes ago
See what happens when guests with cameras and phones get in the pro photographer's way.
These Ruined Photos Will Make You Want to Have an Unplugged Wedding
lover.ly
439 likes 67 comments
Like
Comment
Share
Status
Photo
Check In


9:33 PM
News Feed
Sydney Kehrer Merrill likes Paint the Moon Photoshop Actions and Photography Tools.
Paint the Moon Photoshop Actions and Photography Tools
Sponsored
Bring your photos to life and create the style you've envisioned!
Quick & easy photo edits!
paintthemoon.net
Shop Now
687 likes 19 comments
Like
Comment
Share
Angela Brower commented on this.

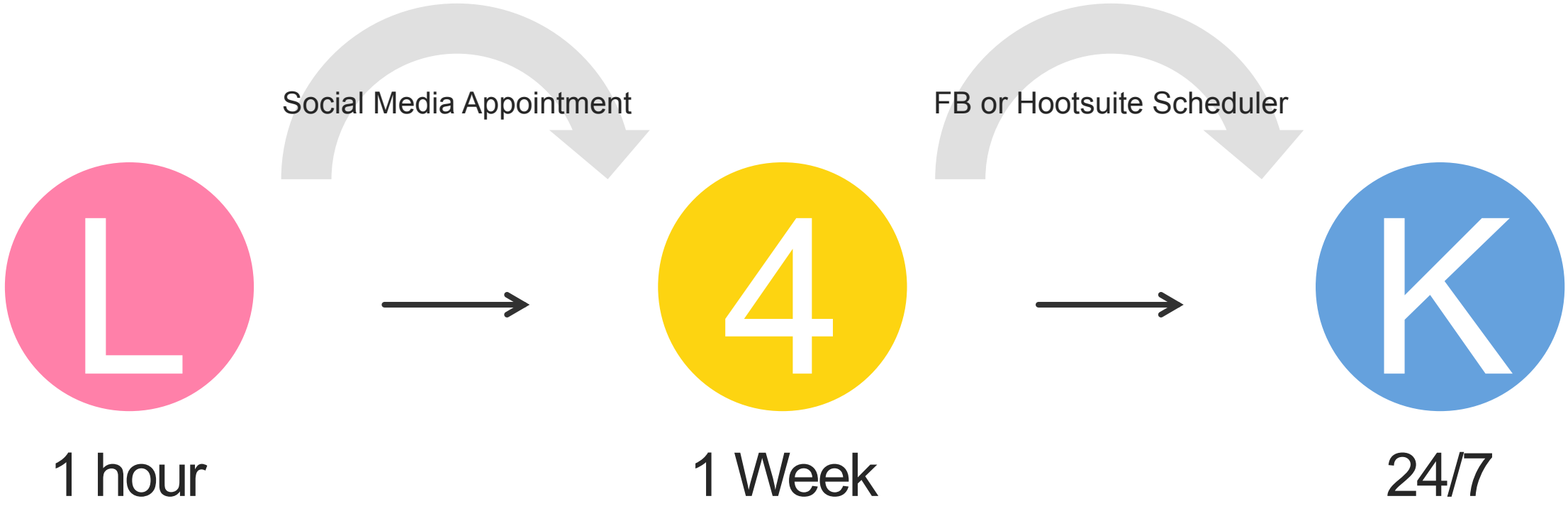
10:48 PM
News Feed
Kerstin Porter shared Andy L. Junior's video.
Mon at 10:06 PM
Henrietta Juarez
Andy L. Junior
Oct 13 at 6:17 PM
(credits: saipancakes/http://saipancakes.com)
Subscribe: https://www.youtube.com/saipancakes
MICHONNE
Status
Photo
Check In

Me, Me, Me!

To help guide you: the Cocktail Party Rule

Posts per Week	10	For 5 posts a week, spread it over 2 weeks. For 20 posts a week, double it up!
Your Articles	2	Blog posts with relevant Calls to Actions
Outside Articles	7	Interesting articles or videos for your buyer personas or target list
Call to Action	1	Book a session, Sign Up for our Newsletter,
Updates	+	News + Updates

All Day FB? No way!



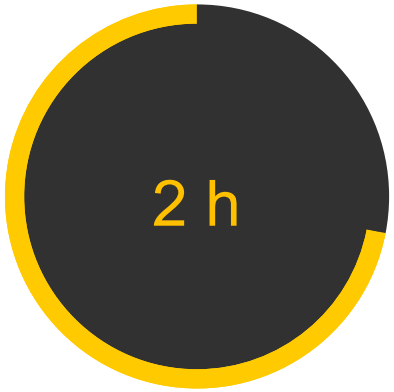
Your Digital Marketing Week

4 h 30

Brainstorm

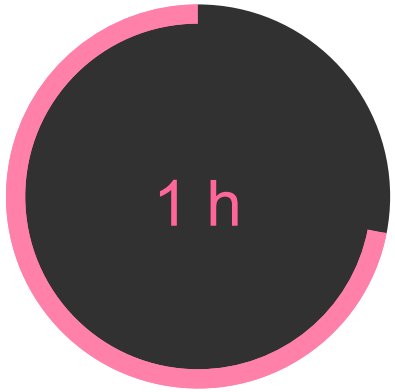
Monthly 1 h
Meeting

Blogging



1 h Writing
1 h Media,
Proofing,
Posting

Social Media



Weekly 1 h

Newsletter

Monthly 1 h

What’s Happenin’

Jenn's Portrait Photography with **Tom Garner** and **4 others** at **Jenn's Portrait Photography**
Oct 17 at 4:32 PM Edited

Sneak peek from the Garner wedding.

Best!

45 likes 6 comments

3,090	510
likes	were here

Invite Friends to Like This Page

4.9 ★ **4.9 of 5 stars**
View 223 ratings and reviews

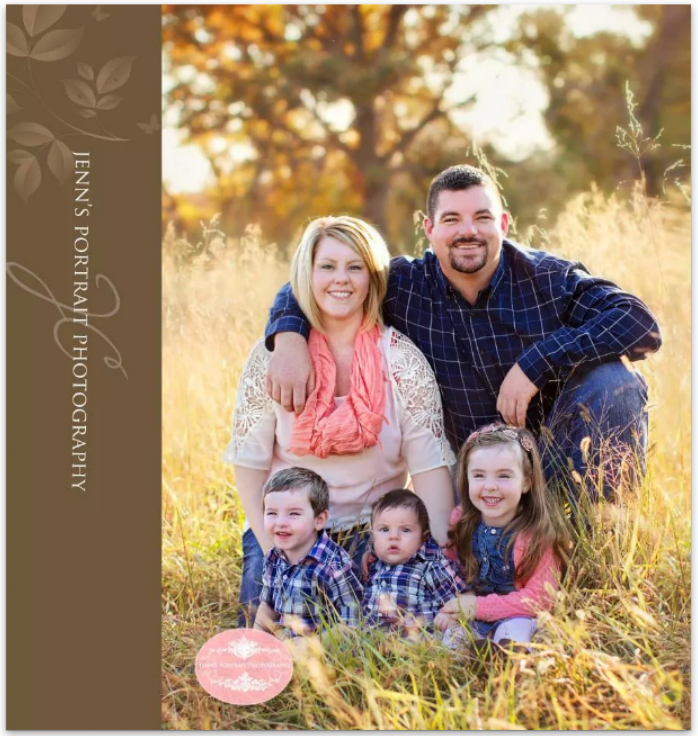
Kelly Wolfe Hill — 5★ I must say that Jenn is AMAZING!!! She always puts her whole heart into making your...
Aug 23, 2013 • 176 friends
Like • Comment • 5 • 3

Kevin Cook — 5★ I get to witness first hand on a daily basis the love and joy that Jenn captures with her...
Aug 1 at 11:44 PM • 455 friends
Like • Comment • 2

Tell people what you think

Jenn's Portrait Photography
Mon at 12:33 PM Edited

Love the Magrath family. Their home was burned down at Christmas time last year and through it all, they've managed to keep a great attitude. Their newly rebuilt home is almost finished! — with **Sandy Magrath** and **3 others** at **Jenn's Portrait Photography**.



DUE WEDNESDAY 10.29.14 – 7 PM EST

01 TARGET

Post in the comments either:

(a) 10 – 20 names of people on your TARGET LIST, or

(b) 1-3 Buyer Personas, including their gender, income, attitude, style, interests

02 WEEKLY SCHEDULE

Post in the comments what day and time each week you will blog and you will update your social media for the week

03 FB SCHEDULE

Post in the comments your FB 10 Plan

04 SHARE BLOG

Post a blog article to your FB page, then share the pages post in our group

Share great things you find on FB…