

Beyond Blogging

How to re-share your content & get the most from your blogging as a photographer

Table of Contents

.....**2** **INTRODUCTION: BLOGGING IS JUST THE BEGINNING**

.....**3** **CHAPTER 1: CREATING A BLOG INVENTORY**

Get the Most Out of your Inventory
Blog Topics to Consider
Anatomy of a Good Blogging Strategy

.....**8** **CHAPTER 2: SOCIAL MEDIA SHARING**

Share and Share Again

.....**13** **CHAPTER 3: EMAIL MARKETING**

.....**14** **CHAPTER 4: EBOOKS & GUIDES**

.....**15** **CONCLUSION**

.....**16** **FINAL WORDS**

Introduction

Why Blogging is just the Beginning

The buzz word in the world of marketing right now is “Content”. Content Marketing may be the newest form of marketing strategies, but it is an effective and engaging way to interact with your clients and potential clients. Perfect for photographers, Content Marketing provides you a way to pair your existing images with stories unique to you as an artist and use them in different ways to attract your dream clients.



“There is no better place for Content Marketing to intersect into the business world than with photographers and their images.”

JARED BAUMAN, PRESIDENT OF [SHOOTDOTEDIT](#)

The trick to a successful Content Marketing strategy is learning how to leverage the content you create to boost interest in your brand, spark conversations, and attract more of your dream clients to your website. In the photography space, there is a lot of talk about how blogging is the cornerstone of a successful Content Marketing strategy. By blogging regularly and consistently, you will build up an inventory of content that can be shared on multiple platforms and in multiple ways. The blogs that you write can then be turned into marketing tools to grow your business.

GO BEYOND BLOGGING.

This guide will teach you how to maximize your existing images and blog posts. Instead of focusing only on creating new marketing campaigns for each type of social media and other sharing avenues, you can concentrate on building an inventory of strong blog posts and then re-sharing them in different ways to achieve your marketing goals. You will learn how to get the most out of the images you capture and the content you create.

Chapter 1

Creating a Blog Inventory

In the retail world, one of the critical elements of success for a business is a strong visual merchandising strategy. Stores are tactically merchandised in a way to draw clients deeper into the store to spend time and money. Window and store displays are thoughtfully crafted with two things in mind:

- [The target client](#)
- [The brand identity](#)



You might not have a store front, but this type of thinking still applies when you create your content. All the content you produce should seek to attract your target client and support your brand identity. It should make them stop scrolling through their Facebook feeds and take notice. Your clients should relate to the content you write so they stop, click, and pay attention. Content becomes a part of the shopping experience. Instead of buying clothes, **they are buying you.**

The main reason why Content Marketing is such a successful strategy for photographers is the beautiful images that you have already captured. Those images are the key to building your blog inventory. They will make your content shine.



“Good, engaging creative content has one core feature: stickiness. Stickiness is the quality of something which catches our eye and makes us stop; something original, intriguing and enjoyable; something that pushes the attention button in our brain and makes us investigate further.”

JIMMY MAYMANN, CEO OF THE HUFFINGTON POST

GET THE MOST OUT OF YOUR INVENTORY

Andrew Funderburg, CEO and founder of Fundy Software, pulled an acronym from the book [Get Content, Get Customers](#), by Joe Pulizzi and Newt Barrett, and references in [this blog post](#). It works well for any content you are creating. Remember, your content should be the BEST:

B

Behavioral:

When creating content, it should make your client do something. Do you want them to learn about you and your brand? Do you want to answer a question or share information? Do you want them to download a guide? Visit your pricing page? Share the post on Facebook? All of your content should be written with a specific purpose.

E

Essential:

Everything that you create should have a purpose. It should be important to your clients. Does it solve a problem? Does the content help them? Even if it is helping them to understand you as a photographer, all of your content should be essential to your clients.

S

Strategic:

Content should fit with your brand strategy. If you don't shoot newborns, don't write content about babies. Not only should it support your brand strategy but it should also be recyclable. Good content never gets old and can (and should) be shared again!

T

Targeted:

If you don't know your client, how do you know what content will be relevant to them? Always think about your dream client. If your target is the high-end bride, feature high-end wedding gown designers. If your target is the DIY crafty bride, feature handmade details she will appreciate. Your content should always be written for your target client.

All of the blogs you create should work within the BEST framework. Make sure that your content has a purpose. Remember: think about your target clients. What content will be helpful to them? How can you become more valuable to them? Think about problems they are facing. How can your unique knowledge help them in their lives?

“

“The main crux of content marketing is simple: provide useful content to your client base, and you’ll become the go-to person for your service.”

ANDREW FUNDERBURG, CEO [FUNDY SOFTWARE](#)

Case Study

WHOLEFOODS MARKET



Whole Foods Market has become a Content Marketing giant. Really, who would have thought that a grocery store would use content marketing? But they have done it, and done it well - they target a high-end client who appreciates real food and healthy living. Their content includes food preparation tips, recipes, profiles from local farmers, and more. All of it is focused on their niche client base.

“...Our unique content at Whole Foods Market really not only helps us drive our company, brand, and mission but [also] really serve consumers.” –Scott Simons, Global Marketing Director

Not only is the content relevant but it also invites conversation and compels the clients to either place an order online or go down to the market!

www.wholefoodsmarket.com

Content Marketing allows your images and your personality to work together to provide you with a valuable strategy. Whether you are a portrait photographer, wedding photographer, family photographer, or newborn photographer, you have an amazing inventory of images that you can draw from to write useful content for your clients and potential clients. While a picture might be worth 1000 words, a blog post should be around 300. So clearly, you can get at least two posts out of that image. Like Whole Foods Market, don't be afraid to diversify and write content about topics outside of just the images.

BLOG TOPICS TO CONSIDER

WEDDING PHOTOGRAPHY

Picking a Dress	Winter Weddings	5 Favorite Local Venues
Picking Colors	Summer Weddings	5 Favorite Local Florists
Picking a Theme	Fall Weddings	5 Favorite Bridal Boutiques
Bouquet Basics	Spring Weddings	5 Favorite Hair Salons
Posing Basics	Barn Weddings	It's all in the Details: Focus on
Wedding Timeline Basics	Ballroom Weddings	Detail shots
	Outdoor Weddings	

FAMILY & KIDS PHOTOGRAPHY

Outdoor Family Sessions	How to Dress kids for Portraits	Bicycle Helmet Safety
Indoor Family Sessions	How to Prepare for a Family	Staying Healthy in Flu Season
Holiday Family Sessions	Photo Session	5 Kid-Friendly Local Parks
Seasonal Family Sessions		5 Local Clothing Stores

NEWBORN PHOTOGRAPHY

Babies in Baskets	What to Expect in a	Parent Topics:
Babies with Pets	Newborn Session	Breastfeeding, Cloth Diapers,
Babies in Hats	Things to bring to a	Car Seat Safety, Sleeping,
Babies in Blankets	Newborn Session	Baby Room Décor, etc...

HIGH SCHOOL SENIOR PHOTOGRAPHY

Outdoor Senior Portraits	What to wear for a	Things to Think About when
Personalizing your Portraits	Senior Session	Selecting a College
Favorite Session Locations	Things to Bring to a	New Driver Safety
Themed Senior Sessions	Senior Session	Bring a friend sessions

ANATOMY OF A GOOD BLOGGING STRATEGY

Before we move into what to do with your existing blog content, let's go over the best practices for a good blogging strategy.

BLOG CONSISTENTLY & SCHEDULE YOUR POSTS

If you get inspired one weekend and write seven blog posts, don't post them all on one day. Schedule them out over the next few weeks. It's important that you blog consistently. You should blog at least once per week at the same day and time.

This level of regularity does two things:

1. It helps you develop a client following who knows when new content will post.
2. It also helps you to be seen by the search engines. Over half of the traffic to your site is actually [the robots](#) that search the web. The reason this be-

comes important to you is those robots are what drive SEO. Blogging regularly and consistently will help to raise your site in the rankings on search engines like Google and Bing.



CHANGE UP THE CONTENT

Bloggng once a week is four blog posts per month.

Three of those posts should be focused on events, using your content to share the clients' unique story. We wrote [a post](#) outlining how to tell a different story each time.

One post per month should be focused on bigger marketing posts. That's where you can break out those images to create a compilation post, personal post, or vendor spotlight.

Remember that your content is the window display of your store. It allows your clients to see who you are, what you are all about, and who you can be to them. Using the amazing images you have in your existing inventory, you can craft engaging, interesting content to connect with your customers and support your marketing endeavors.

Chapter 2

Social Media Sharing

Wrapping your arms around your existing content and images is only the first step. The next step in your Content Marketing is fully leveraging the power of social media. Posting on your blog is simply not enough. In order for your marketing strategy to thrive, it needs to be fully integrated across all of the social platforms. But the good news is, once you have the content on your blog, you don't have to create anything new. You can take that post and re-share it in different ways.



With all of these different social platforms, it's important to have tools to manage the communication across them. It can be overwhelming to remember each of the different things to do. However, there are tools available to help you manage, schedule, and maintain the posts as they move across the different platforms. Here are a few that are easy to use and can help you get started.



“Content is king, but distribution is queen and she wears the pants. It’s not nearly enough to create a good piece of content. You have to understand how content spreads across the web.”

JONATHAN PERELMAN, BUZZFEED

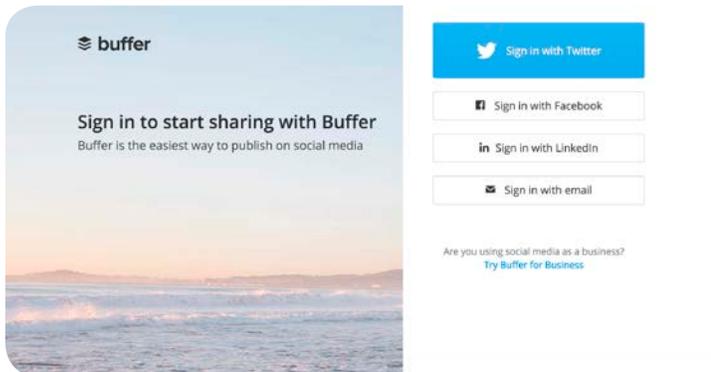
COSCHEDULE

[CoSchedule](#) is designed for content marketing. It is a drag-and-drop editorial calendar for WordPress. Schedule blog posts ahead of time and automatically send messages to your social networks. It's perfect for sharing and re-sharing your content and easy to use as well.



BUFFER

[Buffer](#) is an app that saves you time, increases fan engagement, and drives more traffic to your site. It helps you to reach your clients at the right time, increasing clicks on your posts and traffic to your site.



HOOTSUITE

[Hootsuite](#) helps small businesses manage their social media presence across all social networks. Build and engage audiences and measure the performance of your social media with tools that can help you see your return on investment.



With these tools in place, you can share your content across multiple platforms and schedule your posts in advance. Make sure to pay attention to the analytics provided to learn from your results. If you get the most clicks on your posts when you post on Wednesday afternoon, make sure to schedule your posts for Wednesday afternoon.

Tip: Try the free versions to see which one you like best - and then choose the one that's best for your business.

FACEBOOK

We love Facebook. Well, most of the time. Here's the thing: love it or hate it, Facebook wears the social media crown right now. But remember that it can



decide to change its rules at any time. So it's important to encourage your clients to click back to your website. The tools we mentioned above will help with that, but Facebook needs some extra help to ensure the right people are seeing your posts.

You might decide to boost posts on your business page to ensure that they are seen. Any post that you boost should always be a link back to a specific blog post or your site. Your website is the only entity that you can fully control. And if you are paying for this form of advertising, you should benefit from sending traffic back to your site, rather than to someplace else.

Another tip is to always tag the people in the images. This will get the images into the feeds of other people who know your clients! This may seem self-explanatory for a wedding or family blog, but it can still apply when doing a compilation post or just sharing an image in another context.

INSTAGRAM AND PINTEREST

Instagram and Pinterest are amazing tools for photographers. At this time, though, they do not have the benefit of being able to share from a central tool, like Buffer or CoSchedule. So they require a little extra prep work to be able to share in relation to a certain blog post, but it will be worth the effort to reach a new set of potential clients.



Choose an image to represent that post and then make sure the blog link comes through in the Pin or in the comments in Instagram. Make sure to include the link, not just the image, so that people who stumble upon your work can come back to your website easily.

Your Instagram feed and Pinterest boards are a chance to share more about who you are. Use them as a place for clients to relate to you as a person. Post your blog, but don't be afraid to share those selfies of you and your kids or the amazing sunset from your back porch. You are your brand. Let yourself shine through.



SHARE AND SHARE AGAIN

The most important part of this strategy is to share your blog posts more than once. Spread out your updates to reach clients who might have otherwise missed out on seeing that content. This is where the tools we discussed can be so helpful. Here's a great link with more information: [The Case for Reposting Content](#).

This blog post from Buffer provides analytics that show the value of re-sharing content. It offers strategies on how to repost content in order to maximize its reach.

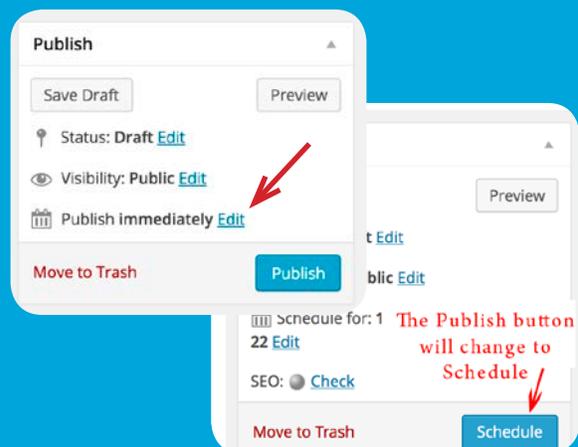
Re-share your posts, not just six months from now, but multiple times in the day and the week. You may worry about spamming your friends, but the truth is that there is so much content being produced that it is impossible for everyone to see everything if it is only posted once. One client may not see the morning post in their feed if they haven't been at their computer all day but will catch it when it is posted at night.

Try changing the title slightly to drive additional interest. One post might call out the names of the people in the post. The second post, later that week, might talk about the venue.

HOW-TO: SCHEDULE YOUR POSTS

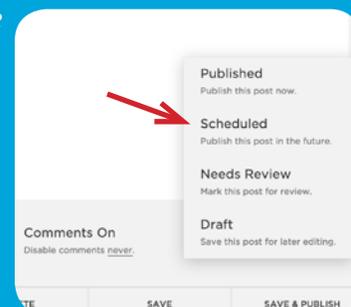
WORDPRESS

In the Publish Panel, you can click "edit" next to publish immediately. You can then choose the date and time the post should go live. The Publish button will change to Schedule.

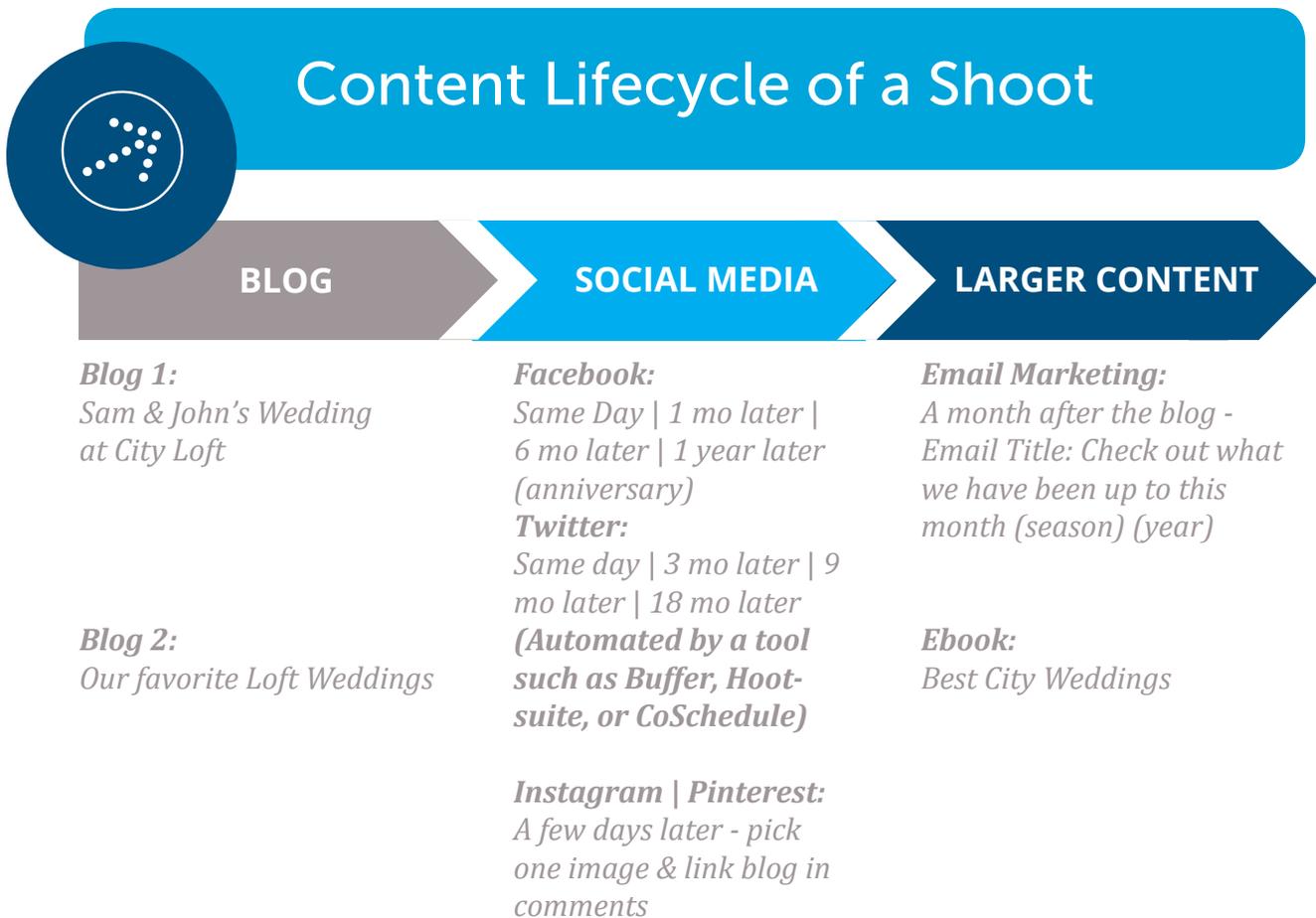


SQUARESPACE

Under the "Draft" menu, you can choose "Schedule" and choose the day and time you want the post to go live. Be sure to hit "Save" and the post will be scheduled.



Good content is worth reading again. If it weren't, no one would ever buy books! Many people who blog feel like they just post once, and that is it. Especially as photographers, it is vital to think of your blog posts like stories that you can read again and again. Potential clients will always want to see the work that you have done and existing clients will love having a place to refer their friends back to. Remember to use your existing content in multiple ways and multiple times. Lean into the strength of social media and focus on getting your content in front of the right people at the right time.

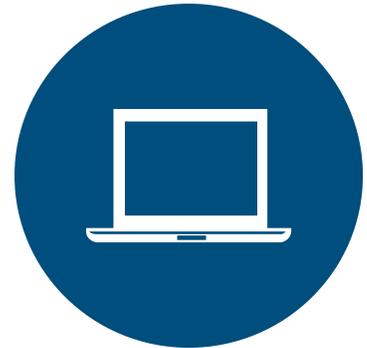


Next Steps:

Find a scheduling tool that works for you. Use it to schedule out your posts for a week. Make sure to analyze the results. Did you have more success on one day than another? Monitor and adjust for maximum impact.

Chapter 3

Email Marketing



Email Marketing is where Content Marketing started. Sending updates and information about your business through email is technically considered email marketing. But the key is really staying current with your clients and offering a passive way for them to keep thinking of you.

Creating content for emails can be quite difficult. This is the place where you can plug and play blog posts the best. Services like [Mailchimp](#) (free) and [Constant Contact](#) (paid) allow you to use templates that have already been created. Pick an image from the blog post, resize it to be a thumbnail, and drop it into the template. Then link the posts under the images.

Many companies spend a lot of time cultivating their content to gather emails to send marketing emails. Photographers have a unique base of emails to pull from – all of your existing clients. You can add anyone who has booked or expressed interest in your services to make an email list. The only caveat is to ensure that whatever software you use makes it easy for them to unsubscribe if they want. Otherwise, you may be marked as Spam and could miss the inboxes of everyone.

Hubspot has [an article](#) listing their favorite examples of effective emails for marketing. Google is another great resource to search for examples that you can emulate, but remember: simple is best. Make sure to include your logo and contact information, and then include a few blog posts to engage your clients in new ways.

Next Steps:

If you do not have an email service already, pick one and sign up. PC Magazine has a [great article](#) comparing the best available in 2015. Plan out emails to send once a month for the next 3 months. Pick blog posts to include that are timely and in season. Then pick the dates and send it!

Chapter 4

Ebooks & Guides

Guides, like this one, are a labor of love. A guide or eBook is a longer piece of content intended to solve a major problem for your target audience. They are usually compiled from multiple sources, sometimes including interviews or sections from additional expert contributors. They usually will have many outbound links and require some research. Where a blog post can be compiled in about an hour, a guide will take much longer. They can range anywhere from five pages to well over one hundred.

As an alternative to writing a guide from scratch, use your existing blog posts as the base. If you have a few extremely popular posts, consider focusing on pulling them together in a topic that encompasses all to write a guide. Then, using those posts as an outline, find additional information to build into a larger content piece. Reach out to other photographers and vendors and reference them in the guide as well. The resulting guide will act as both a marketing and networking tool!

There are a few different strategies with guides. One strategy is emailing the content directly to an existing client. A guide like this is usually more of a how-to manual or a collection of ideas. These guides can vary in scope and in topic, but they are an amazing way to showcase your images and delight your clients. Some examples include:

- [Preparing for Your Engagement Session](#)
- [Your Newborn Shoot: How to Prepare](#)
- [Our Autumn Wedding Idea Book](#)
- [The Senior Portraits Inspiration Guide](#)

Remember that even more than a blog post, a guide must provide useful information to your clients. Where a blog post can be quickly skimmed and enjoyed, a guide will be much longer.

Another guide strategy is to provide the guide as a download. This is a very effective way to exchange content for personal information, collecting emails with the hopes of being able to reach out with additional content down the line. This provides an excellent opportunity for you to connect with that new prospect and to follow up on what they thought of the guide.



Companies like [Photoshelter](#) and [ShootDotEdit](#) have done a great job creating resources helpful to photographers. They have curated guides, webinars, and blog posts all focused on helping photographers grow and sustain thriving businesses. Each of their guides focuses on an area of business that their clients want to know about and are different from the service they offer. These are great examples to follow. If you decide to write a guide, check out the content they have created, and be sure to think about what problems you can solve for your clients and how you and your content can be a resource.

Next Steps:

*What kind of guide would you write? How would you distribute it to your clients?
What problem can your collection of images solve?*

Conclusion

The key to a solid re-sharing strategy is learning how to put your existing blog posts to work for you. Your images tell amazing stories; all they need are the words to go along with them. Focus on creating new blogs on a regular and consistent basis and then plan a robust sharing strategy that will increase traffic to your site and bring interest to your brand. Your content helps bring clients closer to you and helps them to relate to you as a person, not just as a photographer.

A Few Final Words

Start building your inventory of posts today! If you need help getting started or inspired, let us know. The Fotoskribe team would be happy to help you write and schedule your content to get the most out of your amazing images. We're here to help you take your blogging to a new level!

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THE PHOTOGRAPHER'S BLOGGER

A Blogging Service and Content Creation Agency for
Photographers and Creative Professionals.

Your images tell a unique story.
We can help you find the words.



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