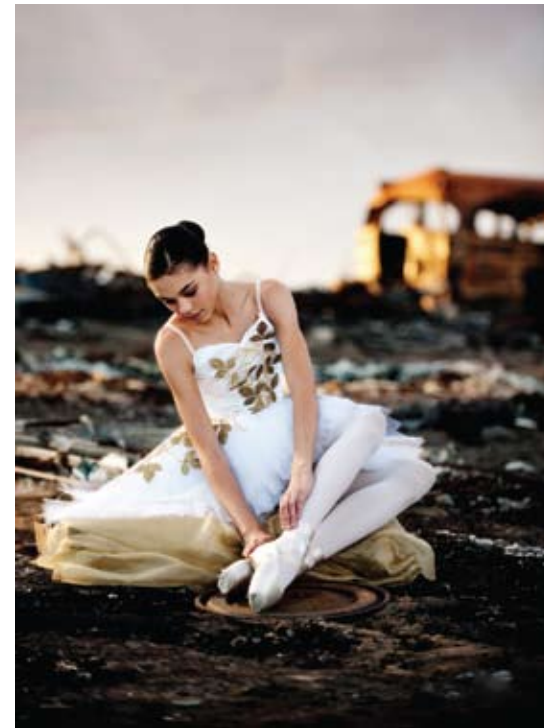


# Marketing Goals for 2011... What Are Yours?



The New Year ushers in the opportunity for a fresh start, a new beginning. I recently asked photographers from across the U.S. how they plan to fine-tune their marketing goals for 2011. Here are excerpts from what they shared:

Tiffany and Alex Albojer, of Lifeimages, Oakville, Ontario: "In 2011, our goal is to continue to have as many weddings published as possible because this lets us give credit to the other vendors, helps their businesses and strengthens our working relationships, which betters the industry. Vendor referrals are the most valuable marketing tool."

Christopher Appoldt, of Christopher Appoldt Photography, Huntington, NY: "This year's goal is to identify and isolate potential clients for corpo-

rate portraiture. Aside from obtaining the 2010 *Photographer's Market*, I'm in a geographic area where I can go through local directories and identify the universities, companies and other corporate clients with whom I hope to work. I will send each prospect a carefully crafted promotional package that includes discount codes, quotes from satisfied corporate clients, and a clever presentation of my work."

Bruce Boyajian, of B. Vartan Boyajian Photography, Moseley, VA: "Since I am moving to a new city and state, my goals are to try and identify potential clients and hit them with direct mail pieces and follow-up phone calls."

Bruce Byers, of Bruce Byers Photography, New York, NY: "In 2006, I decided

**Left:** Actor Keir Dullea, who appeared in 2001: *A Space Odyssey*. Image © www.christopherappoldt.com, 2010

**Middle:** Little girl from Washington, D.C., for national publication, 2009, © B. Vartan Boyajian, www.bvbphotography.com

**Right:** Photo of dancer was created in an old salavage yard in Falcon, CO, November 2010 © Allison Earnest, www.allisonearnestphotography.com

**Opposite top left:** (Purple Image) Lake Jackson, TX, TriCoast Photography Studio, July 2010, www.TriCoastPhoto.com

**Opposite top right:** (Car on Road Shot) Old road heading toward the Texas Gulf Coast, Clute, TX, October 2010, www.TriCoastPhoto.com

**Opposite bottom:** (bride and groom) Wedding at Pebble Hill Plantation, Thomasville, GA, www.gandyphotographers.com

to give back using my photography and began documenting medical missions. I figured if there were good documentation of the great work these doctors do, people would see the great need and donate. In 2011, I plan to step up my marketing to get corporations involved. Thus far I have documented medical missions in Cambodia '06, dental; Bangladesh '07, cleft; China '08, cleft; the West Bank '09, urology and cleft; and recently, Bangladesh, cleft."

Sean Cayton, of Cayton Photography, Colorado Springs, CO: "My marketing goals include launching a brand oriented toward visually literate, highly educated couples looking for wedding photography that is focused on the moments. This includes launching a new Web site and newsletter, and creating a beautiful promotional piece to send to qualified brides, wedding planners and venues that cater to prospective clientele."

Allison Earnest, of Allison Earnest Photography, Colorado Springs, CO: "With today's technology, it is too easy to get caught up behind a computer, sending out emails, cards, promo card mailers, the list goes on. My goal for 2011 is to drink more coffee—not alone at my computer, but face-to-face with clients on a more personal level, taking time to honestly listen to my clients' needs through personal interaction."

Mike Fulton, of TriCoast Photography, Lake Jackson, TX: "Be it high-end weddings, unique senior/grad portraits, new-

borns or school and event photography, our goal is to offer quality work and art in every aspect of photography. Old-fashion marketing by actually getting away from the computer and shaking hands with people in our community will assist us in completing this goal. Gain the community's trust and respect and you earn a successful business for life."

Jeff Gandy, of Gandy Photographers, Valdosta, GA: "For a marketing advantage, we plan to expand a local wedding Web site, Valdosta Weddings (www.valdostaweddings.com). This site features local weddings and highlights the wedding vendors used for each event. It also includes wedding inspiration, etiquette, and a complete listing of local vendors. This site

ranks extremely high in the search engines, which helps drive more traffic to our photography business."

Jim Hicks, of Jim Davis Hicks, Columbus, OH: "We aim to shoot four to six higher-end weddings in 2011 and as many other sessions that arise along our journey. We'll be on the road in an RV spreading the love of Thirst Relief on our Thirst for More Tour. I plan to use Facebook and my Show-it site as the primary marketing tools."

Kevin Kubota, of Kubota Photo Design, Bend, OR: "As a photographer, my marketing strategy this year will be more project-centric. Growing myself as an artist and putting more focus on what I can contribute to the world via photography will make me a more sat-



**Top:** Captured during Oregon PPA, McMenam's Edgefield, 2010, Kevin Kubota

**Middle:** Marisa Lauren; August 15, 2010, downtown Los Angeles, CA; image © copyright Natasha Lee, 2010, [www.bynatasha.net](http://www.bynatasha.net)

**Bottom:** Captured at Kimbra Studios, Littleton, CO, November 2010, [www.kimbrastudios.com](http://www.kimbrastudios.com)

ified photographer, which inevitably leads to growth in business.”

Kim Larson, of Life Is Art Photography Studio, Stevens Point, WI: “In 2011, I will stop neglecting my blog and Web site. My Web site is still my Number 1 marketing tool, but I haven’t updated it nearly as much as I should. I’m converting the Web site into a WordPress theme so I can publish updates quickly myself. Hopefully, that is the key!”

Natasha Lee, of Santa Monica, CA says, “My main goal for 2011 is to market my visual style as a director/photographer and expand my online presence to get my work in front of clients with needs for stills and motion images. I will achieve this by: (1) staying current with new campaigns/news/notable companies and reaching out to targeted potential clients; (2) pitching motion projects to current clients along with print campaigns; (3) consistently sending out branded email updates with links to new work containing at least one new motion piece; (4) tweeting about my projects/process/interesting trade news; (5) connecting with and following people/publications I respect and continuing to build a following; (6) contributing ideas/feedback to relevant blog posts; (7) staying on top of deadlines and submitting to contests with highly respected judging panels; (8) continuing to build a strong network of talented collaborators; (9) ramping up attendance at photography/art/film/fashion events; (10) always following through and maintaining great relationships with current and new clients; (11) and joining relevant trade groups.”

Grant Oakes, of Denver, CO: “I plan to cover 10 weddings for 2011, six for me and four for my associate. Print and Internet advertising has proven less effective as the years roll by. The key to better clients is networking, networking, networking, so if I’m not out shooting or editing I’ll be networking.”

Kimbra Orr, of Kimbra Studios, Littleton, CO: “For 2011, we will optimize our custom Web site, along with brand development, for an overall superior customer experience. Company representatives will focus on working closely with our wholesale accounts on marketing efforts to



Emily Potts Studio from Bartlesville, OK, August 2010, image copyright © Emily Potts, [www.emilypotts.com](http://www.emilypotts.com)

maximize sales. Product development will continue to offer the most cutting-edge designs in the photo gift market.”

Emily Potts, of Emily Potts Photography, Bartlesville, OK: “I photograph many seniors in my area, but want to boost my newborn business. To accomplish this, I am launching a comprehensive newborn campaign focused on how precious these first few days of life are! The campaign will include social network marketing, targeted e-newsletters and co-marketing with local ob/gyns and doulas.”

Michael Toothman, of Visible Metaphor, Los Angeles, CA: “My 2011 goals are to improve visibility within my target demographic and increase overall interest in my art by redesigning my Web site to include an integrated blog. I will also become more active in photographic forums and Web sites that value my style of photography.”

Whether your marketing goals are aimed at a stronger bottom line, a broader or more satisfied client base, or greater creative gratification, I hope 2011 brings you and yours prosperity and personal fulfillment.

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*Alice B. Miller is the owner of Plum Communications Inc. ([www.plumcomm.com](http://www.plumcomm.com)), a Long Island, NY, editorial services and marketing communications company that supports the photo industry. Previously the editor of Studio Photography magazine, Alice has a growing clientele that includes photographers, manufacturers, publications and associations. She is the director of public relations for the International Photographic Council.*

**Right:** Model Jamillette Gaxiola shot at Zen Mansion, Las Vegas, NV, May 2010, Michael P. Toothman, © [www.visiblemetaphor.com](http://www.visiblemetaphor.com)

