



# The Ultimate Email Marketing System for Photographers



# What does email have to do with photography?



Let me tell you a story and see if the answer to that becomes clear.

Two photographers decide they want to try and start a business around their passion for photography.

Amy loves portrait photography and decides she wants to start offering her services for pregnancy photos. She loves the idea of capturing such a special moment in time for couples and being able to give them a photobook they'll look back on forever.

Brian, an introvert, enjoys taking pictures of interesting buildings and architecture. He finds it fascinating looking for unexpected angles and unseen beauty that most people overlook in even the simplest structures. He decides that **real estate photography** is a great way to take those skills and begin building a business.

We have two photographers with completely different business ideas - both of which suit their personalities and favorite style of photography.

**In both cases, it's going to be important for Amy and Brian to be able to find clients, generate referrals, and nurture prospects until they're ready to buy.**

Amy has been growing a social media following, but she doesn't want to "sell" to her followers. She needs to start building relationships and letting people know more about what she does, but social media alone isn't enough.

Brian doesn't even know how to get started and he's struggled to approach realtors to ask for business. He'd feel more comfortable if people were coming to him asking for his help, but he doesn't know how to get people to see him as the expert.

For both Amy and Brian, putting out content, building relationships, and getting attention from potential customers is going to be critical. But trying to do all of that manually can be a time consuming and painful process.

From responding to messages on social media, answering emails, and trying to find ways of drumming up business, **you'll find that you're spending far less time behind the camera and a lot more time behind the keyboard.**

What if you could streamline and even fully automate most of this process so that you're able to focus on creating content and getting eyeballs on your amazing work?

THAT is where email comes in...

By setting up your **email marketing software** you're able to create a system that runs on autopilot and helps nurture every single person who engages with you.

Everything from a Welcome Email Series to referral requests can be fully automated and continually build value for your subscribers. And guess what? **We've included automations and email templates for all of those as part of The Ultimate Email Marketing System for Photographers!**

**Want to get started right away?**

**Get a free trial of ActiveCampaign**



# COMMON ISSUES

## What if I don't have a list or a following?

If you're just getting started, this is the perfect time to get serious about email marketing. This means you're able to set up your systems and emails to provide the best experience for every subscriber as you begin building your list so that it grows even faster!

**Everyone starts somewhere, and starting off on the right foot will help you avoid the mistakes of winging it without a plan.**



## What if I'm not tech savvy?

You don't need to be! We've included step-by-step instructions in this guide for exactly what you need to get started. Don't try to reinvent the wheel when there are proven systems you can follow. In the "How Do I Get Started" section **you'll see how easy it can be, even if you've never used an email marketing platform before.**

Plus, if you use a fantastic platform like ActiveCampaign, you'll get **free access to amazing customer support through live chat, free online training, and even free help migrating your list and launching your account!**

# Can't I just use social media?

Social media will always be an important channel for growing your following, your list, and your business. **But the problem with social media is that you don't own your data or followers.** If Facebook or Instagram decides to change their algorithm or privacy policy, you can lose everything.

**By building an email list, you own the contacts** and can reach out to your audience no matter. And on top of that, email marketing has a far higher engagement rate compared to social media. On average, social media engagement rate is 0.58% compared to 22.86% with email. There's no contest. **If you want to get in front of your audience, email wins.**

But the truth is that social media and email are really like peanut butter and jelly - they're better together. You can use social media to get them interested, and then use email to build

## What if I can't afford new software?

It's always smart to keep your expenses minimal when growing a business. You have to choose the right areas to spend money and where to save. With email marketing, it's a minimal investment that is one of the highest return on investment actions you can take in your business.

**On average, there's about a 40x ROI in email marketing - that means you could earn \$40 for every \$1 you spend.** With data like that, you can be confident that spending a small amount on an email marketing platform is likely to earn you back far more than you'll ever spend on it. In fact, with **ActiveCampaign you can get started for as little as \$15/mo!**

## I don't even know where to start.

Most people overcomplicate this when getting started and make a marketing mountain out of a molehill. There's no need to start diving into blogs and countless YouTube videos trying to figure it out. **We've put together a far simpler approach that will save you time, money, and years of headaches...**

So, where exactly should you get started?

# HOW DO I GET STARTED?

## Customer Avatars

First things first... decide who you're talking to and who you want to work with.

This process is called creating a "customer avatar." The goal here is to just **get clear on who you want to read your emails, engage with your content and your brand, and eventually, become a customer.**



### Here are a few things you'll want to think about:

- + Who are they? (age, gender, married, income, etc.)
- + What are their interests? (e.g. sports, art, cooking)
- + What are their current challenges? (e.g., overwhelmed with wedding prep)
- + What result do they want from your services? (e.g., a beautiful photobook)
- + What are their objections? (e.g., "can I just have a friend shoot it for me?")

Once you're more clear on who you want to work with, you're able to write more relevant and compelling emails that speak directly to them using the language they would use.

One of the other major benefits to having your customer avatars outlined is so **you can talk to them differently in your email marketing.** Let's say that you have two different types of clients you work with: engagement photography clients and newborn photography clients.

If you know what each of these clients are looking for, you can send them helpful content that applies directly to them.

With your engagement photography clients, you're going to talk about how exciting it is to get to break the news to friends and family. You'll position your services as a way of providing stunning photography and pictures they can post on social media and hang on their wall forever.

For newborn photography clients, you could talk about how quickly kids grow up and the magical moments pass. Your services would be around helping them capture that moment in time forever so that even after the kids are grown, they have beautiful pictures to remind them of those amazing moments.

**Want to know one of the best parts about knowing your avatars? You can see where they overlap!**



For example, most couples that get engaged and married will likely have kids. Now that you'll have those engagement clients on your email list (more on that later) you can stay in touch with them and get them as clients again for pregnancy photos and newborn photos!

**That's how you build a sustainable business based on repeat clients and creating superfans who will tell all of their friends and family about you.**

# ACTION STEP:

Create your customer avatars. If you only serve one person, then keep it simple and create a single avatar. Make sure that you could hand this document off to someone else and they'd be able to imagine a real person from it and imagine who they are, what they think, and what their dreams and frustrations are. If they can't imagine that person, you probably haven't gotten clear enough yet.

Now, it's time to get clear on what you're going to sell.

## Create Your Offer

This is where you'll naturally start to overcomplicate it.

Don't! Keep this simple.



**You'll have far more success with a single, clear offering rather than a long menu of choices.**

For example, if you're doing portrait photography, you may just have a single package for a fixed price that includes a set of photos with standard poses. Approaching it this way makes it far easier to create your marketing materials and show prospective clients your work from past clients. **It also makes your testimonials far more relevant and impactful.**

The customer will know exactly what they're going to get, and you know exactly how much effort and time it takes to deliver. It's a win-win for everyone!

Once you get traction with that initial offer, you can expand. But nail it with something simple first.

### Example Offers:

- **Portrait Package: \$200**

- + 30 minute photoshoot
- + 10 digital images
- + Set of prints (different packages available)

- **Wedding Package: \$2,500**

- + Full day shoot
- + Online photo gallery for viewing and ordering prints
- + One 50 page photobook
- + Two 16x20 canvas prints

- **Real Estate Package: \$475**

- + Daytime and nighttime shoots
- + Unlimited images
- + Professional editing and styling

# ACTION STEP:

Get your entire offer down on paper. What exactly will they get? Make sure to put time, quantity of photos or pages, and everything that they'd need to know to be clear on what they'll be getting from you.

Now that you know what you're going to sell, it's time to find people to sell it to!

## Generate Leads

If you don't have attention, you won't have buyers. Every business needs to have interested, engaged leads that are ready to buy.

**This is exactly where email marketing comes to the rescue.**

Not everyone will be ready to buy the first time they see you on social media or come across your website. In fact, **on average it takes 8 or more interactions before a sale.** Oftentimes this can be much higher for expensive services.

**That means you need a way of staying top of mind with your audience and building trust and authority with them.**

By using **email marketing** you can consistently put helpful, engaging content in front of your entire audience every single week until they're ready to work with you or buy your products and services.

You don't only have to approach new people, though. You should also leverage your existing network and expand your reach.



# Network

## Friends & Family

Aside from growing your list through opt-ins, you can reach out to your existing network to get people on your list. **Your friends and family are already fans** of you and they'd most likely love to see what you're up to. Believe it or not, that's a great place to get started!

As they share your content, that brings new people into your list and helps grow with every email you send!



## Events

Offer to shoot local events. If you need to do a couple for free in exchange for a testimonial or referral, this is still a great way to get started. You can contact local venues or publications to see if they can use your services. By doing a great job and posting content, you'll get more exposure to new audiences and new opportunities.



## Related Professions

Looking to get into wedding photography? **Go introduce yourself** to wedding planners, wedding venues, florists, bakeries, and any other businesses that serve that market. You could offer to do a free shoot for a bakery to show them your work and refer you to their future wedding customers.

More interested in **real estate photography**? Go meet realtors! Offer to do free headshots for their website and let them know you're interested in shooting houses for their listings.

Trying to sell prints? Talk to local coffee shops and see if they'd let you hang your prints in the shop and list them for sale if you give them a commission.

Get creative here. The idea should be to find other people who already have your target audience.



# ACTION STEP:

Write down every lead generation opportunity that comes to mind. Again, get creative and think outside the box. Then, next to each opportunity, write down how much time you expect it to take, how likely it is that it will work, and how big of an impact it would have if it does work. This gives you a better ability to make sure you prioritize and pursue the best possible option, not just go with the one that feels most comfortable.

## Convert Customers

Here's the thing about leads... they need to be led.

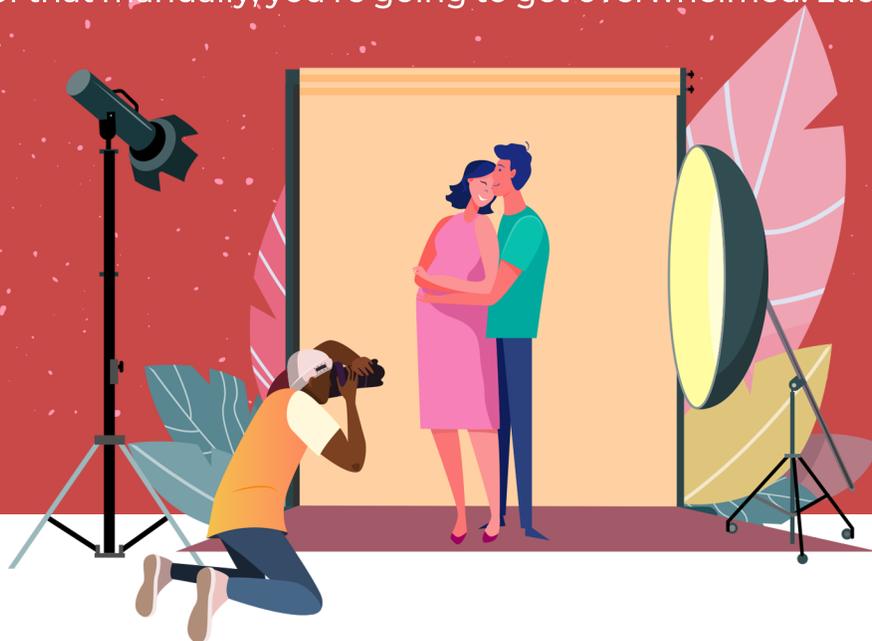
**Your email marketing system should do exactly that.**

By creating a high-touch experience for each of your subscribers, **you can take them through the customer journey that is most likely to lead to them becoming a client or customer.**

**You'll want to focus on a few key steps to turn attention into business:**

- + Provide regular value and content.
- + Give your audience opportunities to interact with you.
- + Make sure every person has a great experience with your brand.
- + Put compelling offers in front of the right people at the right time.
- + Automate as much as you can so that you can focus on the personal touch.

If you try to do all of that manually, you're going to get overwhelmed. Luckily, that's where our system comes in...



# ACTION STEP:

Write out the best possible customer journey. Think about what would make an amazing experience for each person who ends up on your email list. What would they love seeing from you? What would make them want to go from subscriber to customer?

## Getting Started with Email Marketing

First things first, you need to choose a platform.

For email marketing (and actually, all marketing and sales automation), **we always suggest ActiveCampaign**. It is one of the most powerful tools you'll find, it's used by nearly 100,000 other businesses, and you're able to get set up quickly with a **powerful email marketing system** at the core of your business.



In fact, **ActiveCampaign is what we use here at Improve Photography!**

We have a special free trial offer just for you to test it out with no risk.

[Get my free trial](#)

## Opt-Ins

You'll want to have a way for people to join your email list. This is often called a "lead magnet" or "ethical bribe." Whatever you call it, the point is that **you're offering something of value that someone is willing to give you their email to receive.**

When it comes to getting an email opt-in on your website, the steps will be slightly different depending on what website software you use and which email service provider you choose.

**With ActiveCampaign, you'll be able to build forms and even simple pop ups that you can easily embed on your website and start growing your list.** Like I said before, make sure to keep this process simple. **ActiveCampaign** will keep it quick and easy to get going, so start with that!

Here are a few simple ideas:

## Newsletter

While a newsletter isn't necessarily the most exciting offer, some people will want to keep up to date on what you've got going on. You could send an email each week with your recent projects, favorite pictures, and helpful tips.



## Exclusive Photobook

You could compile your best shots into a photobook and have subscribers opt-in for access. This could be positioned as "never before seen" shots or an exclusive shoot that you didn't release anywhere else.

## Free Consultation

If you're selling services, you could offer a free consultation call to discuss their needs and how you can help. For example, if you're a wedding photographer, many couples might have a lot of questions about how it works and what it costs to hire a photographer. By offering a free call, you can let them know that all of their anxieties and confusion will be cleared up by the end of the call so they can focus on getting ready for their special day.



## Helpful Tips Guide

If your followers are also photographers, then help educate them! There's no better way to demonstrate your expertise than to teach others how to develop their own skills. You can create a list of your top tips, clever tricks you've learned, or other strategies to improve at photography.



# ACTION STEP:

Decide what you'll use as your hook to get someone onto your list. Go back to your customer avatars and really put yourself in their shoes. Think about their biggest goals or pain points that you could provide a solution for in exchange for their email. Need more ideas? [Click here for an in-depth guide on lead magnets and examples.](#)

## Email Marketing Automation

You probably have at least one brand you look forward to getting emails from.

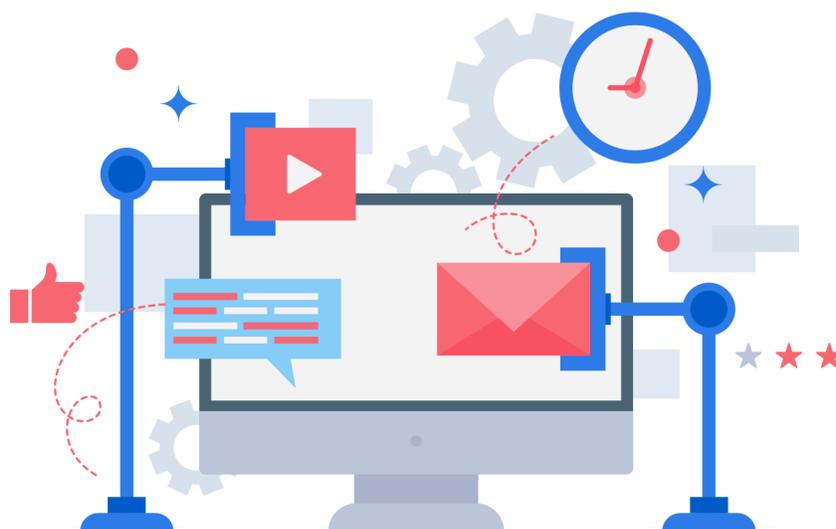
As soon as you see that newsletter show up in your inbox, you click on it before you even read the subject line. You know that it's going to be good because... well... it always is!

That's what you want your subscribers to be thinking every time you pop up in their inbox.

We have created a [set of automations that will take a ton of stress off your plate and give you a proven system](#) that you can plug-and-play to get started with email marketing.

These steps below will show you exactly how to take the manual work off your plate so you can focus on the part you love the most: getting behind the camera.

By taking just a minute to set up these automations, you'll be on your way to growing a sustainable business with a list of potential clients that look forward to hearing from you!



# FOLLOW THIS STEP-BY-STEP GUIDE TO GET YOUR FIRST SET OF AUTOMATIONS UP AND RUNNING. IT IS FAR EASIER THAN YOU'D EXPECT.

## STEP 1:

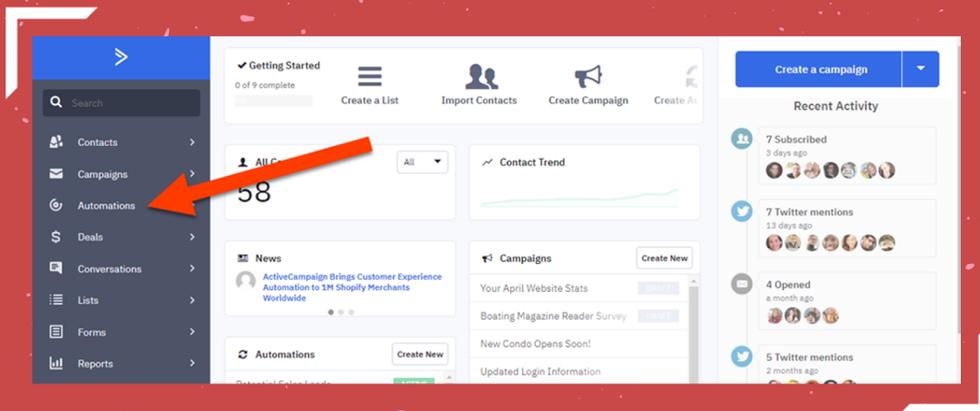
Get started with a free trial on ActiveCampaign.



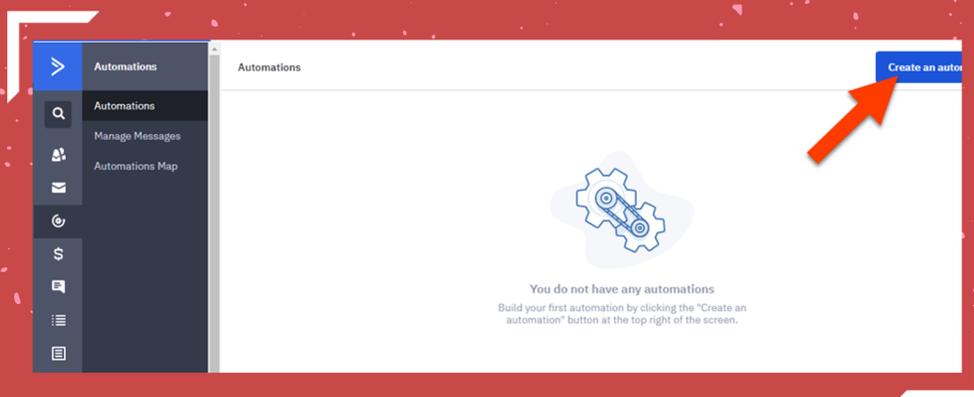
## STEP 2:

Import the templates below. Each of these automations is already built and you can copy them directly into your ActiveCampaign account with just a few clicks!

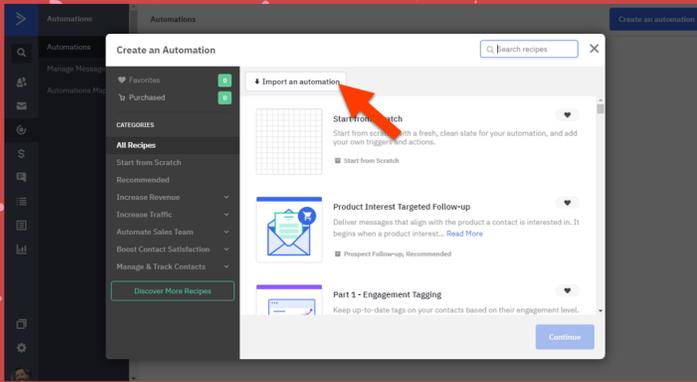
Click onto the automations tab:



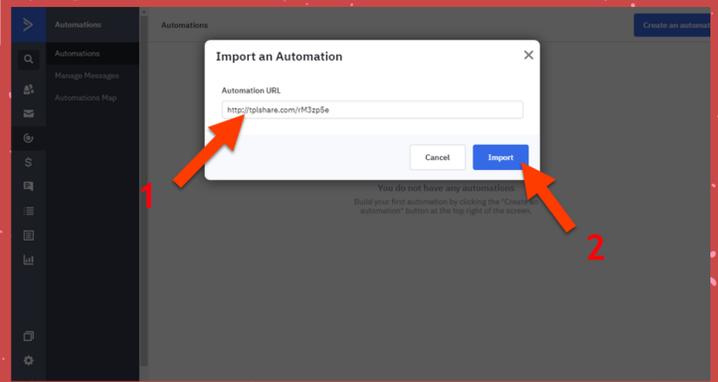
Click "Create an automation":



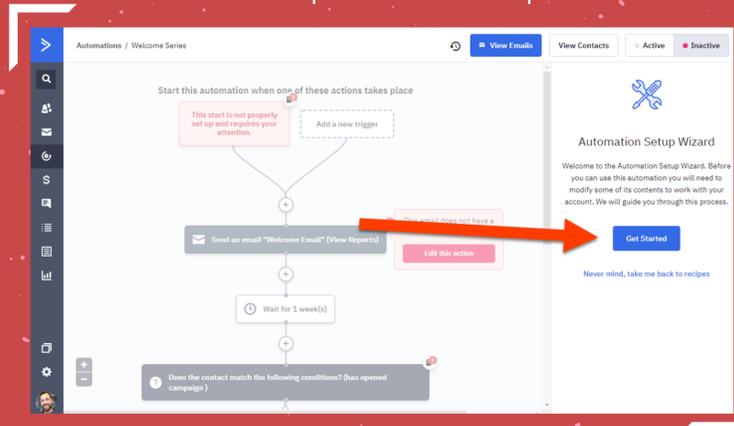
Click "Import an automation":



Paste the link then click import:



Follow the steps in the setup wizard:



**Do that for each link below.**

**Newsletter:**

<https://tplshare.com/2lIbwKB>

**Welcome Series:**

<https://tplshare.com/BmvrQAf>

**Product Fulfillment Series:**

<https://tplshare.com/fZMx5XB>

**Review & Referral Request:**

<https://tplshare.com/MYtHJn7>

**Engagement Tracking:**

Part 1: <https://tplshare.com/KW8xk4l>

Part 2: <https://tplshare.com/8Zbp3rc>

**Re-Engagement:**

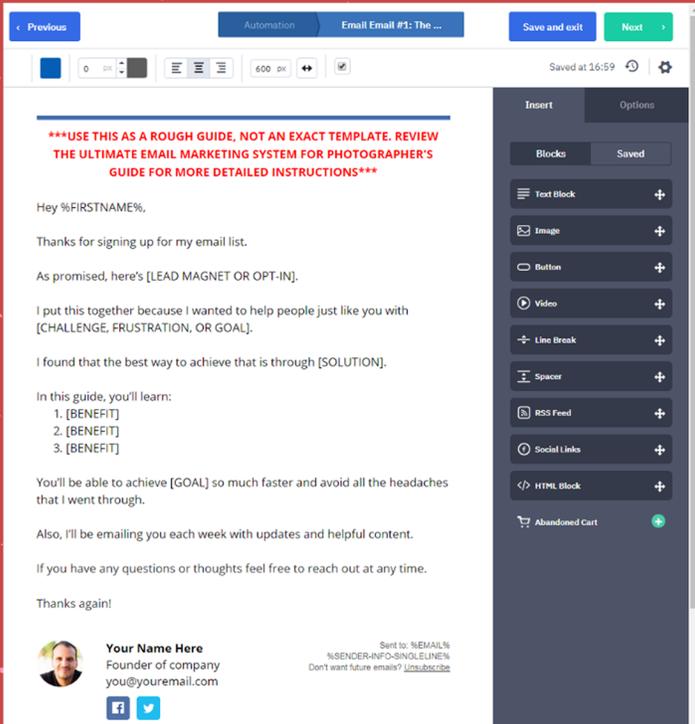
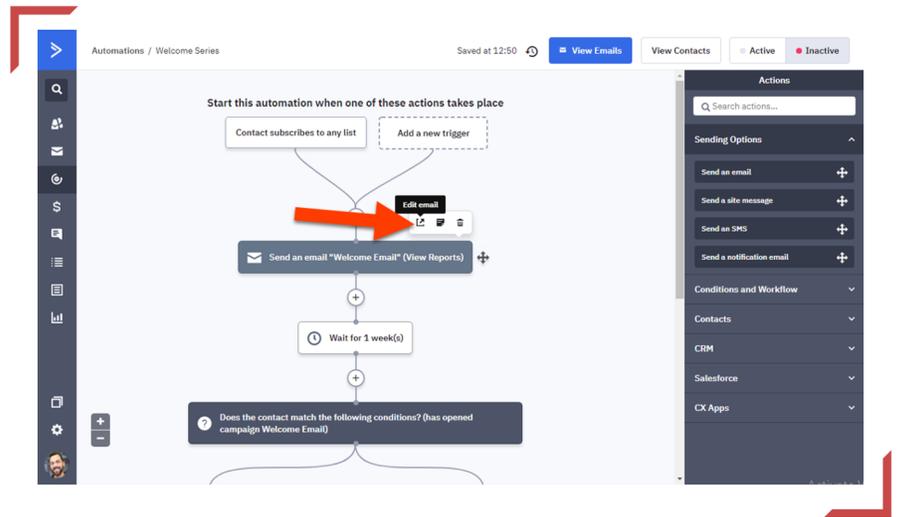
[https://tplshare.com/7\\$zYxJt](https://tplshare.com/7$zYxJt)



# STEP 3:

Edit each email to fit your brand!  
Just click on the edit button  
to start writing.

We've already put templates for  
each email into the automation  
for you to make it even easier.  
Ready to see how awesome this  
gets?



## Email Templates



Not everyone is super comfortable knowing what to write in each of these emails. But remember, the more you know who you're talking to, the easier it becomes.

To get you started, **we put together some helpful templates that make it easy to jump in and start creating your email sequences** without having to figure it all out on your own.

In each of the automations above, when you import the link and copy in the automation, you'll see that each email already has bullets walking you through step-by-step on what to include in each email.

What I recommend is to have one ideal customer in mind while you write the emails. If you did a portrait photography shoot with an amazingly fun client, have that person in mind as you fill out the templates. **The best way to attract great new clients is to speak to them the way you'd talk to your best clients.**



# WHAT'S NEXT?

Woooo! You've got your email marketing set up which means you're ready to move on to the next steps.

We have plenty of other business resources to help you master the business side of your photography business. Just click the graphic below to learn more!



Photography Contracts Package



Photography Pricing Guide



Client Email Templates



Ultimate Guide to Starting Starting a Photography Business



Real Estate Photography Contract Template



Real Estate Lightroom Presets



Real Estate Photography Pricing Sheet Template

