

FACEBOOK CONTENT MARKETING CHECKLIST

for Photographers

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Everyone can have a Facebook Page. But not everyone can increase their sales or grow their audience with the help of it.

What's the secret sauce that separates the winners of Facebook Content Marketing from the ones that are stuck?

The Fundamental Questions

Mindless wandering. That's the biggest mistake photographers do after creating a Facebook Page and posting their first few updates.

Let's say you're traveling to a new location. Would you rather travel with a map that marks your path, or wander in a direction you're not even sure that will bring you to your final destination?

Having a plan is fundamental to your success. And every plan starts with critical questions you should ask yourself before taking that exciting trip.

What's my voice like?

Before you write your first Facebook Page update, ask yourself this question. What's your voice like?

Are you trying to blend in with other photographers?

Or do you want to stand out from the crowd and show your uniqueness?

And what makes you unique? Is it your story? Your approach? Your personality?

Figure out what makes you different from your competitors. Ask your clients why they picked you instead of other photographers? Then communicate that more often.

Develop your unique voice no one else will have. That's how you will grow your business.

Who's my target audience?

Imagine you come to a shoe store, looking for beautiful, elegant shoes for a fancy dinner you're going to next week. Everything's going great until the shoe store's stylist tries to convince you that you're actually trying to buy a new pair of sneakers.

You explain that you're actually looking for a nice pair of elegant shoes, but it's like she doesn't hear you.

What do you do? You walk away into another store that can offer you what you're looking for. It's same with your audience.

What's your positioning? What are your core services?

Based on that information, you can build a persona of your ideal buyer. Your target audience.

Then figure out what information they're looking for. Are they looking for elegant evening shoes? Or sneakers?

Is your target audience newly engaged couples, planning their wedding and looking for tips on how to find a perfect photographer? Or is your target audience big corporations, looking for information on what are the elements of a good business portrait?

Pinpoint your target audience. And tailor your content.

What I want to achieve with my Facebook Page?

You don't have a Facebook Page just for the sake of having a Facebook Page. You have a goal you want to achieve. And that should be the backbone of your strategy.

Do you want to grow your audience? Is getting more customers your ultimate goal? Or do you want to increase your website traffic so you can retarget those visitors with Facebook Ads later?

What's the ultimate goal you want to achieve? What's the dream?

Write it down on a piece of paper. Every step you make should be a step towards that goal.



Strategy

You have defined your voice, specified your target audience, and pinpointed your ultimate goal.

It's now time to create a Facebook Page Strategy that will tie these elements together into a wonderful and effective whole.

Every professional Facebook Page Strategy consists of 3 pillars:

- Value
- Personality
- Promotion

Value

Value is about teaching people and selflessly giving them something for free, hooking them so they can see the value and come back to the paid thing later.

Personality

Personality is a crucial part of distinguishing yourself from others and giving your followers that missing part of the puzzle. You want them to connect with you on a personal level. You wish to create the connection between you and your work.

Direct Promotion

Direct promotion is that final piece of the puzzle that should be the least present in a strategy. Social media is all about establishing trust through value and personality. If you're able to do that, you're going to get increased conversions through social media, but not before.



Secret Sauce

You can have the best services and products in the world, but what's the point if no one knows they're there? Your business needs proper exposure. You need to reach a new audience and pull them closer every step of the way.

Having an engaging Facebook Page equals being fifteen steps ahead of your competition. Seize that opportunity and see for yourself how far a professional marketing approach can take you. You'll be surprised.



MEET THE MADMEN

for Photographers

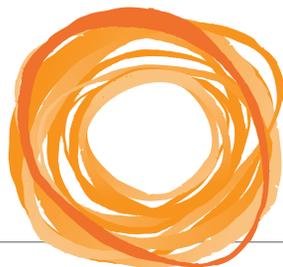
We are a Full Service Strategic Design Firm for Photographers

Have a good website but no ideal customers? Or pretty branding but no cohesive marketing plan or message? We can help. We build elegant brand ecosystems where every single part of your business works in harmony.

We offer:

- **POSITIONING** Unearthing your expertise and singing it to your ideal client. Expertise is hard to find, it's uniquely you, and it's impossible to duplicate.
- **BRAND BUILDING** Designing a brand with you that perfectly expresses your expertise to your ideal client. This has almost nothing to do with a logo.
- **WEBSITE & COPY** You want things done. We go way beyond consulting — we make and write things for you. Free yourself from DIY.
- **SYSTEMS** Delight your clients every time. Remove yourself from the day to day management of your business.
- **MARKETING** We come prepared, we work with you on a perfect plan and designs to take your business to the next level.

Email us at info@16hoops.com or here or take [our survey](http://www.16hoops.com/survey) (<http://www.16hoops.com/survey>) it will be a game-changing move for your business!



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