

INSTAGRAM MARKETING for Photographers

By Mojca Mars for 16 Hoops



Not sure where to begin with marketing? The advice everyone gives you is "Stick to what you know best!" And every photographer's comfort zone starts with Instagram.

But while Instagram feels natural to most photographers that are aware of the importance social media has on their business, it goes without saying that growing your business with Instagram isn't easy as pie.

The competition is fierce. Everyone wants to be noticed, and they're willing to go great lengths to achieve that.

So how can you stay on the top of your game? How can you get in front of more people and grow your audience?

Communicate Your Style

Every photographer has its unique style of photography. Communicate it throughout your Instagram profile.

Expressing your photography style will attract a larger group of people. People love uniqueness. And they always want to be a part of something special.

Your style should be the backbone of your Instagram strategy. Defining it is the very first step.

Consistency

Imagine scrolling down your Instagram feed, while you suddenly see an update from a brand you don't even remember. Sure, the photo looks okay, but you can't remember who that is or why you followed that profile in the first place.

Oh well, you can always unfollow, right?

You don't want your Instagram followers thinking the same thing.

If you're not consistently present with your content, your brand recognition can quickly fall apart, and people can forget about you in a second.



But if you update your Instagram profile every day, not only you'll build your authority with your existing users, but you're going to attract new users to your profile every day.

And if you want to speed that growth up, use hashtags!

Hashtags

Hashtags are a doorway to reaching a brand new audience that's interested in something you offer or is somehow connected with you. And not only they're incredibly easy to use, but they're also effective!

Use hashtags as a way of describing what's on the photo. Is it a #wedding? Are you doing #weddingphotography?

Or is it a #blackandwhite photo you took at #engagementsession? Enable people to find you. And enable yourself to grow your audience.

Share Stories

Sharing photographs is one thing. But sharing stories is what keeps people coming back and wanting more.

There's a story behind every photo you take. Share those stories with your followers. Write them down in a description box and make sure your followers are sucked into the story as soon as they start reading it.

Mix In Personality

Just like there's a story behind every photo you take, there's also a story behind every photographer's work.

While focusing on your work is important, make sure to mix in your personality into your Instagram strategy. Share backstage photos from your sessions. Show your followers who's behind the camera. Share your own story with them and inspire.



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Despite the popular belief, good marketing is far from being cold and impersonal. Especially when it comes to Instagram.

Everyone can take photos. But not everyone can share memorable stories that stand the test of time.



MEET THE MADMEN

for Photographers

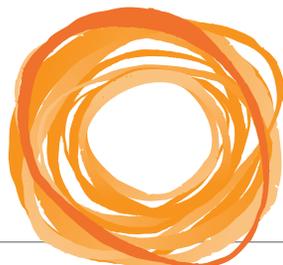
We are a Full Service Strategic Design Firm for Photographers

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We offer:

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