



Social Media Marketing for Digital Photographers

By Lawrence Chan

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Social Media Marketing for Digital Photographers By Lawrence Chan

Teaching photographers how to use social media to grow their businesses --

With the rapid rise of both digital photography and social media, amateur photographers can now turn what was once a hobby into a thriving business. Social media sites such as Twitter, Facebook, LinkedIn, and Flickr offer loads of exciting marketing opportunities. This practical guide from a well-respected marketing strategist shows you how to take advantage of social media to grow a profitable photography business. If you've been wondering which social media sites to use, how to use them, how often to use them, and more, this book is for you.

- Guides you through how to market your photography business on Twitter, Facebook, LinkedIn, Flickr, and other social media sites
- Shows you how to translate your use of social media into increased profits
- Helps you answer such questions as "Which sites should I use?" and "How do I get started?"
- Provides invaluable insights from top photographers discussing their social media business success stories

Whether you're just starting a professional photography business or are a seasoned pro looking for good advice on using social media to promote yourself, *Social Media Marketing for Digital Photographers* is the book you need.

Includes insights and interviews of Kenny Kim, Zach and Jody Gray, Jerry Ghionis, Christopher Becker, Jasmine Star, Catherine Hall and Grace Ormonde.

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Social Media Marketing for Digital Photographers By Lawrence Chan Bibliography

- Sales Rank: #586346 in Books
- Published on: 2011-11-29
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x .58" w x 7.40" l, 1.38 pounds
- Binding: Paperback
- 272 pages

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Editorial Review

Review

'This is a great aid for anybody looking to expand a professional photographic endeavour into new areas . (Digital Photography Enthusiast, Febuary 2012). An excellent overview of the social media marketing scene, gives you plenty of easy to follow advice on how to progressively ramp up your online following. (Outdoor Photography, February 2012) Chan helps guide the uninitiated through the minefield...a very useful book that could pay for itself in no time. (What Digital Camera?, February 2012)

From the Back Cover

Effective Marketing Through Social Media

Facebook. Twitter. YouTube. Blogs. That's where your customers and colleagues are interacting. It's where you can reach them with quality content to build lasting relationships and establish a strong position in your market.

Achieve perfect exposure for your photography business with a well-considered social media marketing program. Use these online engagement tools to explore your customers' wants and needs, likes and aversions, decision triggers, and more, and earn brand advocates by delivering images, tips and insider information that makes them swoon.

- Develop a strong marketing strategy to achieve your business goals
- Zoom in on your best customers and most promising prospects
- Explore the pros and cons of specific social media channels
- Understand the vital skill of listening
- Find out how and why to promote the luxury angle of photography
- Discover how to inspire brand evangelists through social media
- Learn important survival tips for your social media program

About the Author

Lawrence Chan is a wildly popular wedding and portrait photographer, blogger, and marketing strategist. He also provides marketing and business management advice to photographers through his website, tofurious.com

Users Review

From reader reviews:

Megan Martelli:

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Terry Pullen:

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