

HOW TO GET NEW CLIENTS THROUGH SOCIAL MEDIA

A **Guide** for professional photographers by the Album Epoca team



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MADE IN ITALY

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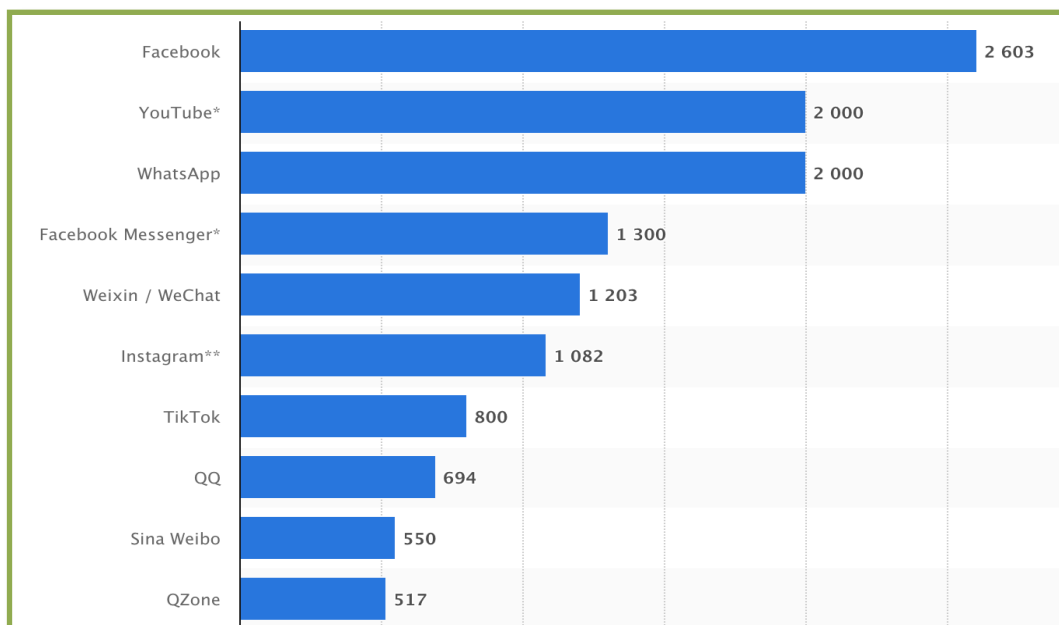
Understanding Social Media

1. What is the purpose of Social Media?

Social Media are websites or applications (Apps) that enable the simultaneous connection of people all over the world, creating a social network consisting of users who share their interests and passions.

The most widespread Social Media are: **Facebook** (2 and a half billion users), **YouTube** (2 billion), **WhatsApp** (1 billion 600 million), **Instagram** (1 billion), **TikTok** (800 million), **Snapchat** (380 million), **Twitter** (340 million), **Pinterest** (322 million), **Linkedin** (303 million).

Over the last few years, Social Media have come to be used not only for personal purposes but also for boosting brand visibility and consequently, for generating new contacts to whom own products and services are proposed, thus increasing the number of customers and boosting business.



[Source](#)

2. Social Media for work

A number of studies carried out on employees of Italian and European bodies show how using social media is not a waste of time. In fact it has been proven how the turnover of "more social" companies and freelancers grows more compared to social media shy companies.

[Source](#)

Which ones to use

In our opinion, the most effective Social Media for a professional photographer are Facebook, Instagram, Pinterest, LinkedIn, Youtube and Behance.



1. What is Facebook

Facebook is a free Social Media service people over the age of 13 years can join. With around 2.5 billion users, it is the social network with the greatest number of subscribers in the world.

When it was created in 2004, its original purpose was to connect students at Harvard University. Over the years it has become a Social Media service that connects users all around the world.

Facebook is available in both a desktop and mobile version, with its dedicated application.

2. The difference between a Facebook profile, page and group

A **profile** is a space on Facebook where you can share information on yourself, like your interests, photos, videos, current city and city of origin. To view a profile, click or touch the name or profile picture above it on Facebook.

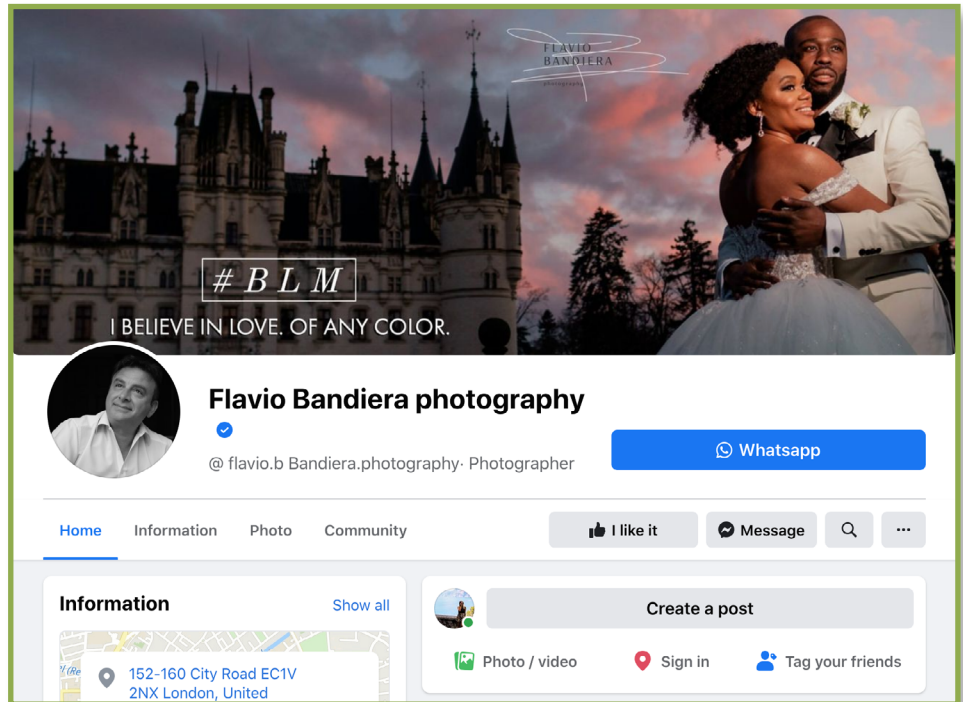


Personal page/profile

[Facebook: Bambi Cantrell](#)

You must have a profile to create or manage a **Facebook page**. Pages are places on Facebook where companies, brands, artists, public figures, organization and no profit organizations can connect with their fans or clients. When a user "Likes" a Facebook page or follows it, they can view updates which appear on the news feed of their own profile.

Here is an example of a page



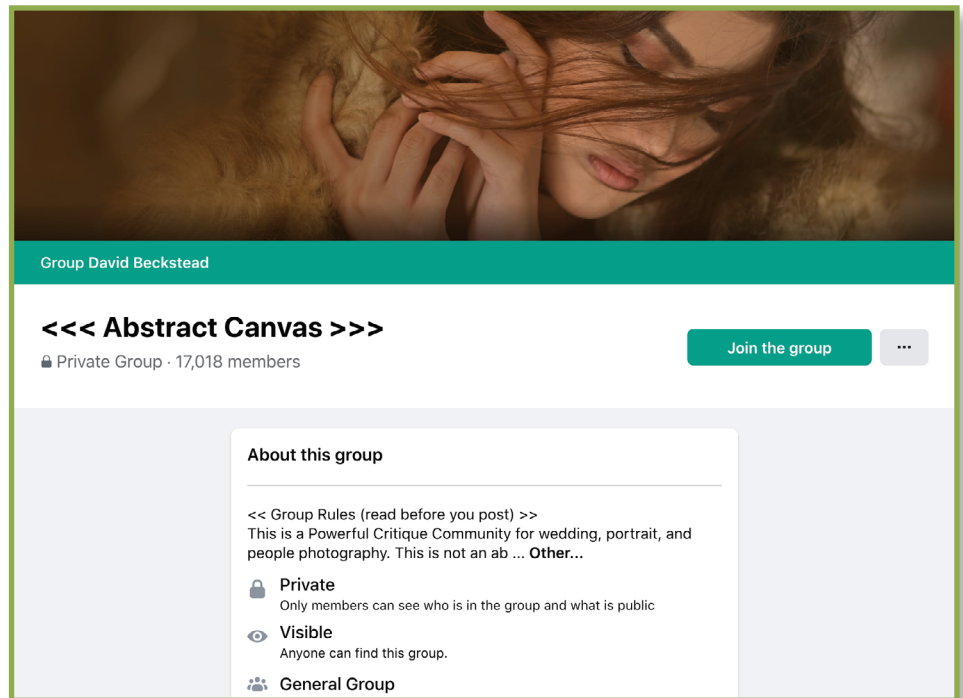
Page Facebook: Flavio Bandiera



Page Facebook: Steve McCurry

You need to have a profile to create or manage a group. **Groups** provide a space for discussing common interests with certain people. You can create a group for anything (for example, with participants of one of your photography courses), or create a list of customers with whom you share updates and news regarding a specific event, and customise the group's privacy options according to people for whom you wish to enable access, so they can view contents. When a user joins a Facebook group, the contents of the group come up on their news feed.

Example Facebook Group



3. Who uses Facebook?

Over the last few years this social media service has become widely used by people over the age of forty.

4. How often should you post?

We recommend you post 2 or 3 times a week, which is the average frequency of posts in Italy.



Instagram is a free app for sharing photos and videos, available on mobile devices. People can upload photos or videos and share them with their followers or a select group of friends. They can also view, comment and "Like" posts shared by their friends on Instagram. Anyone over the age of 13 can create an account by registering with an email address and selecting a user name.

1. Who uses Instagram?

It is mainly used by 16 to 40 year olds.

2. How often should you post?

2 or 3 times a week

2 stories per week



BONUS TIPS

What are # (Hashtag)?

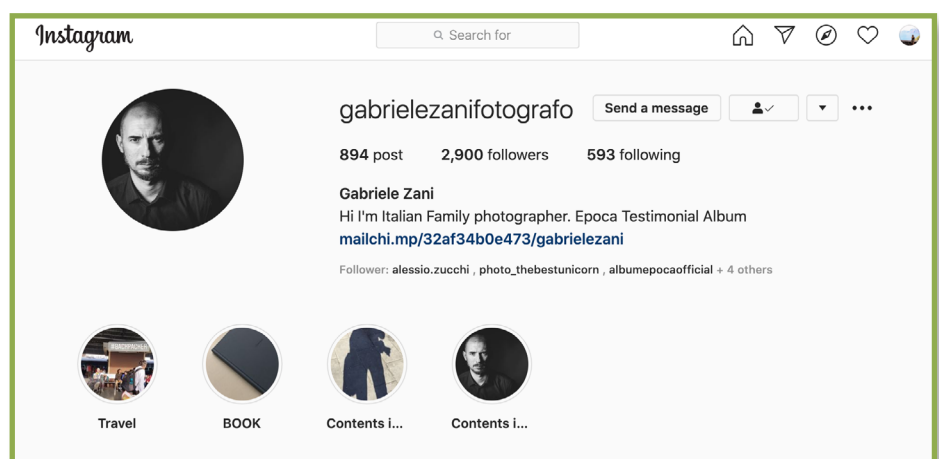
A **hashtag** is a symbol - "#" - which can be placed before a word in a post to facilitate searches on Social Media. Therefore, using hashtags boosts the visibility of posts.

A single post can contain up to 30 hashtags.

Suggestions for hashtags you can use for your posts:

*#weddingphotographer, #weddingphotoshoot,
#weddingphotographyinspiration, #weddingportraits, #weddingitaly,
#romanticwedding, #classicwedding, #portrait, #weddingphotography,
#newborn, #newbornphotography, #maternity, #pregnant,
#maternityphotographer, #portraitphotography, #bride, #kids,
#kidsphotography.*

A successful example



Pinterest is a portfolio of images that help you to discover and save ideas about things you love. Each day, millions of people around the world use the free Pinterest app to search for inspiration for their own wedding, tips on design, furnishing and much more.

Thanks to Pinterest, you can, for example:

1. Inspire potential customers who are organizing their wedding
2. Suggest photo shoots as a gift for important events, like holy communions, confirmations, showing examples of photo sessions for children
3. Inspire mums-to-be by showing maternity and newborn photo sessions and shots
4. Rouse interest in family portraits, showing examples of parents and children, or grandparents with grandchildren

Out of nearly 5 million individual monthly users per month, 74% are women and topics like event and wedding planning are particularly popular



[Source](#)

★★★★★

BONUS TIPS

What are **boards**?

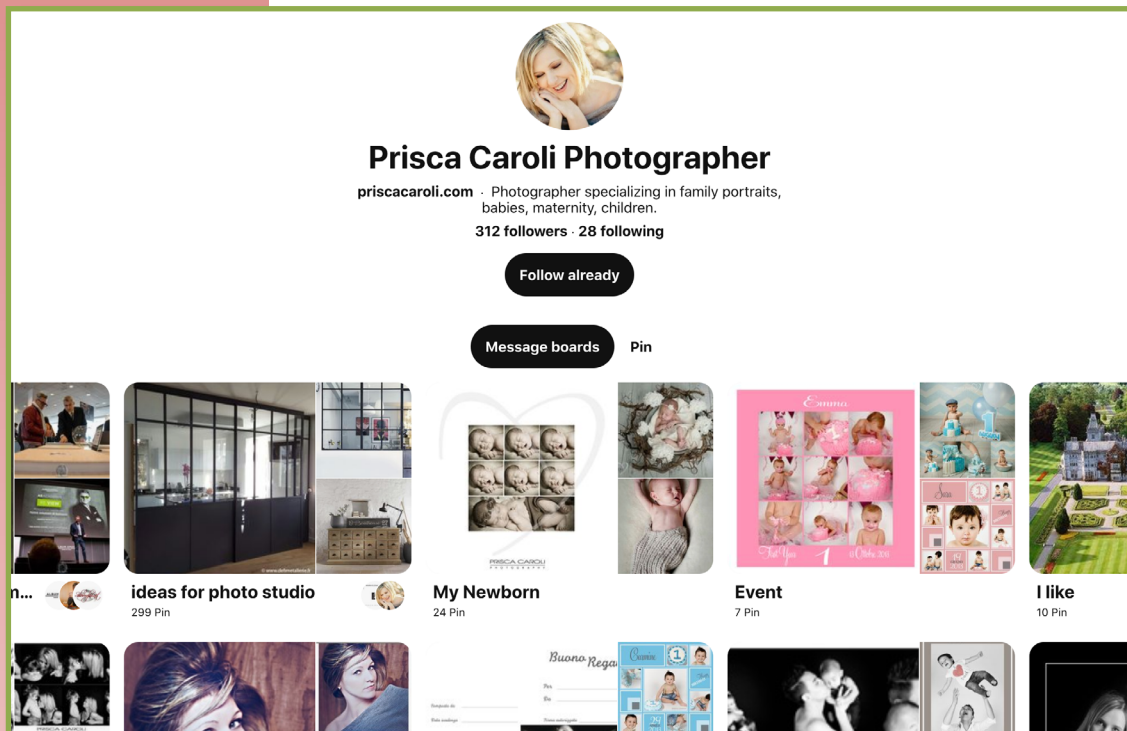
Boards are where Pins are saved (Pinterest posts).

We suggest you create themed boards, based around different photographic events, for example: weddings, celebrations, portraits, newborns, children.

Successful examples

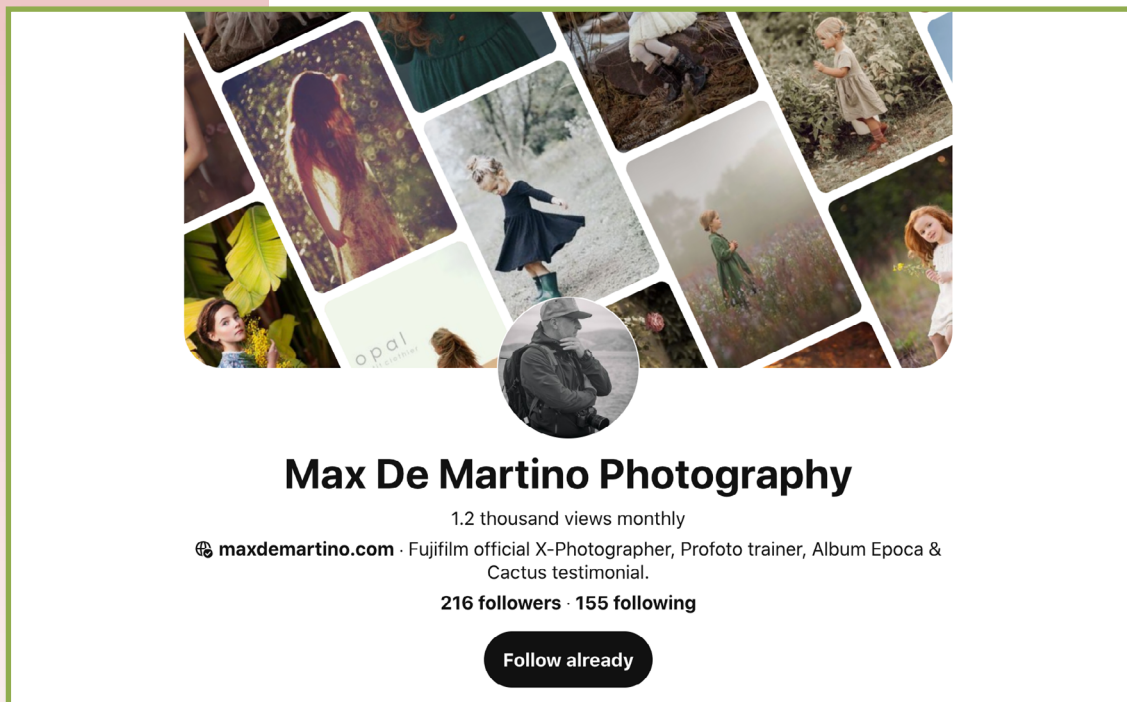
Prisca Caroli is one of our most active Ambassadors and Testimonials on this social media platform

Prisca Caroli



[Pinterest: Prisca Caroli](#)

Max De Martino



[Pinterest: Max De Martino](#)

LinkedIn is the Social Media service for professionals and is mainly used to share work ideas and sector trends. Its slogan is "Build your professional network, keep up to date with the latest news and find your dream job."

1. The difference between a profile, business page and group on LinkedIn

A **LinkedIn profile** is a "professional page that enables you to manage your personal brand. It is an excellent way for letting people know about who you are and what you do, by displaying a time line of your professional experience and achieved results. Use your LinkedIn profile to add a personal touch that is lacking in normal CVs".

We have picked out this example for you:

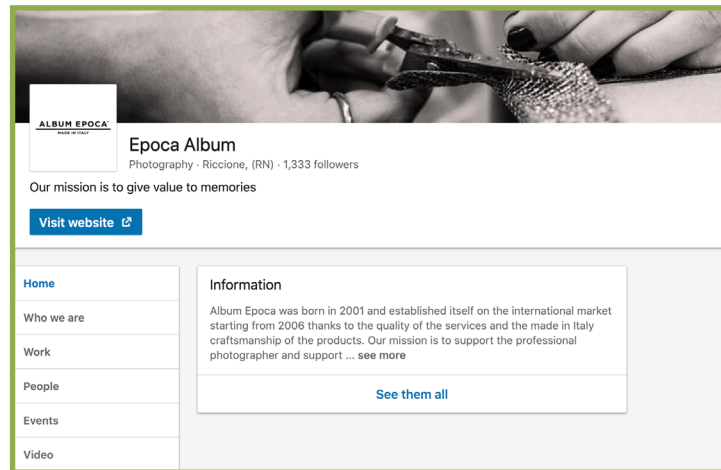
[Source](#)

[LinkedIn: Flavio Bandiera](#)

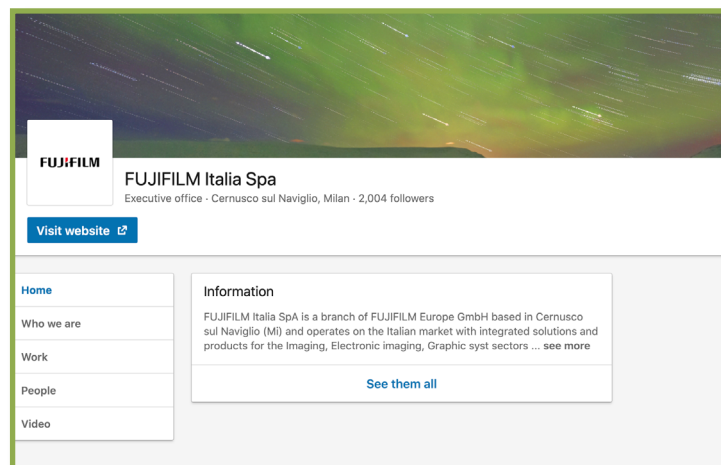


Instead, through a **company page**, you can communicate your brand by adding information about your company. You can also make your list of co-workers or employees available, recruit staff, launch a paid campaign and unlock new sales opportunities.

Examples of company pages



[LinkedIn: Album Epoca](#)

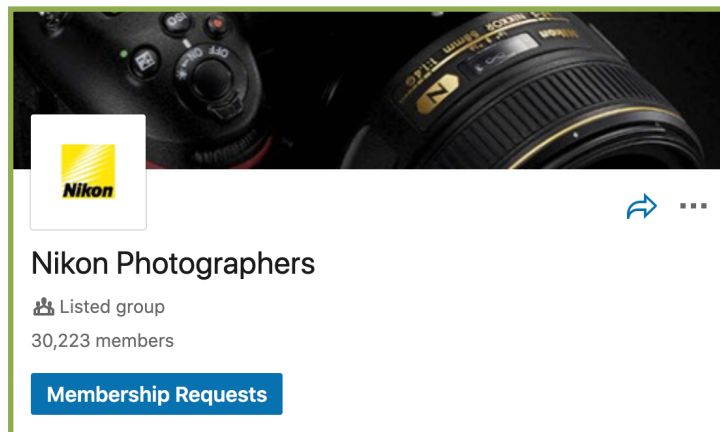


[LinkedIn: FUJIFILM Italia Spa](#)

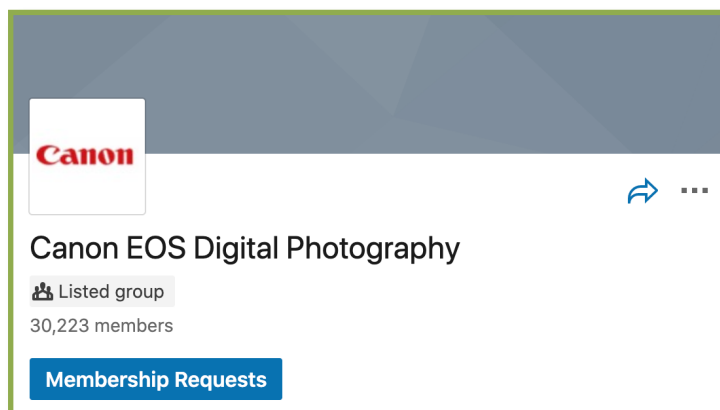
In the case of **groups**, you can choose to follow or even create your own, which other users can join.

Groups enable you to connect with professionals of your sector or with similar interests, to share advice and experience, request information and **expand your network of contacts** so that you keep apace with all the latest in photography and generate countless opportunities for your business.

Examples of groups



[LinkedIn: Nikon Photographers](#)



[LinkedIn: Canon EOS Digital Photography](#)

1. Who uses LinkedIn?

Professionals 20 to 60 years of age

2. How often should you post?

Once per week



It is a web platform founded on 14th February 2005 which enables the sharing and viewing of video contents online.

With YouTube you can view video clips, trailers, short films, news stories, live streaming sessions, slide shows and other contents, like educational videos, video blogs, short original videos and more. Users can also rate, add favourites, report and comment on videos.

Over half of people who start an activity turn to Youtube to "see how it's done".

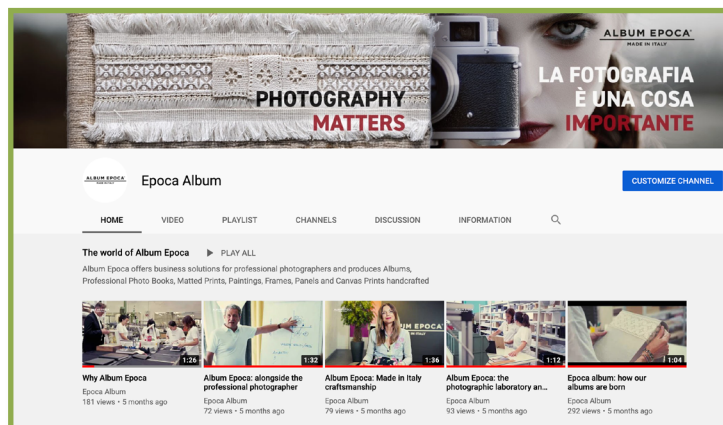
1. Who uses YouTube?

4 - 65+ year olds

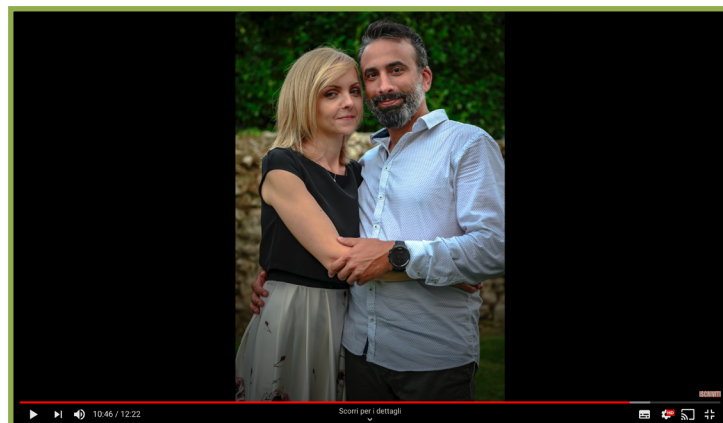
2. How often should you post?

Twice a month

Successful examples



[Youtube: Album Epoca](#)



[Youtube: Esempio canale](#)

Behance is an online platform where creative professionals can display their personal and professional projects, discover and get to know the work of other professionals.

- CWho uses Behance?

20 - 50 year olds

- How often should you post?

Once a month


Successful examples

Profili

www.behance.net/rksd

www.behance.net/SKhlif

www.behance.net/bruhmuller_photo



skander khlif
Photographer | Visual Storyteller
<http://www.skanderkhlif.com/>
Munich, Germany


Segui Messaggio


Visualizzazioni progetto: 760.189
Apprezzamenti: 67.111
Follower: 22.588
Lo segui: 4.222

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Interview / Featured on Adobe →
An Intimate Interview With Street Photographer Skander Khlif By Arek Rataj →

Lavoro Moodboard Apprezzamenti





Benoit Bruhmuller
Photographer
Bruhmuller photographie
www.bruhmuller.com
Quebec, Quebec, Canada


Segui Messaggio

Visualizzazioni progetto: 71.975
Apprezzamenti: 5.100
Follower: 1.887
Lo segui: 190

PRINCIPALI STRUMENTI USATI
Ps Id Ai Pf

Bruhmuller photographie →
ABOUT ME

Lavoro Moodboard Apprezzamenti



Investing on Facebook - A practical guide for photographers

1. Why invest on Facebook?

Over the last few years social media have become one of the most effective advertising channels, capable of obtaining new leads (contacts) and turning them into active, paying customers. 1.6 billion people all over the world are in touch with a small business on Facebook.

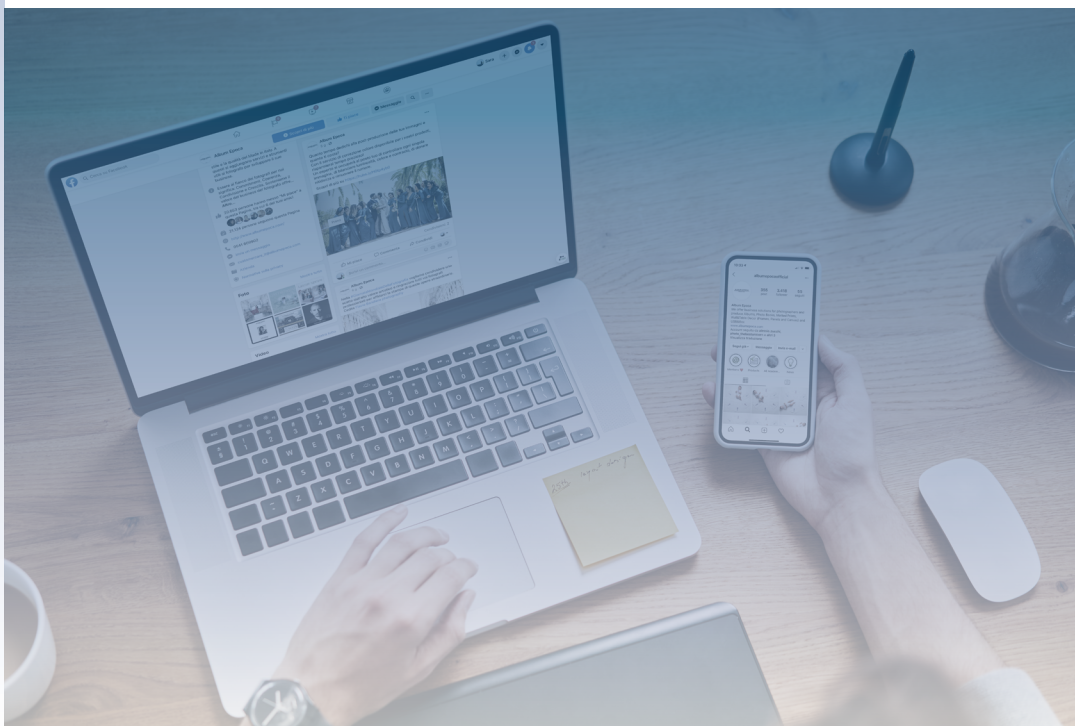
2. What is Facebook Ads

"Ads" stands for "social advertising", namely paid advertising activities on social channels (Facebook, Instagram and Messenger, for example).

Facebook ads is a Facebook program for the publication of ads, listings or news which are shown to people matching parameters you decide on (age, interests, geographic location or other) as they are most likely to be your ideal target customers. The aim of Ads is clearly to achieve awareness among new potential customers, or generate loyalty among those who already know you.

3. Is it necessary for a Photographer to activate paid campaigns on Facebook?

If you already have a Facebook Business Page with 500 or more followers, have you ever experienced posting something and achieving a very low number of views? Ever asked yourself why? Facebook and Instagram are free Social Media platforms which over the years have increasingly reduced organic coverage, namely the number of users who view posts you publish for free, to the advantage of sponsored posts (paid). Facebook Ads gives you the chance to increase the number of post views, boost your visibility among new users and therefore increase your sales.

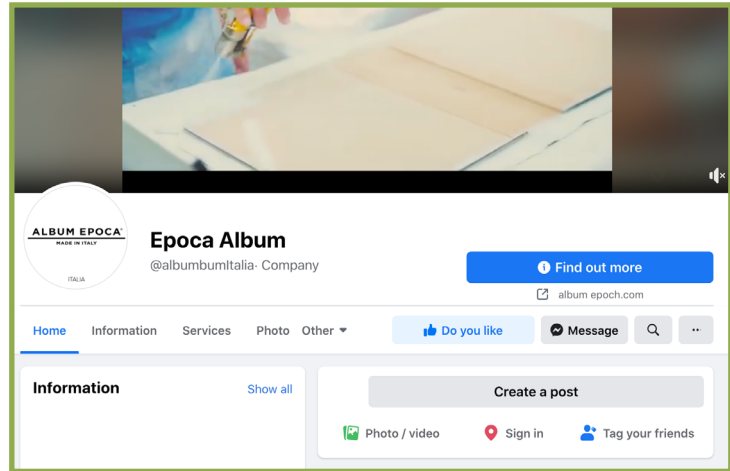


What is useful to know before creating a sponsored advert?

1. Requirements for entering your first ever sponsored business ad

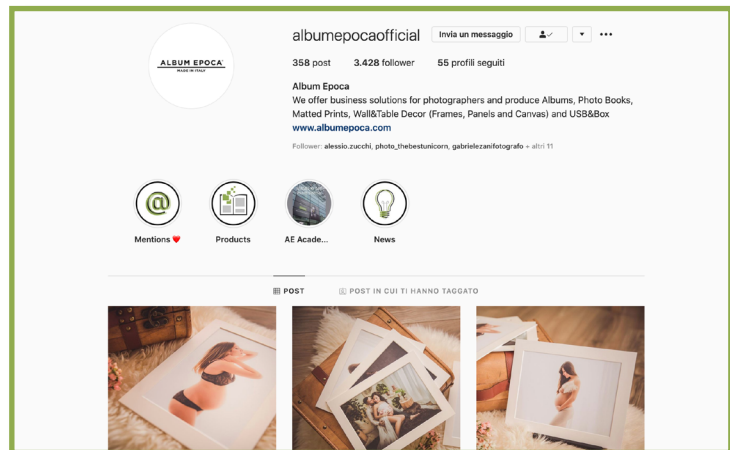
Before starting your first sponsored ad ensure you fulfil the following requirements:

Facebook Business Page



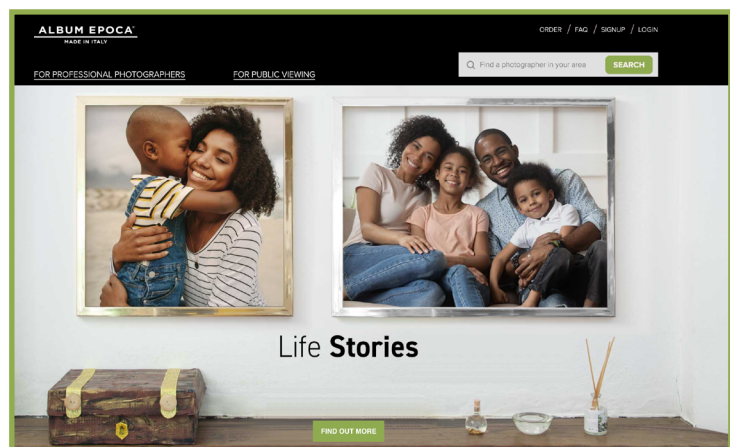
[Facebook: Album Epoca](#)

Instagram Business Page



[Instagram: Album Epoca](#)

Web Site



[Website: Album Epoca](#)

Payment methods for investing in ads



2. Define goals: LEAD GENERATION & SALES

Before activating your Facebook Ads campaign it is important to define objectives you wish to achieve and time frames for doing so.

The main objectives selected when undertaking paid online campaigns are "lead generation" and "sales".

Lead generation means the collection of contacts using a form which can be added on your website or natively created on Facebook Ads.

Sponsored ads can lead users from social media to your website and in exchange for their personal data (email, name, surname, telephone number, etc.) they will request a service or a product proposed by you.

Usually users fill out a form for free by means of lead generation.



Sales, is a type of campaign associated with e-commerce websites, containing products or services for sale. Therefore with this objective, a Facebook Ads sponsored campaign will bring users from social media to your website and their last action will be making purchase.

3. How is the price of a sponsored ad established?

When you launch an advertising campaign you take part in an automatic auction managed by an algorithm, which based on the public, budget, competitors, the ad's capacity for interaction and numerous other selected factors, will determine the cost of your sponsored ad.

Therefore Facebook does not charge the same amount for ads, rather it has put in place an auction system for advertisers to obtain publication.

The price also varies according to the time of year. For example, in December, when advertisement application numbers rise, costs are generally higher than in other months.

Consider that on average the viewing of a sponsored add by 1,000 people can cost from €5 to €50: the price is variable.

4. How much does a photographer need to spend on paid campaigns?

For an idea on how much you should spend on Facebook Ads, you need to define how much you are willing to spend to obtain a new contact or the sales of a product or service, and how many contacts you wish to obtain.

For example, you decide you want to spend a maximum of €25 for a new contact, multiplied by 10 contacts you wish to obtain = €250 for a campaign.

The user acquisition cost must be commensurate to the average margin you obtain from the sale of your products and services, so as not to acquire users with a negative margin (costs higher than earnings).

How to create a sponsored ad

In order to further incentivise the sale of its advertising spaces, Facebook provides advertisers with a dual function for the creation of sponsored ads:

- Non-professional version "boost post" (does not provide advanced functions. Recommended for anyone just getting started.
- Professional version: "Business Manager" (containing all advanced Facebook Ads tools).

Our advice to professional photographers is to activate high performance paid campaigns with the use of Business Manager.

1. Business Manager: what is it and why should you use it?

Business Manager is a free Facebook platform which enables you to manage sponsored ads at a professional level.

What can you do with this tool?

- Create and manage multiple resources like a Facebook page, an Instagram account, a public list or product catalogue, all in a single environment.
- Control user accesses and authorisations of anyone working on your advertising account, your Pages and apps and maintain the properties of all your resources.
- Monitor your ads on Facebook and Instagram more effectively, with simple overviews and detailed analyses on advertising costs and impressions.

[Source](#)

2. Ad management

Once you have created your Business Manager account you can start posting ads using "ads management". This is a complete tool for the creation of ads, the management of publication time frames, positioning and for monitoring the performance of your campaigns.

[Source](#)

To publish ads you must fill out three sections which make up the structure of the campaign:

- Campaigns
- Ad group
- Ads

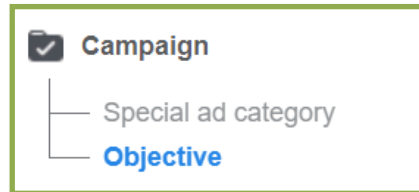
By knowing how these elements interact, you can publish your ads based on your requirements and reach out to people best suited to your contents.

[Source](#)

5.1 Campaigns: defining campaign objectives and budgets

In this section you can select the specific objective of your new paid campaign, with 3 different options: awareness, consideration and conversion.

Definition of objectives:



Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	

Awareness:

Brand awareness: increase the awareness of your brand by reaching out to people who may be interested in it

Coverage: make your ad visible to a maximum number of people

Consideration:

Traffic: redirects people to a destination, like a website, an app or a Messenger conversation

Interaction: achieve more interaction with your post, "Likes" for your Page, replies to the event or offer requests

App installations: Make sure more people install your app

Video views: Make sure more people view your video contents

Lead generation: increase leads for sales, like email addresses of people interested in your brand or business

Messages: Make sure people send messages to your company on Messenger

Conversion:

increase important actions on your website, app or Messenger

VSale of catalogue products: create ads that automatically display items in your catalogue, according to your target audience.

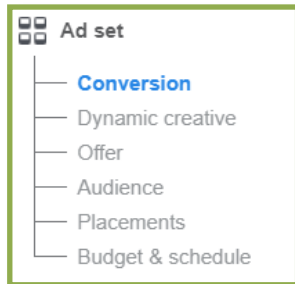
Traffic at point of sale: increase the number of visits to your physical points of sale by displaying ads to people in the local area

5.2 Ads group: choose your audience carefully

An “ads group” indicates the type of publication for an ad. In this section you’ll create an audience using targeting options and by selecting elements like place, gender, age and more. You’ll also create a budget, establish an ad schedule and select positioning.

Bear in mind that a campaign can include several “ads groups”, each with different target, schedule and budget options.

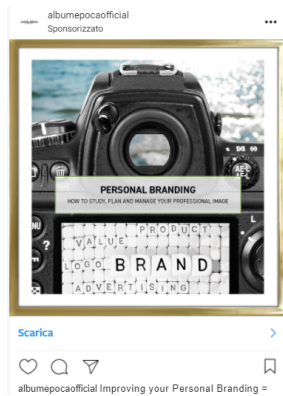
Source



5.3 Advert: the importance of content

The content of your sponsored ad is the make or break factor in attracting future customers. Try to set yourself apart from your competitors with unique creative solutions.

In this section you’ll select creative contents, including images, videos, texts and a call to action button.



Instagram



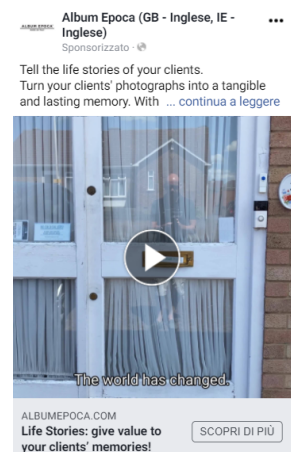
Instagram Stories



Carosello



Post Facebook



Video consigliato
15 a 60 secondi

1. Text in images

The first fundamental rule you need to know is that Facebook prefers images with short or no text for ads, as images with lengthy texts may create a low quality experience for users of the social network.

How do you know whether the amount of text on the image is suitable for a sponsored ad?

Facebook has created a tool called "ads text overlay" which uses an algorithm to determine the suitability of an image:

Source

If your image contains the right amount of text then it will be rated "ok", so then you can launch your sponsored ad.

It is estimated that to receive an "ok" Facebook rating, you need an image with an amount of text that does not exceed 20% of occupied space.

2. Topics which can be covered in sponsored ads

Sponsored ads boost the visibility of your services, promotions or proposals.

Here are a few examples:

- Promotional coupons: thanks to Business Manager you can activate sponsored ads, inviting users to download a coupon;
- Updates on you activities: you can boost the visibility of your new photography services;
- Discounts/ promotions: for example, you can choose to offer your services to newly engaged users at a discounted rate.

Text in sponsored ads

Choosing the right text for your sponsored ad to go with an image/ video, will boost your communication.

How much text should I put in a sponsored ad? The right answer is...it depends! There is no set rule: depending on the kind of sponsored post you can use more or less text to explain your image.

3. Here are a few examples and tips on how much text to add to your sponsored ads:

Themed post: **knowledge of your brand**

Quantity of copies: average (3 or 4 lines)

Suggestions: keep your presentation short, summarise what you do in 3 or 4 lines

Themed post: **promotion/ discount offer**

Quantity of copies: low/Average (1 or 2 lines)

Suggestions: in the case of promotions and discounts, usually the user is captured by just 2 factors: % of the discount and the products/services on offer.

Themed post: **description of a specific service/ activity**

Quantity of copies: average/ high (5 lines or more)

Suggestions: if you want to raise awareness of a service/ product you are proposing for the first time on the market, promote a highly detailed description containing all the strong points of your latest proposal.



PIXEL: what actions do people carry out on your website?

How does Facebook Ads know how many people visit your website via campaigns? Easy, thanks to "pixel". Facebook "pixel" is a statistical data collection tool which enables you to measure the effectiveness of your advertisement by giving you the possibility of understand what actions people carry out on your website.

[Source](#)

Pixel is a html code that must be entered on all website pages, so that you can track movements from your Facebook Ads campaigns to your website.

Advantages: you can creates lists of users who have visited your website, for successive remarketing efforts. Remarketing is a way of connecting with people who previously interacted with your website or app for mobile devices.

[Source](#)

Measuring achieved results

Once you have launched an ad campaign, tracking its yield is fundamental to fully leveraging its full potential.



Interaction with your posts

Your sponsored posts may generate user interactions, in the form of typed comments or participation in your survey in Instagram stories and much more. Our advice is that you always answer those who leave a comment, so as to create a community of users interested in your services/ products and to nurture their loyalty.

Monitor the performance of campaigns

Monitoring the performance of your campaigns is a fundamental step in understanding whether sponsored posts have achieved the objectives you set.

How many users have started following your page?

How many users have sent their personal data so that they can be re-contacted?

How many sales did you make via a sponsored product on Facebook?

Once you have the answer to one of the aforementioned questions, you can take stock of the success of campaigns and consider actions for improvement.

Conclusion

Dear photographer we have crammed this practical guide with information, including of a technical nature, to help you take your first steps or plan and use Social Media solutions useful for your business, with awareness.

You'll also find the guide useful if you decide to turn to specialised agencies for planning your ads. It is important you understand the ins and outs of social media and how ads work, so that you can guide agencies as best as possible and set yourself the right goals.

Lastly, remember that social media thrive on images and this is your specialisation! Thanks to your quality contents, interaction with users and perseverance over time, we are certain you will achieve your desired results.

Album Epoca is delighted to be by your side and support the growth of your social media pages and business.

Write to us at marketing@albumepoca.com if you wish to send us your comments or reflections.

Good luck in your work!

albumepoca.com

