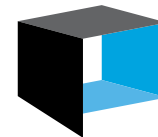


FACEBOOK FAN PAGES FOR PHOTOGRAPHERS

PhotoShelter Research
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PHOTOSHELTER



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Save a tree. Think before you print.
This PDF contains hyperlinks to resources
on the Internet. Trees can't do *that*.

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INTRODUCTION



For the past 15 years, photographers have spent an inordinate amount of time and money to develop their online presence; building websites, cultivating strong SEO and maintaining a blog. These “destination sites” represent great vehicles to promote their “brand” and images that are representative of a high quality body of work.

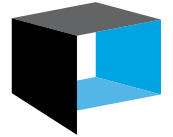
But as many photographers have found out by monitoring their website analytics, it's very difficult to build regular visitors to your website. Simply put, there isn't enough of a compelling reason for your potential clients to hang out there on a daily, weekly, or even monthly basis.

The rise of Facebook changed everything. As Facebook approaches 600 million registered users, its power as a marketing tool has become increasingly obvious. It is the place where a vast majority of people hang out online with regularity. So if you want to reach your friends and maintain contact with your clients, having a Facebook presence is imperative. From an SEO perspective, there is evidence that shows that Facebook-related posts are having an increasing effect on search engine rankings. The introduction of the “Like” button on other sites gives Facebook enormous insight into how people are using the Internet, while driving interaction back to Facebook.

We've consistently found that “word of mouth” is a primary way that photographers gain new business. Reminding people of your products and services, (as well as new work and exciting achievements), by appearing in their newsfeed is a great way to spur word of mouth referrals. Facebook is the most connected network on the planet, and therefore businesses that rely on word of mouth would be remiss not to include Facebook in their marketing strategy.

But if your presence on Facebook consists of a personal profile page, you're limiting your exposure and growth. Stop treating Facebook like a place to catch up with friends, and start using it as a marketing tool to grow your business. The Fan Page is a crucial part of this strategy, irrespective of the type of photography that you do.

THINK LIKE A MARKETER

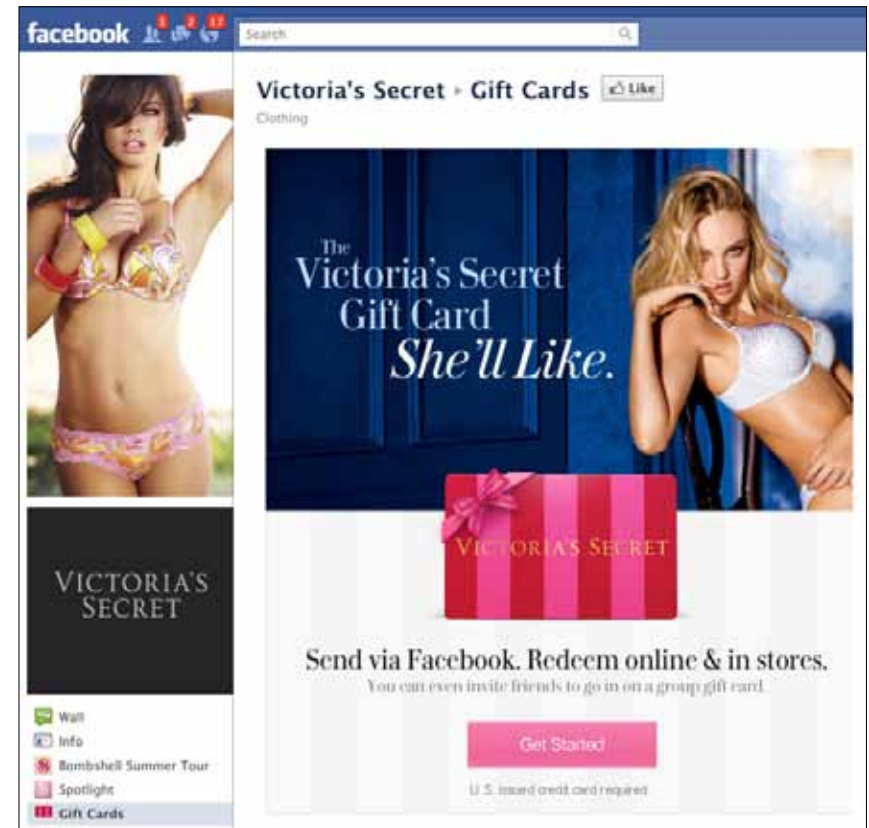


Because our personal pages tend to be non-promotional, it's often difficult to shift gears and think about our Fan Page as a marketing tool. In other words, our Fan Page needs to have a goal of 1) acquiring more potential customers (leads), and 2) converting them into paying customers (sales).

Provide information. Your page needs to impart enough information to engage the user, answer any questions they might have, and overcome any objections that might lead them to another photographer. This might include an explanation of your services, the geographical area you cover, and a description of rates.

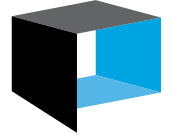
Convey your brand. Your brand is more than a logo. When a group of photographers is able to technically do a job, the difference in getting the job is often as simple as "is this a person I'd like to work with?" Being able to impart a bit of who you are is reflected in the interactions you have on your wall, the frequency of posts and the quality of responses. If people ask you questions and you don't respond, or you have terse answers, you're conveying something about your brand and your customer service.

Convert. The [Victoria's Secret Page](#) has 13 million fans, and one can argue that having beautiful models in lingerie creates eye-catching visuals to say the least. However, they're not just attractive, they're smart too. Instead of simply showcasing the newest bra technology, VS has a gift card app which states "Send via Facebook. Redeem online & in stores." Offering gift cards through the Fan Page reminds users that VS makes a great gift, and keeps the transaction social by allowing you to notify friends through Facebook. Don't be afraid of promoting your products & services and trying to convert visitors into customers.



Victoria's Secret blends information (Spotlight), user interaction (Wall), events (Bombshell Summer Tour) and conversion (Gift Cards) to create a cohesive strategy that can engage visitors with varying levels of interest in the product and brand.

USING PHOTO STRIPS



Like a profile page, the Fan Page now features a photo strip which displays the last 5 images that you've uploaded at 97x68. While most people don't pay attention to the feature, we've seen a lot of interesting layouts and patterns that use the strip as a cohesive, design unit, rather than individual thumbnails. These eye catching designs can boost user interest.

Photographers might consider matching colors, dividing a panoramic into pieces, highlighting images from a specific shoot or niche, or opting to showcase a wider breadth of work. Regardless, make sure that images retain sufficient detail as a thumbnail to be visually appealing.

HOW DO YOU DO IT?

The pictures in the photo strip are the last five images you upload in chronological order. (You can always remove newer images that get inserted into your photo strip by clicking the (x) in the upper right corner of each thumbnail)

[Alexandre Oudin](#)

According to some pundits, Oudin was one of the first to create a collage-like effect with his profile photo strip in tandem with his profile picture.

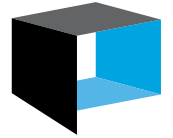
[Abercrombie & Fitch](#)

Images that are topically and tonally similar can be used to good effect. Abercrombie and Fitch is well-known for their risqué images of younger models, and their Fan Page stays true to form.



CASE STUDY

BLAIR PHILLIPS PHOTOGRAPHY



Blair Phillips lives in the small town of Landis, NC, but is leveraging social media in a big way. Senior portraits make up a sizable part of his business and in addition to a referral program for seniors, he's using Facebook to showcase his work and leverage its viral capabilities. Consistent branding between his Facebook page and his website make his cool style easy to recognize.

BLAIR AT A GLANCE

- Shoots weddings, portraits and commercial work in a small town outside of Charlotte, NC
- Uses North Social Facebook apps to eliminate the need for coding
- Offers deals, teaser video, portfolio and more, and has amassed over 4300 fans (Landis's population was 3,000 people in 2000).

LEARN MORE

blairphillipsphotography.com

[facebook.com/BlairPhillipsPhotography](https://www.facebook.com/BlairPhillipsPhotography)



Uses skyscraper profile photo that is indicative of his shooting style; branded with logo.

Has prominent call-to-action, and offers a way for clients to book directly through Facebook.

Imparts personality and shooting aesthetic effectively.



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