

Robyn Francesca Photography – Marketing Proposal

Hi Robyn,

Following our conversation on Wednesday 3rd April, I've made an outline for a potential collaboration. Please take a look and see if this aligns with what we discussed.

If this is something you'd like to try, let me know so we can go over the details together and get started.

Goal

The main goal is to get your wedding bookings up to the point where you can focus on your business full time.

The target is to get to 4 weddings a month.

Weddings are the primary focus and key high-ticket service offering, but family and baby shoots are the secondary focus.

Marketing Actions I Propose to Achieve this Goal

Here is a list of actions that I think would be best to start with to get the most results with your marketing budget. As time progresses and we analyse the statistics of the advertising methods, we can then optimize the approaches to get even better results.

1. Meta Advertising

So as you mentioned on the call, you've recently boosted one of your Instagram posts for £30 for 14 days and on day 11 you got a wedding booking from this boost, FANTASTIC!

Boost is the simple way to promote a post on the Meta sites and as you've seen, can get some results. Boost is the simplified version of advertising through Meta, where as if you know how Facebook and Instagram work behind the scenes, you can reach the exact target audience for your service with the exact offer needed, every time.

I propose 3 – 4 adverts through your Facebook and Instagram pages, primarily Instagram as you have over 2500 followers and the portfolio of photos you have there are a great credibility builder and Instagram may very well be the optimal platform for brides-to-be (and grooms-to-be) to browse wedding photography options.

We can target specifically then key demographics of gender, age, radius with keyword optimisation for prospects searching online.

I'd have:

- 1 advert specifically encouraging wedding bookings for 2025 and 2026 for the couples getting engaged currently.

- 1 advert specifically encouraging wedding bookings with “still some availability” for 2024 to catch any last minute photographer cancellations or spontaneous weddings for the remainder of the year.
- 1 advert specifically encouraging family photo shoots, Father’s Day is a good upcoming holiday in June that would be a good advertising hook.
- 1 advert specifically encouraging baby shoots for new parents.

2. Website Tweaks

I’d amend some of the copy on your website to encourage more pull to the readers with affirmative dialogue and Call to Actions.

I’d update your “RF Journal” as last post was in July 2022 so by adding more of them would provide more situations for clients to read about the experience and see different settings and photos/styles.

I’d change the order slightly in line with your priority preference of work, so Wedding, Family, Baby and then Corporate.

3. Google Business Account

Optimise the Google Business Account to make your web listing show up in Kidderminster searches.

Sponsor the website link so it appears as one of the top searches on Google as if you’re not on the first page of searches, data shows only 0.78% of users click on links on the second page of Google onwards.

4. Newsletter Outreach

This can tie in to the Website where if we put a Newsletter subscription option on your website, this can act as a 2 step lead generator where with weekly or bi-weekly newsletters talking about your latest work you’ve done or about events you’re going to (like your wedding fayres), or about upcoming projects, by keeping in the prospects mindset, this can dramatically increase the chances of bookings being made.

I’d also propose targeting your previous wedding bookings from 2020 onwards with a specific newsletter blast as those who were married in 2020/21/22 will likely have children or be close to having children so we can target those customers that already loved you with offering a family or baby photo shoot.

5. Wedding Venues

I’d look to try and add your business to venues around our area (which is why I was asking you about any marketing literature the other day) on their list of recommended or known photographers as they will have an active market of prospects and would be seen as an endorsement to the couple from the venue.

Costs

We think that marketing should always be a PROFIT centre, never a COST centre. So when we start working together our goal is exactly that. We want to make sure that whatever money you’ll spend on ads

and ad management comes back to you in multiples. By doing that we make sure you'll never have to worry about getting new leads and clients again.

We have a very straightforward cost structure. There are two components:

- **Advertising Budget**
This is what you pay to place the ads. The higher the budget, the greater the reach, the faster we collect data, and can optimize.
- **Management Fee**
This is what you pay us for the continuous optimization of the campaigns.

Based on our conversation, we advise you to start with an ad budget of \$ 100/week.

This means that costs will be:

Advertising Budget:	\$435/month.
Management Fee:	\$400/month.

Total:	\$835/month.

Summary

Following our conversation, I believe Meta will be a primary advertising strategy with the other actions supplementing your business and encouraging conversions and retentions. I believe we can easily start gaining more clients for you and I'm very excited to get you to the point where you can focus on this business full time!

In short - if this sounds good and it's something you'd like to try, respond to the email, and we'll schedule a follow-up conversation.

Many Thanks,

Benjamin Brown

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