



MARKETING DURING THE SUMMER MONTHS

In my world, marketing during the summer months is no different than the rest of the year, assuming you have a well-developed 12-month sales and marketing program.

Now I know this runs contrary to other info you may hear. Many people will tell you that you should never try to visit potential clients in June, July or August (“they are all on vacation”).

Or you will be advised that you should not send any mailers in the summer while everyone’s away. This advice comes from the same folks who will tell you to forget doing anything in December and January due to “too much holiday stuff going on”. Think about it. You lose June, July, August, December and January and there goes 5 months of the year? That’s Crazy!

My advice? Stop making decisions based on fear.

Create a solid 12-month sales and marketing program that you work consistently!

Here is what your program should contain:

- A body of work that contains a well-developed vision applied to a specific area of photo that is articulated and demonstrated through a print (ipad) and web portfolio
- A fine-tuned database that has two functions.
 - It supports email and direct mail hits monthly.
 - It's used to develop in person appointments.
- Visual Email (yes it's still important to use this tool
- Direct mail
- Portal exposure

- In person visits
- Social Media presence

I'd bet my next ice cream cone that the majority of photographers do not have all the elements working as suggested above. SO, your summer job is to see what components you are missing and then use the lazy hazy days of summer to create a solid program that will carry you throughout the year.