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# Social Media Marketing For Digital Photographers



## Synopsis

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.

## Book Information

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Average Customer Review: 4.5 out of 5 stars Â Â See all reviews Â (50 customer reviews)

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Technology > Business Technology > Social Media for Business

## Customer Reviews

Just another how-to-make-money-off-the-flavor-of-the-month book. The author does a suspiciously large amount of self-promotion and at the end you've seen some nice pictures, but you're not really

any closer to understanding whatever it is the author is trying to say. I kind of forget what I was thinking when I ordered this for review, but if you're the sort of person who's not very net-literate, this book isn't going to help you as much as actually getting involved in social media.

Well..After reading and putting in practice the recommendations o in this book you will not longer have to wait for astonishing results.This book could be called (if allowed) "Social Media Marketing for Dummies" because in a concise, simple, clear and plain understandable English breaks down the Why? How? What? Where? and When? to achieve perfect exposure in the rapidly increasing and must-have social network/media marketing world. Defined towards the today's photography business entrepreneur but well applicable for other business as well. Lots of photos and illustrations accompanied by a complete description and practical application of the concepts. 10 Chapters Easy to read and follow plus an even easier to achieve effective marketing through social media. From my perspective: If photographers were "Jedi(s)" and marketing the "lightsaber" Lawrence Chan will be the "Qui-Gon Jinn" whom with maverick and unconventional methods will teach us the proper use of the (marketing) "force" .(Sorry couldn't resist...the geek side of me :-D )

Lawrence has a way to make you stop everything you are doing and ask yourself, " Why didn't I think of that?" In his new book, "Social Media Marketing For Photographers," Lawrence outlines the way photographers can create an avid following and attract potential clients using the tools such as Facebook, Linked In and Twitter. Using his signature dry sense of humor, Lawrence uses examples of well known brands and provides parallels on how a digital photographer can apply these marketing strategies to their own businesses. I picked up many valuable tips to use in my own business as well as insights on my own motivations as a consumer. I'll for sure be re-reading this one a few times so I don't miss any nuggets of wisdom.

This book is not about the photography, period. Nor is it about marketing a photography business on social media with many photography-centric examples or testimonials from photographers. It is a general purpose social media marketing book that has been re-made (i.e. re-titled with a bit of content added) to appeal to a very book-hungry market (photographers), in order to sell, sell, sell. Only Chapter 8 gives a whiff of anything that could be construed as "photography-specific", and it's not very in-depth. You are better off saving your money and going to some reliable sites like ASMP, ProBlogger and others, and taking their specific (freely available) social media and marketing advice for photographers. Just google "Social Media for Photographers" and "Blogging for Photographers"

and you'll be greeted with an avalanche of (mostly) good information, once you recognize the reliable site brands.

First time I read this book I said to my self eh hh it's ok 3.5 out of 5 stars picked up few good points. Than when I started to rescan it, I was like wait a minute I totally missed main point. So I read it 2nd time I'm reading this book I LOVE it. 5 STARS out of 5. My problem was that I didn't analyze information when I read book first time. Reall loved example with Web 1.0 vs Web 2.0. Really liked examples of how and other websites are changing their way of presenting material and how big site encourage consumers to talk back to companies thru web. Also loved how Chan gave idea's what to write about on Blog, and what information is boring. Nice read for photographers OR anyone else who would like to have a strong WEB presence. I already implemented several things in my Facebook page and results are amazing traffic went up SHARPLY! So thank-you Chan for such a nice book!

Although this book's targeted audience is digital photographers, many others who use social media and a website or blog will find this book useful, too. Chan presents information and tasks to you in a way that urges you to think about yourself, your brand and your perceived image. He was able to direct me on a clear path of what I need to do in order to yield the results that I'm looking for. More than ever, I am confident with my brand, and the way I present it, thanks to Chan. This book is worth every penny.

Love this book! It's chalk full of great information on how to market your business via social media. I have always enjoyed the voice of Lawrence Chan, always full of wit and charm. His writing abilities kept my attention from start to finish. A must read for any photographer!

This book exhibits a good layout, good-sized type, - it's an easy read, well-structured for maximum benefit for beginners and definitely something the reader can build on. Social Media Marketing for Digital Photographers is filled with tips, examples of photos and websites to check out. It covers all the major social networking sites (such as Flickr, Facebook, Tumblr, Linked-In, You Tube and more), their advantages and disadvantages -- some history behind social networking, how corporations and individuals are using social networking to their advantage and how YOU can use social networking to your advantage, to promote your product, your ideas, your opinion, etc. Tips on setting up Blogs, and website creation were good and thorough as well. And some good points and

suggestions were made in "Handling Criticism". Nice #Glossary, good #Index at the back of the book. Two instructional websites: Mari Smith, as well as the authors' site - are instructional and very informative. Social Media Marketing for Digital Photographers is a good guidebook, and a good reference tool. The only thing I absolutely DID NOT like were the light blue 6-point captions and headings -- this was so hard to read - what's wrong with black???

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