

Self Promotion for nature photographers - What You Need to Know

Submitted by [flashgirl07](#) [1] on January 24, 2015 - 1:02am

Many aspiring photographers seek to transform their hobby or passion into a livelihood, but this is much more difficult to do than it sounds. With so much state of the art equipment now available to the hobby photographer, both in terms of camera hardware and also photo editing software, many individuals are looking to take their photography to the next step. Hence, the result is a fiercely competitive industry. What's important is to always ensure that all photos that you capture must be a cut above the rest. Above all, self promotion serves as an essential tool in order to make your name known to others. Below is an article that describes the ways to successful self promotion.

Take advantage of the internet

The world today is known as the technological age. Hence, an online presence matters no matter what field you may be. This is particularly true of photography and the arts, and should be the first place you start when it comes to self-promotion. Online presence can be the first stop of others to gauge your work beforehand. Make sure you have a strong social media presence - Facebook and Instagram are great places to start. Update your Facebook page regularly and make sure your work is easily viewable to the public. Having a personal site also matters in addition to the social media profiles. Here you can easily lay out your work, list your services and contact information, and have your CV available for prospective clients to read, detailing your experience and work history.

Stand out from the crowd

Anything you can do to make your work seem more unique or captivating will be a huge benefit to your cause. Considering the competition, whatever it takes to get the attention of others should be done. Try offering discount rates for first time clients, providing interesting props for photo shoots, and ensuring that everybody who works with you has a great time. Make it more personal by using your sites to connect with clients through blogs.

Encourage feedback

For someone who is getting started in photography, it can be beneficial to have a couple of testimonies and references. This is why it is critical that you are able to ensure that your clients leave reviews for you, either on your Facebook page or your website, so that other prospective clients can read from an outside source that you are a professional and talented individual. Make sure your clients know how important these reviews are to you, and many photographers even offer discounted or free services in return for online reviews. Similarly, offering discounts for clients who refer a friend or relative to your photography business is another great way to get your name out there.

Flaunt your work

Of course, your work doesn't have to be visible simply online. Why not try approaching a local café to see if they would be interested in displaying some of your work on their walls? With that, your work will be known to others easily. You won't be paid for this sort of exhibit, but it will be worthwhile enough if it sends a few new clients your way.

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