

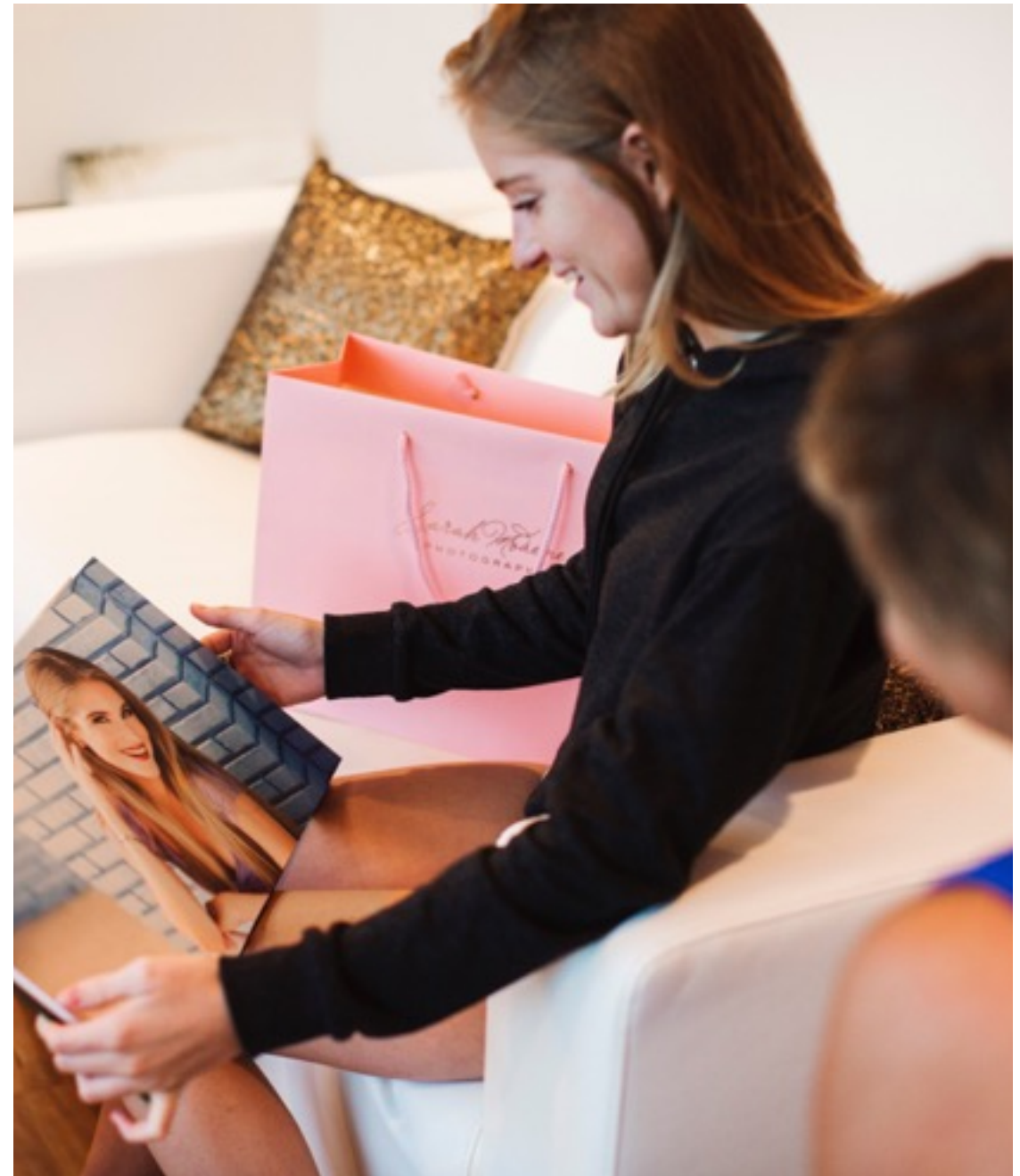
BRANDING

FOR SENIOR PHOTOGRAPHERS

BY SARAH MODENE

What makes a solid brand?

- A brand is a culmination of many different things about YOU and your business, and how those things make your client FEEL and THINK about your business.
- A solid brand should feel alive: something your clients will want to stand behind and potential clients will recognize by its consistent message.



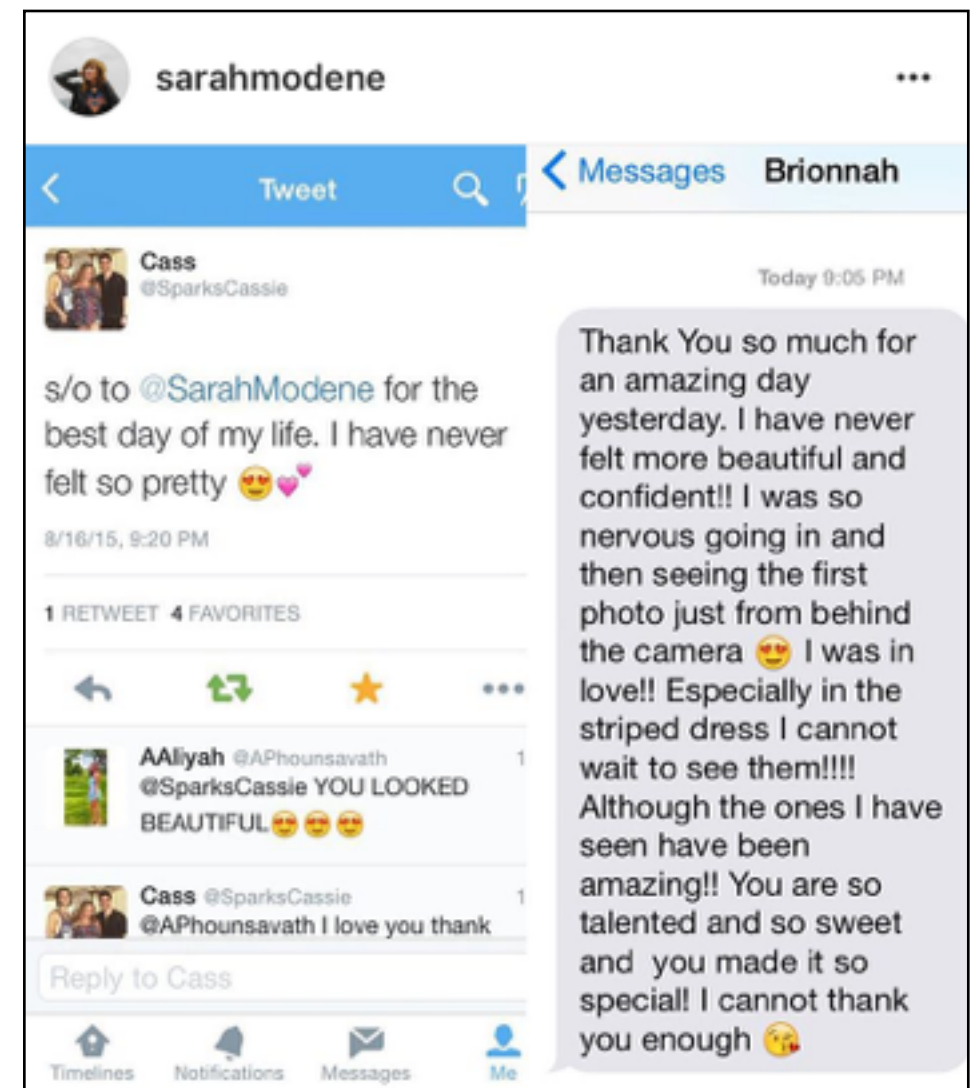
Where do you start?

- Your brand is MORE than just your logo, fonts, color scheme, products, and marketing materials. It starts with YOU.
- Why are you a Senior Photographer? What makes you want to work with teen girls and what kind of experience do you offer them?



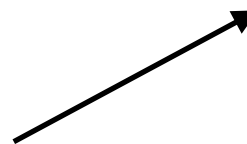
What does your brand stand for?

- Your brand brings your personality to life and is the combination of your unique traits
- What is the message behind what you do? For me, I want my clients to feel confident, beautiful, and special throughout the entire process: from booking with me until they receive their pictures.
- When you start getting messages like the ones on the right, that's when you know you're accomplishing what you set out to do with your brand!
- Write down your brand's message and keep it somewhere you can refer to constantly.




Market YOURSELF

- One thing most senior photographers lose sight of is that YOU are your brand. Your clients want to work with YOU, not a faceless organization! They come to you because of your style, your eye, your personality.
- Let it SHINE! In your website bio, in your selfies, in your Instagram captions, in sharing bits and pieces of your day-to-day life on social media. Let your clients get to know YOU and show them why their experience working with you will be awesome!



MEET SARAH



Sarah Modene is the founder of one of Senior photography studios, with studios on the East Coast, West Coast, and Midwest. In 2011, she was named in the TOP 100 SENIOR PHOTOGRAPHERS IN THE Midwest Style Guide.

Sarah is also an educator in the profession. You can find several of her classes and resources on her website. Sarah has taught at **Conference 12** and several other workshops throughout the country. In addition, Sarah has published several publications such as *Denim+Grace*, *Senior Style Guide*, and *Senior Style Inspiration*. She has also won several photography competitions.

Not behind the camera, Sarah plays piano, harp, and sings and writes songs. She loves to travel and explore new places, draw and paint, and cuddle with her fluffy cat. She is binge-watching *Friends* on Netflix while destroying a pint of Ben & Jerry's, and she is a huge fan of Lord of the Rings and Star Wars.



sarahmodene Hello, it me! I realized I haven't introduced myself in a loooong while, and I have some new followers so, now's a good time, right?? I'm Sarah (duh), and I am the owner of Sarah Modene Photography with 2 studios in Toledo, OH and St. Pete/Tampa, FL. I am embarking on a new journey that I'm excited to share more about in coming weeks! 😊 I am also a musician, having a degree in music composition from BGSU. I play harp, piano, sing, and have two albums out on Spotify and iTunes (yep it's true, feel free to stalk me on there!). I tend to freak out whenever I see a dog in public, including my fluff ball named Loki (he's used to it, don't worry). I also have had the travel bug since I was a little girl, and my heart is never truly happy unless I can frequently explore the world around me and discover new places and meet new people. I enjoy making music with friends, thrifting for awesome vintage finds, reading, watching Parks and Rec and Frasier, and annoying my friends. I also love to teach and am frequently speaking at or teaching a workshop or class for other photographers. Working with high school seniors is my passion, however: when I was a teen, I had zero self esteem and would have LOVED the pampering, confidence-boosting experience I get to provide my girls with. I'd love to get to know you, so please introduce yourself and let's chat!! What are you passionate about and how did you find my profile? ❤️📷😊 .

Ways to market YOU

1) Introduction Posts on Instagram



Ways to market YOU

2) Action Shots! Show what it's like to work with you



[View Insights](#)

Post photos of you with your Seniors, make sure your captions reflect things you know about your Senior and how you relate to them!



[Insights](#)

[Promote](#)

Ways to market YOU

3) Show your relationship with your Seniors

Communicating your brand

1. Logo: is it timeless? simple? easy to read?
2. Brand colors: 1 primary, 2 accents (mine are pink, gold, and white)
3. Website & marketing materials: consistent font and color usage, as well as style and theme



Who are your brand idols?

- Draw inspiration from brands you connect with and that have a message similar to yours.
- For example, my brand relates to that of companies such as Kate Spade, Chanel, and Free People, and so I look up to them as inspiration when creating marketing materials, designing my website, and even when I shoot for my brand.



Hire a Professional for your Logo

- The one thing you should invest in is a professionally designed logo
- Hire a professional whose portfolio contains work that is similar in style to your vision for your brand
- Your logo is the foundation of your brand, and should stand the test of time

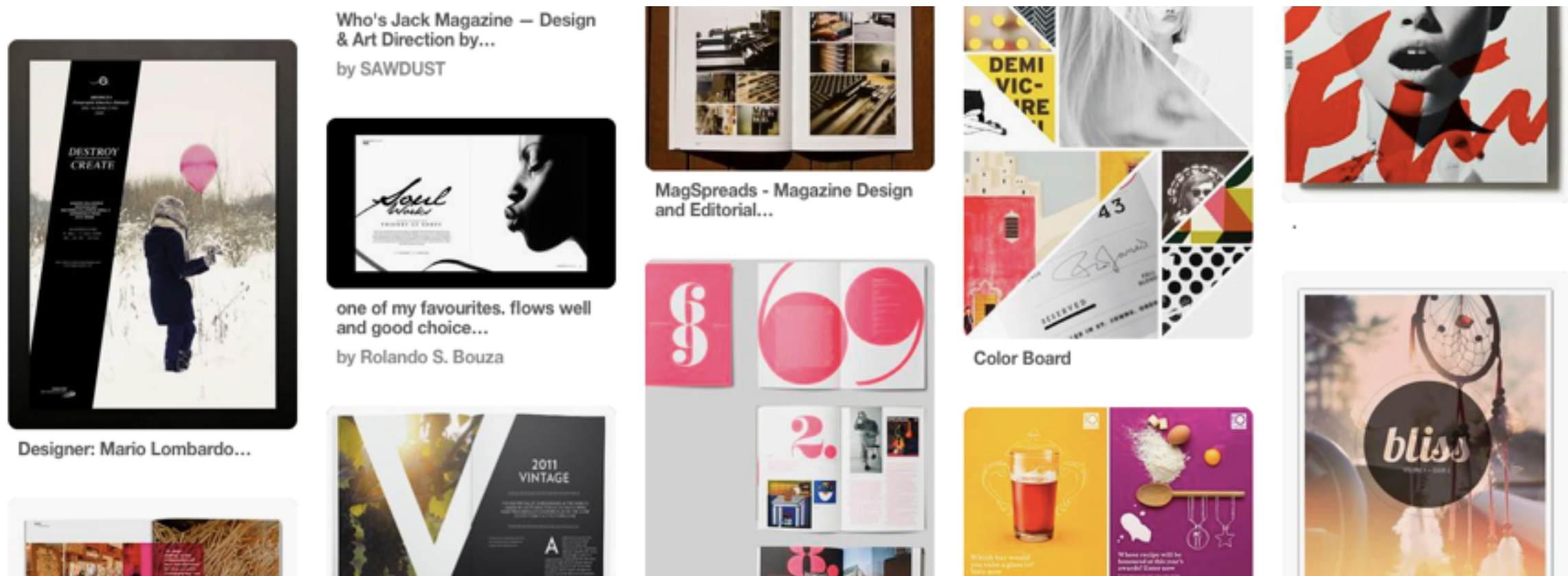


Packaging



1. Your packaging materials should convey your brand!
2. Make sure colors and fonts are consistent with your logo and other branded materials

Designing Marketing Materials



- Pinterest is a great resource for finding inspiration for your marketing materials. Rather than purchase templates, I find that designing my own pieces with Adobe Photoshop is more time and cost effective. I have several templates that I have created myself, and that I tweak based on the purpose of each marketing piece.

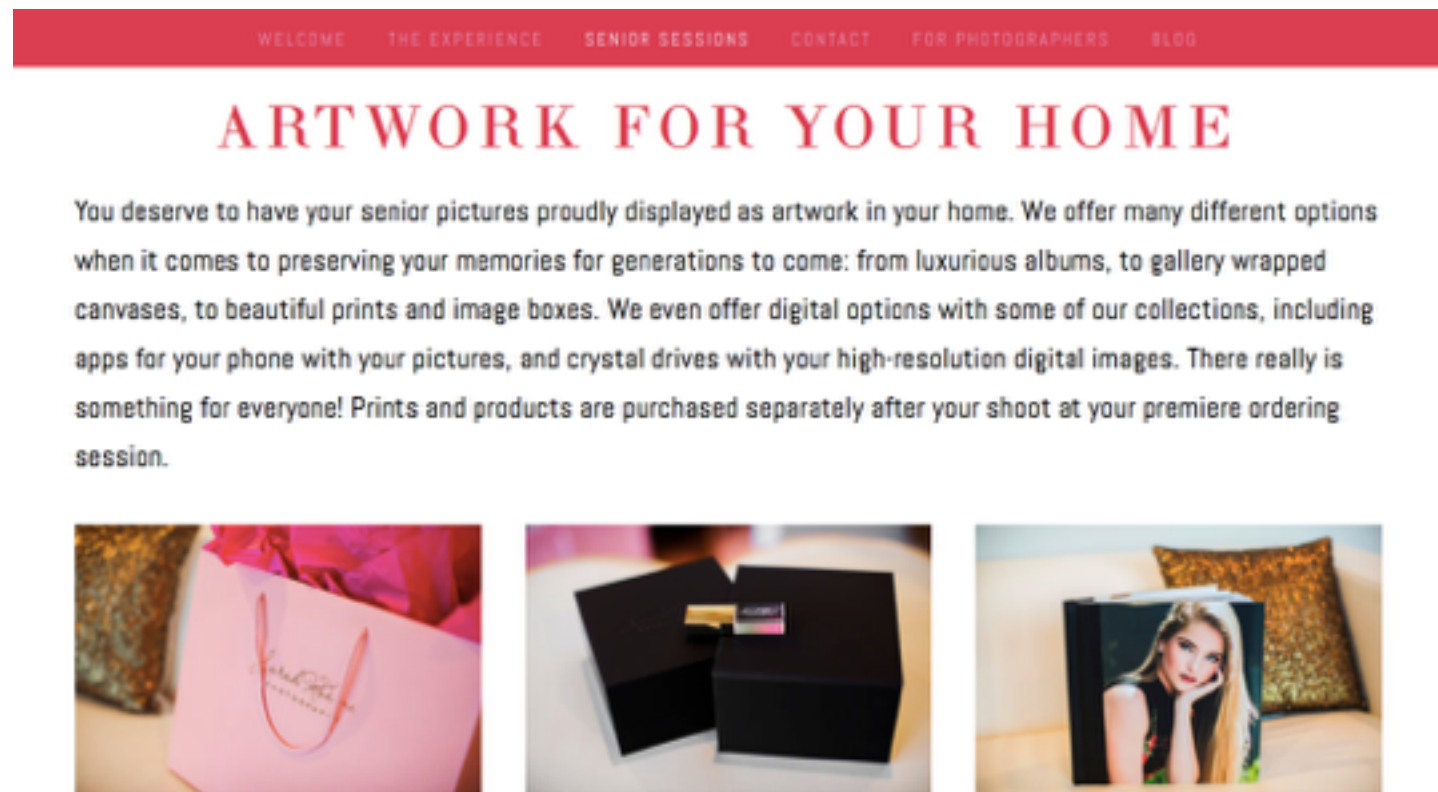
Designing with Fonts

1. When designing marketing materials, keep it simple with no more than 2-3 fonts. I prefer to use 2 most of the time.
2. Balance **serif** fonts with **sans serif** fonts

Sarah Moene
PHOTOGRAPHY



Website Design



- Simple, clean, & efficient: fonts and colors should remain consistent with your other branded marketing materials
- See “Creating a Website with Squarespace” Video

Shooting for your brand

- If you are just starting to brand yourself, or are refining your brand, set up a styled shoot with colors, styles, and locations that reflect your brand and its message
- You can use these images for your website, marketing materials, etc., in order to more effectively communicate your brand to your audience





When posting anything on social media or on your website, make sure the colors and fonts are consistent. Even if it's a photo of your studio or marketing materials, or a behind-the-scenes shot, it should all be cohesive.



To sum up...

- Your brand is your business's message, and when communicated in an effective and consistent way, will set you apart from other senior photography businesses.
- Your logo, marketing, design, and relationship with your clients are all essential ingredients to maintaining a strong brand.
- Remember that consistency is key! Everything related to your brand, from your website to your design materials, should all tie together in a seamless way.

