

The Photographer's Digital Marketing Roadmap

☐ Identify Your Ideal Client

Build a marketing persona that identifies your ideal client's demographics, interests, lifestyle, what their day looks like and how they will benefit from your photography.

☐ Find the Best Keywords

Research competitors and target keywords that your audience would use to search for you.

☐ Optimize Website

Review and make updates that will increase your photography's website visibility to search engines.

☐ Build Email Marketing Strategy

Build your list. Connect with clients. Stay top of mind with one of the most effective digital marketing tools.

☐ Start Blogging

Blogging is a great way to build content for search engines and to let your audience connect with you.

☐ Check Website Analytics

One of the best things you can do when it comes to marketing your photography website is review the data. Author Peter Drucker said, if you can't measure it, you can't improve it.

For more information on these topics, visit [Photog Marketing's Digital Marketing Roadmap blog posts](#).