

5 Reasons Why

EVERY PHOTOGRAPHY BUSINESS

Needs

**TO BUILD
THEIR EMAIL LIST**

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Do not underestimate the power of an email list! And while this is true for any type of business, it is especially important for service-based businesses such as photographers.

Now, you may have heard people say that email is dead...however, this is simply not true. I see so many business owners, especially photographers, who are missing this vital piece of the puzzle when it comes to their online marketing. **So here are my top 5 reasons why you need to start building your email list TODAY:**

1 Imagine for a moment that your social media pages were shut down tomorrow (yikes!)...how would you go about connecting to your audience? The answer is email! Now, this may be an extreme example of why email is important for your business, but it has been known to happen unfortunately. As you know, none of us 'own' our content or followers on Facebook or Instagram, so it is extremely savvy to consider collecting the email addresses of your audience, wherever you can, 'just in case.'

2 Most people don't buy on a first encounter. We all know from our own experiences that it may take an amount of 'warming up' to be ready to make a purchase from a business. So, having an email list allows you to build a relationship and connect with your audience until they are ready to book. In return for engaging with them, they will get to know, like and trust you. This means you will be top of mind when they are ready to make their booking, however long that may take!

3 You can share promotions, offers and other relevant content. With a list of email addresses of your ideal customers, you can put your additional lead magnets, blog posts, promotional offers and upcoming launches in the inboxes of your ideal audience. This is where you are guaranteed to see instant results from the hard work of growing a powerful and engaged email list.

4 Show your Facebook or Instagram Ads specifically to your email list. One of the reasons I LOVE Facebook Ads so much, is the ability to put your message in front of those who need or want it the most. If someone has elected to be on your email list, it's safe to say they'll likely be interested in your content. So allow the power of Facebook to get your business on the social media feeds of your customers and subscribers by using your email list as the targeting option.

5 Find new customers using Lookalike audiences (ADVANCED STRATEGY). Once you've built your email list to a decent size, you can effectively tell Facebook to find potential customers who have the most similar attributes to those people on your email list. The algorithm is so smart these days - in fact, using this strategy alone gets us the best and cheapest conversion results from client ads. So by doing the work now and building your list, you can certainly reap the benefits later.

Whether you are just starting out, or are running a thriving photography business, if you are not actively building an email list, you are missing out on supercharging your business growth and generating leads on autopilot. And as Amy Porterfield (marketing goddess!) puts it, *the energy of your business is directly related to the strength of your email list.*

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