

The Photographer's Field Guide To Facebook Ads

How to successfully identify, target and convert
your customers using Facebook ads.



Summary

This document will help you set up and launch Facebook Ads for your photography business. You'll find detailed information, from identifying your customers, to collecting new leads, and setting up the actual ads.

We've broken this down into three easy steps:

1. Make a Plan

Create a campaign that gives you a target audience and a clear path to reach them.

2. Craft Your Tools

Leverage the tools you have available to connect with your audience.

3. Execute & Launch

Setup your ad on Facebook, configure the settings, and watch it go live.



1. Make a Plan

Start by creating specific goals, outlining your customer and how to best connect with them. *It's easy to spend money on ads without having any results.*

Here's the key:

1. Have a specific goal in mind (ex. Get 20 bookings)
2. Have specific people in mind (ex. Moms with 2 or more children aged 2-8)
3. Have a specific need in mind (ex. Kids are growing up so fast and these precious years will soon be distant memories unless they are captured on camera)
4. Have a specific message (ex. Your kids are growing up fast but you can't print your phone pictures to hang on a wall. Hire me to ensure that these memories are never lost)
5. Have a specific offer (ex. Book now and get 50% off your 30 minute upgradable session.)
6. Have a specific client journey (ex. Client clicks on a link to select a package, add-ons, date/time, and pays a retainer on the spot)

To run effective ads, you must have a detailed plan, tapping into a specific need, with an irritable offer.



Next, outline the demographics of your audience. Facebook gives you a wealth of information which you can use to pinpoint your ideal customer.

If you're a wedding photographer, you already know that the average age couples get married is 25-30 years old, so target accordingly. If you're a newborn photographer, you'll want to target people exhibiting behaviors and interest related to infants. For model photography, you can find insights about people with job titles like "freelance model" and "actor". Make a list that is specific to the characteristics of your ideal client.

Here are some common demographics for photographers:

Family Portrait Photography

Demographics

- Parents (all)
- w/ preschoolers (3-5)
- w/ early school-age children (6-8)
- w/ preteens (8-12)

Interests

- Parenting
- Family
- Child care
- Early childhood education
- Kindergarten

Newborn Photography

Demographics

- New Parents

Interests

- Parenting
- Motherhood
- Baby shower
- Infant
- Breastfeeding

Wedding Photography

Demographics

- Newly Engaged (3mo, 6mo, 1year)

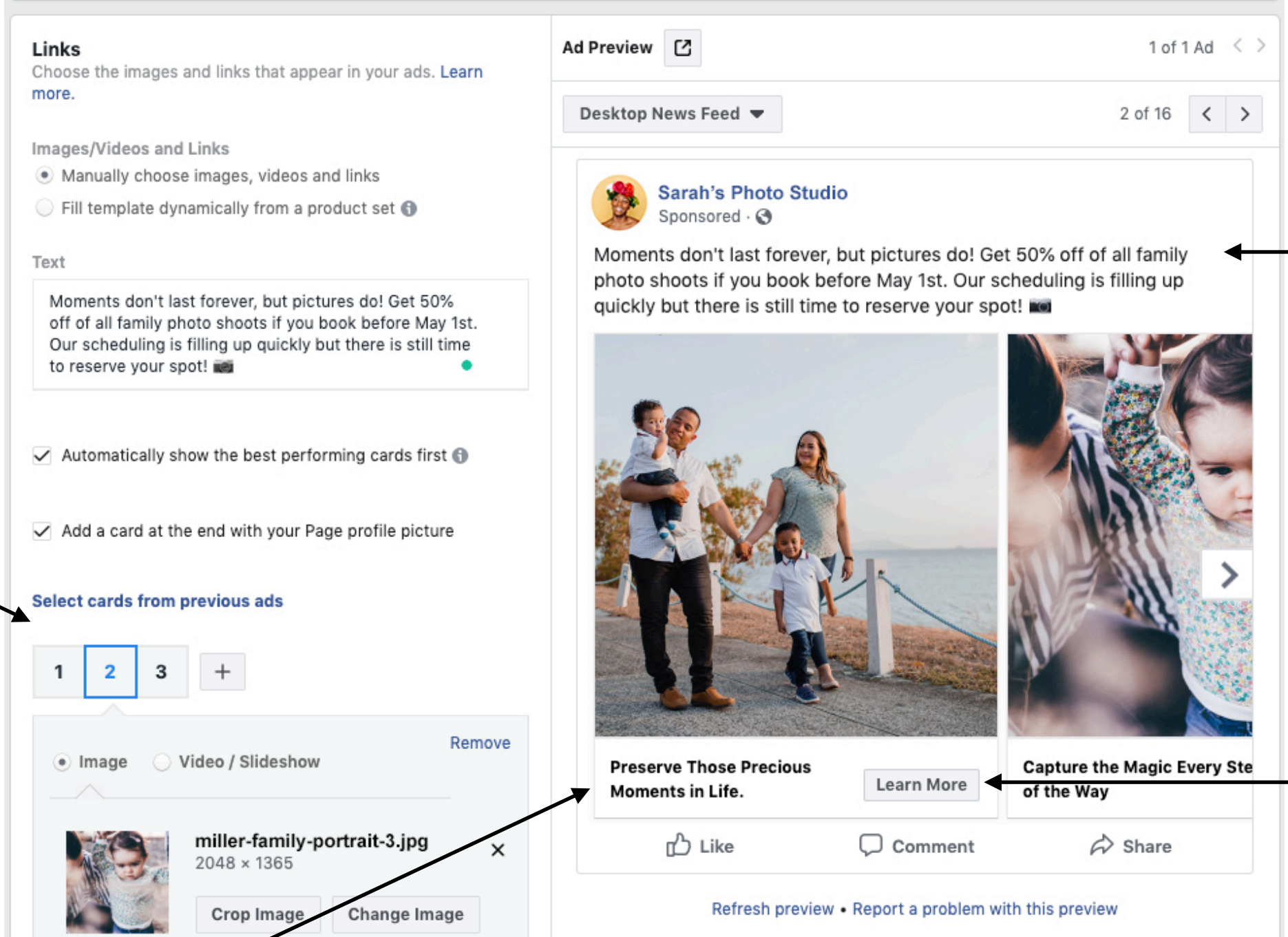
Interests

- Bridal shower
- Bridesmaid
- Wedding reception
- Wedding invitation
- Wedding photography
- Wedding cake



2. Prepare Your Ad

Next, log in to your [Facebook Ad Manager](#) and create a new ad. Be clear and concise with your messaging and choose strong images that will convey your photography. Make sure that the images you're selecting are tailored exactly to what your ideal client is looking for (ex. Don't use your editorial shots to sell family portraits).



The screenshot shows the Facebook Ad Manager interface. On the left, the 'Links' section is active, showing options for 'Images/Videos and Links' (Manually choose images, videos and links) and 'Text'. The text area contains the ad copy: 'Moments don't last forever, but pictures do! Get 50% off of all family photo shoots if you book before May 1st. Our scheduling is filling up quickly but there is still time to reserve your spot! 📸'. Below this, there are checkboxes for 'Automatically show the best performing cards first' and 'Add a card at the end with your Page profile picture'. A 'Select cards from previous ads' section shows three cards, with card 2 selected. Below the cards, there is an 'Image' section with a preview of 'miller-family-portrait-3.jpg' (2048 x 1365) and buttons for 'Crop Image' and 'Change Image'. On the right, the 'Ad Preview' section shows the ad as it will appear in a 'Desktop News Feed'. The ad features the profile of 'Sarah's Photo Studio' (Sponsored), the same text as in the 'Text' section, and two image cards. The first card shows a family of four walking on a beach, with the text 'Preserve Those Precious Moments in Life.' and a 'Learn More' button. The second card shows a close-up of a baby, with the text 'Capture the Magic Every Step of the Way'. Below the cards are 'Like', 'Comment', and 'Share' buttons. At the bottom of the preview, there are links for 'Refresh preview' and 'Report a problem with this preview'. Three annotations with arrows point to specific parts of the interface: one points to the 'Select cards from previous ads' section, another points to the 'Text' area, and a third points to the 'Learn More' button.

Give several images so your clients to know what to expect.

Appeal to audience's sentiment and reiterate value.

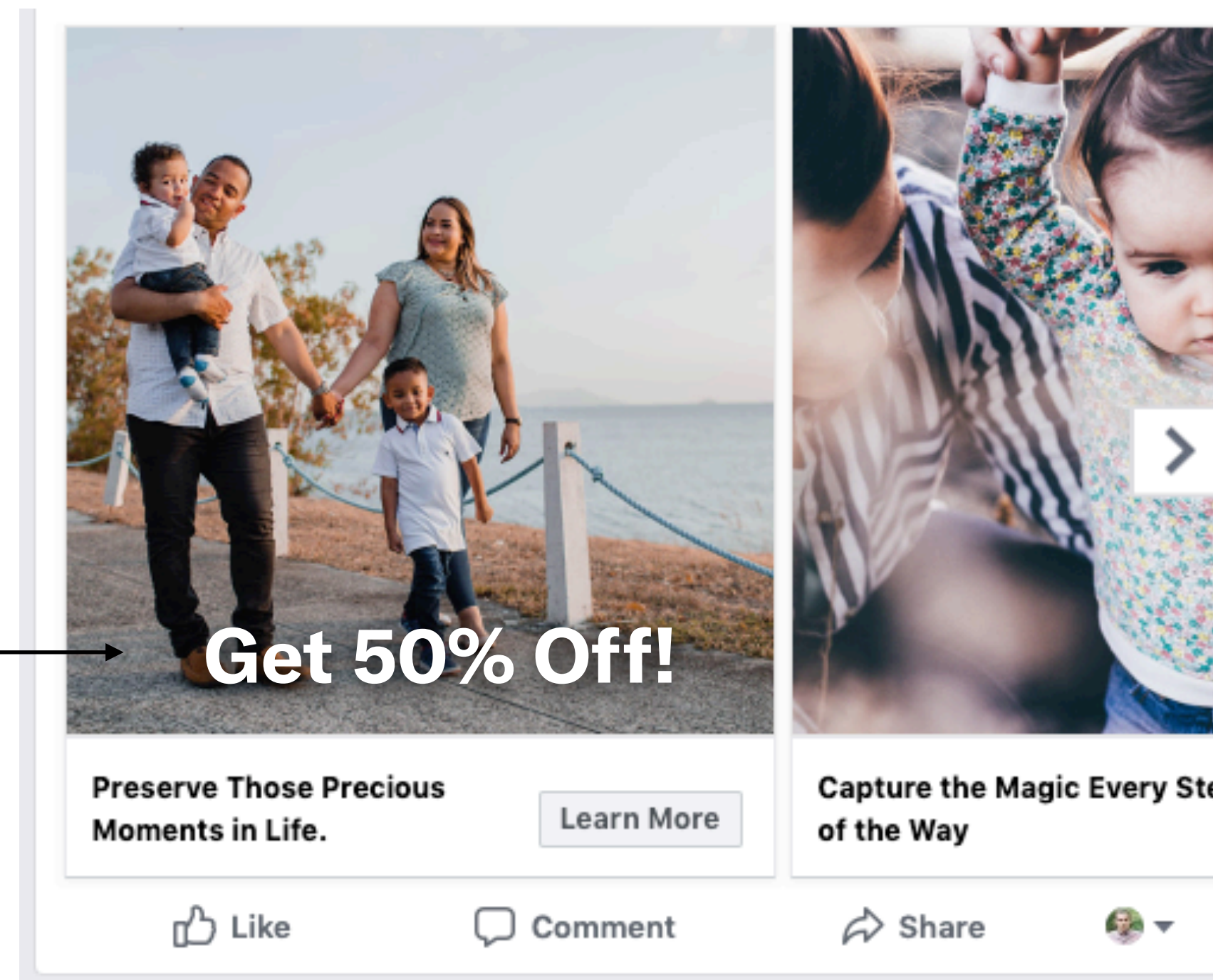
Create a message that is urgent, captivating, and compelling. Be sure to have use active words that inspire action.

Create a strong call to action (CTA) that lets your viewers know what to do next. Consider using "Get Quote" for an even stronger message.

Tip #1: Add offer to visuals

Facebook allows you to add text over your image to make it more appealing and compelling. Keep in mind however, Facebook only allows you to cover 20% of your ad images. Also, for best results, give your visitors continuity between your ad and website by having the same images used in the ad appear on the linked website. Continuity creates a sense of relevance and helps your ads perform.

Optional: Add text to images to make your message stand out.



Tip #2: Use a messenger to capture leads

Once you start seeing traffic from your ad to your website, most of the visitors won't be ready to book immediately. Photography has a sales cycle that requires some nurturing. The only way you can do this, is if you can collect your prospect's contact information. The easiest way to do this, is to use the Bloom chat messenger. [Sign up for a free trial](#) to get access right away (paid plans start at \$9/mo).

When setting up your messenger, make sure your messaging reflects your ad:

- ex: Messenger title: 50% Offer
- Welcome greeting: Are you ready to book your portrait photography session? I have a 50% Off offer happening this week only. Click on "Book Me" to claim it.

When someone tries to send you a message, it will ask for their name and email. This will allow you to correspond and nurture the lead.

Be sure to [download the mobile app](#) to reply quickly. Statistically, if you chat with someone, they are 83% more likely to book you.

Website URL

Not Installed
[Check again](#)

Select a Color

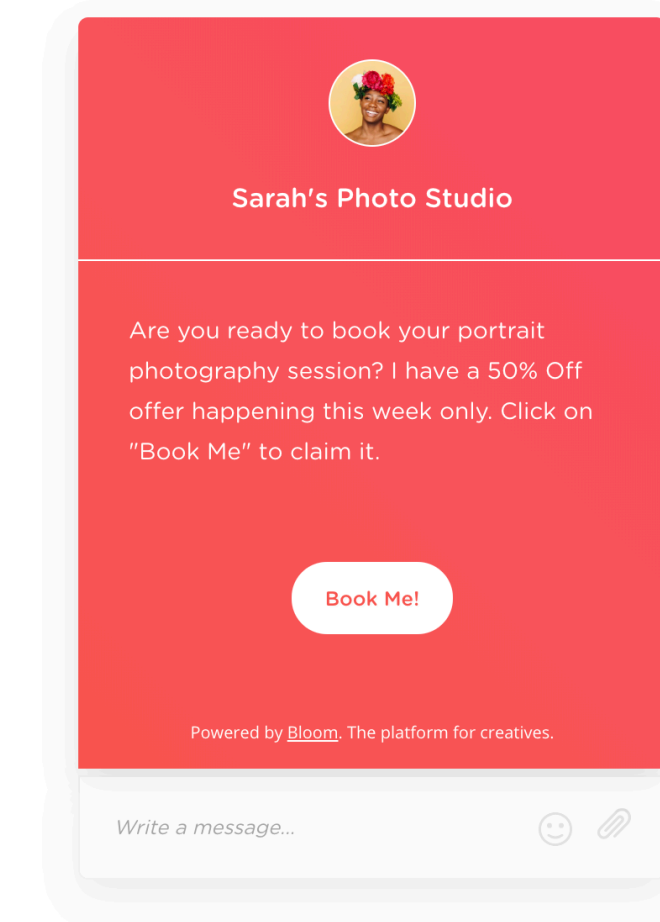
Welcome Greeting

Button CTA

Default Form

Position

Messenger Title



Tip #3: Setup an auto-booking form

To increase bookings try to remove all friction and make the client journey seamless. When someone sees your ad and clicks on it, you want to close the sale as soon as possible. To make the best use of your ad dollars, create a complete checkout experience with pre-built packages and add-ons.

You can do this easily using the [Bloom instant booking forms](#).

Sarah's Photo Studio

Select a package for you

Basic Session	Standard Session	Deluxe Session
30min	1hr	2hrs
✓ 30 Minute Studio Session	✓ 1 Hour Studio Session	✓ 2 Hour Studio Session
✓ Retouched Image(s)	✓ Retouched Image(s)	✓ Retouched Image(s)
✓ Online Proofing Gallery	✓ Online Proofing Gallery	✓ Online Proofing Gallery
\$600 <small>50% off applied!</small>	\$700 <small>50% off applied!</small>	\$800 <small>50% off applied!</small>
Select	Select	Select

Please choose a day and time that works for you:

← April 2019 →

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

America/Los Angeles (-07:00) ▾

12:00am	12:30am	01:00am	01:30am
02:00am	02:30am	03:00am	03:30am
04:00am	04:30am	05:00am	05:30am
06:00am	06:30am	07:00am	07:30am

Back Next press ENTER

Please introduce yourself

First Name

Last Name

Email Address

Phone Number

Back Next press ENTER



Tip #4: Setup an auto-reply

When your form is completed it should automatically trigger an email to let your user know that you've received their inquiry and will be in touch. You can setup an [automated reply email with Bloom](#) by using the automation feature. Configure it in the following way.

Edit Automation Active Cancel Save
Specify what, when, and how to automate.

Automation Name:

What would you like to automate? View/Edit Add new template
More actions coming soon. [Email us](#) which actions you'd like to have added next.

When would you like to automate?
Your email will be sent 5 minutes after lead form filled out.

Automate if... + Add a rule

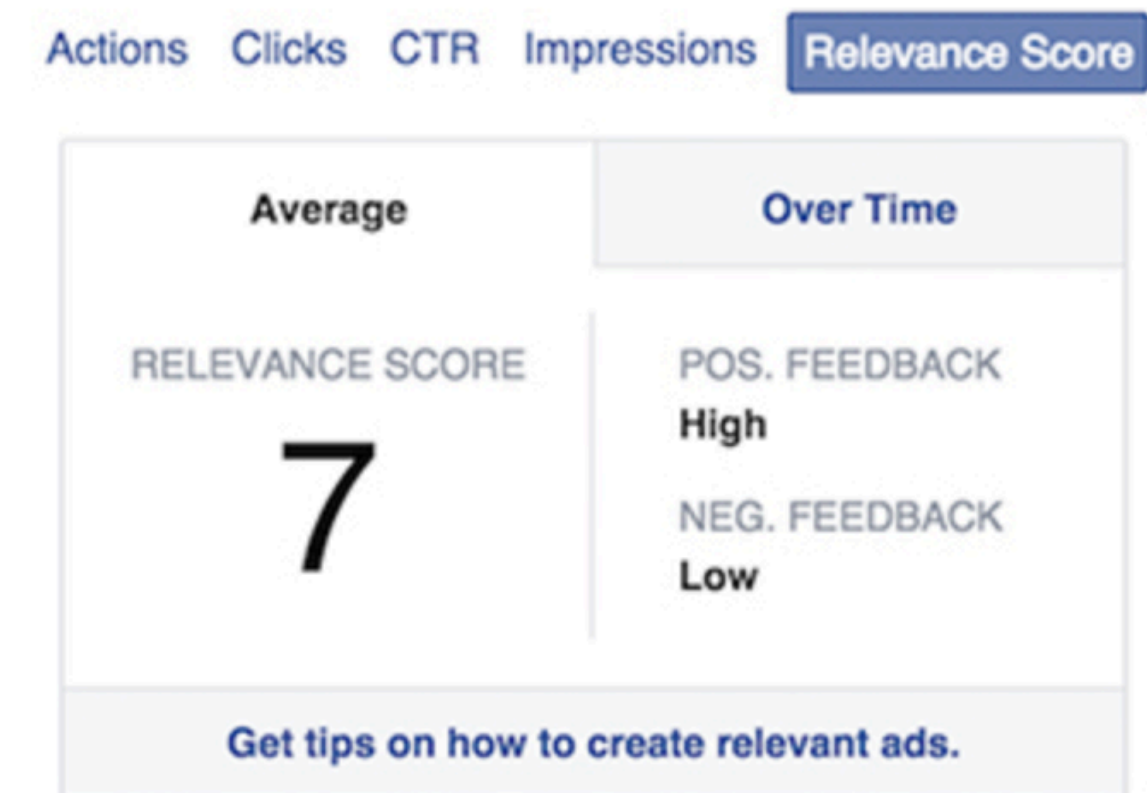
Add rules/conditions for this automation.

3. Execute & Launch

Now that you've setup a strategy, created an ad, established a way to capture leads and followup, it's time to launch your new campaign.

Tip: Not too long after your ad starts, you'll see a Relevance Score appear in the Campaign details. Test and improve your messaging based on feedback to create drive your cost-per-click down and engage better with your target audience.

Decide in advance how much you're willing to pay per booking and wait for 3-7 bookings to come through before making a decision if the campaign was successful.



Nice work! Your ad's relevance score today is **very good** compared to scores for other ads shown to your audience.

Create a system for managing leads

Once your leads start coming through, be sure to track each opportunity with custom followup messages and phone calls.

The best way to organize your correspondence is to use the Bloom lead tracking tools.

Here you can track the status of each lead, create followup actions, and easily add them to your calendar so that don't forget.

The Bloom lead management feature is also included in the free trial and is fully supported in all packages.

The screenshot displays the Bloom lead management interface. On the left, a sidebar shows a list of contacts with 'Mariss Mayer's Wed' selected. The main area is titled 'Lead Details' for 'Marissa Mayer's Wedding'. It includes contact information for Mrs. Marissa Mayer, roles for Groom (Zachary Boque) and Bride's Mother (Jill Mayer), and a status dropdown set to 'Active'. Below this is a 'Next Actions' section with a timeline: 'Follow-up with a phone call' (Feb 23rd, 2017, status: None), 'Send a questionnaire to confirm the details' (Feb 21st, 2017, status: Paused), 'Meet with client at the venue to discuss details' (Dec 31st, 2016, status: Started), 'Send client the updated contract' (Jan 31st, 2017, status: Done), and 'Ship out the sample print sample' (Jan 31st, 2017, status: Done). A 'Past Actions' section is also visible.





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"Bloom is the best CRM solution I've found for creatives who are looking to amp up their business. It's a major game changer for me!"

Educator, Headshot Photographer



Joel Grimes

"Bloom is a comprehensive, easy to use studio management system for your business. It has a beautifully designed and clean layout that offers your clients a professional impression."

Speaker, Educator, Commercial Photographer.



Rachel Brenke

"Bloom is the best modern business tool for creatives looking to grow their business."

Speaker, Educator, CEO of TheLawTog

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