VENDOR MARKETING WORKFLOW CHECKLIST

VENDOR MARKETING IS A STANDARD PART OF OUR WEDDING WORKFLOW.

This checklist represents our routine. Activities are spread out over several weeks so event professionals are continually reminded of our work and **what we can do for them** if we work together more frequently.

After we have sent out blog links, prints and discs, we coordinate with key vendors on any further marketing efforts they might need. Sample albums, slideshows, notecards, wall art and custom flyers are all options that we will put time and effort into for good partners. As the relationship grows, we invest more time and money into creating sales tools for them.

You can do as much or as little as your time and resources allow. Our approach has been full scale, and we need help to get it all done-our studio manager plays a big part in vendor marketing activities. Other photographers take a more streamlined approach, finding out which activities offer the most bang for their buck, and focus on those activities. I encourage you to put together your own marketing plan based on some of the ideas you find throughout the book.

NOTE: We have these set up as wedding workflow tasks inside ShootQ, which helps us get everything done, every time.

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- ☐ Choose vendor images.
- ☐ Remaster selection (10-20) of "artist favorites" and images for vendor (key images that vendors will want for their own marketing).
- ☐ Place vendor print order of 5x7's: Hand selected images for florist, planner, venue, cake, etc.
- ☐ Create blog post for client wedding, link to each vendor.
- ☐ Forward blog post to client, encourage them to share.
- ☐ Email vendors a link to blog, thanking them for making the event beautiful, etc.
- ☐ Package vendor prints with hand written note and mail.
- ☐ Call select vendors to ask if they received prints, is there anything else we can provide to help them with their marketing?
- ☐ Mail out a disc of unwatermarked images to select vendors.
- ☐ Create Facebook album for event & tag clients and vendors.
- ☐ Send client slideshow and gallery to vendors.
- ☐ Submit wedding for publication via wedding blogs and magazines.

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PART II: USING EDITORIAL FEATURES AS PART OF VENDOR MARKETING

Once you have gotten an image or wedding featured, circle back to the vendor team and use the publicity as a marketing tool for your vendor partners.

- ☐ Blog about it-be sure to credit the "vendor team" for making it happen.
- ☐ Email blog post to the vendor team, thanking (make the vendors heroes).
- ☐ Purchase copies of the magazine and mail to bride, venue, planner, florist and other key players.
- ☐ Scan feature and offer to vendor team for their publicity materials.
- ☐ Mention your getting published when networking-let vendors know, they will benefit from your marketing.
- ☐ Mention on your Facebook page & Twitter-be sure and tag included vendors if possible.
- ☐ Frame magazine cover & article for key vendors.
- ☐ List "recently published" in your email signature.
- ☐ Include an "As Seen In" widget on your blog.