

Market **PENETRATION**

The Checklist

by



Honestly
Photography

Understand your brand

*Take an objective look at your work.
What three words can you use to describe it?
Use those words to establish your target market.*

Establish a presence on social media

*When it comes to marketing, social media is your best friend.
A professional business page will help your business,
even if you don't pay for marketing.
Post information relevant to your target market.*

Design marketing materials

*Membership to a template shop helps keep things
professional and saves tons of time.
Make sure your marketing materials have
compelling imagery and are easy to read.. Less is more.*

Be present in your community

*Keep your cards on you and get involved. Volunteer at
your kids school and donate a session or coupon to
end of year raffle baskets. Enter local photography art shows.
The point is, get your booty out there.*

Stay relevant

*Post regularly and stay present
in your community year round.*