

# Sarah Petty Photography

## Checklist of Weekly Marketing Activities



### GET SOCIAL

Post 1 AMAZING image or [Animoto video](#) on social media that links to a blog post you've written about an incredible client. Gush on them and tag them in your post.

### WRITE A NOTE

Save articles from local media all month that feature people you know or want as clients. Write notes to them with a copy of the article.

### GIFT REFERRALS

Send client referral notes and a gift. I like sending out [custom notecards](#) featuring a favorite image from their session or gift them with a [custom digital sticky album](#) so they can show off their images to their friends from their phone.

### SPEAK TO GROUPS

Speak to a local group (high school art club, new mom group at a local hospital, etc.)

### UPDATE YOUR DATABASE

Update your database and call or write a note to one client you haven't photographed in a year. [Here's a free lesson on how I use my database and access to my software for 14 days.](#)

### LET'S DO LUNCH

Go out to lunch with one local business owner whose target audience you share. Brainstorm how to partner with them.

### GET PERSONAL

Mail your establishing promotional piece with a personal note to 5 people you'd like to have as clients that you have recently met or have seen in the newspaper / lifestyle magazine. [Here is my new birth promotional piece I used for years to book newborn clients.](#)

### GIVE BACK

Donate to a local silent auction.