

Published based on [Productive Email Templates For Wedding Photographers](#)

Productive Email Templates For Wedding Photographers

For [wedding photographers](#) an email marketing typically takes 2 forms. First is a mail sent to a potential client supplied by an external source such as that offered by an external marketing company or site. Second are e-mail replies made through your own website where the potential customer has seen examples of your work and understands your basic offerings.

In both cases the general goal is the same: To make the customer arrange an appointment where you can meet and agree a booking. It is rare for a customer to order a wedding photographer over the telephone or thru email as they may regularly wish to meet and discuss the event in person. Personality is a very big part in this and the bride will need to understand that she can get on with the photographer prior to making the booking.

To triumph over the initial inertia involved in getting a response, the photographer has to follow the following plan:

- They have to grasp the difficulties that are most critical to the bride.
- They must show that they can address these issues and provide proof of this.
- They must give a clear course of action for the bride to follow.
- They must explain obviously what will occur when they take this action.

Each photographer will have his own specialism and features that make him stick out from the others, but here is an example for a photographer specialising in reportage photography:

Issue that is important to the bride: Unobtrusive photographer who won't interrupt the day and wreck the spontaneity of the event. Secondary concern: Photographer able to capture top quality pictures without stopping and posing the couple.

Photographer addresses this issue by explaining obviously in the email that his main method of working is 'reportage' which involves a very hands-off approach. He backs up this claim with links to photographs showing the natural nature of his client images and also with a number of brief testimonial quotations from brides thanking him for the quiet style that he uses, yet still able to capture the important moments.

The 'Call To Action' should be clear. Asking the bride to reply to the email to arrange an appointment or informing her that you will be calling back inside 2 days to order this.

Point out that any appointment is formed without any commitment on her part to make a booking. This decreases the perceived risk in her agreeing to the meeting. Emphasise the benefits which include the ability to meet the photographer and see examples of the products (albums, prints) which should be delivered.

Always use your business email and never a generic e-mail system such as hotmail or gmail as these aren't seen as pro tools. If you employ a pro e-mail template, keep the design straightforward and do not include complicated images or patterns.

Clwyd Probert is a [wedding photographer](#) with Pixcellence. A UK based company who specialise in [Asian Wedding Photography](#)

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