

# THIRD EYE



## DIGITAL MARKETING SERVICES FOR CREATIVES



Coaching  
& Personal  
Branding



Social Media  
Marketing



SEO

POWERED BY  
PRODUCTIONPARADISE



THE SOCIAL MEDIA AND  
BRANDING EXPERT DESIGNED  
EXCLUSIVELY FOR CREATIVES

THIRD EYE BRINGS PEACE OF  
MIND AND CREATIVITY BACK TO  
YOU BY DESIGNING IMPACTFUL  
AND DYNAMIC DIGITAL  
STRATEGIES AND COACHING.





### Coaching & Personal Branding

Being a successful photographer is about so much more than your skill behind the lens.

Our coaching program will help you improve your website and get noticed by creatives commissioning work, including practical help with understanding what creatives want to see, how agencies work and developing a marketing plan needed to be visible to the right people.



### Social Media Marketing

Looking to find a way to stand out from the competition? A picture is worth a thousand words and using social media effectively and efficiently helps the right people to find your work.

With our social media marketing and consulting services, you can establish brand reputation, cultivate a devoted audience, expand your network, and enhance your online engagement. We'll focus on the social media platforms most useful to photographers, Instagram and LinkedIn.



### SEO

You'd like more people to be aware of your existence, right? When people perform a Google search online for photographers, you want to rank well and appear ahead of your competition.

As part of our SEO consulting service, our experts will help you in implementing best practices and making recommendations to improve your site's Google ranking.

We'll give you visual design input, go over your site structure, go over your content, do some fundamental on-page SEO, and find all the redirects you need to keep your user experience, backlinks, and rankings. Our objective is to provide your company with a well-rounded web presence.

# Coaching & Personal Branding



Improve your website



Get noticed by potential clients



Develop a marketing plan

Our coach is a trained specialist with 20 years of experience working as an art buyer and producer for some of the biggest ad agencies in the world.

## SOME OF HER EXPERTISE INCLUDES:

**Website and portfolio review/curation**

**Preparing for agency meetings and creative calls.**

**Pricing and usages.**

Understand what advertising agencies expect when you quote.

**Promotion with Industry Platforms.**

Invest to get seen and raise your profile and visibility.

**How to find your ideal clients**

**Finding representation/agent.**

**Making an estimate & invoice**

**Email marketing**

**Testing**

Brainstorm the right test shots for your portfolio and ideal client.

# Social Media Marketing



Establish brand reputation



Know your target audience



Expand your network



Increase online engagement

## THESE SERVICES INCLUDE:

### Instagram and LinkedIn Audit

Without a clear strategy behind your social media, your posts can create confusion for prospective clients. This report will identify your strengths and weaknesses in your socials.

### Social Media Advertising Plan

It's not a bad idea to start investing in boosting Instagram posts if you want to get more true Instagram followers this year. Let us handle the set-up of the campaigns based around your budget.

### Social Media Strategy Plan & Optimization

After analyzing your socials, receive social media content guidelines and publishing schedule recommendations to stay in line with the best practices of social media.

### Quarterly Campaigns & Posts Review

30 minute session with the designated account manager to review the previous quarter's performance and answer any questions you may have.

### Content Brainstorming + Hashtag Strategy

Creative goals, content calendar, engagement strategy & a thorough hashtag strategy focused on your style of photography and recent trends for optimized reach.

# SEO



Appear ahead of your competition



Improve your site's Google ranking



Create a well-rounded web presence

## SEO SERVICES INCLUDE:

### On-Page Website Technical Audit

The comprehensive report will examine your on-site optimization, as well as user interface issues, to detect significant problems that may be preventing your site from reaching its full potential. You'll be provided a list of prioritized recommendations for any technical adjustments or enhancements needed after providing a checklist review of each item.

### Off-page SEO Audit & Strategy

The customer journey is omni-channel now so it is recommended to optimize your overall online presence and not just on your website. Off-page SEO includes all activities that you should do away from your website to increase the ranking of a page with search engines. You'll be provided a list of prioritized recommendations for any off-page adjustments needed after providing a checklist review of each item.

### Keyword Research

Because search engines will show your material above your competition, having the proper keywords on your professional photography page will help you acquire traction and attention from potential consumers. SEO is used by businesses in every industry, and photographers are no different.

### SEA & PayPerClick Campaigns

While you're working on a structured content campaign and building links to your site, which takes time, you may use PPC advertising to quickly interact with prospects who are looking for you. Your ad will appear at the top of the Google search results, and because the outcomes are measurable, you can set particular goals.

### Website Content Optimization guidelines

This will include a look at your photographs and how you're presenting them, as well as how it's effecting search engine traffic to your website, which is especially important for photographers.

# THIRD EYE

DIGITAL MARKETING SERVICES

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## PACKAGES



# COACHING & PERSONAL BRANDING

ESSENTIAL

PREMIUM

1hr one-on-one  
session with our  
industry expert



Website and portfolio  
review/curation



Marketing plan  
for the year



In-Depth Portfolio  
Review (max 100 images)



Additional 1hr coaching  
to cover additional topics



- Finding your ideal clients
- Email Marketing
- Pricing and auditing
- Making an estimate & invoice



# SOCIAL MEDIA MARKETING

ESSENTIAL

PREMIUM

Instagram and  
LinkedIn Audit



Social Media Strategy  
Plan & Optimization



Content Brainstorming  
+ Hashtag Strategy



Social Media  
Advertising Plan



Quarterly Campaigns  
& Posts Review



# SEO SERVICES

ESSENTIAL

PREMIUM

On-Page Website  
Technical Audit



Keyword  
Research



Website Content  
Optimization guidelines



Off-page SEO  
Audit & Strategy



SEA & PayPerClick  
Campaigns



# FULL DIGITAL SERVICES

ESSENTIAL

PREMIUM

Coaching and Personal  
Branding



Social Media Marketing



SEO



Coaching  
& Personal  
Branding



Social Media  
Marketing



SEO