

Wildlife Photography Website

Market Research and Competitor Benchmarking

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1.Introduction

Objective: Assess the competitive landscape for wildlife photography websites.

Scope: Competitor selection, SWOT analysis, feature comparison, and key findings

2.Competitor Selection and Overview

Sr. No	Competitor Name	Website URL	Business Model	Target Audience	Unique Selling Proposition (USP)	Total Visits (Nov '24 to Jan '25) as per Similarweb	Traffic Visits (Dec '24) as per Semrush
1	Moose Peterson	https://www.moosepeterson.com/blog/	Paid Prints, Workshops and Classes It also seems that the photographer has a tie-up with Nikon	Wildlife Enthusiasts / Photographers / Buyers	The photographer has been pursuing photography since 1981 and specializes in photographing sensitive, rare, and endangered wildlife. Moreover, they offer training courses for photographers.	5,654	1,900

2	Tim Laman	https://www.timlaman.com/	Print Marketplace, Courses	Wildlife Enthusiasts / Photographer s / Buyers	The website provides a wide variety of print products, including books, calendars, and cards.	5,561	466
3	Joshua Holko	https://jholko.com/	Print Marketplace, Workshops	Wildlife Enthusiasts / Photographer s / Buyers	Visual appeal of the website	15,488	5,400
4	Martin Bailey Photography K.K.	https://martinbaileyphotography.com/	Patreon, Online Store, Portfolio Review & Consultation, Tours & Workshops	Wildlife Enthusiasts / Photographer s / Buyers	Wide range of offerings through different mediums	42,935	5,200
5	Steve Creek Wildlife Photography	https://stevecreek.com/	Image Licensing	Wildlife Enthusiasts/ Buyers	Storytelling' way of photography	22,104	143

3. SWOT Analysis

a. Competitor 1 – Moose Peterson

Social Media: Instagram: 34.4k followers, Facebook: 18k followers, X: 64.9k followers

- **Strengths:** The website has vast experience, regularly publishes blogs and podcasts, and achieves high user engagement, with an average visit duration of 11:22 in December 2024 (Semrush).
- **Weaknesses:** The website design is very basic and lacks visual appeal, which may reduce user retention and conversions.
- **Opportunities:** Enhancing website design, improving SEO, and expanding product offerings beyond prints can boost engagement and revenue.
- **Threats:** Failure to improve visual appeal and diversify revenue streams may limit growth despite strong content quality.

b. Competitor 2 – Tim Laman

Social Media: Instagram: 1.2M followers, Facebook: 109k followers, YouTube: 372 subscribers

- **Strengths:** The website has a visually captivating design with full-screen photographs and a strong social media presence, maximizing audience reach and potential customers.
- **Weaknesses:** The website lacks frequent blog posts and podcasts, and missing opportunities for content-driven engagement and SEO improvements.
- **Opportunities:** Expanding offerings by introducing in-person or live online workshops alongside existing courses can enhance community engagement and revenue.
- **Threats:** While no major threats exist, the low average visit duration (00:00:25 in Dec 2024, Similarweb) and the absence of frequent blog posts may reduce user retention and engagement.

c. Competitor 3– Joshua Holko

Social Media: Facebook: 7.6k followers, YouTube: 4.33k subscribers

- **Strengths:** The website has a well-designed layout and a diverse marketplace with offerings like books, cards, and prints, attracting a high number of visits in recent months.
- **Weaknesses:** The website has a weak social media presence, limiting its ability to reach a broader audience and drive traffic.
- **Opportunities:** Expanding social media presence, particularly on Instagram, Facebook, and X, can enhance visibility, engagement, and sales.
- **Threats:** Competitor websites with stronger social media presence may attract more customers, and failure to improve digital outreach could limit future growth.

d. Competitor 4 – Martin Bailey Photography K.K.

Social Media: Instagram: 5,470 followers, Facebook: 5.5k followers, X: 7,836 followers

- **Strengths:** The website boasts a diverse product portfolio including an online store, mobile applications, and portfolio reviews & consultation, along with high website traffic in recent months, indicating strong user interest.
- **Weaknesses:** A relatively low social media following compared to competitors limits brand awareness, audience engagement, and potential traffic growth.
- **Opportunities:** Expanding social media presence on Instagram, Facebook, and X, leveraging influencer collaborations, and implementing targeted ad campaigns can significantly enhance visibility, engagement, and revenue.
- **Threats:** Competitor websites with stronger social media outreach may attract a larger audience, and failure to improve digital marketing strategies could restrict long-term growth and market positioning.

e. Competitor 5 – Steve Creek Wildlife Photography

Social Media: flickr 868 followers

- **Strengths:** The website features a simple and user-friendly layout with high blogging activity, which helps engage visitors and improve organic reach.
- **Weaknesses:** Minimal social media presence and limited product offerings (no online store) contribute to low website traffic and restricted revenue opportunities.
- **Opportunities:** Expanding product offerings (e.g., an online store for prints, merchandise, or digital downloads) and enhancing social media presence can drive website traffic and revenue growth; additionally, introducing workshops can serve as a new revenue stream.
- **Threats:** Competitor websites have a stronger portfolio, more visually appealing designs, and higher social media engagement, making it harder to attract and retain users.

4. Feature Comparison Matrix

Features	Moose Peterson	Tim Laman	Joshua Holko	Martin Bailey Photography K.K.	Steve Creek Wildlife Photography
Paid Prints/Stock (Licensing)	✓	✓	✓	✓	✓
Workshops and Classes	✓	✓	✓	✓	✗
Online Store	✗	✓	✓	✓	✗
Portfolio Review & Consultation	✗	✗	✗	✓	✗
Engagement Tools (Podcasts/Blogs)	✓	✓	✓	✓	✓
Social media integration	✓	✓	✓	✓	✗
Tours	✗	✗	✗	✓	✗
Mobile Applications	✗	✗	✗	✓	✗

5. Market Analysis and Revenue Structures in Wildlife Photography

The wildlife photography market has expanded significantly, with the number of photographers rising 82% from 13.9 million in 2001 to 25.4 million in 2011, according to the U.S. Fish and Wildlife Service. Despite increasing competition, photographers can still generate income by leveraging the right sales channels and adopting a diverse strategy to differentiate themselves in the online marketplace. A multifaceted approach enhances competitiveness and maximizes revenue opportunities in this growing industry.

Major revenue sources through wildlife photography websites found were:

- Print Sales/Stock Photography
- Workshops and Tours
- Online Store (Books and Calendars, Digital Products, etc.)
- Online Monetization (Social Media)

Some prices for various products/services found through wildlife photography websites are given below:

- 1) Moose Peterson – Print – Depending on print size the amount they charge is USD 175 (~ INR 15,300) to USD 850 (~ INR 74,300).
 - a. Moreover, in a 2021 blog they mentioned that they print about 45 photos for clients on average each month. Considering the average print cost (across sizes as USD 487.5) the monthly income can be considered for prints as USD 21,937.5 (~INR 19,19,750)
- 2) Tim Laman – Bird Photography Masterclass (seems an Online Course) – USD 160 (~ INR 14,000)
- 3) Martin Bailey Photography K.K. – Remote Portfolio Reviews & Consultation Session – USD 120 (~ INR 10,500) for 1 hour.