

Creative Brief

This purpose of this website is a portfolio to display my photography work. The main reason I chose this theme is to have a consolidated place to keep my photos and show my work if needed. Viewers are given an option to contact me which can help me expand my portfolio.

Inspiration

<https://www.behance.net>

<https://foliohd.com/>

Marketing

This wasn't created with a business idea in mind, although I suppose that is the point of any website. My target audience is my peers who would like to work with me, as I would prefer to work with people I know. If I were to spend money on advertising I would probably use Facebook or Instagram as they have more affordable options, and this is where my target audience would actually see the ads. If I were able to create the right contacts and book paid work, I would consider a larger budget for advertising.

Google Analytics

