THE PROOF

PHOTOGRAPHY

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New Customer Profile

Team 3

By: Robert Harper, Grace Harwood, Ahsin Sajjad, Yimyung Song

Table Of Contents - New Customer Profile

The Proof Photography Audience Demographics

Business Profile : Small Business

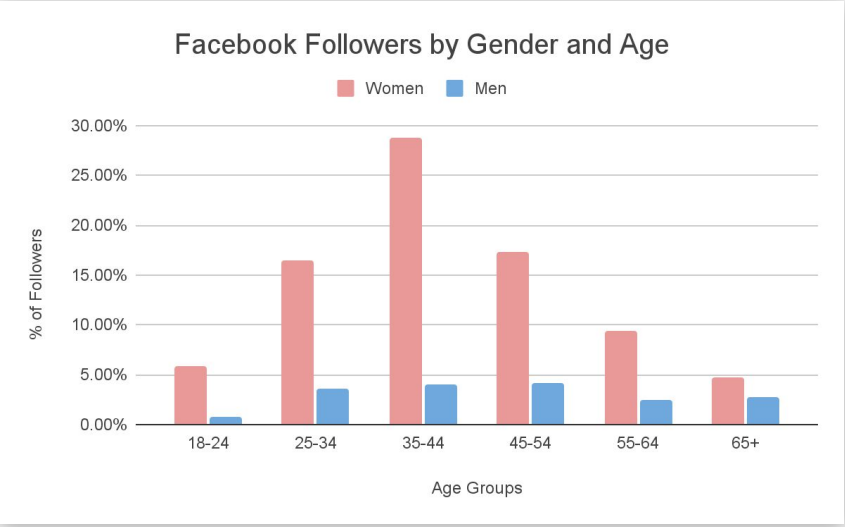
Advantages for Business Profile

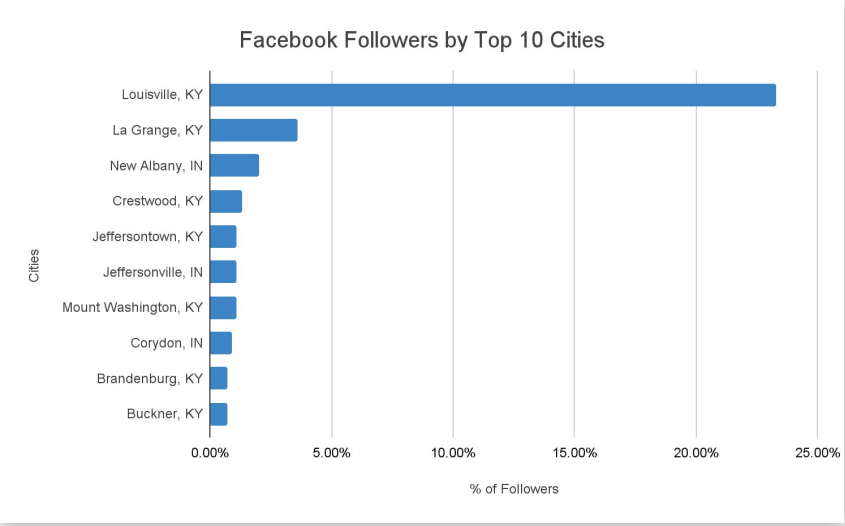
Customer Profile: Church Goers

Advantages for Church Goers

Social Media Audience Demographics | Facebook

- Majority of the followers are women.
- Most popular age group are ages (35-44).
- Most of the followers live locally to The Proof Photography.

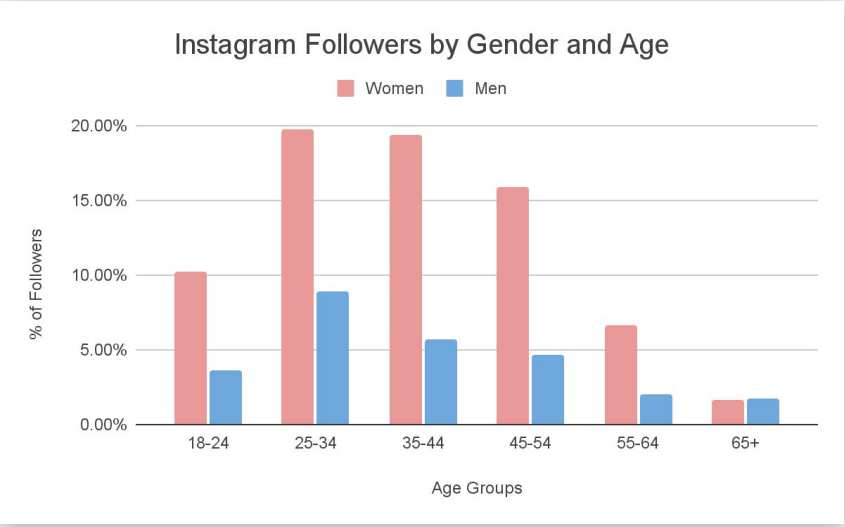


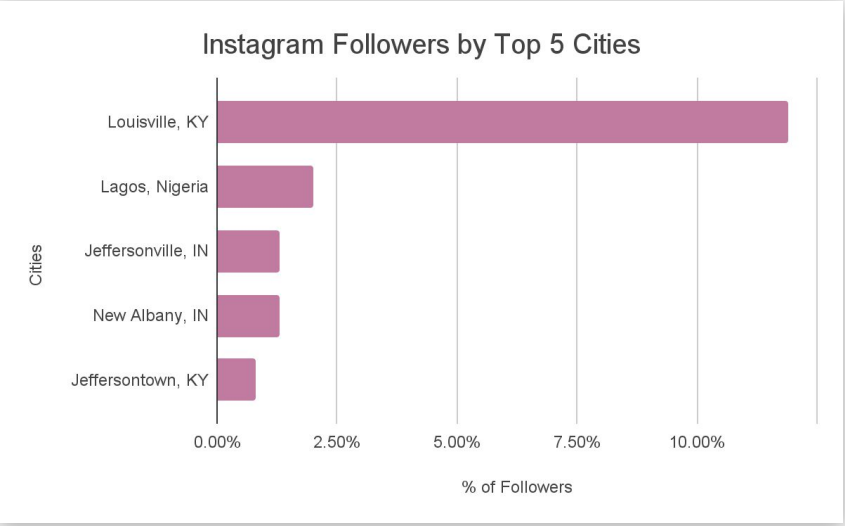


*This dataset contains 599 Facebook Followers.

Social Media Audience Demographics | Instagram

- Majority of the followers are women.
- Most popular age group are ages (25-34), (35-44), (45-54).
- Most of the followers live locally to The Proof Photography.

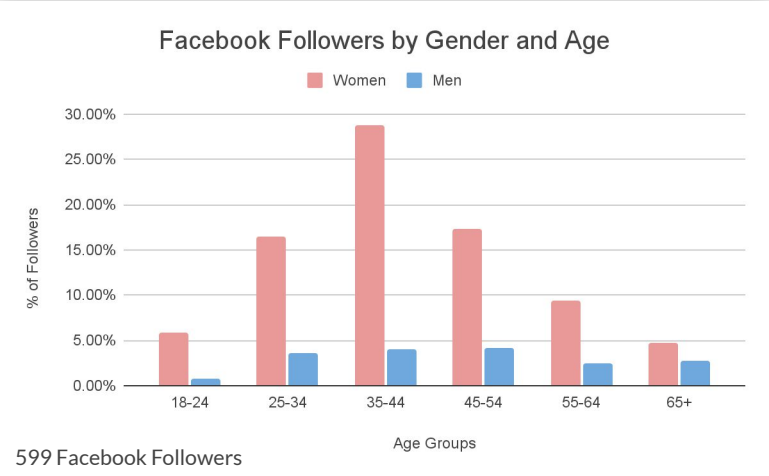


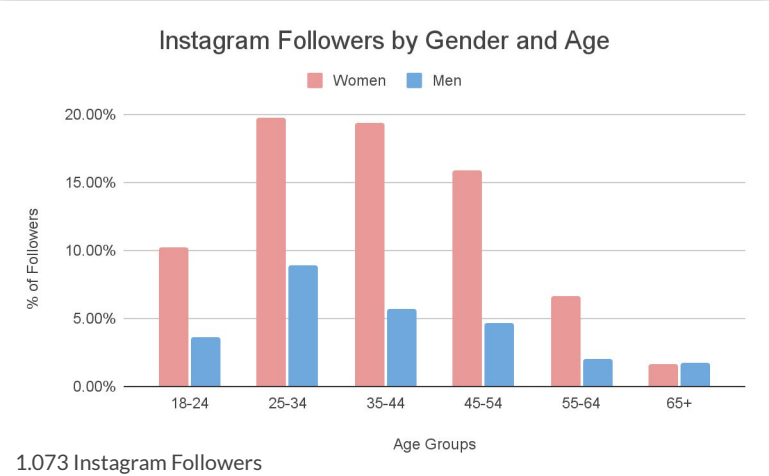


*This dataset contains 1.073 Instagram Followers.

Insights

- Instagram is a more popular platform for users, showing almost 2x more followers and a larger age group audience than Facebook.
    - Instagram age group: 25-54
    - Facebook age group: 35-44
- Facebook is more popular within one age group (35-44) that most likely has their family connected.
- Although men are less likely to follow, there are more men followers on Instagram than Facebook.





Where To Find Your Audience

- Based on the table it can be seen that there are many different stores that are based in KY that cater to women.
- Beauty Salons seem to be a more common and overall popular choice of store among women audience.
- All of the beauty salon stores are rated at 4.5 or higher star rating average by previous customers.
- Cafe, Accessory, Clothing, and Nail salon stores seem to be successful to as they all receive favorable ratings from previous customers.

Stores In Kentucky

Name of Store	Type	State	★
Blue Dog Bakery & Café	Café	KY	4.5
Ceela Naturals Spa	Beauty Spa	KY	5
Dixie Nail	Nail Salon	KY	5
Dollface Brows & Beauty	Beauty Salon	KY	5
Exquisite Beauty Emporiu..	Beauty Salon	KY	5
Great Clips	Hair Salon	KY	5
Hazel + Hunt	Accessory / Clothing Store	KY	5
Joseph's Salon & Spa	Beauty Salon / Spa	KY	5
La Nail & Spa	Nail Salon	KY	5
Little Mount Lavender Co..	Store / Café	KY	5
Nobu Nail Bar	Nail Salon	KY	5
Pix Shoes of Louisville	Accessory Store	KY	5
Please & Thank You - Mark	Café	KY	5
Pure Salon Spa	Beauty Salon	KY	5
Revelry Boutique Gallery	Boutique store	KY	4.5
Six Sisters	Accessory / Clothing Store	KY	4.5
The Cutting Edge Salon	Hair Salon	KY	5
Tip & Toe	Beauty Spa	KY	5
Work the Metal	Accessory Store	KY	4.5

Business Profile: Beauty Salons - Small Business

Gender
Female

Ages
25-54

Clients
- Women
- Kids/Teens
- Professional/Business People

Locations
Louisville, Kentucky
Nashville, TN

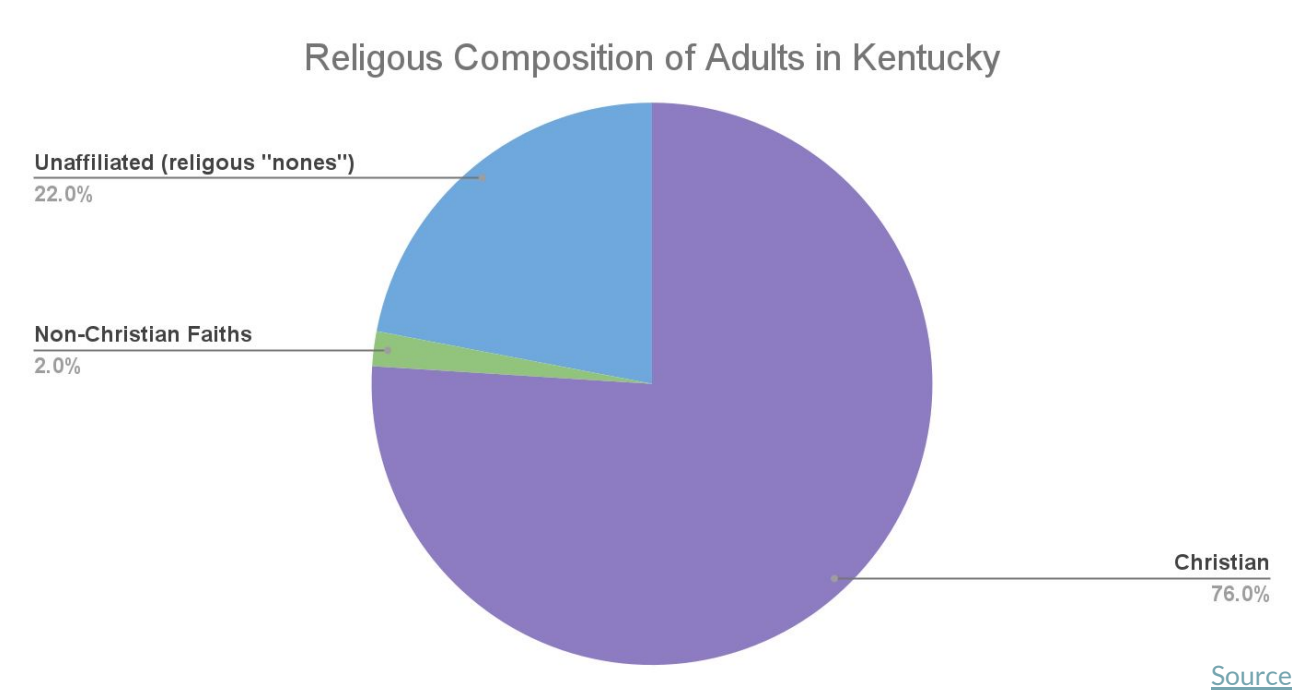
Business Type/Product
Beauty Salon

Mission Goal
To become the most trusted and favored beauty salon!

Advantages Of Small Business

- Small businesses provide photographers with unique opportunities to showcase their work and gain exposure.
- Working with business owners can lead to more creative and varied projects for photographers.
- Fostering partnerships with businesses can lead to more consistent work.
- Partnering with with local business owners can lead to engagement to aid with specific needs and visions for their brand which can lead to more creative and diverse projects for photographers.
- Collaborating with enterprises can open doors to valuable referrals and potential new clients.

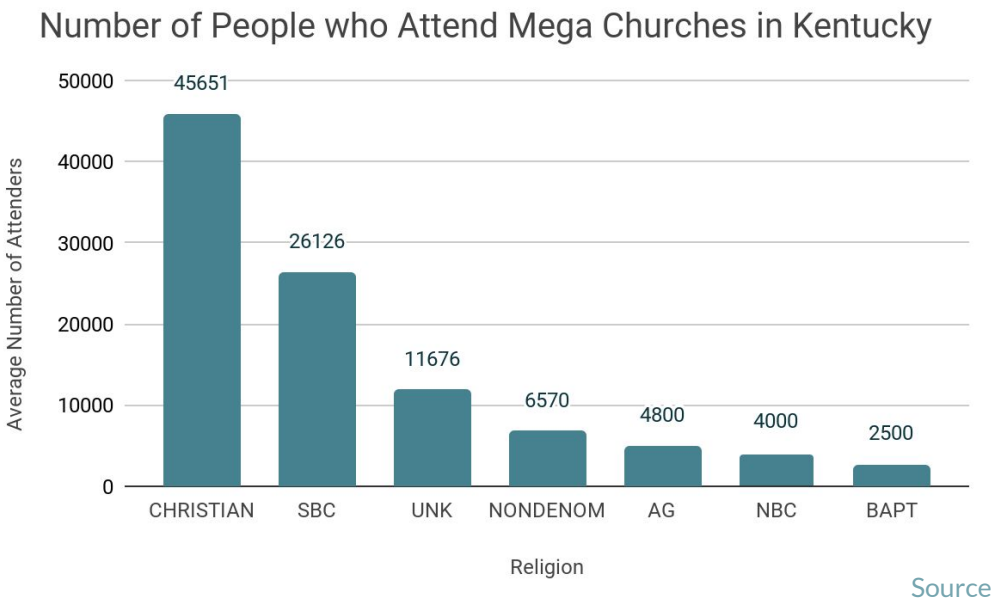
Religion Demographics in Kentucky



Christian	**76%**
Evangelical Protestant	49%
Mainline Protestant	11%
Historically Black Protestant	5%
Catholic	10%
Mormon	<1%
Orthodox Christian	<1%
Jehovah's Witness	<1%
Other Christian	<1%
Non-Christian Faiths	**2%**
Jewish	<1%
Muslim	<1%
Buddhist	<1%
Hindu	<1%
Other World Religions	<1%
Other Faiths	2%
Unaffiliated (religous "nones")	**22%**
Atheist	4%
Agnostic	4%
Nothing in Particular	14%
Don't know	**<1%**

Baptisms and christenings are significant milestones in an individual's life, often celebrated with loved ones. The desire to preserve these precious moments for future recollection is strong, especially since many of these ceremonies take place in churches. As a result, there is a notable demand for skilled photographers who can expertly capture the essence and beauty of these occasions.

Targeting Church goers



Source

Church Name	City	State	Average Attend.	Denom
Hillvue Heights Church	Bowling Green	KY	4825	SBC
Living Hope Baptist Church	Bowling Green	KY	2250	SBC
First Church of Christ	Burlington	KY	2506	CHRISTIAN
Seven Hills Church	Florence	KY	3000	UNK
Crossroads Christian Church	Lexington	KY	2570	NONDENOM
Quest Community Church	Lexington	KY	3400	UNK
Immanuel Baptist Church	Lexington	KY	2000	SBC
Southeast Christian Church	Louisville	KY	25917	CHRISTIAN
Canaan Christian Church	Louisville	KY	2500	BAPT
Bates Memorial Baptist Church	Louisville	KY	3000	SBC
Sojourn Community Church	Louisville	KY	3476	UNK
Saint Matthews Baptist Church	Louisville	KY	8300	SBC
Highview Baptist Church	Louisville	KY	3254	SBC
Evangel World Prayer Center	Louisville	KY	4800	AG
St. Stephen Church	Louisville	KY	4000	NBC
Saint Stephen Church	Louisville	KY	4000	NONDENOM
Valley View Church	Louisville	KY	2497	SBC
Northeast Christian Church	Louisville	KY	2652	CHRISTIAN
Southland Christian Church	Nicholasville	KY	12524	CHRISTIAN
Owensboro Christian Church	Owensboro	KY	2052	CHRISTIAN
Heartland Worship Center	Paducah	KY	1800	UNK

Customer Profile: Churchgoer

Geographics

Country: USA
State: Kentucky
City: Louisville

Values

Family friendly, prides in forging bonds, goals expand community reach

Lifestyle

Daily/weekly sermons, Church school sessions for kids, Baptisms, & other events.

Firmographics

- Over 65 members attending weekly
- Members ages over 25 years old
- Church leadership structure (Pastor, Bischop, Deacon, etc)

Advantages Of Churchgoer

- Can form collaborative relations with local churches and be apart of events.
- Church audience closely resembles current audience of the photography business (family focused).
- Can lead to new potential clients and also additional spread of word about the business from the church to their current audience/members.

Social Media Analysis

By: Kelvin Zheng, Shirley Xia, Jennifer Tetzoyotl, Angel Rivera and Jarrett De Leon

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Data

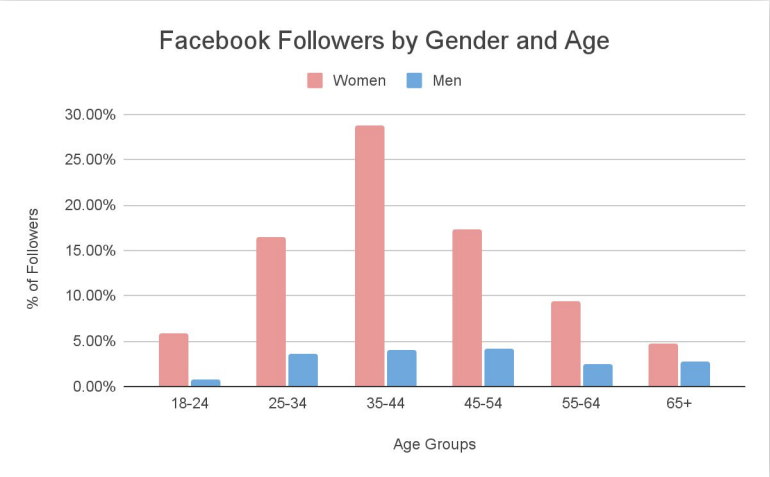
Insights

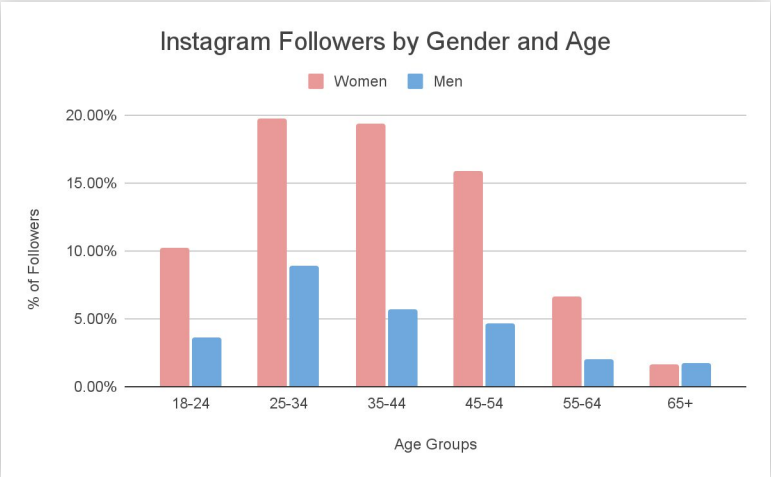
Strategies

Social Media Recommendations

Social Media Analysis

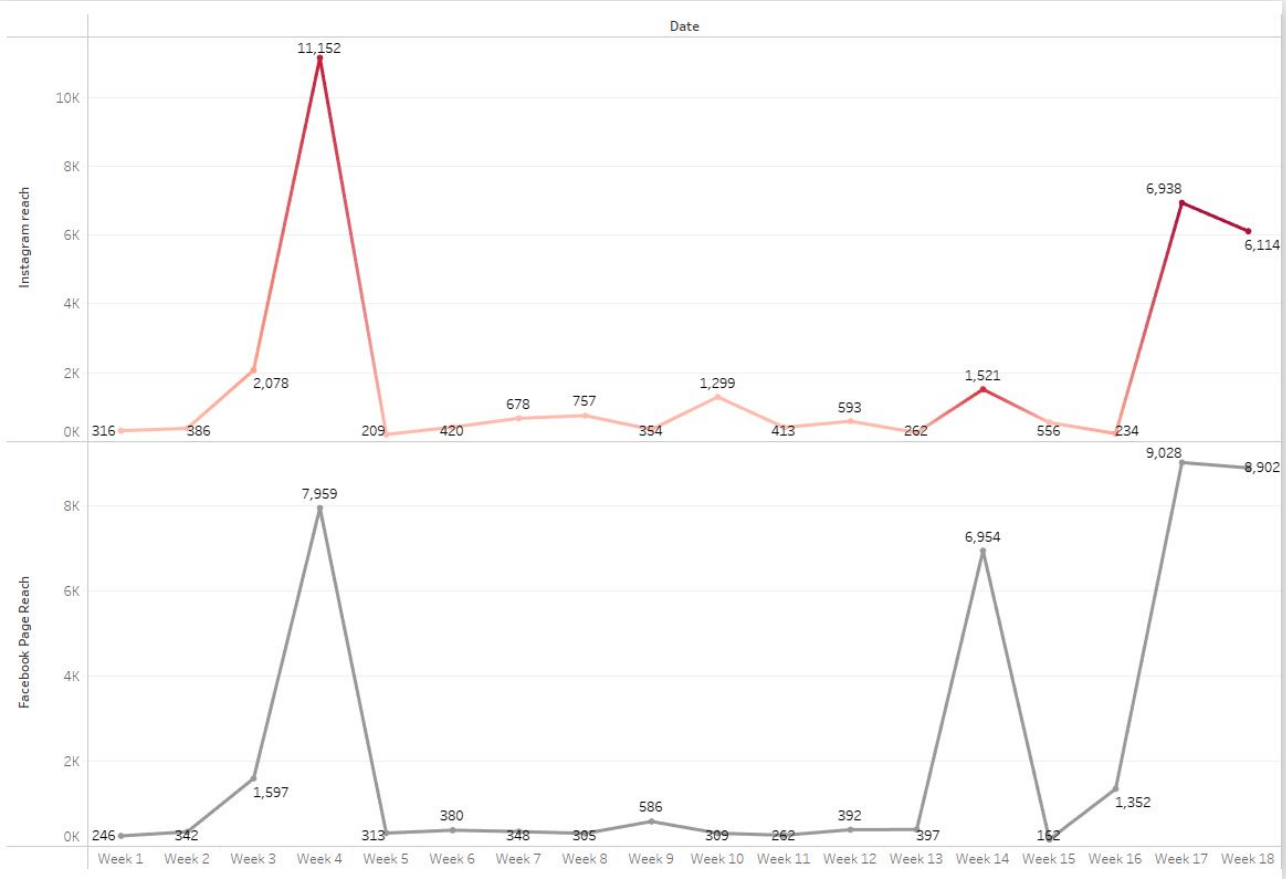
- Instagram has a larger number of followers compared to the Facebook Page, with 1,073 followers on Instagram and 559 followers on the Facebook Page.
- Instagram attracts a higher percentage of followers in the younger age groups, particularly in the 18-24 and 25-34 age brackets, compared to the Facebook Page.





Social Media Analysis cont.

- Facebook and instagram engagement peaks twice over the course of 6 months
- Facebook's page reach (39,834) surpasses Instagram's by approximately 13.4% (34,280)



Insights

- Reach refers to the total number of unique users who have been exposed to a particular piece of content, including those who may not necessarily follow the account
    - Higher reach means the content has been seen by more people
- Facebook has a comparatively small follower count but a high total of reach
- Both Facebook and Instagram reach peaks at two specific times
    - January for New Years
    - April/May for Graduation
- Peak Facebook user range from ages 35-44, showing that younger users have gravitated toward other social media platforms
- Important to target Gen Z (1998-2009) as they are a growing consumer power

Future Strategies for Growth

- Keep social media platforms strictly business
  - Keep everything under one account (@TheProofPhotograhy) per social media platform
  - Track social media analytics to refine your strategy and resonate with your target audience.
- Tiktok
  - Using micro and macrotrends
    - Trending sounds, dances, challenges (viral videos) to generate visibility and engagement
- Social Media Intern
  - High-schoolers / college students
    - Unpaid summer internship or college credit
  - Help with social media pages
  - Word of mouth marketing and advertising

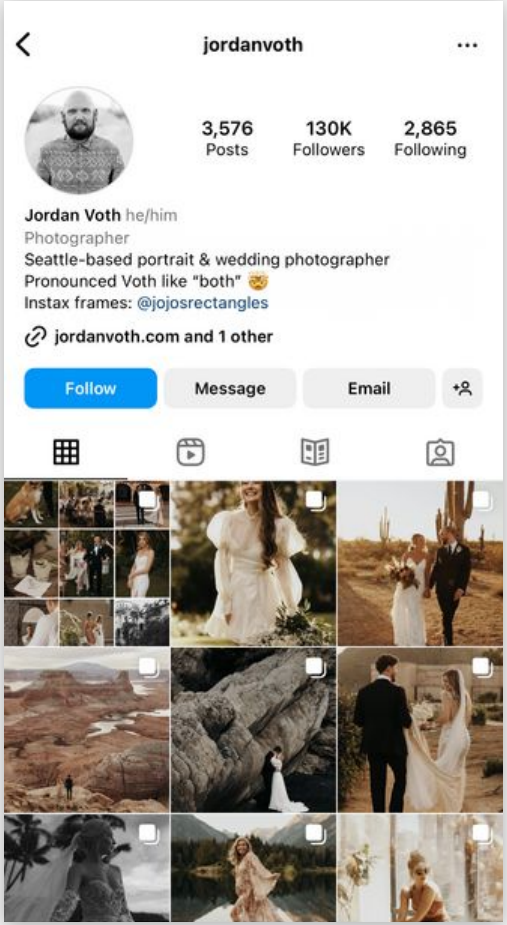
Recommendations

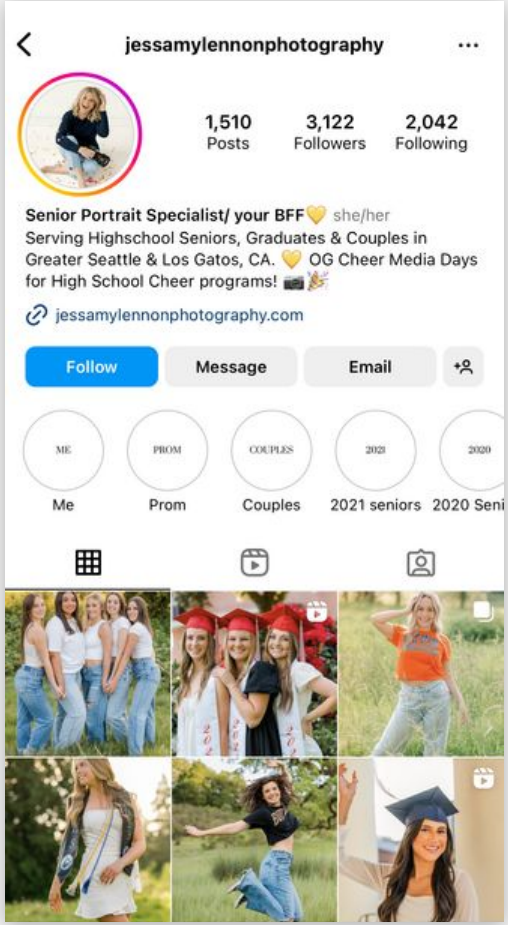
Optimizing your profile

- Share captivating and high-quality images with a coherent theme
- Have a coherent theme for highlights and posts

Engaging content

- Share posts and stories on a regular basis
- Post relevant photos during peak reach seasons





Recommendations cont.

Tell stories with captions

- Share the stories behind the photos, highlight the emotions captured, or provide tips and advice for high school seniors and families

Utilize local hashtags:

- Incorporate location-specific hashtags in your captions to reach your local audience.
- #LouisvillePhotographer #SeniorPortraits #Classof2023 (replace with the appropriate graduating year) #MaternityPhotographer #MaternityShoot #FamilyPortraits #KentuckySeniors

Geo-tagging and location tagging:

- When posting on Instagram, utilize the geo-tagging feature to tag the specific locations where you conduct your photoshoots, such as parks, landmarks, or popular spots in your area.

Run targeted ads:

- Utilize Facebook and Instagram ads to reach your target audience in the specified locations.

Website Analysis

By: Mellany Heras, Hadja Diallo, Mariam K, Sheria Stallings

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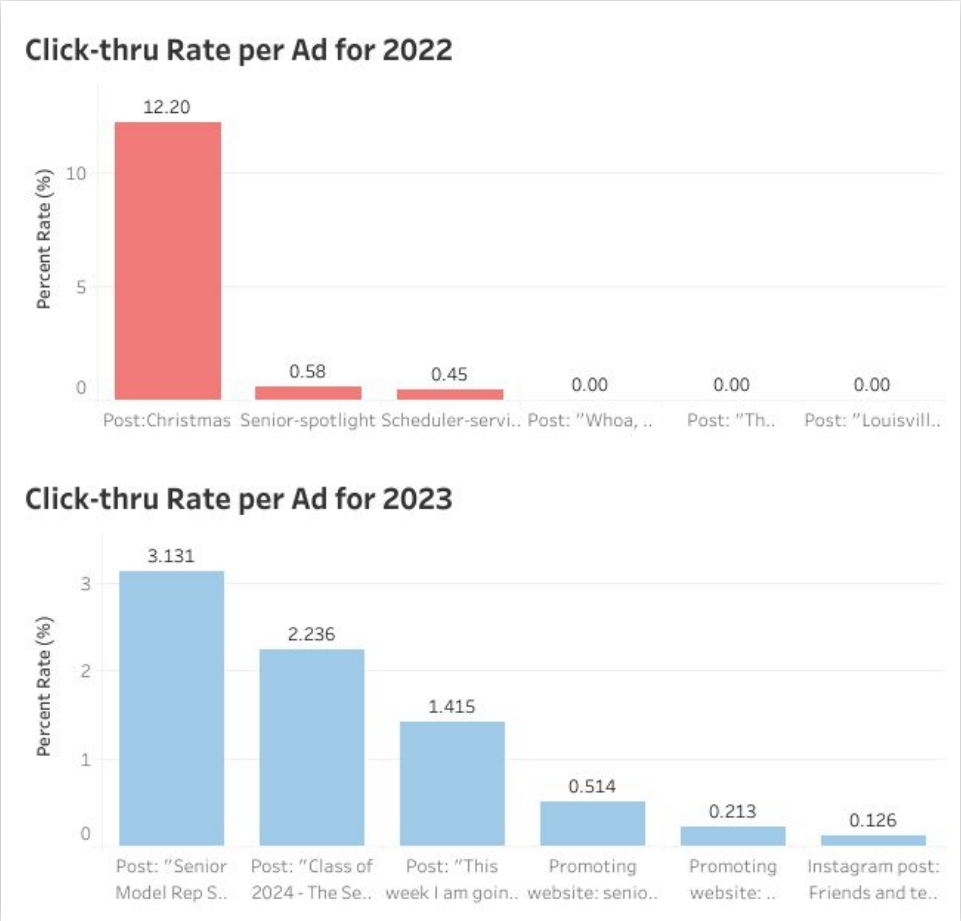
Ad Analysis

Website Analysis

Recommendations

Ad Analysis and Findings

- Click thru rate is low for 5 ads ran for 2022 except for an ad ran for the holidays.
- When promoting website click-thru rate is less than 1% saying less than 1% of people who saw the ad actually clicked on it.
- When promoting blog posts data shows that ads weren't clicked on at all in 2022.
- 2023 data shows a slight increase in engagement on blogs but still low



CTR Analysis 2022 vs 2023

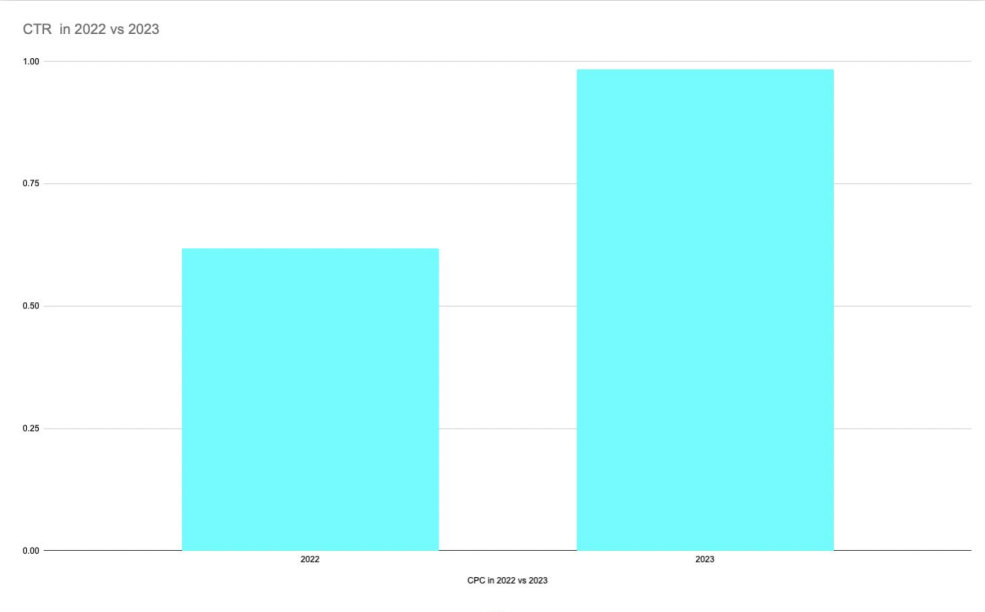
2022 DATA

- CTR = 0.617%

2023 DATA

- CTR = 0.983%

A CTR of 0.617% and 0.983 % indicates that the ads are receiving a relatively low number of clicks compared to the total impressions. It basically suggests that the ads might not be capturing the attention of the target audience leading to low website traffic.



CPC Analysis 2022 vs 2023

<u>2022 Analysis</u>

CPC = Total amount spent / Total measured click

- CPC = 180.56 / 10.4
- CPC = 17.355

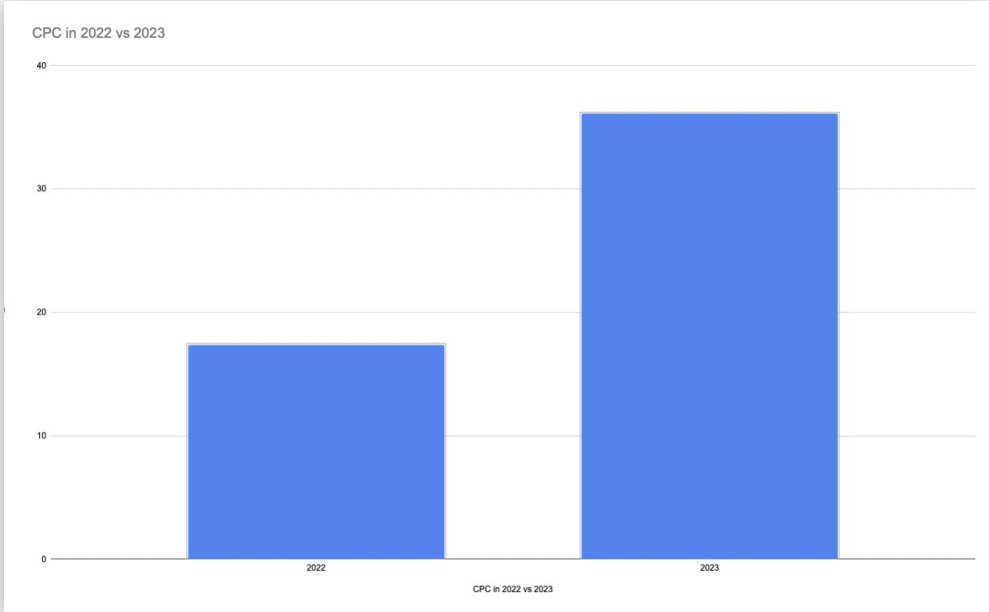
<u>2023 Analysis</u>

CPC = Total amount spent / Total measured click

- CPC = 225.23 / 6.24
- CPC = 36.086

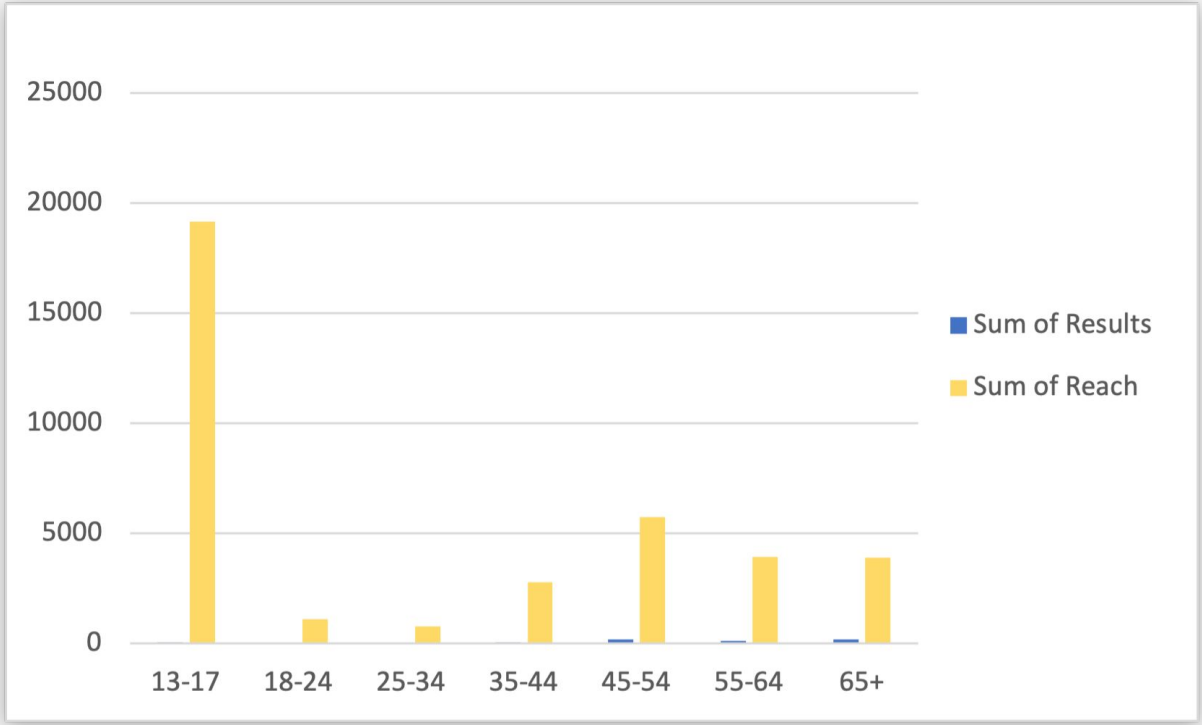
Data Presents:

In 2022, a CPC of 17.355 suggests reasonable and comparatively lower website click costs, leading to better conversions. However, by 2023, a CPC of 36.086 indicates high advertising costs due to market competition, niche audience, or low CTR, suggesting overall higher costs.



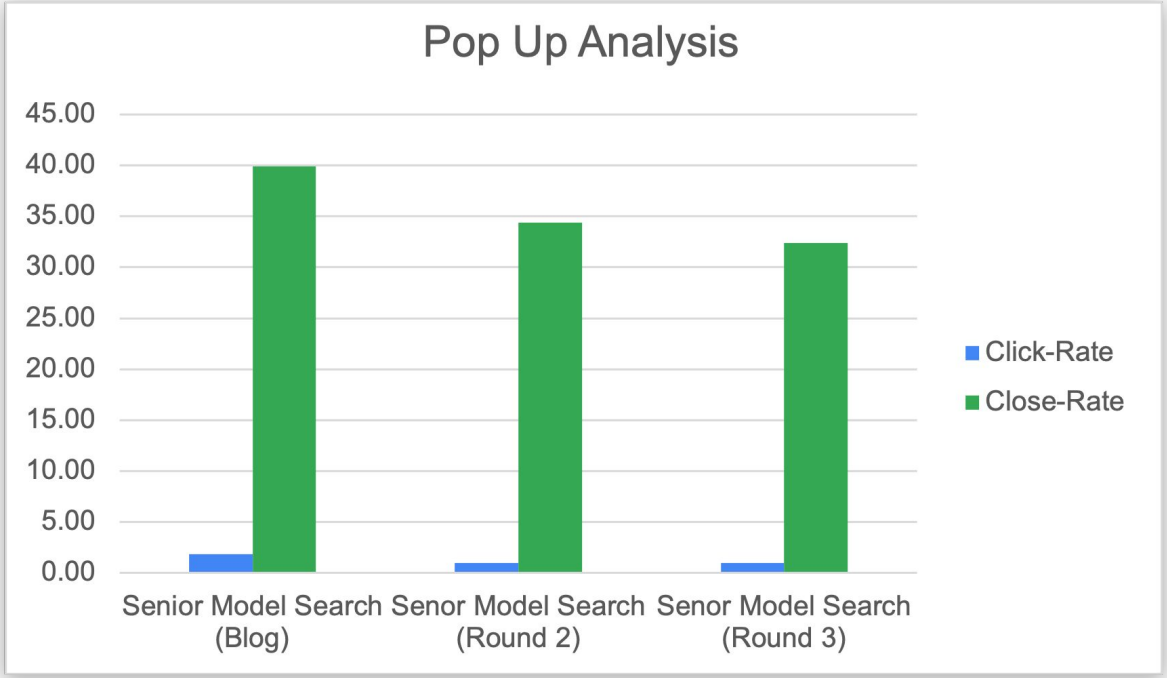
Ad Analysis by Age Group

- Ads are reaching the age group of 13-17 but they aren't clicking on the ad.
- When comparing it to age group of 45-54 the reach is lower but there is a higher click rate for this age group.



Website Analysis and Findings

- Pop ups have a higher close rate meaning users are closing the pop up more than clicking it.
- Analysis also shows that clients who are clicking the pop up are closing it after.



Ad Recommendations

To increase the ROI and improve the CPC, some suggestions could be:

- Analyzing the audience and targeting a specific niche.
- Improving the quality of the ads to increase the CTR.
- Changing the ad placement or size.
- Identifying the top-performing ads and optimizing them for better performance.
- Conducting A/B testing to experiment with different ad types, placements, sizes and targeting options to identify the best performing ones.
- Increasing the target audience by broadening the targeting criteria.
- Regularly monitoring and tracking the ad campaigns' performance to detect opportunities for improvement.

Website Recommendations

- Clear and intuitive navigation:
  - Make it easier for visitors to discover the information they are looking. There is a navigation bar, but no booking or CLEAR pricing.
- Calls to action:
  - Strategic and distinct positioning CTA's throughout the website to engage the client, Instead of using Contact Me, use Book Now.
  - Use pop-ups during the holidays to increase traffic engagement (offering promo code, running a promotion)

Competitive Analysis

By: Noor Sahar, Jennifer Ortiz, Samanda Lee

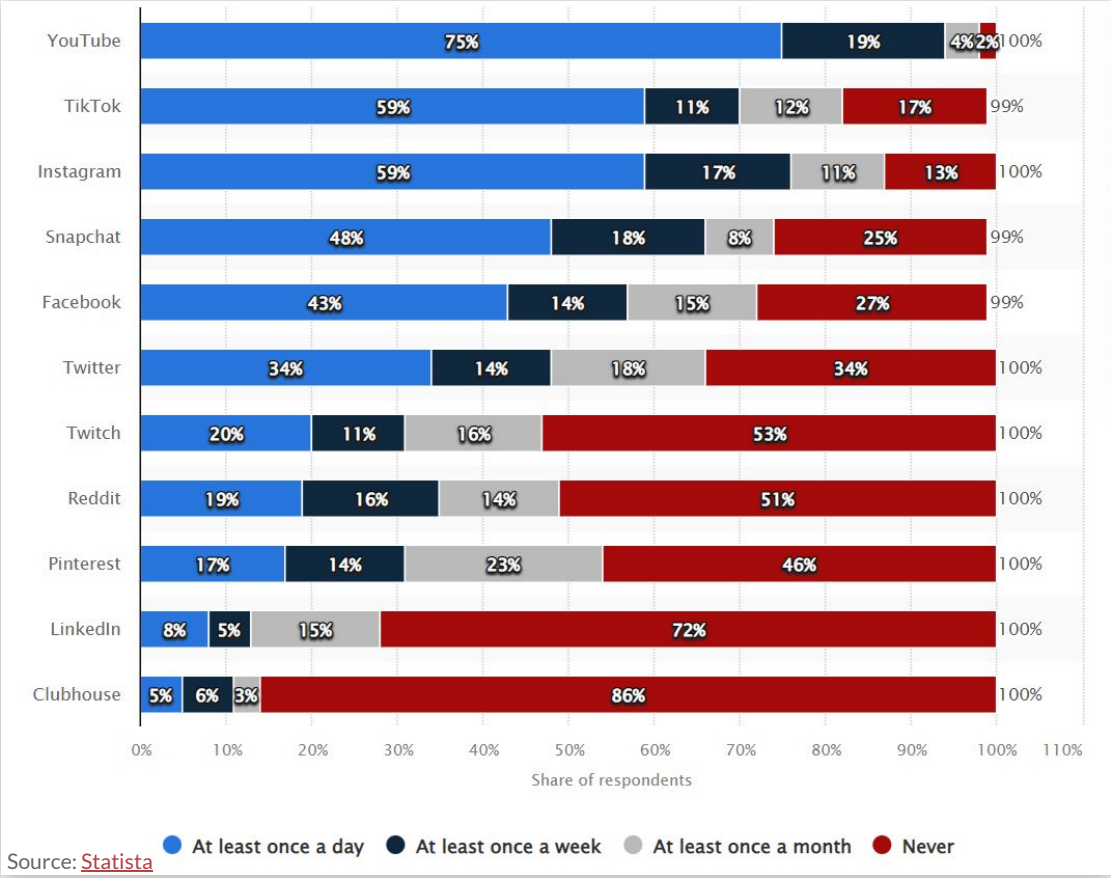
Table Of Contents - Competitive Analysis

Social Media
Website
Google My Business

Social Media Analysis

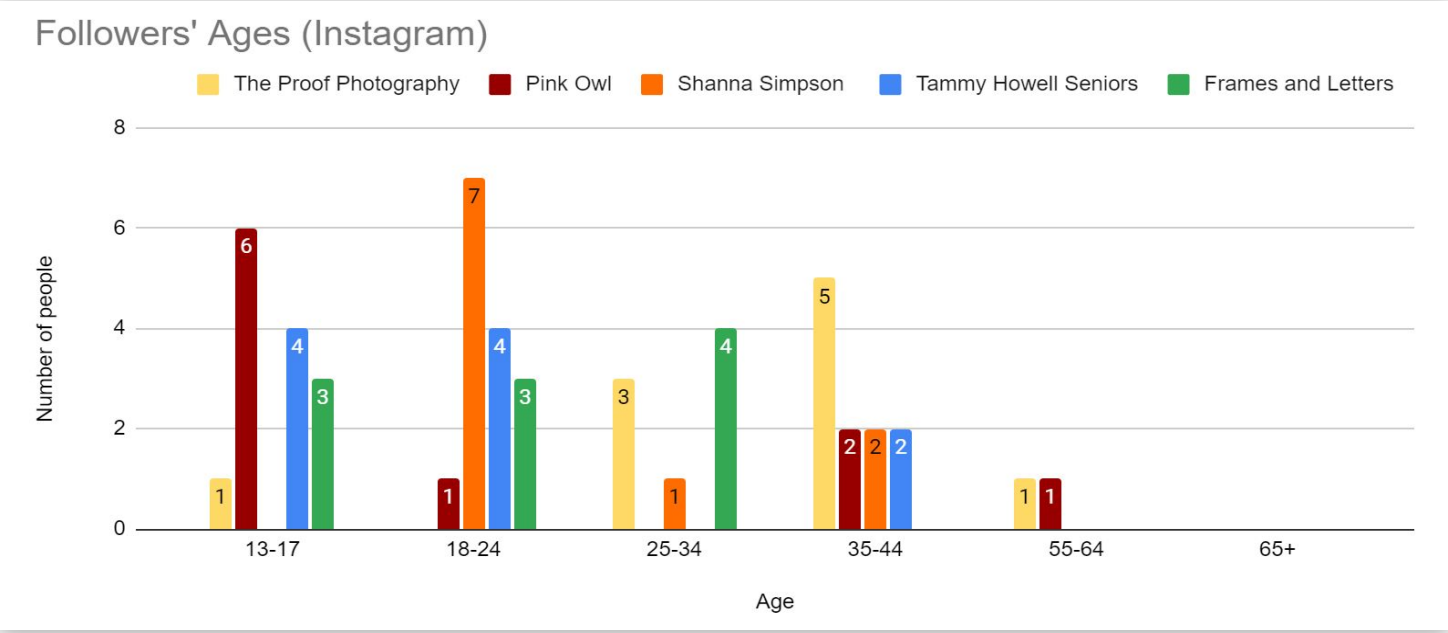
- Surveyed 234 respondents
- Top 3 most frequent social media platforms popular amongst Gen Z. - Youtube, TikTok, Instagram

How Often Does Gen Z Use Social Media (July 2022)



Source: Statista

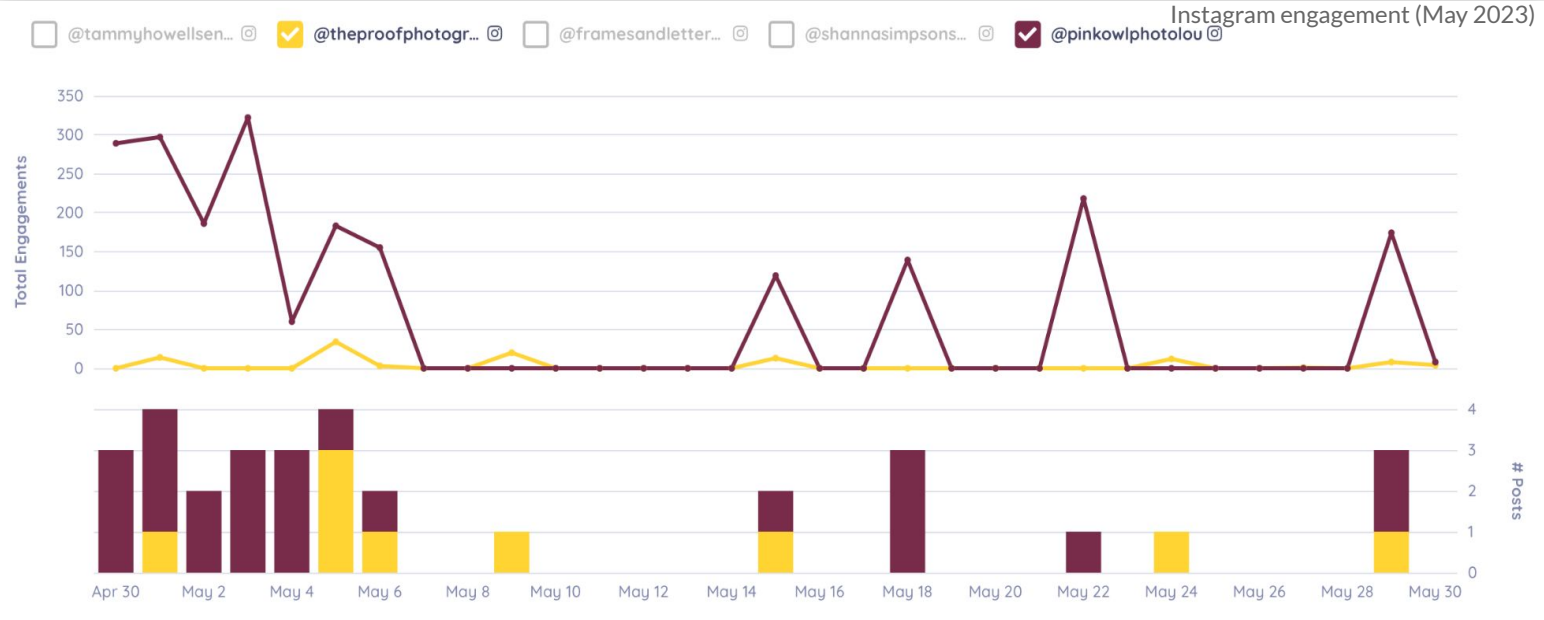
Competitor Analysis | Audience Demographics



- 10 followers chosen at random from IG profiles - identified age range
- Pink Owl has the most followers of the high school age range
- The Proof Photography has the most followers between the ages of 35-44 and less followers of a younger age

Competitor Analysis | Engagement

Pink Owl



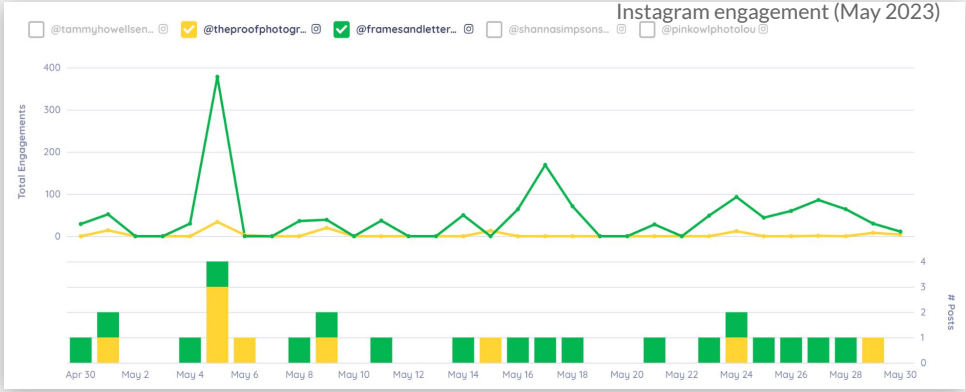
Pink Owl: 23 posts | The Proof Photography: 9 posts

- Engagement is defined as the combined number of likes and comments on a post.
- Each time Pink Owl posts, they receive more engagement than when The Proof Photography posts. This may be because Pink Owl posts more often than The Proof Photography.

Source: Keyhole

Competitor Analysis | Engagement cont.

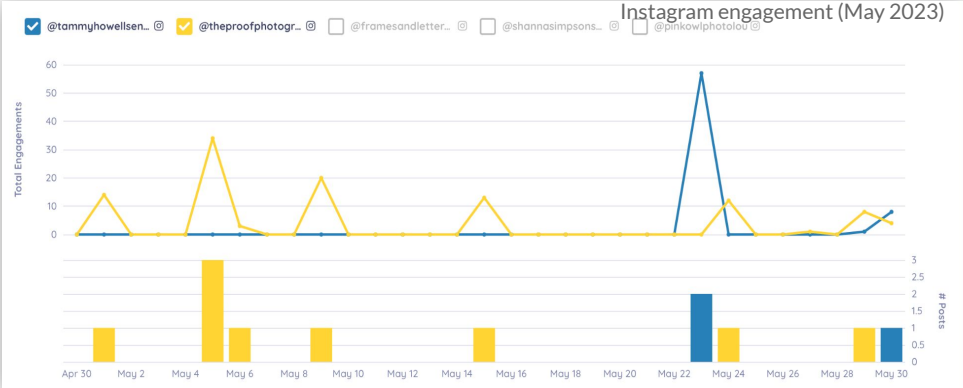
Frames and Letters



Frames and Letters: 18 posts | The Proof Photography: 9 posts

- On May 5, The Proof Photography posted 3 times. Frames and Letters posted 1 time.
- The Proof Photography posted at a greater rate than Tammy Howell Seniors.

Tammy Howell Seniors



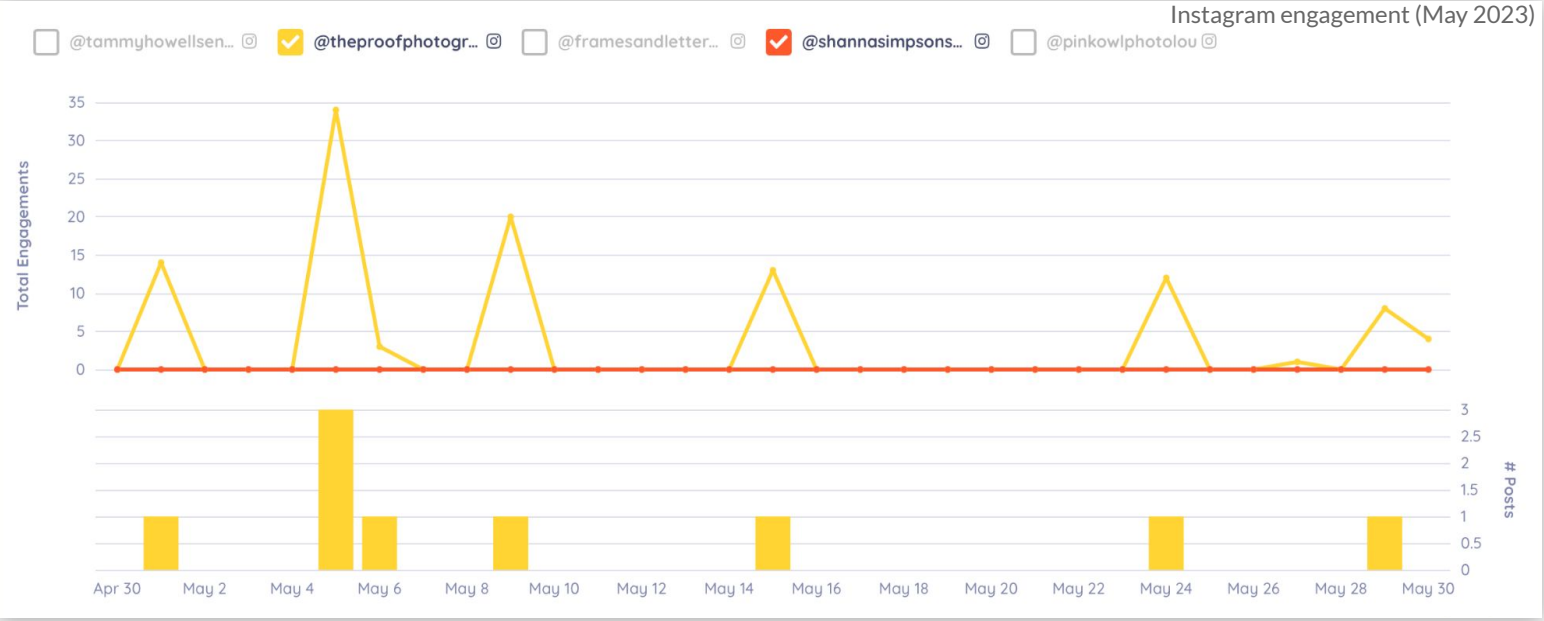
Tammy Howell Seniors: 3 posts | The Proof Photography: 9 posts

- Engagement for these competitors peaks higher than The Proof Photography.
- Engagement and posting is a long term process - it takes a few months of consistent posting for visible changes.

Source: Keyhole

Competitor Analysis | Engagement cont.

Shanna Simpson



Shanna Simpson: 0 posts | The Proof Photography: 9 posts

- Account is used by the competitor as both personal and business.
- There was no activity in the last month by Shanna Simpson and therefore there is also no engagement.

Source: Keyhole

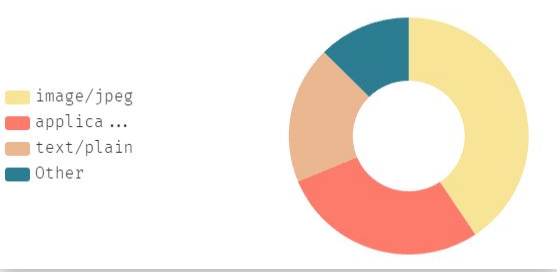
Recommendations - Social Media

- There is a positive correlation between posting and engagement rate.
- It is important to post more often / consistently to retain an engaged audience.
- Posts should be targeting the desired audience.
    - Content focused on attracting both high school students and families
    - Platform

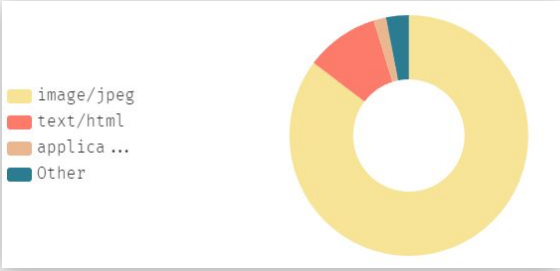
Competitor Website Analysis

Pink Owl Photography

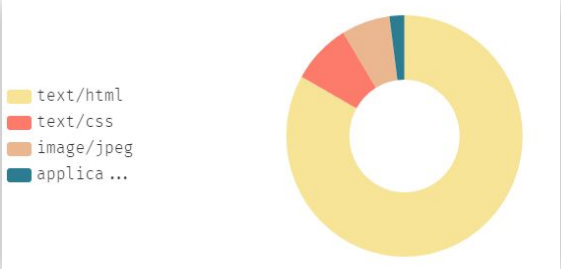
Tammy Howell Seniors



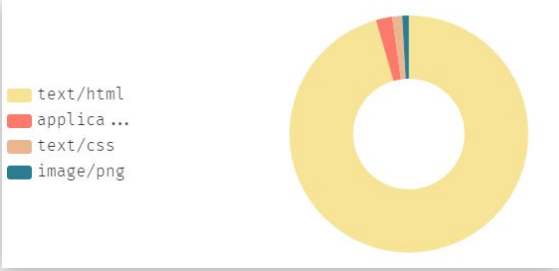
Frames and Letters Photography



Shanna Simpson Photography

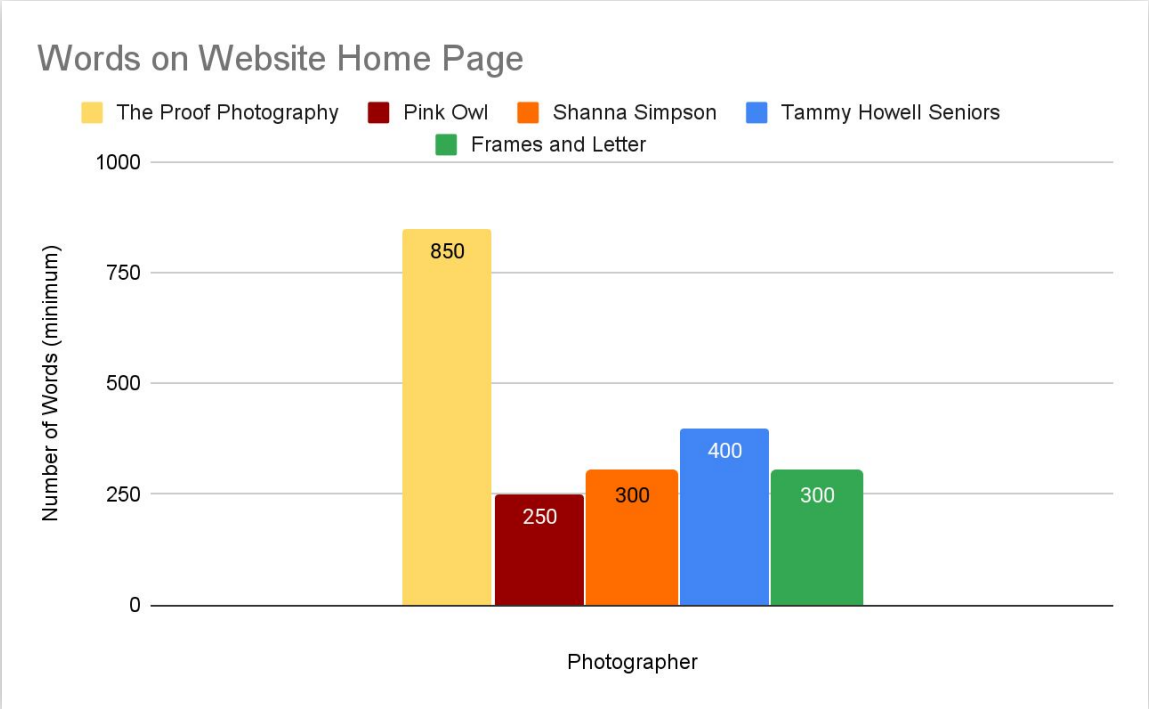


The Proof Photography



- Proof Photography has the highest text to image ratio
- Frames and Letters has the lowest text to image ratio

Competitor Website Analysis cont.



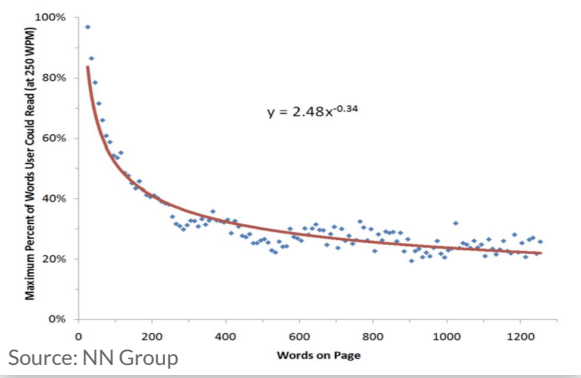
- Extracted text samples from websites' homepage
- The Proof Photography has the most words on its homepage in comparison to the competitors

Audience Behavior

With the increasing percentage of children with ADHD and high chance of users leaving within the first 10 seconds, it is crucial for the website to be clear and concise before the user leaves it.

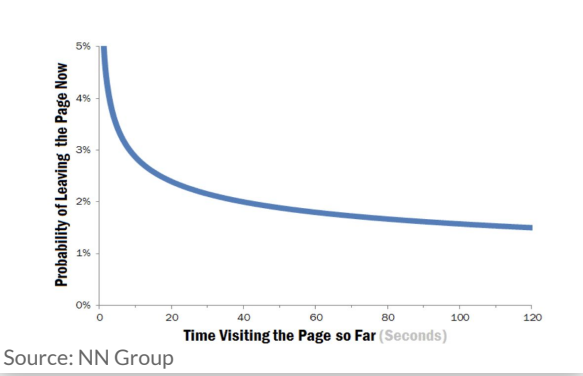
- At 850 words, only 25% is read
- At 250 words, 38% is read

Words on Page vs. Max Percent of Text Read



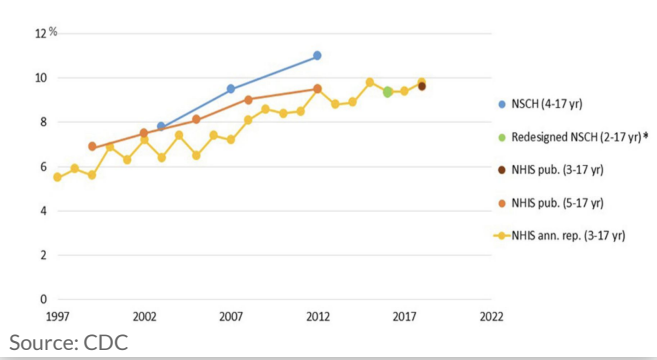
Source: NN Group

Time Spent vs. Likelihood of Users Leaving



Source: NN Group

ADHD Throughout the Years



Source: CDC

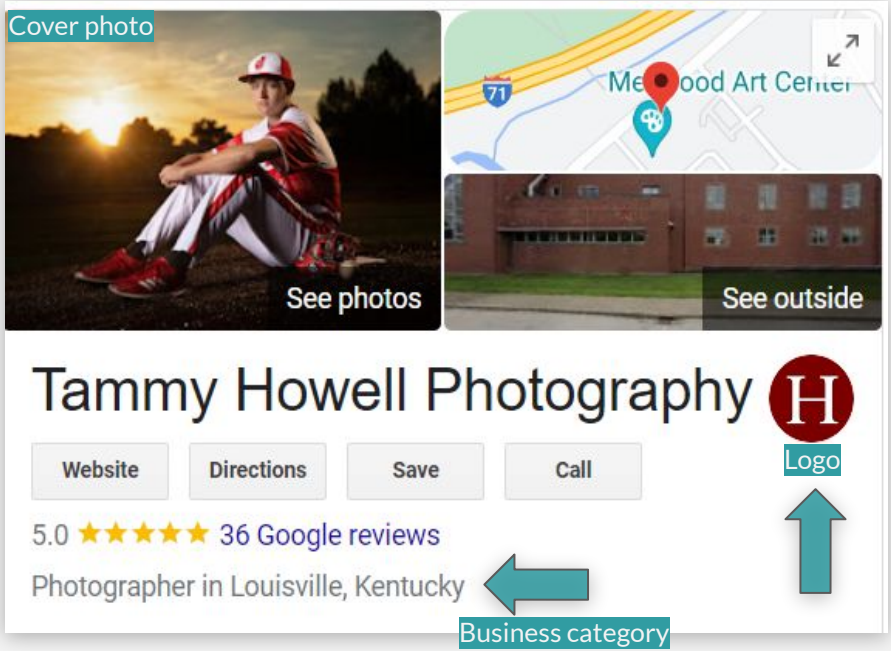
Recommendation:

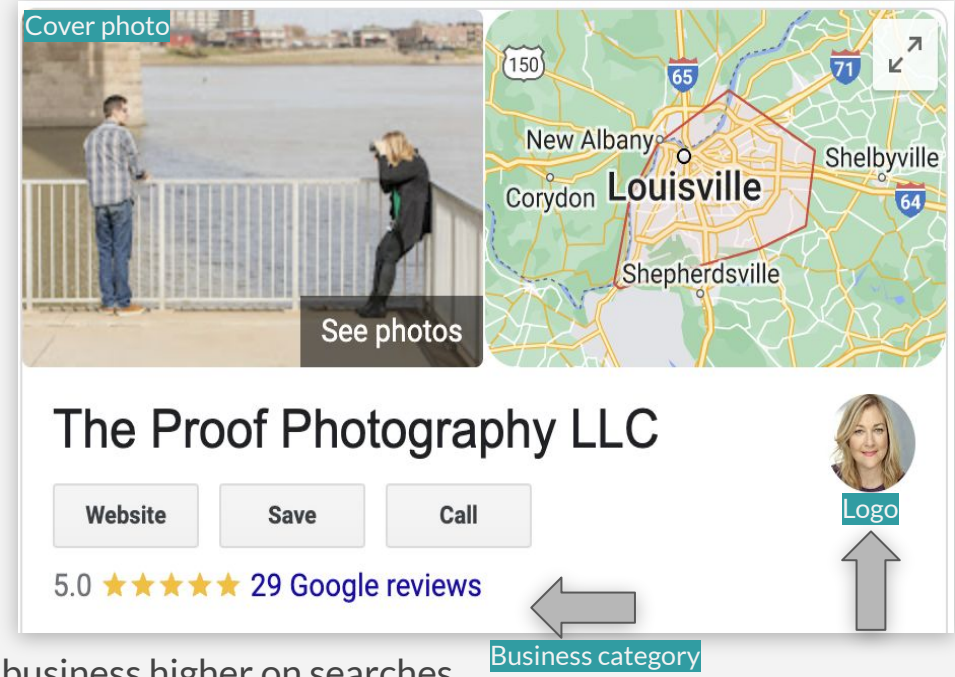
Lowering the text to image ratio, by decreasing the amount of text used across website will keep audience more engaged

Google My Business Analysis

- 60% of the search is conducted on mobile devices
  - Mobile devices offer quicker & easier access
  - Social media platforms are more commonly used on mobile devices
- 38% of searches are conducted on desktop
- When updating the website, ensure it is optimized for mobile users as well

Google My Business Analysis cont.





- Optimized Google My Business page will rank the business higher on searches
- Cover photo should be a reflection of portfolio - attracts the desired audience
- An updated business logo ensures uniformity between the website and the GMB page
- Update the business category section to reflect the type of business and the location

Google My Business Analysis cont.

TOP 20 LOCAL PACK/FINDER FACTORS IN 2021

Factor Name	Rank	Composite Score*	Participants
Primary GMB Category	1	652	38
Keywords in GMB Business Title	2	637	35
Proximity of Address to the Point of Search	3	571	34
Physical Address in City of Search	4	538	34
Additional GMB Categories	5	282	23
High Numerical Google Ratings (e.g. 4-5)	6	267	28
Completeness of GMB Listing	7	247	22
Quality/Authority of Inbound Links to Domain	8	217	20
Keywords in Native Google Reviews	9	205	25
Removal of Spam Listings Through Spam Fighting	10	203	18
Keywords in GMB Landing Page Title	11	187	20
Quantity of Native Google Reviews (w/ text)	12	183	21
Verified GMB Listing	13	175	18
Internal Linking Across Entire Website	14	112	15
Geographic Keyword Relevance of Domain Content	15	102	13
Quality/Authority of Inbound Links to GMB Landing Page URL	16	96	10
Proper Placement of Map Pin	17	91	8
Page Authority of GMB Landing Page URL	18	86	9
Internal Links to GMB landing Page From Other Pages of Website	19	84	12
Keywords on GMB Landing Page H1/H2 Tags	20	84	9

Source: Whitespark

- According to local search experts, the category on a Google My Business page is the number 1 factor users look at..

Google My Business Analysis cont.

Shanna Simpson Photography

Reviews

Write a review | Add a photo

"Her **prices** are a **bit** higher but reasonable since she does such a **wonderful job**."

"Super personable, great **energy** and beautiful pictures."

"We recommend this **photographer** and the **products** received."

View all Google reviews

Tammy Howell Seniors

Reviews

Write a review | Add a photo

"Her **work** is high **quality** and unmatched by few **photographers** around."

"Can't wait to see them all finished and up on our **wall**!"

"She took care of all the **scheduling** and **arrangements** and easily met my deadline."

View all Google reviews

The Proof Photography

Reviews

Write a review | Add a photo

30 Google reviews

- Review snippets are important for the users to quickly get access to the business reviews
- There is a correlation between the physical address and review snippets

Recommendations - Google My Business

- Cover photo - portfolio example of desired audience
- Business category - “Photographer in Louisville, Kentucky”
- Update business logo photo
- Review snippets

Key Takeaways

- **Customer Profile**
  - Since The Proof Photography's followers are majority females, targeting businesses that appeal to the female audience would increase in exposure. Targeting a community that values families like The Proof Photography does is also a great way of increasing exposure, that is why churchgoers is a good target audience.
- **Social Media**
  - The Proof Photography should focus on targeting the younger generation by updating their social media pages, increase utilization of TikTok and considering hiring a student intern.
- **Website Analysis**
  - The Proof Photography ads should focus on target audience as well as using different ad formats to get more engagement. Focus on using pop-ups on website in order to gain new leads or run promotions for your target audience.
- **Competitive Analysis**
  - The Proof Photography's competitors are posting more consistently, maintaining an optimized Google My Business page, and targeting a specific audience through social media and website user experience.

Thank You!