



IF U HAZ QUEZTIONS...

I've built the most common questions directly into the lessons, for anything else (on topic) throw it into the Zoom chat.

FORMAT → QUESTION > ...

SLR LOUNGE

STEP 6

CREATING A MARKETING ROADMAP



TOPICS & QUESTIONS

Here are the topics/pain points we will address in this module

- How do I market my business?
- What does a marketing strategy look like?
- What is content marketing?
- Why is content marketing so valuable?
- What is the role of SEO?
- How does SEO ranking work?
- What are primary vs niche keywords?
- How do I choose them?



HEADS UP! THIS IS FAST-PACED!

I believe that education must quick
and simple in order to be effective.
Pause, implement, and repeat.



BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

WHAT YOU'VE ACCOMPLISHED ...SO FAR

STEP 6



> 90% OF US

**Why am I struggling to consistently
attract quality leads that turn into
high-paying clients?**



Marketing without a properly established brand is like trying to capture water with a broken bucket.

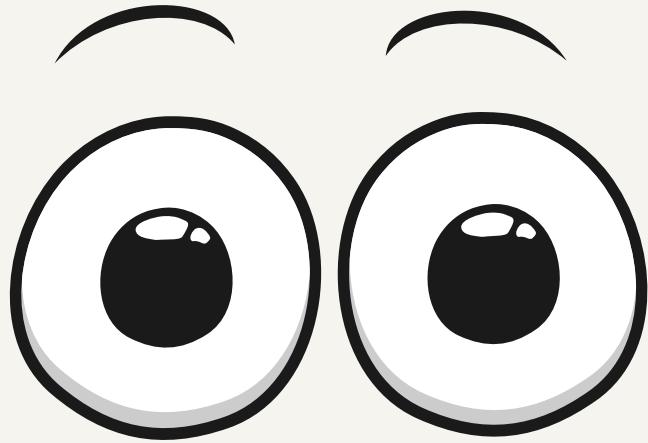
**YOUR BUCKET =
GOOD TO GO!**





PAUSE HERE

**Continue only if you've
completed Steps 1-5.**



YOUR NEXT BOTTLENECK

Once you have a decent (not perfect) brand presence and website, your next bottleneck will be views.



> 90% OF US

Why am I struggling to consistently generate enough quality leads that turn into high-paying clients?



OUR GOAL HERE

I'm going to show you how to organically drive TONS of the right views to your brand and website.



WHAT WE THINK...

**Our marketing misconceptions
and self-limiting beliefs:**

- ✖ “I just want to take pictures, not market”
- ✖ “I can’t market, I don’t know how”
- ✖ “Lead generation is too expensive!”
- ✖ “I hate social media, I don’t want to dance.”
- ✖ “Even if I get leads, they’ll just ghost me”
- ✖ “I don’t have the time to market my work”
- ✖ “SEO is complicated and doesn’t work”

WHAT IS MARKETING & MARKETING STRATEGY

STEP
6



MARKETING

Made simple. Getting people to care about what you offer because they see the value behind what you do.



YOUR KEY

Knowing exactly who they are, what they want, what they fear, and how your offer fits them meaningfully.

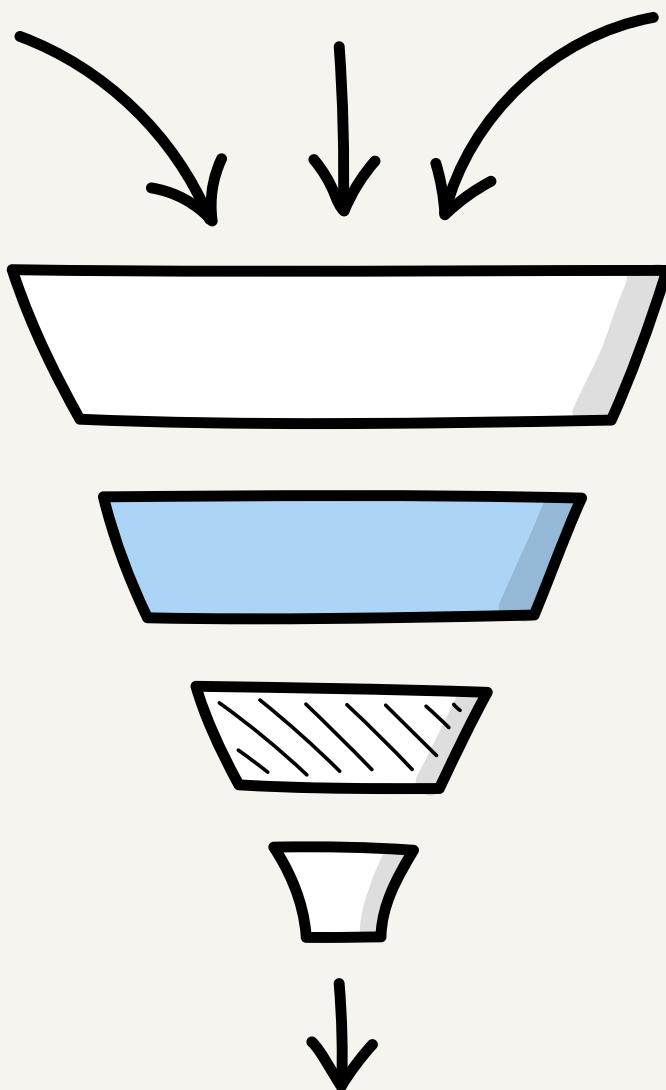
(You've solved this in Steps 1-5)



STRATEGY

A good marketing strategy is like a table with 4+ legs. Remove one leg, it can still stand on its own.

**Content marketing - organic search -
paid ads - lead magnets - giveaways -
local search - organic search - events &
shows - client referrals - vendor referrals
- partner referrals - venue referrals -
Instagram - Pinterest - YouTube**

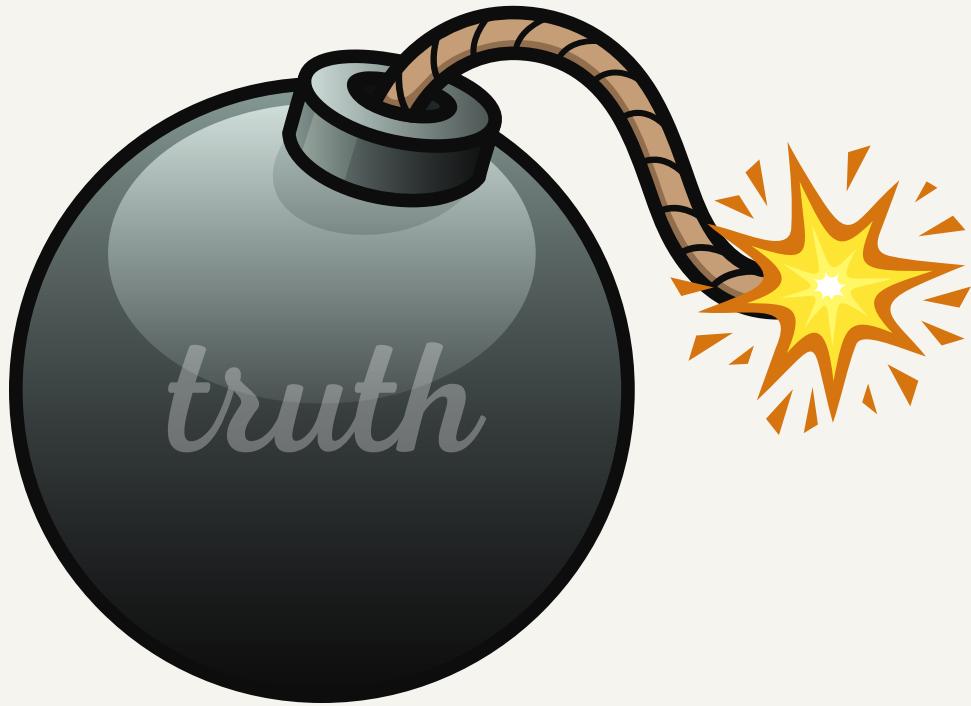


LEADS



FEAR...

I have to do all of this? It's going to take me forever to learn, and 20-40 hours a week to do!



MARKETING

**Doesn't have to take all of your time,
nor does it have to be something you
hate. It's as simple as showing who
you are and what you do.**



START WITH ONE!

Start with the framework I give you, add one layer after another. If you're going to remove one, add something else to make up for it.

WHAT IS ORGANIC MARKETING? WHY NOT PAID ADS?

STEP 6



HONESTLY...

**Which party would you
rather go to?**



CONTENT MARKETING =

**Creating valuable content for
your audience, while at the
same time filling your party.
(Long-term marketing assets)**



EXAMPLES...

Making the party look full can come by showing content from:

- Paid client shoots
- Test/concept shoots
- Friends/family shoots
- Styled shoots
- Contests and giveaways
- Purposeful spec work



CONTENT MARKETING =

**Content marketing is only effective
when you're showing imagery and
inspiration that resonates with
your target audience.**



PAID MARKETING

**“Rented” directing marketing efforts designed to make people act quickly.
(Short-term marketing assets)**



BUT WHY?

Advantages of Content Marketing over paid advertising include:

- Up to 600% higher conversion rate
- More consumer trust (68%)
- Effective as a long-term asset
- FREE! No out of pocket cost

DISADVANTAGES: When done effectively, paid advertising results can come immediately, content marketing takes time and effort.



HERE'S WHY...

Search traffic over the last 28 days

Total Impressions

1.3M

Total Clicks

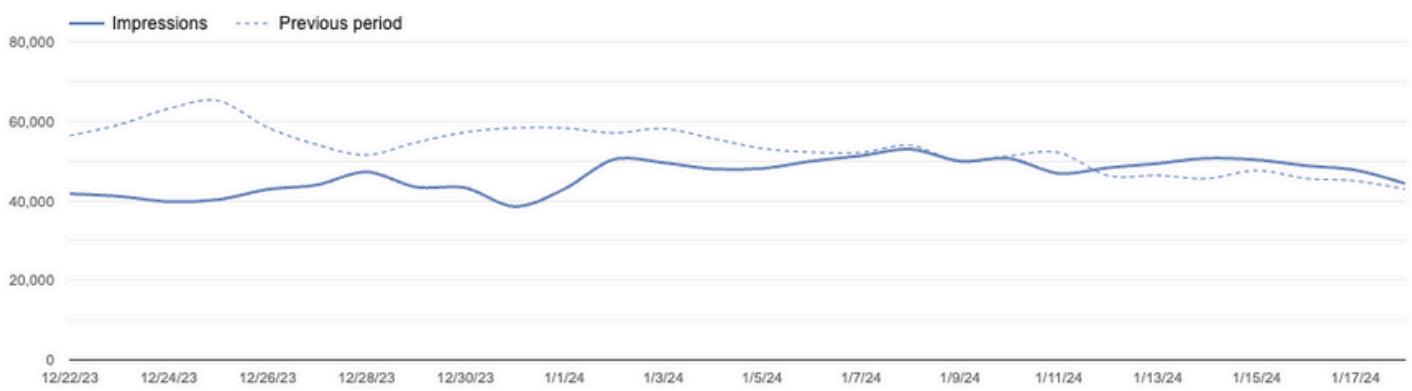
20K

Unique Visitors from Search

19K

Conversions

274



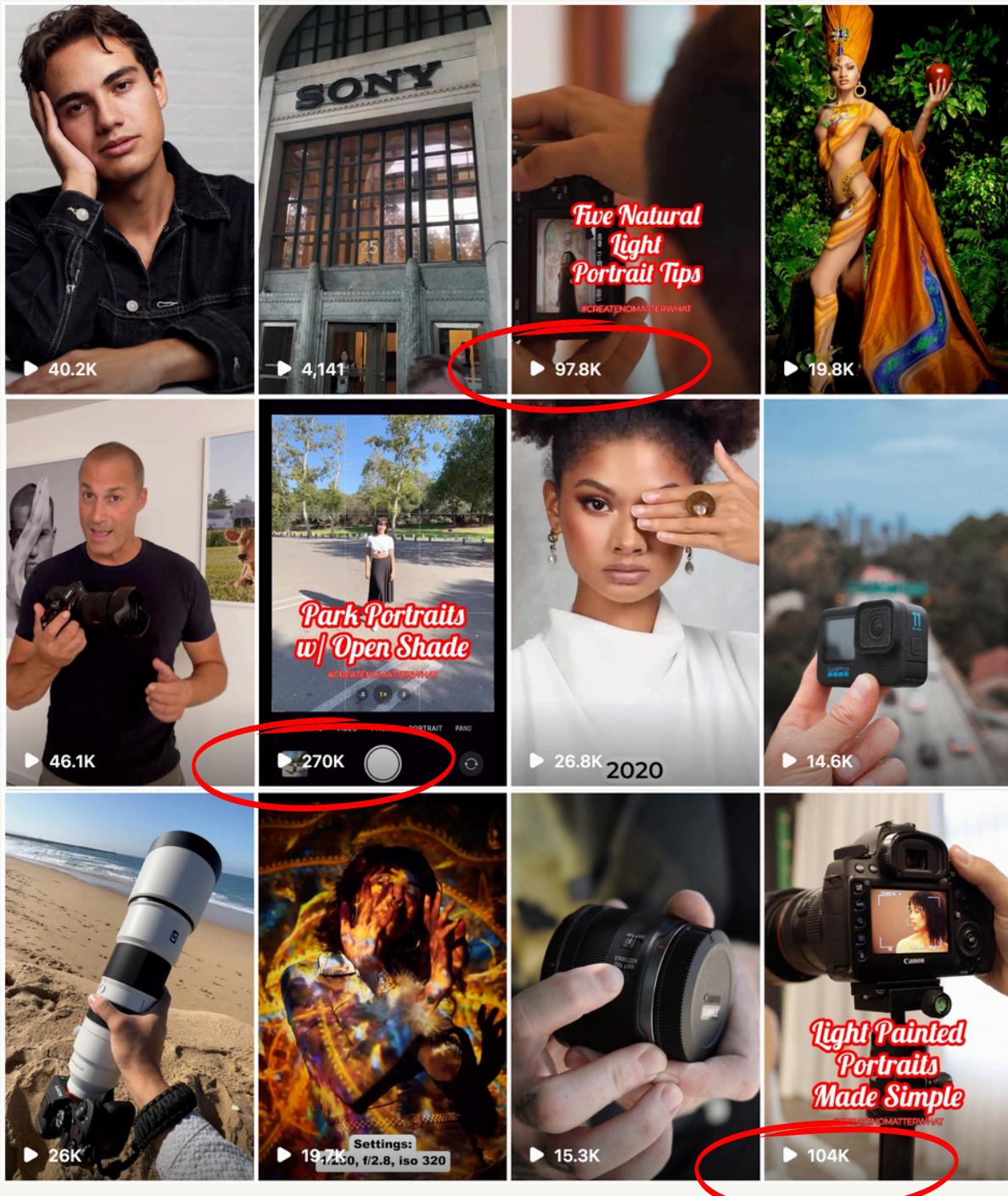
Source: [Search Console](#)



**HERE'S WHY
PART II...**

@ADORAMATV

8x shorts a month that regularly outperform their typical content by 5-15x

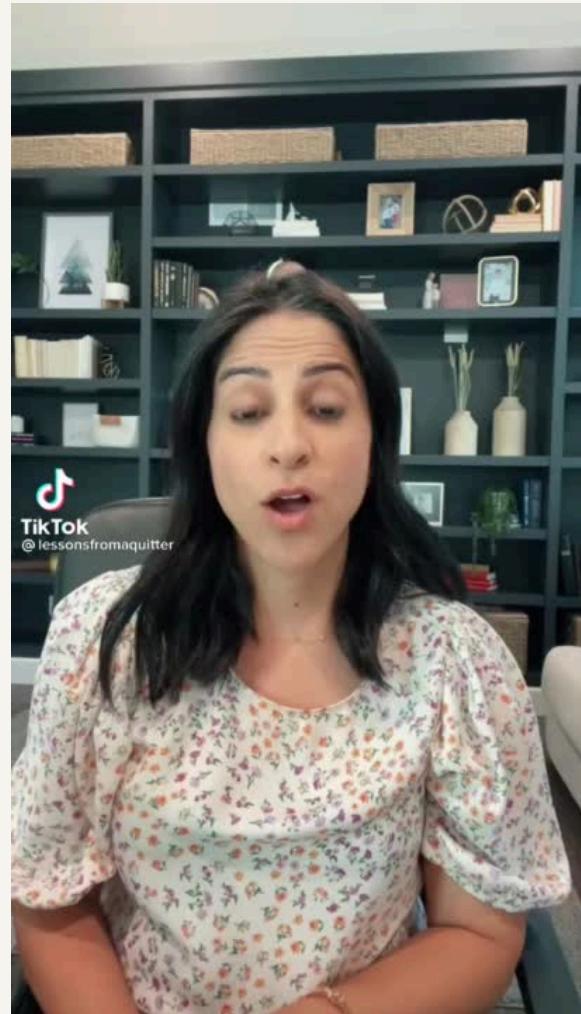


LIFE COACH (GOLI)

Same video, republished 10 days after the original with a new script (@lessonsfromaquitte)

≈ 100K Followers
10.3K Views
4/20/2021

≈ 100K Followers
873.3K Views
4/30/2021





**HERE'S WHY
PART III...**



WHY NOT START W/ PAID ADS?

Because until you understand your audience + ad copy, ad creative, and high-converting landing page design; paid ads = waste of money.



IN MY OPINION...

The best way to learn paid ads is to understand organic marketing while you dial in your business.
(Usually 2-3 years)



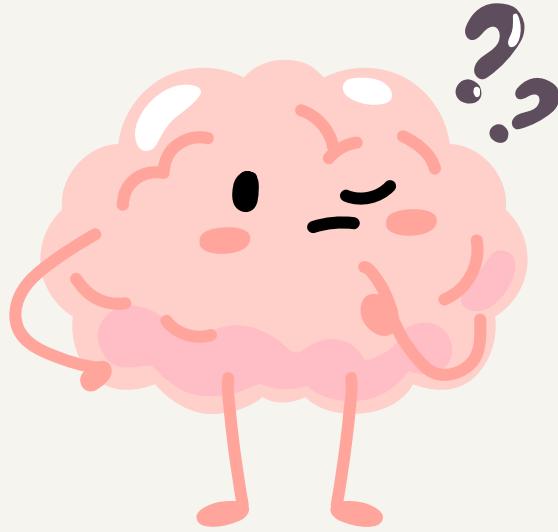
\$30M+

**We've generated well over \$30M
(just in our studio) using only organic
marketing up through 2024.**



OUR FOCUS...

**Teach you organic marketing so you
can generate a lead-generating
funnel that delivers value over time.**



BUT... PAID ADS?

Still want paid ads? Here's my suggestion to make it effective:

- Brand is dialed (Steps 1-5)
- Offer is dialed (conversion design)
- 3+ Month ads budget (runway)
- Get a trusted coach/program
- Only effective while paying
- Ads fatigue with time

WHAT IS TOP-DOWN MARKETING DESIGN?

STEP
6



I JUST DON'T HAVE ENOUGH TIME!

We do need to budget some time each week for marketing, but we also need a system to market efficiently.



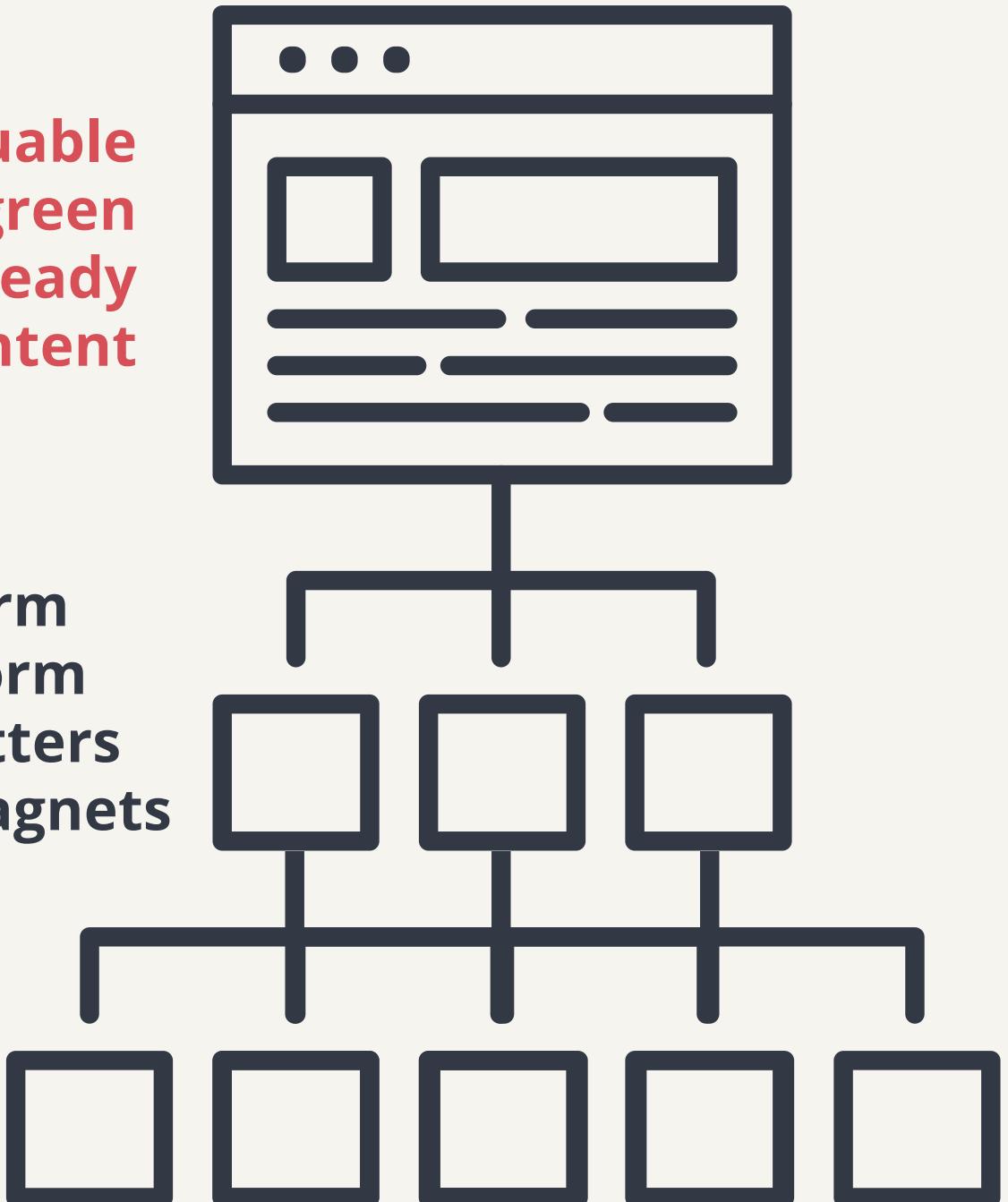
LEVERAGE =

ONE piece of valuable content that's leveraged and repurposed to maximize effectiveness.

LEVERAGE IN A NUTSHELL

**1x Valuable
Evergreen
SEO-Ready
Content**

- Long-form
 - Short-form
 - Newsletters
 - Lead Magnets
-
- Social
 - Email
 - Partners



REMINDER... YES, IT WORKS!

Search traffic over the last 28 days

Total Impressions

1.3M

Total Clicks

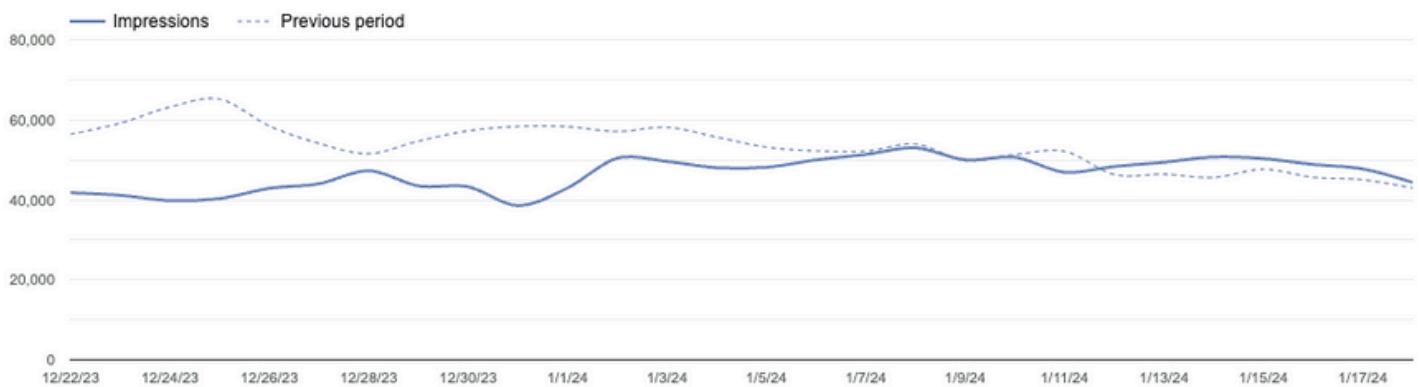
20K

Unique Visitors from Search

19K

Conversions

274



Source: [Search Console](#)



Tom Lebsack

1d ·

...

Here's a little quantitative proof for anyone in this group considering joining [Pye's \\$10K for \\$2K Mentorship Group w/ Pye Jirsa](#) - this is an incredible mentorship program he's leading that has included amazing education on the business of photography. I could go on-and-on about everything we've already accomplished since starting, but instead want to show you some proof that things are working: Since starting his coursework, my Google ranking has jumped from 57th to firmly in the top 10 for my primary niche focus... and it continues to trend upward. This, to me, is validation that the work we're putting in is paying off.



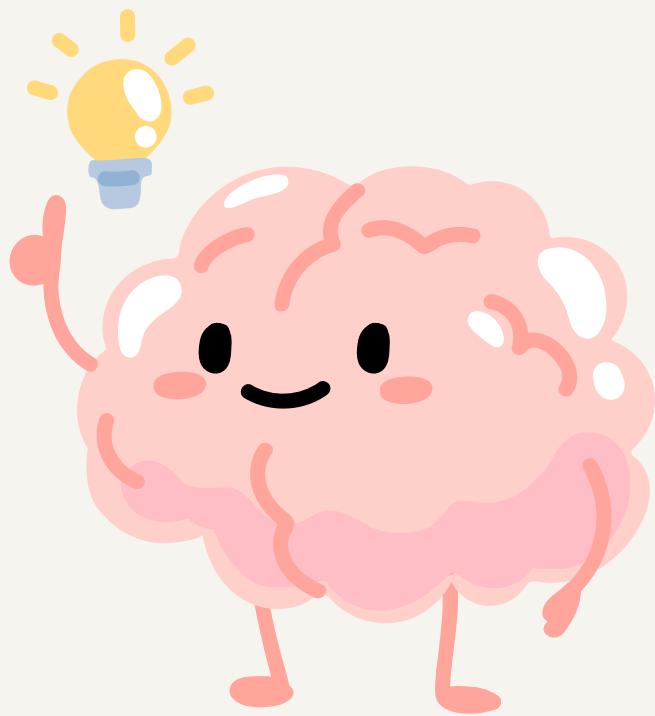
My google ranking
has jump from 57th to
firmly in the top 10
for my primary niche
focus!

BUT WILL THIS WORK FOR ME!?



SHORT-TERM + LONG-TERM

The LEVERAGE framework is a balanced approach for generating short-term marketing results, while creating long-term marketing assets.



NO NICHE OR MULTIPLE NICHES...

**Now you'll start to see why it's
IMPOSSIBLE to market without a
niche, and why it's VERY DIFFICULT
trying to tackle more than one.**

THE LEVERAGE FRAMEWORK

L.E.V.E.R.A.G.E.

L.E.V.E.R.A.G.E. FRAMEWORK

- (L)EAD WITH STRATEGIC CONTENT**

Start with an SEO-ready, high-impact resource that's valuable to your audience and potential clients.
- (E)XPAND INTO LONG-FORM CONTENT**

When fitting, turn the resource into a personalized long-form video that you can share throughout your experience.
- (V)ITALIZE VIA SHORT-FORM CONTENT**

Take the one resource and turn it into multiple pieces of short-form content designed for social media.
- (E)MAIL OR NURTURE SEQUENCE**

When fitting, take the resource and build it into your email newsletter or nurture sequence to enhance experience.
- (R)EPURPOSE AND RESHARE**

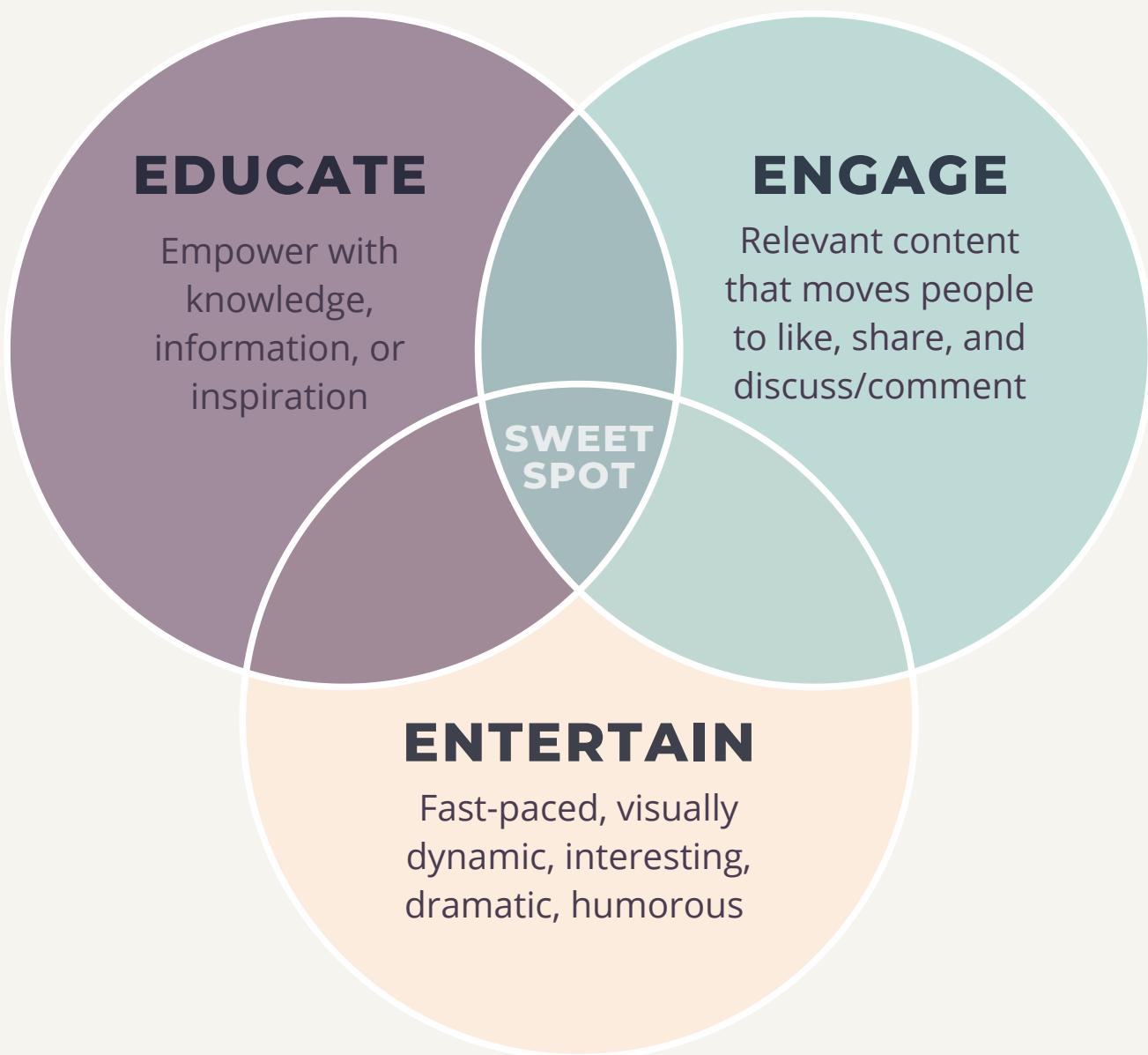
House all of your content into a content library where you can easily access, share, and reshare the content over time.
- (A)MPLIFY EFFORTS VIA PARTNERSHIPS**

Wherever you've featured vendors/venues in your content, reach out to relationship build and seek collaborations.
- (G)ROW YOUR COMMUNITY**

Ensure each piece of content uses CTAs to drives your audience to your own community (email/lead listing)
- (E)XPERIMENT & EXPAND YOUR BUCKETS**

Track what works, categorize it, and look to create more of your best-performing content.

THE THREE E'S OF GOOD CONTENT



IF I STARTED OVER... HERE'S WHERE I WOULD PUT MY TIME

STEP 6



EARLY IN BUSINESS...

**Expect to spend 10-20+ hours a week
learning and getting things moving.
With a little time, this quickly drops to
around 3-5 hours a week.**

EACH
WEEK

L.E.V.E.R.A.G.E. FRAMEWORK



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LATER IN BUSINESS...

**Lean into what's working, and what
feels sustainable for you.**

SAMPLE WEEK

L.E.V.E.R.A.G.E. FRAMEWORK



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REMEMBER! →



“Do what you can. When you can do more, do more.”

THEODORE ROOSEVELT (KIND OF)

STARTING YOUR ROADMAP WITH SEO...MADE SIMPLE!





WHAT IS SEO?

Optimizing your website and content to match what your audience is searching for

MODULE GOAL = Let's figure out your keywords (category/topics) that your audience searches for.



AI (AEO) VS SEO

AI Search is dramatically changing SEO optimization, it's why I want you to focus on the basics (80/20 rule)



FOR CONTEXT

Chatbot (AI) referrals are currently 95.7% lower than google with just a .37% click-through.

newsmedialliance.org



10 YEARS AGO

SEO by itself was a valid marketing strategy. Today, it has to be a part (the guiding part) of our strategy.



WHAT DOES THIS MEAN?

**Don't get lost in the weeds of SEO! Focus
on the basics. Be flexible and ready to
adopt new marketing strategies.**



REMEMBER...

**SEO = Optimizing your website
and content to match what
your audience is searching for**

**How does it guide your
marketing? It tells you what
topics matter in your niche.**



TWO SIMPLE KEYS

Search Engine Optimization boils down to two components:

- Keyword strategy (category)
- Website authority (relevance)



WHAT'S A KEYWORD?

Phrases that help search engines know what your website and content is about. For example:

- “San Francisco Wedding Photographer”
- “New York Portrait Photography”
- “Best Wedding Venues in Los Angeles”
- “Top Engagement Locations in Utah”



KEYWORD STRATEGY

A specific group of phrases that you want to target in your business as well as throughout various pages:

- Primary keywords (1-2 of these)
- Niche keywords (unlimited)



PRIMARY VS SECONDARY

PRIMARY KEYWORDS (BROAD)

- “Los Angeles Pet Photography”
- “New York City Family Photography”
- “Salt Lake City Wedding Photography”

NICHE KEYWORDS (NARROW)

- “How Do I Choose the a Wedding Photographer?”
- “What Are Personal Branding Portraits?”
- “Tips on Posing Newborn Babies for Photos”



MOST PEOPLE...

Most people will find you from your niche keywords (articles/resources), your primary keyword is mainly a long-term goal.



WEBSITE AUTHORITY

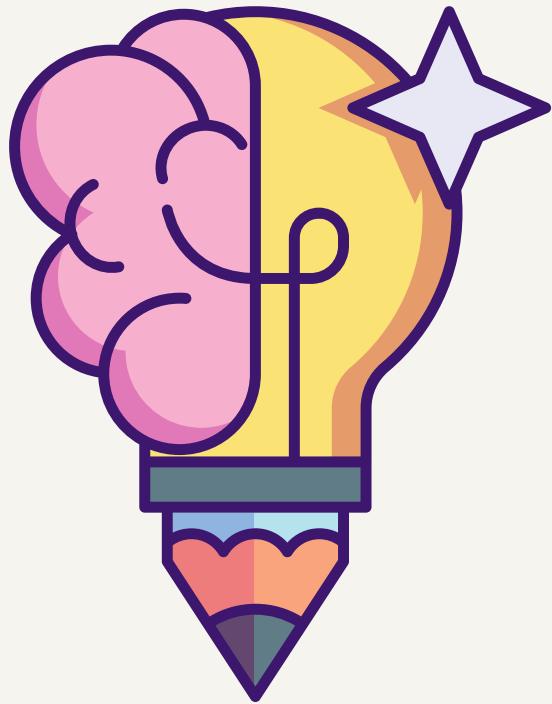
Determines the ranking or order of websites presented from search and depends on the following:

- Website and content quality
- Number of inbound links
- Number of outbound links
- Internal linking structure
- Domain age, site speed
- And much, much more!



AUTHORITY W/ TIME

**Let's not worry too much about this.
Let's create awesome content that
does most of the heavy lifting here.
(and maybe a directory here/there)**



LAST NOTE!

10 Years ago optimization strategies were critical. Today, search engines are smart, and incorporate AI. Focus on your audience's experience!

YOUR PRIMARY SEO KEYWORD(S)

STEP 6



PRIMARY KEYWORD

This is a broad, and highly searched keyword that's going to fall into your long-term SEO strategy.

NOTE: You're NOT going to rank for this quickly, and your success DOES NOT depend on this!



PRIMARY KEYWORD FORMULA

**One phrase (two max) that is dialed
into your photography niche =
Primary Location + Primary Niche**

- “Los Angeles Actor Headshots”
- “Austin Family Portraits”
- “Tacoma Wedding Photography”
- “New York Elopement Photographer”



MAKE SURE...

**Your Primary Keyword should match
exactly what your Client Avatar would
be searching (hence niching down)**

DEFINE YOUR PRIMARY KEYWORD(S)

STEP 6

STEP ONE

PRIMARY KEYWORD(S)

Remember, this is your long-term SEO goal that matches your target client's:

- Primary Location
- Primary Service (need)
- Most common search phrasing

STEP TWO

SEARCH VOLUME

To make sure you've selected the right keyword, double check the keyword volume for synonym keyword phrases. (Google Ads > Tools > Keyword Planner)

<https://ads.google.com/>

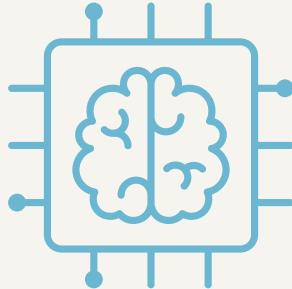
Set up an account, you may need to attach a payment method (free).

STEP TWO (CONTINUED)

EXAMPLE

Let's say you're a family photographer based out of Salt Lake City, Utah. Let's analyze these results:

- Salt Lake City Family Photographer = 0
- Salt Lake City Family Photographers = 109
- Family Photographers in Salt Lake City = 5
- Photographers in Salt Lake City = 73
- Family Photographers in Utah = 146



AI-PROMPT

**Want a shortcut? Throw this prompt
into your Brand Strategist (Step 2)**

Knowing what you know about my brand and location, what do you think the primary keyword should be? This is the broader keyword strategy that I use for my home page. You're my brand expert, but let's also add SEO to your capabilities. Please research and tell me what you think my audience is searching for most?

**Review. Double check keyword volume.
Then lock it in!**



PAUSE HERE

Do NOT continue until you've completed this assignment:



**PRIMARY KEYWORD & VOLUME
B&SW: 05 - SEO**

Feel free to post, ask questions, or request feedback in the Mentorship Group

YOUR NICHE SEO KEYWORDS

STEP
6



NICHE KEYWORDS

**Less searched (less competitive)
keyword phrases that are specific to
your target audiences wants/needs**

EXAMPLE

Search = “Four Seasons Westlake Village Indian Wedding”

Google search results for "four seasons westlake village wedding photography".

Search bar: four seasons westlake village wedding photography

Filter buttons: Images, Photos, Perspectives, Price, Shopping, Packages, Videos, Maps, News

1. **Lin and Jirsa**
https://www.linandjirsa.com › four-seasons-westlake-v...
Four Seasons Westlake Village Weddings
A couple's **photography** session is a wonderful opportunity for you two to take a few intimate moments away from your guests and memorialize your love. Sunset ...

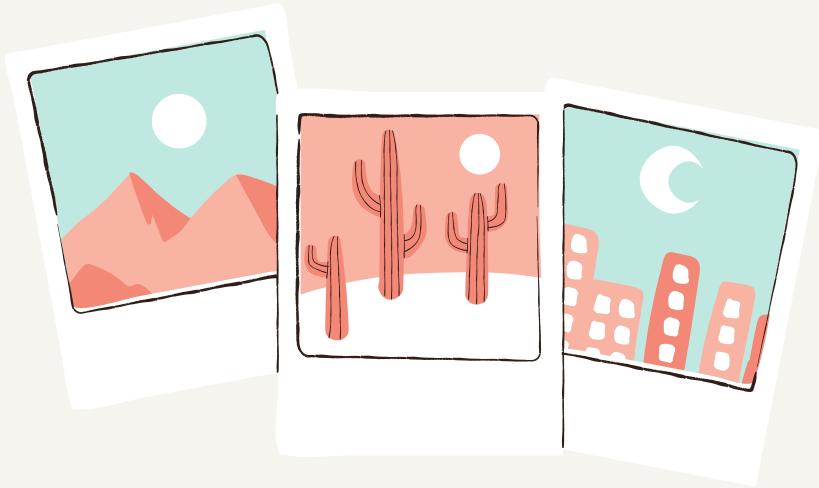
2. **Michael Anthony Photography**
https://www.michaelanthonyphotography.com › venues
Four Seasons Westlake Village
Four Seasons Westlake Village wedding prices are going to vary depending on the specifics of your event. Outdoor ceremonies cost \$3,500 for the garden lawn and ...

3. **Four Seasons**
https://www.fourseasons.com › weddings
Westlake Village Wedding, LA
Four Seasons Westlake Village brings your dream **wedding** to life with expert planning, romantic venues & more in the heart of the Santa Monica mountains.

4. **Christopher Todd Studios**
https://christophertoddstudios.com › wedding-venues-la
Four Seasons Westlake Village Wedding Photographer
This is a great wedding venue for Jewish **weddings** and South Asian **weddings**. The largest ballroom here can accommodate up to 700 guests for a sit-down reception.

5. **mateihorvath.com**
https://mateihorvath.com › four-seasons-hotel-westlake
The Four Seasons Hotel, Westlake Village - Matei Horvath
This space is ideal for Indian **wedding** **photography**. Quick tip: The location of the hotel, known as the Valley, is pretty hot ...

6. **linandjirsablog.com**
https://www.linandjirsablog.com › four-seasons-westla...
Four Seasons Westlake Village Indian Wedding | Iman & Aamir
Enjoy this incredible Four Seasons Westlake Village Wedding featuring Iman & Aamir. Special thanks to Ajita Chopra Events for coordinating such a fantastic ...



IT'S NOT JUST ABOUT THE PAGE!

**It's about getting your images into
search engine rankings as well!**

EXAMPLE

Image Search = “Four Seasons Westlake Village Indian Wedding”

Google four seasons westlake indian wedding

All Images Shopping Maps Videos More Tools Saved SafeSearch

seasons hotel westlake payal village wedding cost bride wedding photography wedding reception

✓ ✓ ✓ ✓ ✓

Four Seasons, Westlake Village Indian Wedding Venue: Four Seasons Hotel Westlake Village Indian Wedding Reception

Lin and Jirsa Blog ShaadiShop Wedding Style Magazine Lin and Jirsa Blog Lin and Jirsa Blog Lin and Jirsa Blog

Four Seasons, Westlake Village Indian Wedding Reception Indian Wedding Venue: Four Seasons Hotel Westlake Village Indian Wedding Reception

Lin and Jirsa Blog ShaadiShop Lin and Jirsa Blog Lin and Jirsa Blog Pinterest

Four Seasons, Westlake Village Indian Wedding Reception Indian Wedding Venue: Four Seasons Hotel Westlake Village Indian Wedding Reception

Lin and Jirsa Blog ShaadiShop The Knot Lin and Jirsa Blog Lin and Jirsa Blog Lin and Jirsa

Four Seasons, Westlake Village Indian Wedding Reception Indian Wedding Venue: Four Seasons Hotel Westlake Village Indian Wedding Reception

Lin and Jirsa Blog ShaadiShop The Knot Lin and Jirsa Blog Lin and Jirsa Blog Matei Horvath

Four Seasons, Westlake Village Indian Wedding Reception Indian Wedding Venue: Four Seasons Hotel Westlake Village Indian Wedding Reception

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www.slrloungeworkshops.com

LOCATION EXAMPLES

WEDDING PHOTOGRAPHY

- Downtown Pasadena Engagement Photos
- Hilton Pearl River NY Wedding Photography
- Central Park Engagement Photography
- Golden Gate Elopement Photography

TOPIC EXAMPLES

PORTRAIT PHOTOGRAPHY

- How to Prepare for Your Newborn Photos
- Family Photography Tips
- Family Photography Locations in NYC
- Affordable Maternity Photos in Las Vegas



CONTENT ROADMAP

Your Content Roadmap = Your avatar's wants, needs, and challenges. Each piece of content needs a niche keyword.

DEFINE YOUR NICHE KEYWORDS

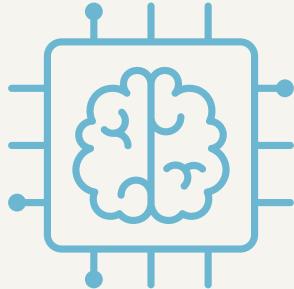
STEP 6

STEP ONE

NICHE KEYWORDS

Less searched but more specific keyword phrases that match your avatar's:

- Wants/Needs
- Problems/Challenges (Guides)
- Frequently Asked Questions
- Searches for Inspiration

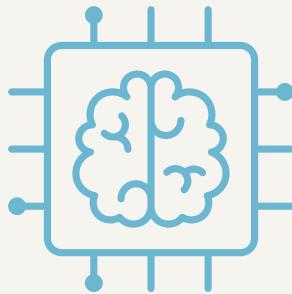


AI-PROMPT

**Another shortcut? Throw this prompt
into your Brand Strategist (Step 2)**

Ok, now with what you know about my brand. Give me some niche keywords that you think would make for fantastic articles, resources, and even short-form content based on what my clients are searching.

**Review. Double check keyword volume.
Then lock it in!**



AI-PROMPT

Here's a general prompt that can be used with any AI tool.

"I am a [NICHE] photographer looking to serve the [LOCATION] area. Those that hire me are [INCLUDE BRIEF DESCRIPTION IF DESIRED].

I'd like to create a series of SEO-driven pieces of content for my website and blog that provide valuable resources and tools to help guide my client's journey. These resources would help answer commonly asked questions as well as address various pain points that they might experience in their client journey.

I would love for you to research my client avatar and then give me 10-20 topics that would make for valuable SEO-driven resources."

**Review. Double check keyword volume.
Then lock it in!**

STEP TWO

SEARCH VOLUME

**Quickly do a search volume test to
make sure you've selected the ideal
keyword phrase (vs a synonym phrase)**

STEP THREE

IMPORTANCE

**Based on the topic, search volume, and
your level of interest, give each niche
keyword phrase an order of importance
(Which topics you'll cover first)**



PAUSE HERE

Do NOT continue until you've completed this assignment:



**NICHE SEO KEYWORDS
B&SW: 05 - SEO**

Feel free to post, ask questions, or request feedback in the Mentorship Group