



Make the most of your photoshoot with these tips!



On the day of your photoshoot:

Unlock the full potential of your photoshoot day with these engaging social media and marketing strategies for interior designers.

- **Behind-the-Scenes Stories:** Share snippets of the photoshoot process on your Instagram or Facebook Stories. Show your team in action, styling details, and the transformation of spaces.
- **Post pictures of everything you bring to a photoshoot.** This may include staging items, flowers, cleaning products, etc.
- **Take a video walking through the home**
- **Teaser Posts:** Create anticipation by sharing teaser images or sneak peeks of the spaces you're shooting. Use captions like "Behind the lens today - something stunning is coming!"
- **Highlight Design Elements:** Showcase specific design elements or unique features in the spaces you're photographing. This could be a custom piece of furniture, a unique color scheme, or an innovative layout.
- **Countdown Posts:** Create a countdown on your social media platforms leading up to the reveal of the professionally photographed spaces. Build excitement and encourage your audience to stay tuned.
- **Engage with Followers:** Respond promptly to comments and direct messages during the day. Engage with your audience's reactions, answer questions, and thank them for their enthusiasm.
- **Share Fun Facts:** Share interesting facts or stories related to the design process, challenges faced, or unique design elements. This provides a personal touch and helps build a connection with your audience.
- **Create a Hashtag:** Develop a unique and catchy hashtag for the photoshoot day and encourage your audience to use it when sharing their thoughts or reposting your content.
- **Collaborate with Other Creatives:** If you're working with other professionals (photographers, stylists, etc.), cross-promote each other's work on social media. Tag and mention them in your posts.
- **Showcase Before and After:** Share before-and-after photos of the spaces you're photographing. Highlight the transformation and the impact of your design expertise.
- **Create a Story Highlight:** Compile all the behind-the-scenes moments, teasers, and final photos into a dedicated Story Highlight on Instagram for a cohesive and easily accessible presentation.
- **Promote Newsletter Sign-ups:** Use the momentum of the photoshoot day to encourage followers to sign up for your newsletter for exclusive design tips, behind-the-scenes insights, or early access to project reveals.



Make the most of your photoshoot with these tips!



Once Professional Photos are Ready:

Following a professional photoshoot, interior designers can strategically utilize the captured images to amplify their marketing. Try one, two or all of these ideas!

- **Create a Stunning Portfolio:** Develop a dedicated portfolio section on your website showcasing the professionally photographed images. Ensure high-quality visuals and provide details about each project.
- **Blog Post Featuring the Project:** Write a detailed blog post about the project, discussing the design process, challenges faced, and unique design elements. Embed the professional photos to visually tell the story.
- **Social Media Reveal:** Share a series of posts on various social media platforms to reveal different aspects of the project. Include captions that highlight design details and the overall aesthetic.
- **Instagram Carousel:** Create an Instagram carousel post featuring multiple images from the photoshoot. Use the caption to narrate the design journey and engage your audience.
- **Email Newsletter:** Showcase the project in your email newsletter. Include a link to your website's portfolio or the dedicated blog post to drive traffic.
- **Before-and-After Comparison:** Create engaging before-and-after images to highlight the transformative power of your design. Share these comparisons on social media and your website.
- **Client Testimonials:** Request testimonials from clients who were part of the project and pair them with the professional images for authenticity. Share these testimonials on your website and social media.
- **Collaborate with the Photographer and Project Partners:** Collaborate with the photographer and project partners to cross-promote each other's work. Tag and mention them in your social media posts, and they can reciprocate, expanding your reach.
- **Feature in Local Publications:** Reach out to local magazines, blogs, or newspapers to feature your project. Provide them with a press release, high-resolution images, and a compelling story angle.
- **Virtual Tours or Walkthroughs:** If applicable, create virtual tours or walkthrough videos of the space. Share these videos on your website and social media to provide a more immersive experience.
- **Client Spotlight Series:** Start a client spotlight series on your blog or social media. Share stories about each client and their experience with your design services, accompanied by project images.
- **Award Submissions:** Consider submitting the project for design awards. Winning or even being nominated for awards can boost your credibility and provide additional exposure.