



# **SHOOT WITH ASHLEY**

## **Final Team Marketing Plan**

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# Who is Shoot with Ashley?

## COMPANY

Philly based  
photography business  
run independently by  
Ashley Schools

## COLLABORATORS

One-person business;  
every shoot Ashley has  
done has been shot,  
edited, and operated  
by herself.

## CUSTOMERS

Shoot with Ashley's  
customers are mainly  
Temple students and  
organizations.

## COMPETITORS

Temple University and  
Tyler School of Art  
students/  
photographers

## CLIMATE

SWA's clients consist of  
mainly Gen Z students,  
close in age to herself.

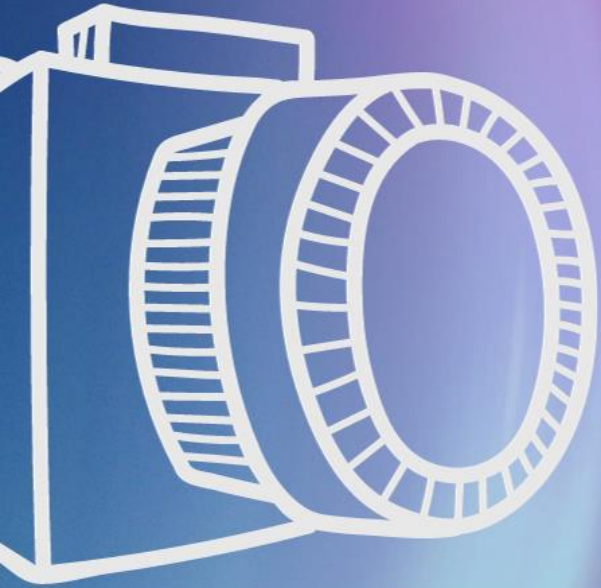
# Brand Image

- Trendy and affordable
- Relatable & approachable
- Like minded to college student
- Snapshots of college





# Target Audience



- Philadelphia based
- College students
- Gen Z

# Marketing Challenge

- Establishing an online presence on social media & LinkedIn to expand the client base beyond Temple University students.





# Goals & Strategies

**Goal: Increase brand awareness within a wide range of colleges in Philadelphia**

Conduct market research to develop a social media campaign

Leverage social media platforms to increase customer engagement

Increase customer loyalty and retention





# Tactics

## Market Research

- Post prior shoots & availability
- Use analytic tools to identify success
- Use research tools to identify keywords

## Leverage Social Media

- Trend participation
- Engage with comments
- Connect & network

## Loyalty & Retention

- Quality control services
- Loyalty program
- Maintain communication after shoots

# Media Strategy

- Instagram
  - Posting Instagram stories
  - Posting during photoshoots
  - 2-3 times per week
- Facebook
  - College student groups and college student parents
  - Posting photoshoots and availability
  - Start conversations on feed with audience
- TikTok
  - Posting behind the scenes
  - Uploading video edits
  - Hopping on trends
  - 2-3 times per week
- LinkedIn
  - Targeting college students (Gen Z)
  - Posting more professionally about availability
  - Once per week





# PR Plan For SWA

## Photography Workshop

- Teach students how to take quality photos.
- Basics of editing software
  - Photoshop & Lightroom

# PR Plan for SWA Cont.

## Photograph Contest

- Submit a photo on Instagram
  - #SWAGiveaway
- Winner receives free session



# PR Plan for SWA Cont.



- Photoshoot Event
  - Eligible participants: SWA's active Instagram followers & frequent clients
  - Participation opportunity: Attending photoshoots with SWA

# Guerilla Marketing

- Fall: Senior Photo Spot
  - Seniors' "Last First Day" photos
  - Bring props near Temple's "bell tower"
- Spring: Senior Superlative Photo Spot
  - Seniors stop by lobby of the Student Center
  - Free "Senior Superlative" photo
  - Props provided





# Potential Partners

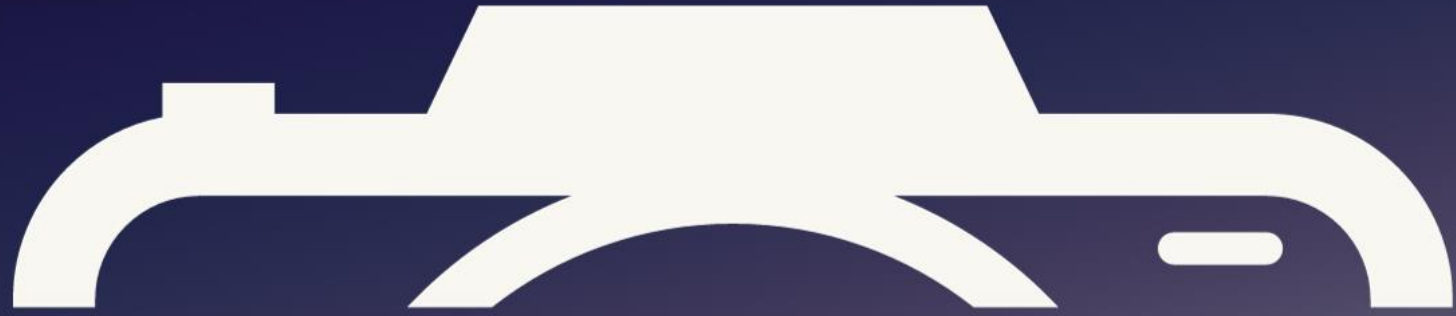


- Temple Athletics
  - Approach different media teams overseeing athletic
- Other Colleges
  - Drexel, UPenn
  - Graduation ceremonies, school events, promotional content
- Makeup Artists & Hair Stylists
  - Bella Angel Hair & Makeup
  - Victoria Roggio Beauty
  - Create combined packages
    - Beauty & portrait photoshoots.



# Summary

- Shoot with Ashley is a *Philly college focused* photography business
- Her *lack of social media presence* is negatively impacting booking
- SWA should *increase market research, leverage social media, and boost customer loyalty* to increase retention and bookings
  - Create consistent posting schedules on Meta, LinkedIn, and TikTok
  - Customer research on new target segments
- Implement *customer focused PR plans* to attract new consumers
- Partner with brands in need of photographers and network with competitors to build skills and industry awareness



THANK YOU

