



WEDDING PHOTOGRAPHY

BOOK MORE WEDDINGS

CAPTURING BEHIND THE SCENES TO HELP
BOOST EASY REFERRALS



WWW.QUIANNAMARIE.COM

Oh Hey

I'm so happy you grabbed this FREE guide! As my business has grown over the years, I've been having fun capturing behind the scenes videos for my photography business.

While I was just having fun, catching sweet memories and sharing them online I started to notice a trend. The more I shared these iPhone videos of the work I was already doing, the easier it was for me to come up with content and most importantly they BOOSTED my brand awareness.

This is a secret I can't keep for myself anymore! I hope this guide helps you confidently and strategically share your business online for growth and organic referrals.

Ready?
LET'S GO!!!
XOXO

Quianna Marie



YOU'RE ALREADY

While you're working, meeting with clients, tackling tasks and providing a magnetic experience in person you are naturally marketing yourself.



DOING THE WORK

Instead of coming up with fresh content, chasing trends and feeling burnt out, just whip out your phone and record it.

JUST RECORD IT AND POST!

Having behind the scenes videos and strategically posting them online will help your business shine and gain brand awareness. Making your life SO MUCH easier and quickly fill your calendar with dream weddings!!!



THE VALUE OF BEHIND THE SCENES VIDEO



EXPERIENCE

You're adding so much value, fun, laughter and emotional moments to your couple's day without them even realizing it! Blending both candid and created moments will help you stand out as not just a photographer, but a friend on wedding days!

FREEDOM

You'll be saving yourself hours and hours of batch content creation by creating a bank of behind the scenes videos and photos to share. This helps share the wedding story and also for future reels and tiktoks.

EXPOSURE

Don't rely on others to market your business for you! In fact, by you putting in the work to help other vendors look good, they'll be so grateful and appreciate a quick re-share. Highlighting vendors and supporting their business will plant seeds for future referrals.



TYPES OF VIDEO TO CAPTURE



LOCATION

Highlight the venue and where you offer your services. Tag the location and include hashtags to pop up on local searches.



EDUCATION

Sprinkle in tips and tricks and ways that you can be the super hero on wedding days. Showcase that you're a pro!



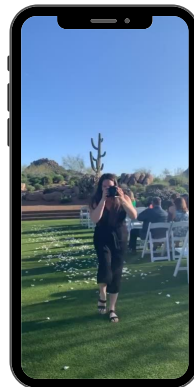
EMOTION

Pause and capture the emotional moments. Dance parties, the first look and dreamy sunsets are wonderful!



PROMOTION

Don't forget to show off your talents, post about your offers and sell yourself online. Promote yourself as a local favorite and that your business is in demand.



PERSONALITY

Let your goofy self shine online! Share your quirks and ways that you go above and beyond for your couples and their families. People are watching, post it!!



VENDORS

Don't forget to include video clips of vendors working and final touches of decor to show off their work, too! They'll be beyond thrilled to share it!

All of my Behind The Scenes videos are recorded on my phone!

SPARK + FLAME

WHEN YOU START A SPARK...

(Share a BTS Video)



Organic Referrals

Florists, DJ's, Venues, Wedding Planners and other vendors will LOVE to work with you again. You not only share high resolution images, but capture their magic.



Local Followers

The wedding party and family will quickly start following you and become local, raving fans of your business. When it's their turn to tie the knot you'll be top of mind!



Increase Value

Not only will you be able to increase your pricing with more inquiries flooding your inbox. but you'll also be desired for so much more than your beautiful images.

WEDDING CHALLENGE

REALLY EASY VIDEOS TO GRAB AND POST LATER

Because I love good action lists to start ASAP!



DETAILS

Invitation, rings, shoes and flat lay details. Even if they don't have many details, capture the tiny sentimental things.



Share how you can create magic on a deck or crammed in the corner of a hotel room. Impress others among the chaos with your detail shots.



CEREMONY

One scan, far behind the ceremony to capture the venue, wedding party and only the back of guest's heads!



Highlight the venue and create brand awareness for your local followers. Vendors will LOVE to reshare this as well!



RECEPTION

Grab a pan of the tables and decor before guests arrive and start finding their seat.



Showcase the details and decor while catching vendors in action. This literally takes 3 seconds and will make a huge impact online.

KEY TIP

NEVER EVER SHARE THESE LIVE OR POST RIGHT AWAY!

Increase your views, protect the safety of guests and vendors, and post with strategy by waiting to post 12-24 hours later!

WEDDING CHALLENGE

BUT WAIT THERE'S MORE!

Because having more video prompts makes it easier without feeling flustered.

FUN VIDEOS OF THE COUPLE

- Sneak First Look Moments
- Vow Exchange During Ceremony
- Dreamy Sunset Portraits

HELPFUL VIDEOS FOR VENDORS

- Bouquet Scan of Bridesmaids During Portraits
- Quick Video of The Cake
- Hair and Make Up For Glam Squad

SHARE YOUR PERSONALITY

- Grab A Video of You Organizing Family Formals
- Share A Video of You Attaching A Boutonniere
- Grab A Selfie with You and Your Couple

COCKTAIL HOUR SNAPS

- Signature Drink Clinks or Pouring Champagne
- Guests Playing Lawn Games
- Guest Book Details - Sign it yourself!

RECEPTION MOMENTS

- Wide Scan of Tables
- Close Up Details of Tablescape
- Cake and Dessert Table

DANCING DETAILS

- First Dance
- Night Scan of Twinkling Lights
- Wedding Party + Guests Cutting Up The Dance Floor



KEY TIP

I get it. You're flustered, but if you're not sharing your magic how will future dream couples find you? These quick 3-5 seconds videos will help amplify your weddings! Ask your second shooter to grab these if it's too overwhelming.

Thank You



You are talented beyond measure, we just need MORE eyeballs on your business and easy ways to share about your wedding experience.

I hope this guide sparks ideas and helps you feel confident to record your business in action to shine online!!

Love + Grace,

Quianna Marie

ARE WE FRIENDS, YET?

I hope so! I spend way too much time on instagram, love dancing over on TikTok and I even love chatting on my podcast!



instagram



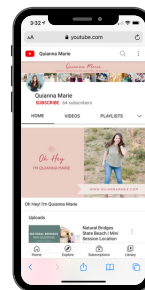
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tiktok



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