

# How one photographer used Sophie to rebrand her business and gain 14 new clients in under three weeks.

“I’ve had over 1.6k unique visits to the site, and I’ve made my money back in new work.”



## THE CHALLENGE

### A website that wasn't pulling its marketing weight

“As a sole trader, you think you have to do it all yourself.” Previously, Hannah used templates and played with colours and fonts to create her own website. But it all looked dated and she had outgrown her business name and branding.

She felt embarrassed and actively avoided signposting people to her website. Instead, she relied on word of mouth and her strong social media presence to keep her business afloat.



Hannah MacGregor

Hannah is a fun-loving professional photographer with over 13 years of experience. She covers weddings, newborns, family shoots, and corporate events. She's even written a book about it.

She knew she wasn't using her website as a key marketing tool to showcase her work and attract her ideal clients. She also knew she needed to up her marketing game but wasn't sure how to make that work.

She needed a website that showed just how good a photographer she really is. She turned to Sophie Amelia Designs to help rebrand her business and build a custom website.

## THE SOLUTION

### Designing a unique brand and website that represents Hannah and her business

*“I was just really nervous that nobody would do it as well as I wanted them to, or would get me.”*

Hannah worried that rebranding wouldn't be worth the investment. She wanted something that represented her and the various aspects of her business. Something that would stand the test of time. Something that she'd still be proud of in five, even ten years time.

From their first discovery call, Hannah gelled with Sophie. They worked together to create the right look and feel for Hannah's new logo and website design. From the initial concepts to the finished design, it was **a partnership from start to finish.**

*“I couldn't have found somebody as professional as Sophie, and with such a high level of knowledge whilst also being creative and great with ideas.”*

## THE RESULTS

*"I love that my work looks the way I knew it could. It sells it in the way that I felt the other website really didn't."*

### Since the website launched, Hannah has...

- Had **1.6k** unique visitors to her site in six weeks.
- Booked **three** micro-weddings, **two** newborn shoots, **nine** themed mini-shoots.
- Gone from having no email enquiries in a year (via her old website contact form) to **SIX within the first two weeks** of relaunching.
- **Saved a lot of time** - Because her website is more comprehensive, she's not having to explain her services.
- Started to **attract her ideal customers**.
- Become more confident in **charging what she's worth**.



## THE BENEFITS

*"Having this website makes me feel like I'm proud of what I do and proud to show that off to people. It's added to my enthusiasm for the business, for my job, and for 2021."*

Hannah is much more **confident in marketing herself**. She's gone on to create her own business cards, stickers, USB's and packaging. She's even started writing an email newsletter to grow her business - something she'd never dreamt of doing before.



**You too could have a website and branding that's more engaging, creative, and powerful than you've ever had before.**

Email Sophie at **hello@sophieameliadesigns.co.uk** and start your branding journey today!

