

# QUICK TIPS FOR USING AI FOR SOCIAL MEDIA MARKETING

*for wedding photographers*







# WELCOME TO THE INTERNET OF TODAY, FRIEND.

AI is here to stay, and if you don't begin to implement it in your business, you might fall behind. \*dial-up internet sound.\*

Here you'll find some ways that you can start using AI today to grow your social media and save time in your business.

*Katelyn*

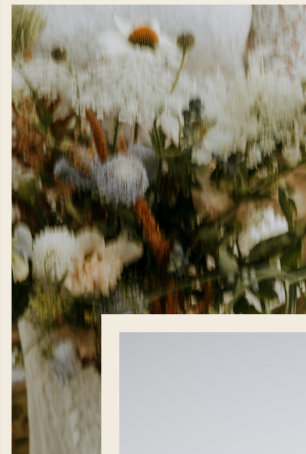


# WHY YOU SHOULD CARE...

If thinking about AI makes your head spin, you're not alone! I felt that way before I really dove in to understanding the different softwares out there for photographers. My approach was exploratory, and I actually began in AI with Midjourney, which is an art tool that I used for fun instead of business. Think of using AI as a curiosity instead of putting on the pressure to understand it fully, and I think you'll like it a lot more!

This guide serves as a starting point for how AI can be one of the best time-saving tools in your business.

Some of my favorite softwares and programs are listed below, like Later, Manychat, and Copy.io. I use these AI generated softwares each week in my business, and I think they'll help you too!





## ANALYTICS

Tracking and understanding your analytics is so important to a balanced business. AI-powered analytics tools can track the performance of your social media content and website traffic, and adjust your strategy accordingly to improve engagement and visibility. These tools analyze data from various sources to provide insights into your audience's behavior and where they need more help, allowing you to gain a better understanding of what's working and what's not on your social media platforms.

Try: [Google Analytics \(GA4\)](#).



## MAGIC DESIGN

Canva is already one of the most powerful marketing tools out there. You can design almost anything using Canva's endless templates, and now with Magic Design, you can do even more. Give Canva's AI a description of what you want to create and the size you want it to be, like "square post for instagram for a giveaway" and it will create something custom just for you! This tech is still evolving, so don't give up on it after the first try, just be more descriptive!

Try: [Canva](#)





## CONTENT CREATION

AI-powered content creation tools can generate new ideas for social media posts or even entire blog posts, guides, and more. ChatGPT started the revolution on this one, but there are a bunch of programs out there that can help with content creation! Copy.ai is my favorite because it can analyze your website or any other link and create content from that, which helps to develop your brand voice, repurpose content, and more. Tip: Ask AI to create a list of ten topics you can write about as a wedding photographer, and once you've written them, ask it to create ten captions for socials from that!

Try: [Copy.ai](https://www.copy.ai)



## KEYWORD RESEARCH

AI tools can be used to research popular wedding-related keywords and hashtags. This is how you find out what your ideal client is actually searching for! It will allow you to incorporate them into your social media posts, increasing engagement and visibility. Using AI tools for keyword research can also help you keep up with current trends and industry news, so you can create content that is both engaging and informative.

Try: [Google's Keyword Planner](https://www.google.com/ads/keywordplanner/)

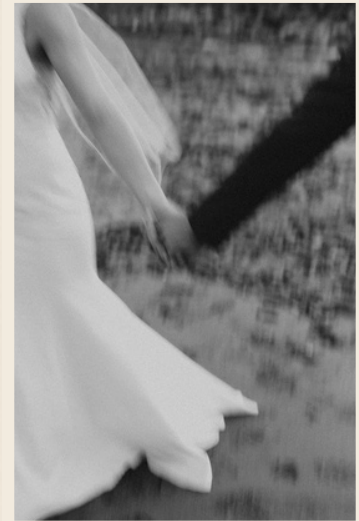




## AUTOMATED SCHEDULING

You should be automating your social media posts. Tools like Meta Business Suite and Planoly are entirely free or have free plans, and you're going to save SO much time with them! These tools also determine when your followers are most active on social media and can schedule your content accordingly instead of you posting blindly. This way you'll know that your content is being seen by your target audience when they're most likely to engage with it.

Try: [Meta Business Suite](#)



## PERSONALIZED

## RESPONSES

**My favorite tool!** Drive more sales and conversions on Instagram, WhatsApp, and Messenger using chatbot automation like ManyChat. Program your responses to be customized to answer common questions about your services or provide basic information about the wedding photography booking process. It doesn't need to sound generic either! Not only does this save you time in responding to messages, but it also ensures that your potential clients are receiving a timely and informative response.

Try: [ManyChat](#)





# SOCIAL MEDIA POST IDEAS

## CREATED BY AI

To get you started, I had AI come up with some ideas for your next social media post! Customize to fit your brand voice and business goals and you're golden!

"Love Stories": Share heartwarming stories of the couples you've photographed, including how they met, their journey, and what makes their love story unique.

"Behind the Scenes": Give your audience a glimpse into the process of capturing those perfect moments, from setting up the shot to editing the final image.

"Wedding Trends": Highlight the latest trends in wedding photography, such as unique poses, creative compositions, or popular editing styles.

"Vendor Spotlights": Show some love to other wedding vendors by featuring and highlighting their work, creating a sense of collaboration within the wedding industry.

"Wedding Tips": Provide practical tips and advice for couples to plan their dream wedding, such as selecting a venue, choosing colors/themes, or creating a timeline.

"Throwback Thursdays": Share throwback images from past wedding shoots, accompanied by a heartfelt story or memory of that special day.

"Client Testimonials": Feature testimonials from happy clients, showcasing their satisfaction with your services and the moments you captured on their special day.

"Wedding Details": Highlight the intricate details that make each wedding unique, from the bouquet and table settings to the cake and décor.

PRETTY GOOD, RIGHT?



# CONCLUSION

Using AI for social media marketing can be a total game-changer for you. With AI, you can optimize your online presence, engage with your audience in a way that feels personalized, and reach more potential clients. Plus, AI-powered tools can automate tasks like scheduling posts, creating content, and analyzing data, which means more time for you to focus on growing your business and less time struggling with social media.

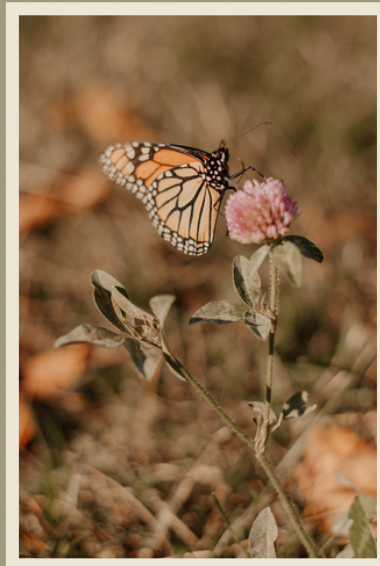
So, if you're ready to stay ahead of the game, integrating AI into your social media marketing strategy is definitely worth considering. Let's do this!





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