



Social Media

How to stand out in a **saturated** market.
with a little help from AI

HELLO

- Advertising Agency
- Producer for Steve Grubman
- Riverbend Photo Studio
- Problem: how to ***stand out*** in an oversaturated market?

My solution: focus on something brides loved and made them remember me.





Puppy love.

You found your soulmate. And your fiancé.
Engagement photo shoots include both.



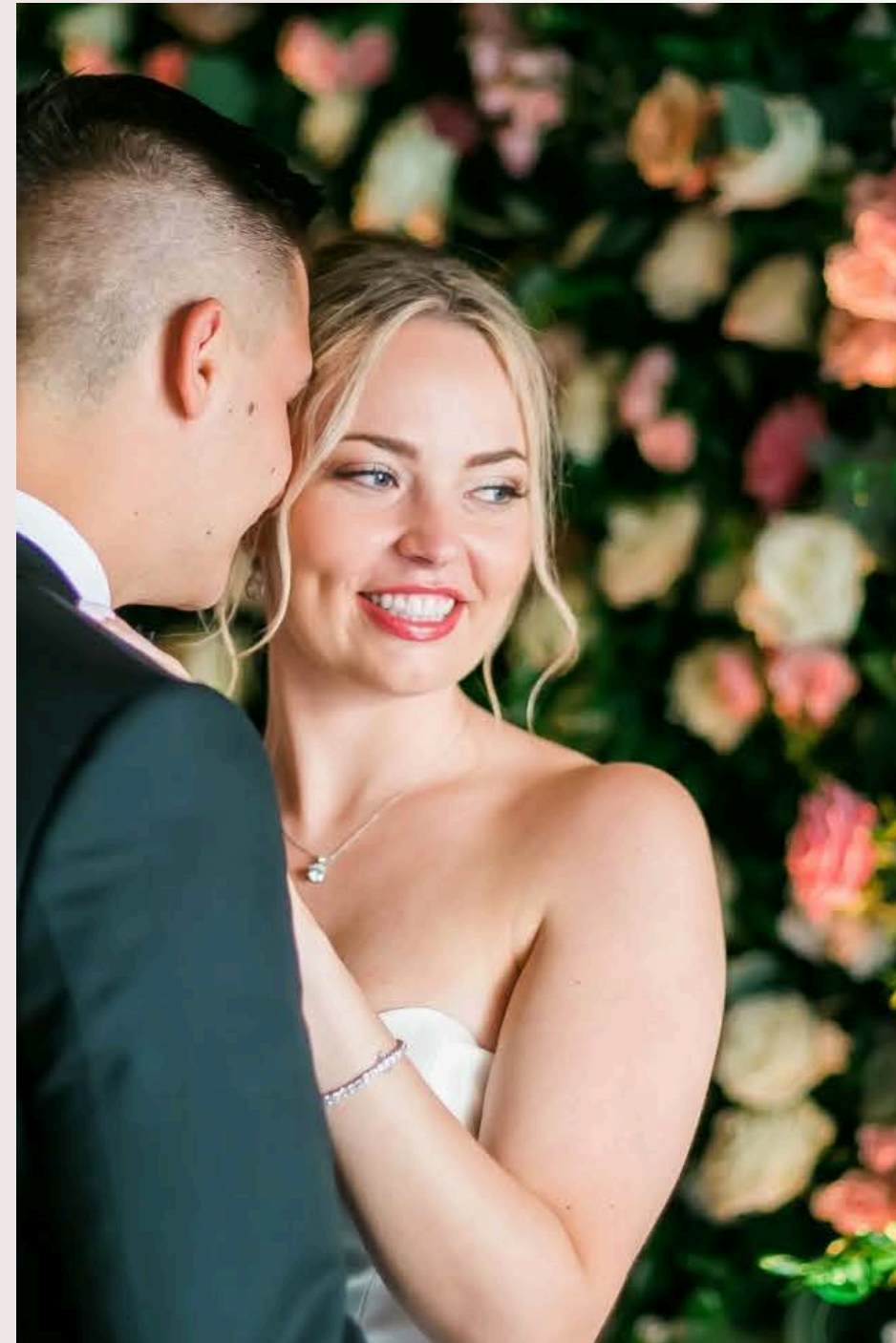




It worked.

Riverbend Photo Studio

- 45 weddings in that first year
- Photographed 500+ weddings
- Fancy schmancy clients
- No social media
- No advertising



COVID

2020 = the year of no weddings.



The Uncorked Project

Building an online community

- Built a strong online community
- From zero social media to 100%
- Hundreds of wedding pros sent in their raw videos- and we made great content + built an educational platform
- People/brands asked for us to make content for them outside of Uncorked
- 2024 opened RSP - making content for people and brands





Social Media

Is it worth it?

How to stand out & make it worth it.

+ using AI as your new creative partner

1. **Your purpose:** Why are you posting? Who is your Ideal Client Profile?
2. **Post with purpose** - 4 content pillars that work
3. **Is it working?** = test, analyze, change, repeat
4. **More ROI for your efforts** = The Big Squeeze



#1 Clear on Purpose

Why are you posting?

Big Picture?

You need to be crystal clear on your purpose— before you post.

- Who you are as a business = how to stand out
- Who you are trying to reach = Ideal Client Profile
- What you want them to do = brand awareness, book you, build a community
- How you can help them = problem you solve for them (its not about you!)
- **Use AI as a creative partner to help figure this out (while walking your dogs)**

Prompt #1

Brainstorming Session

**“You are a top-tier brand strategist.
Help me clarify my purpose and
marketing strategy as a professional
photographer.**

Ask me questions to uncover:

- My photography style and core values
- The types of clients I want more of (and why)
- What my clients feel before and after working with me
- What makes me different from others in my niche”

AI will ask you:

“Why do you enjoy working with ____ clients over others?”

“What kinds of projects light you up creatively?”

“What compliments do you consistently get from past clients?”

“What’s one thing people misunderstand about your work or industry?”

“What problems do your favorite clients have before they hire you—and how do you solve them?”

 *TIP: if using voice, tell AI to ask you the questions one at a time.*

Turn Your **Brainstorm** into a **Strategy**

Prompt #2:

Based on the answers I gave, write a clear and concise brand strategy summary for me as a professional photographer.

Include:

1. My ideal client profile
2. My brand values and personality
3. What sets me apart
- 4. My main message to share on social media**

ROBIN SLOAN PRODUCTIONS – BRAND STRATEGY SUMMARY

1. Ideal Client Profile

Small business owners, entrepreneurs, and service-based brands (often female-led) who want high-quality visual content but don't know where to start. They value strategy, polish, and ease. They're too busy to DIY and don't have the budget for a full agency—so they need a trusted creative partner.

2. Brand Values & Personality

Creative partnership over one-size-fits-all; efficiency with heart; empowerment through clarity; confidence without ego; always friendly, direct, witty, and strategic.

3. What Sets Me Apart

I'm not just a photographer—I create content libraries, not just photos. I make people look and feel like the best version of their brand—with a process that's organized, empowering, and actually fun.

4. Main Message for Social Media

“We don't just shoot pretty pictures— we guide clients from chaos to clarity. We bring the strategy, the system, and the shoot.

RSP turns overwhelmed entrepreneurs into confident content creators with done-for-you brand shoots and video packages designed to save time, drive sales, and build trust online.



ROBIN SLOAN PRODUCTIONS

A woman with blonde hair, wearing a black dress, is sitting in a studio. She is smiling and resting her chin on her hand. In the background, there are two cameras on tripods and a large softbox light. The scene is dimly lit, with the primary light source being the softbox.

WE MAKE YOU LOOK GOOD.

Elevating your brand story with photos, videos, and authentic customer content.

PHOTO • VIDEO • CUSTOMER TESTIMONIALS



#2 Post with Purpose

4 content pillars to make you **STAND OUT** in a saturated market.

It needs to be more than

Pretty Pictures

#1 Entertain

GOAL: Shares + views to grow following

This post:

- Brides that he is fun but also serious about his job
- Relatable to other wedding photographers
- 1 reel like this is better than 1 month of ‘pretty wedding photos’ that are lost in a sea of sameness

OTHER IDEAS: how you meticulously pack your light kit, lugging all your gear to the shoot, set up, testing testing testing... with a text overlay:

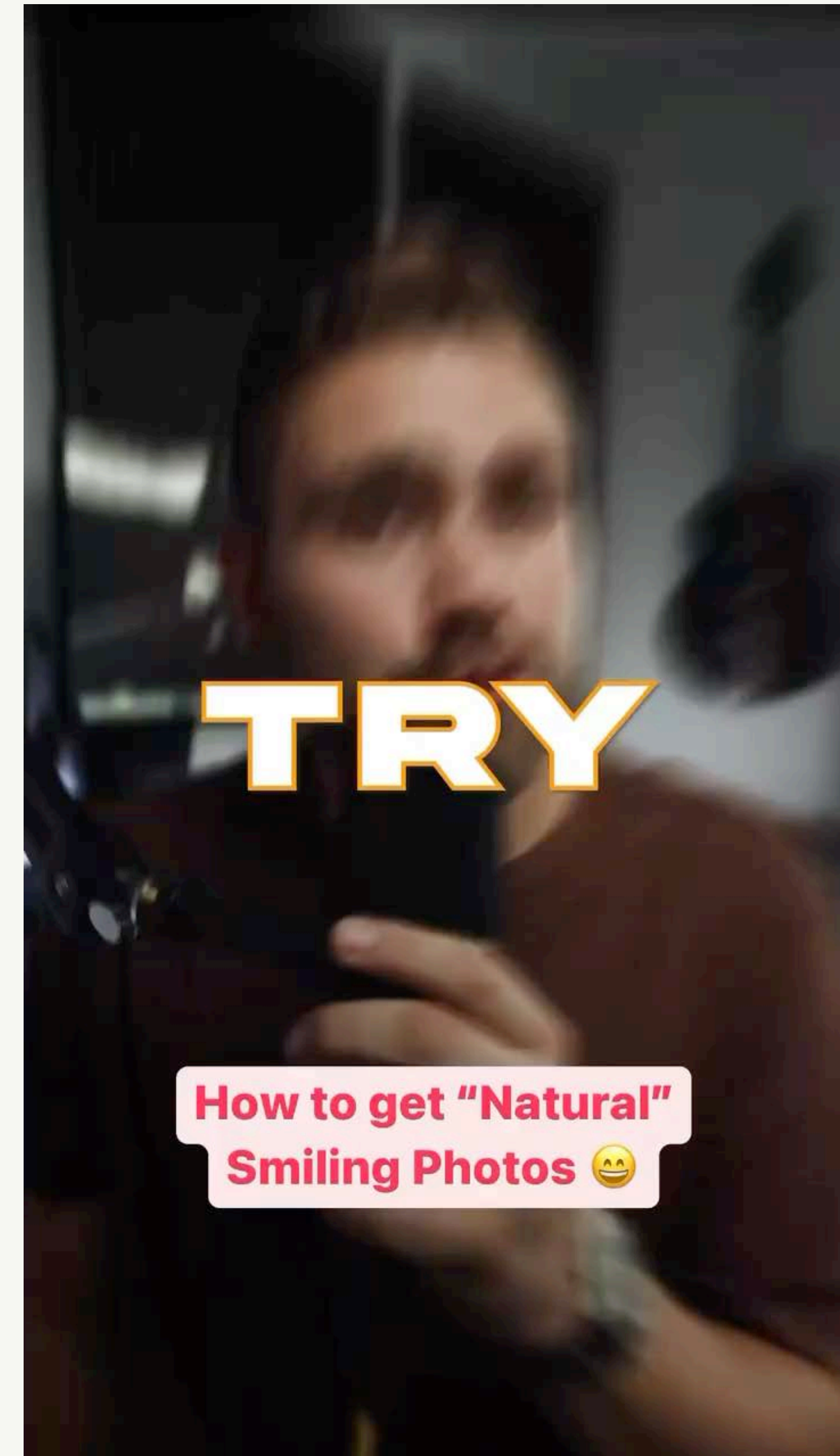
When your client asks for a ‘quick shoot’



#2 Educate

GOAL: Build trust & authority

- Teach something your ideal client **genuinely wants to know.**
- “One Pose = No Double Chin ”
- “Headshot Hack: This Tip Changes Everything”
- “What do I do with my hands? I’ll show you.”



#3 Showcase

GOAL: Show them what you can do!

- Show off your work, but make it relevant to a client experience.
- Tell the story behind the image- rather than just showing the image.
- Better if you show your face or hear your voice!



#4 Sell

GOAL: Drive inquiries & bookings

- Ask for the business. Direct, confident, clear **with a CTA**.
- “Now booking August brand shoots. Only 2 spots left!”
- “Fall mini sessions open Friday- email list gets first dibs!”



The Pretty Zone Trap

Beware of the pretty zone trap!

If your feed is full of nice images but no story, no CTA and no reason for your ideal client to care = same of sameness.

Tweak your posts/caption to **educate, connect or convert.**

Quick Tips for Social Media

That I learned the hard way.

THE PERFECT CAPTION RECIPE:

Hook. Body. CTA.

Every post needs all 3.

TIP: Use your new AI BFF and prompt:

“Write 3 Hook-Body-CTA post ideas for a [type of photographer] who wants to attract [ideal client type]. Keep it authentic, helpful, and written in my voice.”

Example:

Hook: “If you’ve ever said ‘I hate being in front of the camera’—I made this for you.”

Body: A quick story about helping a nervous client feel confident.

CTA: “DM me if that’s you—I promise to make it easy.”

Quick Tips

For social media

- Don't post and ghost. Be social.
- Reply to comments. Engage. It matters more than likes.
- Prioritize connection over likes.
- Tag vendors + locations + hashtags.
- People buy from people. Show up on your grid.
- Repurpose like a pro = Good post? Use it again. Turn captions into Reels or stories.



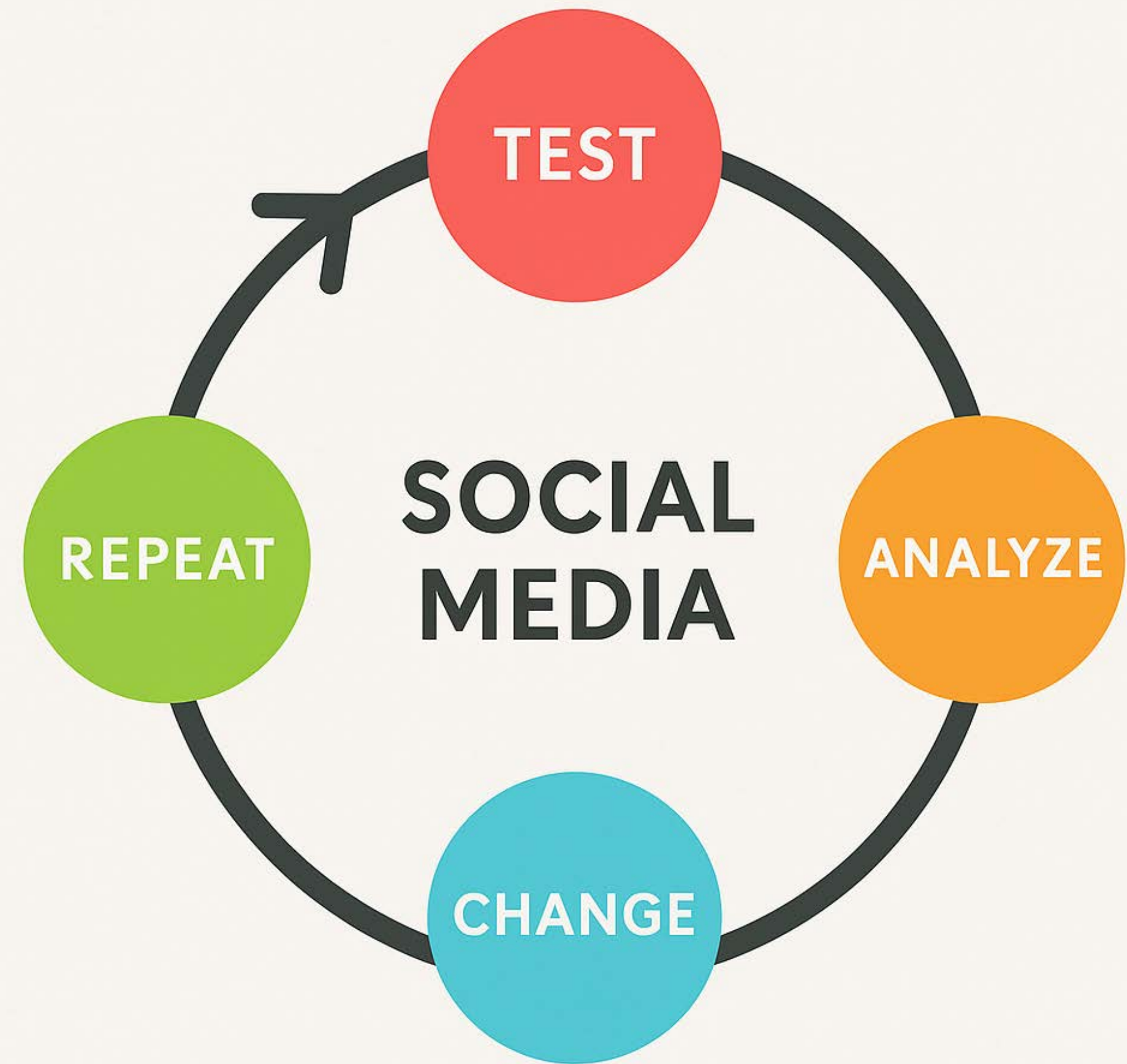
#3 Do More of What Works

Test. Analyze. Change. Repeat.

Sweet Spot

What works for you?

1. Test: post different types of content
2. Analyze: what worked best?
3. Change: tweak your creative
4. Repeat: use AI to come up with new ideas based on what worked



AI Prompt: Analyze & Improve

"Act as my social media strategist.

Here's what's been working: [Top post + metrics].

Here's what's not: [Low post + metrics].

My audience is [describe your people], and my goal is [e.g. more engagement, inquiries, or visibility].

Based on that, **give me 5 new content ideas that align with what's working, 3 smart changes to improve results"**



**Top post:
A behind-the-scenes
Reel from a brand shoot.
Metrics: 2,000 views
423 likes
27 shares
12 saves.**



#4 The Squeeze

Turn 1 shoot into 10 pieces of content.

Prompt

I just completed a corporate group photo shoot with 40 employees. It was a typical large-scale session with some chaos, behind-the-scenes moments, and a final polished group photo.

Give me **10 pieces of social media or marketing content I can create from this one shoot**. Include a variety of formats (photos, videos, carousels, testimonials, blog/email), and make sure the ideas are focused on repurposing and batching.

Each idea should:

- Be strategic and engaging
- Highlight the value of my service
- Appeal to future corporate clients
- Show personality and professionalism

Include ideas like: a behind-the-scenes photo, a short reel, a testimonial post, an educational tip, a personal insight, and something I can use in email or blog format. Name each piece clearly.

The Content Squeeze

**How to turn 1 corporate group photo shoot into 10 pieces of content.
Pillars: Entertain, Educate, Inspire or Sell**

- 1. Showcase final photo with long caption** – it's not about you, it's about solving your clients problem.
- 2. Behind-the-Scenes Video/Photos** – the setup, the chaos, the ladder.
- 3. Short Reel or Timelapse** – show the wrangling and energy.
- 4. Quote from the Organizer** – “You made this so easy.”
- 5. Testimonial Post** – turn their email “thank you” into a graphic.
- 6. Before/After Carousel** – raw setup vs. polished result.
- 7. “Tips for Group Photos” Post** – educate future clients.
- 8. Client Tagging Post** – shoutout to the company, tag the organizer.
- 9. Personal Insight Post** – what made it a challenge and how you solved it.
- 10. Email or Blog Recap** – “What goes into a great group photo?”



Recap

Steal what works. Ditch what doesn't.

How to stand out + use AI as your creative partner.

1. **Get crystal clear on your purpose:** Why are you posting? Who is your ICP?
2. **Post with purpose - 4 content pillars that work:** Entertain/Educate/Showcase/Sell.
Beware of the pretty picture trap!
3. **It's all a test** = test, analyze, change, repeat
4. **More ROI for your efforts** = The Big Squeeze (10 from 1 idea)

Start playing with AI as a creative partner.

AI isn't here to replace your creativity. It's here to get the busywork out of your way.

When you use it right, it's like having a **brainstorming buddy** who's full of ideas, fast with words, and totally fine with you taking all the credit.

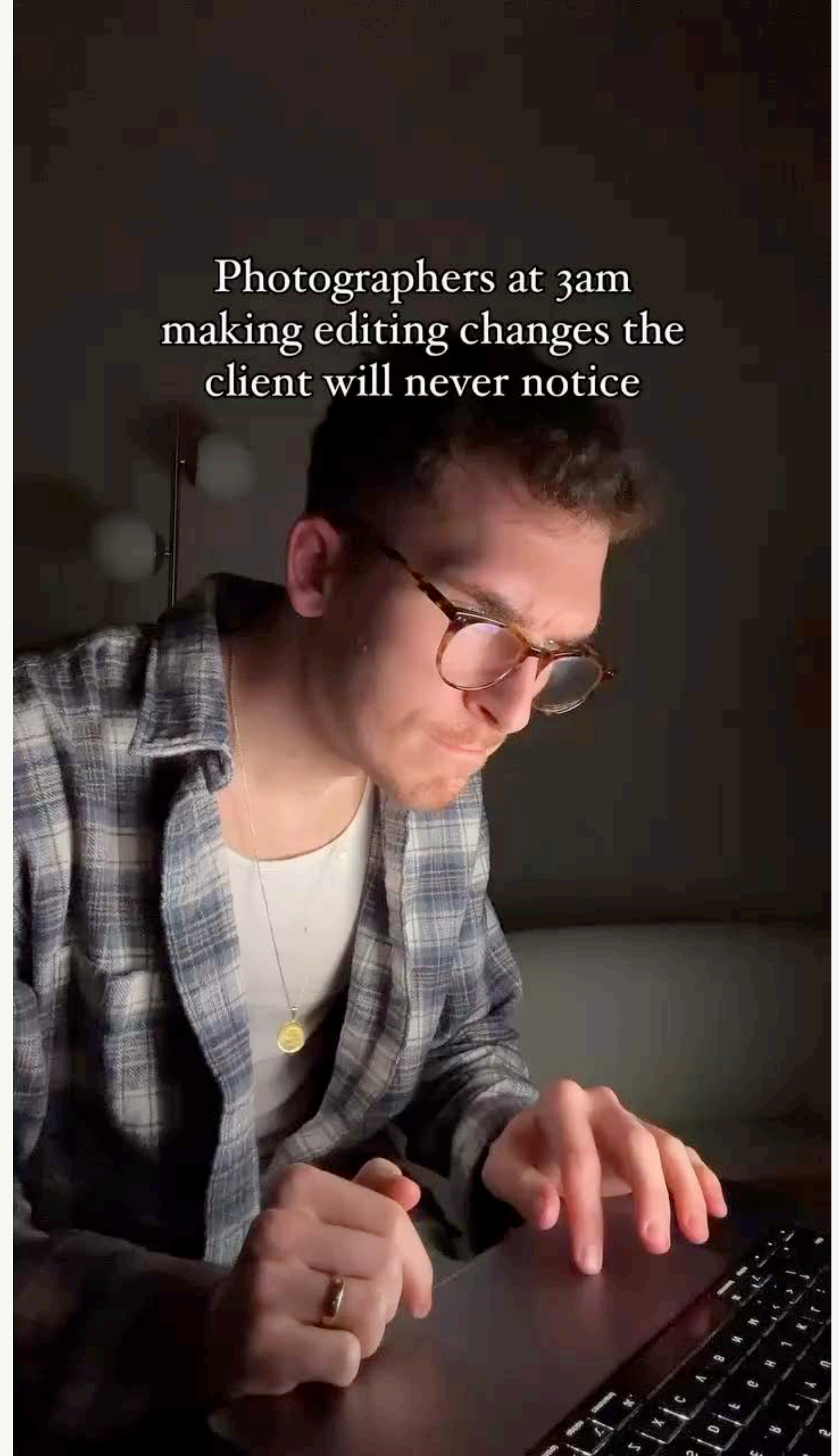
It helps you stay sharp, strategic, and way more efficient.

The goal isn't to go viral.

It's to connect with the right people and convert them into clients.

Have Fun
+
Be Creative

Photographers at 3am
making editing changes the
client will never notice





The End.

I can't get enough of this pretty lipstick photo!