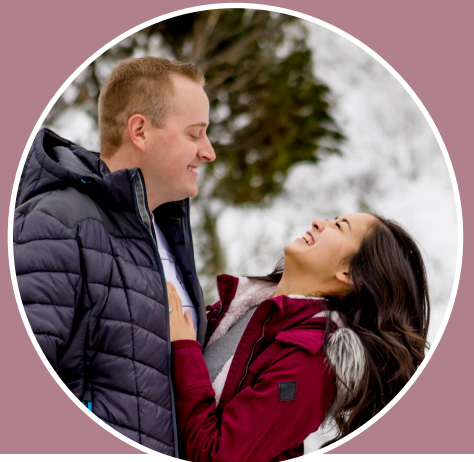


Photography With a Plan

A public relations plan by Eli Dial



Brooke Michelle
PHOTOGRAPHY

Check out her website
by scanning the QR
code!



About Brooke Michelle Photography

Brooke Michelle Photography is a startup business that began in May 2022. Brooke, the owner and photographer, is studying photography at Brigham Young University – Idaho, and she’s been told all throughout her college career that Rexburg to Salt Lake City is a “photography belt;” meaning that there are so many photographers in that area that it’s difficult to find clients within that area.



That’s the challenge I faced when I took her on as a client.



The Beginning

I started by placing all her photos into one place and organizing them. Many photographers use Instagram or another social media website specifically for photographers, Flickr. Brooke Michelle Photography was no different. I set out to change that.

I found an online web-building program that would allow photos to be showcased as a gallery. I divided her photos into five different categories:

- Weddings
- Couples/Engagements
- Family
- Portraits
- Commercial



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PHOTOGRAPHY

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The Event

I knew that I wanted to do an event, but I couldn't figure out what it could be. It wasn't until mid-October that I talked with Brooke about a two-hour free mini-session event.

Within the next three weeks, we found a venue, picked a date and time, created and approved a flyer, and hosted the event.

In order for clients to sign up for times, I utilized an online calendaring system called calendly.com.

Below is a sample of what it would look like for clients when they sign up.



The screenshot shows the Calendly booking page for Brooke Dial's 15-minute Mini Session. The session is scheduled for Saturday, November 26, 2022, at 3:45pm. The location is 'The sand dunes north of Rexburg!'. The time zone is Mountain Time - US & Canada (3:37pm). The interface includes a calendar view for November 2022, a list of available times (3:00pm, 3:15pm, 3:30pm, 3:45pm, 4:00pm, 4:15pm, 4:30pm, 4:45pm), and a 'Troubleshoot' button.



Check out her website
by scanning the QR
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The Event continued

I posted the flyer on three different pages on Facebook, "Life in Idaho Falls," "Life in Rexburg," and "BYU-I Students." All eight 15-minute spots were filled within an hour and a half.

Each client received 15 minutes of time with Brooke, then received cookies, hot chocolate, and took a survey to ensure consent regarding use of photos.



*Photos on this page are from the event.

**Flyer for event on next page.



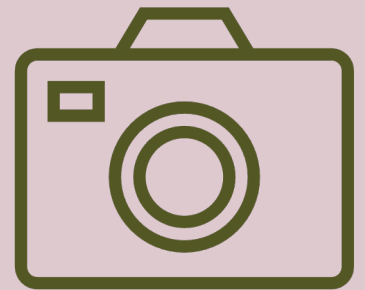
Brooke Michelle
PHOTOGRAPHY

Check out her website
by scanning the QR
code!



Free Photo Mini Sessions

Sign up for a free 15-
minute mini photo session
from a local photographer!



When: November 12, 3-5pm

Where: the sand dunes
north of Rexburg

Check out some of her work!

Scan the QR code for
directions to the sand dunes
and to reserve your spot!



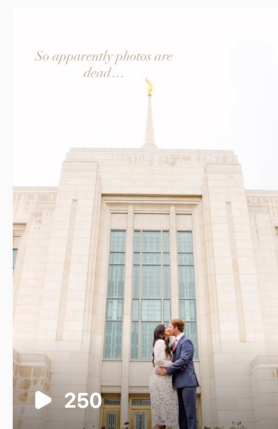
Brooke Michelle
PHOTOGRAPHY

View more of her work at
brookemichellephotos.com

Social Media Outreach

Initially, my client and I decided that I would assist in social media outreach. However, as soon as I began building the website, she picked up her social media, moving me into a more supportive and analytical role.

We found that reels on Instagram are viewed more than posts. Over the course of the project, she started creating reels. Now, her highest viewed reel has over 6,000 views, as shown below. This shows an increase in outreach.



Brooke Michelle
PHOTOGRAPHY

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What I've learned

As this project comes to an end, I've found a love for what I've chosen as my career path. When I'm invited to do things as part of schoolwork, I struggle to find enjoyment in it, no matter how interesting it may be. This project changed my mind.

I found that I enjoyed almost every part of this project. It challenged me different ways. I didn't think that I could plan, host, advertise an event for Brooke Michelle Photography within three weeks, build a website, and even compile this book, yet I did. It helped me build confidence in my ability to create and inspire change. This has made me excited to go and face the world after graduation.



Other Materials Made

Business cards for Brooke Michelle Photography and myself



Scan the QR code or find me on social media to see more of my work!



Brooke Michelle
PHOTOGRAPHY

Contact me for
availability and prices!
brookemichellephotos.com



Check out her website
by scanning the QR
code!



Eli James Dial

- Strategic Communication Specialist
- Event Planner
- Presenter
- Published Writer
- Content Creator

View my portfolio by scanning the QR code!

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