



Using Music to Supercharge Your Print & Album Sales:

Did you know that social media users are 5-10 times more likely to share a video or slideshow with music compared to a single image? Did you also know that the emotional power of music can help you sell bigger packages of prints, books and albums? Are you making the most of music's emotional power to supercharge your projects? We asked the world's most successful photographers and event filmmakers how they make more money using licensed music from TSM with their images and video. Here's their checklist of 7 top ways you can take your business (and your profits) to the next level:

1) Marketing videos for social media:

Create videos and slideshows to showcase your very best work and your business. Post these videos on your website, blogs, and social media such as YouTube and Facebook. This is a great way to find new customers. Always make sure to include an ending slide with your logo, website and contact info.

2) "Behind-the-scenes" content:

Create behind-the-scenes (BTS) slideshows or videos with emotionally matched music to show your clients how much fun they'll have working with you. Include on-screen testimonials from happy customers and let your personality and professionalism shine. Post these BTS videos on your website, blog, YouTube and on your Facebook business page. Behind-the-scenes videos are an excellent way to market yourself and your work.

3) Video Blogs and Webisodes:

Start a YouTube Channel or Vimeo account and create informational videos on topics that you'd like to share. How can you help to educate and inspire others? This is not only a great way to reach potential clients, many people are "monetizing" their videos on YouTube to create a new revenue stream.

4) In-person sales presentations:

The right music can create the perfect emotional environment to inspire your clients. Creating a "multi-sensory" environment with music + images will help you close more sales. Have music playing in the background when clients and customers visit your studio. Choose music that enhances the mood you want to create. Also, consider starting every presentation with a 2-3 minute slideshow with emotionally matched music to create excitement for your work.

5) Portfolio presentations for Photographers, Designers and Agencies:

As the saying goes, you only get 1 chance to make a first impression. Sending a short "demo reel" directly to potential clients can build excitement for your work. Match the energy of your images to the perfect soundtrack and you'll be sure to make a powerful impact.

6) "Same-day" videos or slideshows:

Presenting a slideshow or video with music at a wedding reception, photo session or live event is a huge way to thrill your clients (along with all of their guests) and build referrals. This approach works wonders for generating new business, so bring lots of extra business cards!

7) Selling slideshows & videos as products:

Are you selling slideshows and videos to your portrait or wedding clients? Are you creating marketing videos or slideshows for business clients? These are important areas that can create new revenue for your business. For example, many photographers include a video or slideshow with music as a "perk" for their higher-priced packages. This also helps you to sell more prints, albums and photo products. Additionally, many wedding and event filmmakers/videographers are creating image "montages" set to music and selling these to clients. Make sure these projects always include an ending credit with your logo and website. Encourage your clients to share them on social media (a fantastic way to build referrals).

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