

# How to Market Like a Pro on a Shoestring Budget - Highlights

Kris Malandrucolo

Elegant Videos by Kris

[www.ElegantVideosbyKris.com](http://www.ElegantVideosbyKris.com)

630-876-9604

# Topics

- How to Increase Marketability
  - Attend industry expos and seminars
  - Have a professional website
  - Have a business card that stands out
  - Join professional organizations
  - Earn industry designations
  - Earn awards

# Topics

- How to Market Yourself
  - Write a press release
  - Attend networking events
  - Offer to give a presentation on video
  - Write articles for publication
  - Get your work shown in the media
  - Bridal magazine ad
  - Other tips and examples

# Professional Website In the News

- Have a “**News**” section on your website.
  - List when you have been in the news.
  - Have you won a award?
  - Written an article?
  - Been interviewed for an article?
  - Been elected to a board position?
  - Volunteered your business services?
- All the little things you do really add up and look impressive when lumped together.

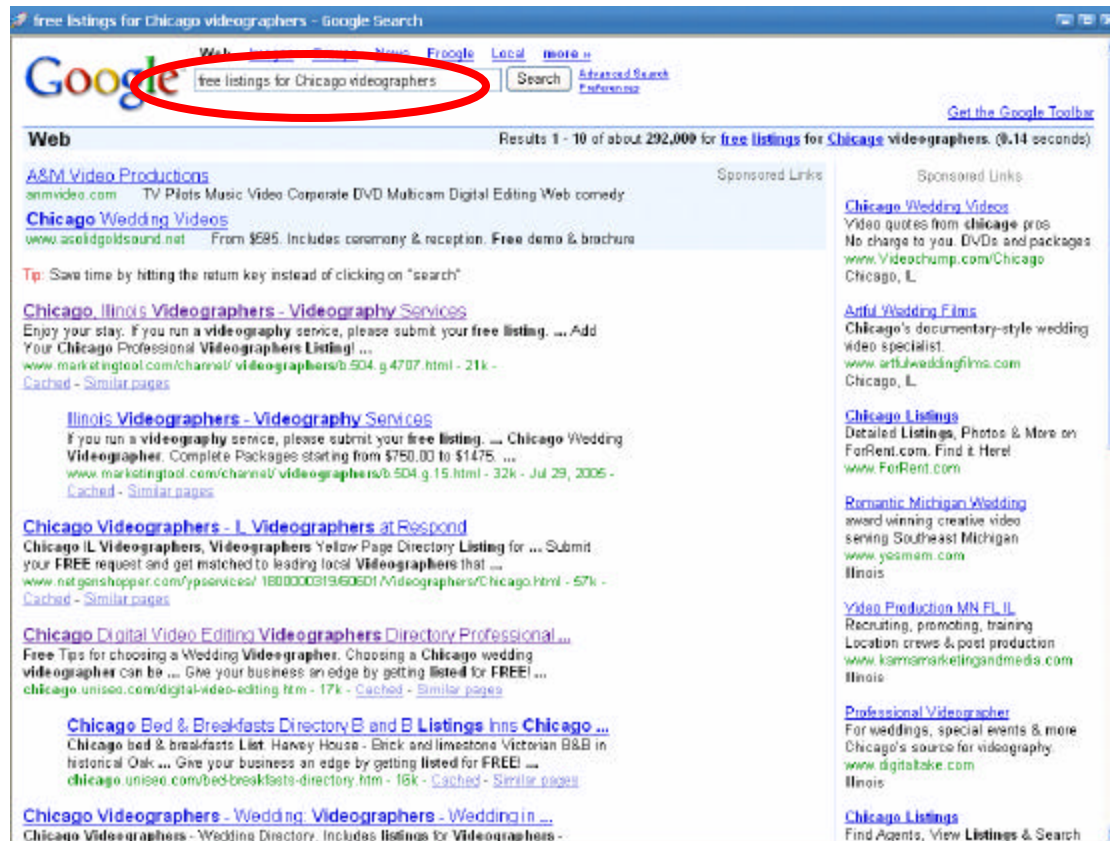
# Professional Website

FREE – Add Your Link on These Sites

- [Affair.net](http://Affair.net)
- [Allwedding.com](http://Allwedding.com)
- [Decidio.com](http://Decidio.com)
- [Marketingtool.com](http://Marketingtool.com)
- [Partypop.com](http://Partypop.com)
- [Popularweddinglinks.com](http://Popularweddinglinks.com)
- [Respond.com](http://Respond.com)
- [101photographers.com](http://101photographers.com)
- [101videographers.com](http://101videographers.com)
- [Showevent.com](http://Showevent.com)
- [Videographer.com](http://Videographer.com)
- [Web-wedding.com](http://Web-wedding.com)
- [Wedalert.com](http://Wedalert.com)
- [Wedding-world.com](http://Wedding-world.com)
- [Weddingmanor.com](http://Weddingmanor.com)
- [Wedj.com](http://Wedj.com)
- [Wedplan.net](http://Wedplan.net)
- [Worldweb.com](http://Worldweb.com)

# Professional Website

## Internet Search for FREE Listings



Do an internet search on “free listing for (your city) videographers” and see what local websites come up as well.

# Professional Website Website Providers

- Pixelpops ([pixelpops.com](http://pixelpops.com))
  - They have templates or can create from scratch. Pixelpops can maintain your website, host and even stream your video. Good for those who need more help. This is who I use.
- Moorecast ([moorecast.com](http://moorecast.com))
  - has templates for those who want to do it themselves and make more frequent changes. Our local video association uses Moorecast.

# Business Card



- Use your photo on your card because it makes you more personable.
- Being a woman videographer should be marketed to your advantage.
- Also include membership logos because it increases your credibility.
- Have your email match your website address. Notice I have “Kris@ElegantVideosbyKris.com instead of Kris@aol.com.
- Put on your card anything else about you that stands out
- Ask other wedding vendors if you can leave a stack of cards in their business and then offer to hand-out their cards in your studio. Always carry cards with you and hand out as often as possible. You never know where someone will find you!!

# Business Card

## Create Your Own Card

- [lprint.com](http://lprint.com)
- [vistaprint.com](http://vistaprint.com)
- [Printsmadeeasy.com](http://Printsmadeeasy.com)
- [professorprint.com](http://professorprint.com)

# Professional Organizations

- WEVA
- Local video association
- ABC – Assn. of Bridal Consultants
- AFWPI – Association for Wedding Professionals International
- NACE - National Assn. of Catering Executives
- ISES – Int'l Special Events Society

# Industry Designations and Awards

- MPV – Master Professional Videographer
- ABC
  - Professional Wedding Vendor ?
  - Accredited Wedding Vendor ?
  - Master Wedding Vendor ?
- Awards
  - Creative Excellence Award, Telly, Videographer, Communicator, Aegis and DV

# Press Release

- How to write your Press Release
  - Keep content short and to the point
  - Include
    - Name
    - Town where you live
    - Business name and address
    - Business telephone number
    - Website URL
    - Your photo

# Press Release

## Businessowner wins awards for her video productions



Kris Malandrucolo

Kris Malandrucolo, owner of Elegant Videos by Kris, Carol Stream, has won a Communicator Award and Telly Award for her video production of "The Love Story of Kathryn & Chace Beddingfield."

The Telly Award is the premiere award honoring the finest film and video productions. The Telly Awards is a widely-known and highly-respected national and international competition and receives over 10,000 entries from all 50 states and many foreign countries.

Kris was also featured in the February 28, 2005 issue of the *US News & World Report* magazine along with Kathryn & Chace who were also interviewed for the article regarding their "Love Story."

# Press Release

## Best Wedding Sites News Blog



# Press Release Submission

- Search internet to find local media
  - TV stations
  - Radio stations
  - Newspapers
    - Home town newspaper is your “best bet”
- Send fax or email your press release

# Networking Events

- Search for networking events
  - Newspaper
  - Internet
- Networking events
  - Local video association
  - Bridal magazine networking events
  - Bridal consultants meetings (e.g., ABC)
  - Other wedding vendors meetings (e.g., NACE)

# Presentation on Video

- Offer to speak to:
  - Local video association
  - Local bridal consultant groups
  - Community groups
  - Local colleges and high schools

# Articles

## Ideas for Articles

- What's new in video
- What to look for in a wedding video
- How to hire a videographer
- FAQs for brides

# Articles

## Submit to Bridal Planning Websites

- [Blueberryweddings.com](http://Blueberryweddings.com)
- [Weddinglinksgalore.com](http://Weddinglinksgalore.com)
- [Bridalspace.com](http://Bridalspace.com)
- [Weddingusa.com](http://Weddingusa.com)
- [Wedalert.com](http://Wedalert.com)
- [Weddingzone.com](http://Weddingzone.com)
- [Wedding-world.com](http://Wedding-world.com)
- [Wedj.com](http://Wedj.com)
- [Weddinggazette.com](http://Weddinggazette.com)

# Articles

## Submit to Industry Publications

- WEV magazine ([weva.com](http://weva.com))
- EventDV magazine ([eventdv.net](http://eventdv.net))
- Videomaker magazine ([videomaker.com](http://videomaker.com))
- ABCDialogue ([bridalassn.com](http://bridalassn.com))
- AFWPI ([afwpi.com](http://afwpi.com)) – geared towards brides and wedding professionals

# Articles - Hot Opportunities!

Put in subject line: “Kris sent you”

- EventDV Magazine
  - Looking for unusual, non-wedding video projects to feature in Site & Scene section
  - Contact Stephan Nathans, editor, at [stephan.nathans@infotoday.com](mailto:stephan.nathans@infotoday.com)
- Assn. for Wedding Professionals, Int’l
  - Looking for informative articles (350-500 words) on wedding tips and other unique weddings ideas
  - Contact Richard Markel, President, at [RichardM@afwpi.com](mailto:RichardM@afwpi.com)

# Show Your Work in the Media

- Contact your local TV station
  - Hot Opportunity Right Now!
    - *TLC Wild Weddings*
      - Need 300 funny wedding video clips by the end of August
      - They will pay \$500 to \$1,000 per video clip
      - Send tapes to Steve Ireland c/o Wild Weddings, 4928 Riverton Ave., North Hollywood CA 91601
- Questions? [Call \(818\) 509-2637](tel:8185092637) or email [Slivideo@pacbell.net](mailto:Slivideo@pacbell.net)

# Bridal Magazine Ad



The advertisement features a black and white portrait of Kris, the President of the Illinois Videographers Assn., on the left. To her right, the business name 'Elegant Videos by Kris' is written in a large, elegant script. Below this, the text 'AWARD WINNING CINEMATOGRAPHY' is displayed in a grey box. A testimonial quote follows: 'Since 1988, brides have been trusting Kris to capture all the elegance and emotion of their wedding day memories.' Below the quote, it states 'Featured in US News & World Report Magazine'. Contact information includes the phone number '630-876-9604' and email 'KM@ElegantVideosByKris.com'. Logos for the Illinois Videographers Assn. and WEVA are also present. At the bottom, a black bar contains the website 'www.ElegantVideosByKris.com'.

*Elegant Videos by Kris*  
AWARD WINNING CINEMATOGRAPHY

*Since 1988, brides have been trusting Kris to capture all the elegance and emotion of their wedding day memories.*

*Featured in US News & World Report Magazine*

630-876-9604  
email: KM@ElegantVideosByKris.com

View video samples online at: [www.ElegantVideosByKris.com](http://www.ElegantVideosByKris.com)

- Use emotion
- Don't use technical terms
- Use membership logos
- Refer to streaming videos
- Differentiate yourself

# Other Tips

- Give complimentary bridal magazines to businesses around town
- Check out video section in bridal magazines and offer to update video articles
- Send cards and/or newsletters
- Give highlight DVDs to other vendors who worked with you at the wedding
- Donate your services
- Volunteer your services
  - Boy Scouts – cinematography merit badge
    - [www.boyscouttrail.com/boy-scouts/meritbadges/Cinematography.asp](http://www.boyscouttrail.com/boy-scouts/meritbadges/Cinematography.asp)
- On your personal checks, add your company name
- Look for FREE leads on the WEVA Brides Guide (Help Wanted Forum)
- Maintain ethical and professional practices in your marketing

# The Top Ten List of Things To Do When You Get Home

10. Write a press release about attending WEVA Expo
9. Check out the video articles in your local bridal magazines and offer to update
8. Contact bridal consultants/vendors and offer to take them out to lunch
7. Write and submit articles for bridal websites and industry publications
6. Submit your business information to all FREE bridal and business websites
5. Call your newspaper and ask if they will do a feature story on videography
4. Practice public speaking by giving a seminar to your local association or bridal association
3. Find at least one networking event to attend per month
2. Submit your funniest wedding video clips to *TLC Wild Weddings*
1. Get in the habit of asking brides what other services they need

# Thank you for attending!

- Presentation notes can be found on my website - [ElegantVideosbyKris.com](http://ElegantVideosbyKris.com)
  - User Name: Kris
  - Password: Kris

"IF YOU DON'T ASK, THE ANSWER IS NO."