
FOCUSED WORDS FOR PHOTOGRAPHS OF PIVOTAL MOMENTS

A Case Study with Melissa Mullen, Melissa Mullen Photography



For New England-based Melissa Mullen Photography, blogging content from Craft Your Content that matched the artistry of her Wedding and Lifestyle photography was the key to focused marketing and branding of her services.

As taking photos of emotionally pivotal moments requires a near stranger to quickly understand and adapt to a family's needs, successful wedding and lifestyle photographers are a unique breed.

For Professional Wedding Photographer Melissa Mullen of Melissa Mullen Photography, it's not just the images of past wedding clients that start to form that bond, but also the words used to describe the photos that bring the experience into focus.

While Mullen's journey took her from New York to California, it was New England that she finally decided on as the home base for her thriving business.



Though it was easy for a highly skilled professional and communicator like Mullen to verbally explain how a rich portfolio of split-second images captured with the lens reveal deep moments, souls, and connections.

The challenge for her was writing the words that describe those experiences in ways that make it come alive for the potential clients visiting her website.

THE CHALLENGE OF MELDING WORDS AND PICTURES

For Mullen, having a potential client understand and respect the artistry of photography the same way she respects the beauty of their special moment is crucial to developing a successful working relationship. “I wanted to use writing to tell the stories of my photographs in a way that drew potential clients into the time and process of capturing that moment,” said Mullen. “It’s crucial that clients see the work that must go into achieving stunning and emotionally evocative photos so that we start on the right foot.”

Mullen was increasingly aware that content was a foundational element in successfully marketing her website and the business behind it. Even more pivotal was the reality that quality content was a key to the growth of her business and her brand.

A FOCUSED CONTENT PARTNERSHIP

Mullen knew that she was somewhat out of her element when writing blog posts to accompany her photography on her website and other marketing materials. She began a journey to find a content developer that could meet her needs, find the right tone, and maintain the feel of her images in the words she used to market them. Elisa Doucette, founder of Craft Your Content (CYC), was able to see what Mullen was aiming at and work with her to make it a reality.

Elisa both understood needs and the essence of what she wanted to accomplish and had a process in place that felt natural to Mullen. “This was a familiar feeling for me because it was one that I constantly provide to my clients, so it was a godsend to be on the receiving end of it,” said Mullen.



Mullen began working with CYC once the wedding season ended in October of 2015. After some initial conversations, CYC had Mullen fill out their Voice and Vision questionnaire. This questionnaire allows Mullen to provide the CYC team with a profile of Melissa Mullen Photography, which includes:

- A business model breakdown
- Ideal customer profiles
- Guiding business philosophies
- Detailed client and customer demographic details

The resulting document gives the CYC team a foundation for understanding the voice, vision, messaging, and values that they must use when crafting content for Melissa Mullen Photography.

A CLEAR PICTURE OF THE PROCESS

Within two weeks, CYC presented a customized Voice and Vision Profile designed to detail the specific process and needs fulfillment that they had mapped out for Mullen. Together, they created a standards that would govern, not only the company's blog content but CYC's representation of Mullen's voice, rules for the aesthetic of the final product, and details on how to match specific photographs to written content.

Over the following three weeks, CYC began crafting the early blog posts and working with Mullen to refine them to fit her vision. CYC is a community of a number of highly skilled young writers, editors, marketing experts, and PR specialists. This gives them the ability to bring a team approach to each client that facilitates a laser focus on the exact tone and style that fits the client while speaking to the client's target demographic.

In preparation for launching her company site, Mullen selected photographs that best represented her work. CYC writers reviewed each photo and its associated notes to begin crafting a story that fit the photos and Mullen's vision. The narrative they created both reflected Mullen's style and was carefully structured for optimal performance in search engine rankings.

Once proofed and approved, a schedule was created to launch each post regularly and consistently.



THE RESULTS OF MARRYING WORDS AND IMAGES

Today, Mullen continues to reap the reward of the targeted blog content on her website. The subtle but important task of communicating the nuances of her process has made her job easier and more enjoyable. CYC's careful management of her site's written content has increased her conversion rate.

Reflecting on the value of CYC's customized content and blogging strategy provided by Elisa and the team, Mullen writes:

“The increased confidence that I have in marketing my site is a direct result of the great support and working relationship that I have with Elisa and everyone at CYC. More people are seeing and connecting with my work than ever before, and now I have the personal confidence to make blogging an ongoing part of marketing with a renewed sense of excitement for the future. CYC puts me at ease and answers every question without making me feel uninformed, so they consistently make my life, as well as my business, better.”

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