



10 Tips for Marketing Your Special Project

Your special project could be a showcase home, a charitable project, a tour home, a model, a project you're planning to submit for an award - any project you think will be representing your work to a broader audience than usual. Here are some tips to help you make the most of that marketing opportunity!

- 1 Don't assume everybody with a digital camera is a photographer! Make sure the images will reflect the professional quality of your work.
- 2 Arrange for photography services at the very beginning of the project - don't wait until it's finished.
- 3 In a rebuild or remodel, be sure to get good "before" shots. You'll need them for award entries!
- 4 Document all phases of construction. You never know what you might want to show someone what's inside the walls, especially if you're selling the benefits of an energy-efficient home.
- 5 When your photographer's coming out, offer team members, subs, and suppliers the opportunity to arrange for shots for their own use.
- 6 If you're looking for PR for the project, let reporters and editors know that you can provide professional photography.
- 7 Create a look (colors, border, accent art) that you can carry over to signage, PowerPoint presentations, and other uses.
- 8 Don't overdo green - it's not the only color for an environmentally friendly project. (And you don't have to use leaves to symbolize it, either - be creative!)
- 9 Feature the project on your own website, and offer your team members, subs, and suppliers the opportunity to link to it, too.
- 10 Consider adding text to create a case study on the project for your website, portfolios, and client presentations. Don't just provide a photo gallery of finished projects - tell the whole story!