

Is It Time For New Material?

By Joe Bunn for DJN

If you follow any of my marketing or social media at all, then you'll know that I'm a huge fan of photos and videos. In fact, I think it is a large reason for the success of the company. I also think it could be how so many DJs know me now. To say that these elements are important in your marketing campaign is an understatement!

Let's first talk about photos. I'll admit it, I love to get my picture taken. I don't know why, vanity I guess. Whether you like it or not, get used to it. First and foremost, having an updated head shot is critical in this business. I don't mean to bust Mike Walter's chops, but for a long time he was using a super dated photo as his promo shot. He had that combed straight down Caesar haircut, zero grays and I think even his clothes were dated. I remember posting a graphic for our PhDJ Workshop one time with pictures of us on it and someone in the comments on Facebook ruined him with a "Dang Mike, isn't that pic like ten years old?". I was rolling. Soon after, he changed it.

The first tip about getting a new head shot/promo shot is this...hire a pro! Find someone that you are going to be comfortable around, maybe it's someone that you do a lot of weddings with each year. Next, ask them straight up, "Are you good at head shots?" and see what they say. Some photographers will admittedly say it's not their thing. If they seem up to the task, Google "great head shots" and see what comes up. Move a few that you like to a Dropbox folder and then send that to them for examples of the look you're going for. Once the shoot day comes, I would take a few different looks-suit, casual, favorite t-shirt, etc. If you're there, you might as well get several different options for different types of marketing-website, social media, flyers, announcements. Take some photos smiling, some serious. Work that camera! Once you get them and pick your favorites, save them! Don't create some Facebook album and show the world all at once. Trickle them out for the next couple of months. Don't forget about your staff either! Make sure to get a new group shot at least once a year. People come and go, people change. You want your staff photo up to date and awesome.

Video is king right now in my opinion. Scroll down your Facebook or Instagram feed right now. How many of those posts are videos? I'm guessing a lot. Listen, am I saying get on Craig's List and buy a car and chop the top off and build a DJ booth where the back seat used to be? NO! However, using video is key in marketing your DJ business! You have an awesome job, show the world what you do via video!

Again, approach local videographers and ask them if they would be willing to either a) share trailers with you of past weddings you have done (see the DJ bios at www.bunndjcompany.com for an example) or b) see if you can hire them to shoot you or several of your guys one weekend. I would go ahead and pay them to edit your favorite shots together for a reel kind of like what plays in the background of our website on the home page. We got a lot of compliments on that. You can also

shoot short “tips” videos that help your clients or fellow DJs. Video also includes going live on Facebook and tackling a topic.

It’s a fact that better photos and videos will lead to more bookings, more referrals, more social media engagement. So get out there and start networking! Find the right folks to handle this going forward and hopefully you can stick with them for a long time. That has worked for me for many years. Remember, I’m always here if you need some help finding the right look or coming up with an idea.