SPECIALIST TRACK: MARKETING FOR PHOTOGRAPHERS, VIDEOGRAPHERS AND CREATIVES

Delivery sequence planner

Lesson: Galleries and deliverables as marketing · about 15 minutes

Design the delivery sequence and gallery settings you will use for every client from now on.

Your business (name, service, main city):

1. Write your delivery sequence: each stage, its timing, its marketing job and its single ask.

2. List the gallery settings you will standardize: cover image rule, sections, access, expiry, downloads and footer link.

3. Adapt the review request email for your business, including your identification details.

4. Write the express consent wording you will use if your gallery platform collects guest emails.

5. **Estimate last season's delivery revenue: guest bookings, upgrades and prints. Where is the biggest gap?**

Check: can you now

- Map a delivery sequence from sneak peek to anniversary, with a marketing job and an ask at each stage
- Set up a client gallery that shows your brand, controls access and leads guests to your contact page
- Write a review and referral request that follows Google's review policies and CASL

One change you will make this week