



# BOOKING SENIORS EDITION

**THE EXACT MARKETING STRATEGIES I'M USING THIS SENIOR SEASON  
TO CREATE URGENCY, INCREASE INQUIRIES, RANK ON GOOGLE, AND  
BOOK MORE HIGH SCHOOL SENIORS.**

By Suzanne Deaton  
Senior Photographer • Educator • Marketing Coach



I'm Suzanne.

I'm a senior portrait photographer . . .

My dream for you is to be the go-to senior photographer in your area.

I've been photographing seniors for 20 + years now, and let's face it, the way I booked seniors in 2003 is not going to work in the 2020's!!!

**WE CAN'T DO THAT ANYMORE!**

I want to share exactly what I'm doing this senior season to book more seniors.

These are my exact strategies with actionable steps after each strategy!

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**OK, LET'S GET TO IT!**

# 5 Things I'm Doing Right Now to Book More Senior Clients

If you're wondering how some senior photographers seem to stay booked months in advance, here's the truth.

It isn't one big marketing secret.

It's a handful of consistent strategies that create momentum, build trust, and make it incredibly easy for seniors to book.

These are the five things I'm doing right now during senior season that are helping me book more high school seniors.

## 1. I'm Creating Urgency

People are much more likely to take action when they know they might miss out.

Instead of simply saying I'm booking seniors, I create urgency throughout my marketing.

I share things like:

- I only have three senior session dates left this month.
- These are my most requested months.
- Most seniors book before the end of their junior year.
- These dates are already sold out.
- Only 100 seniors will be photographed this season.

I also regularly share exactly which session dates are still available.

Scarcity creates excitement. It also positions your experience as something exclusive instead of something that's always available.

The goal isn't to pressure people. It's to help them understand that waiting could mean missing the opportunity.

**Action Step:** Every week, post your remaining availability and remind families when your busiest season typically fills.

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## 2. Every Post Has a Call to Action

One of the biggest mistakes photographers make is assuming people know what to do next.

They don't.

Every piece of content should tell your audience exactly where to go.

I include booking links everywhere possible:

- Instagram posts
- Instagram Stories
- Reels
- Facebook posts
- Facebook Stories
- TikTok
- Blog posts
- My website
- Email newsletters

Whether it's "Book Your Senior Session," "Download My Senior Guide," or "Reserve Your Date," every post has a purpose.

Never make potential clients search for your booking link.

If someone is ready to book, make it happen in one click.

**Action Step:** Audit your social media today and ask yourself one question.

"If someone wanted to book right now, would they know exactly what to do?"

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### 3. I'm Using AI to Dominate Local SEO

AI has completely changed the way I market my photography business.

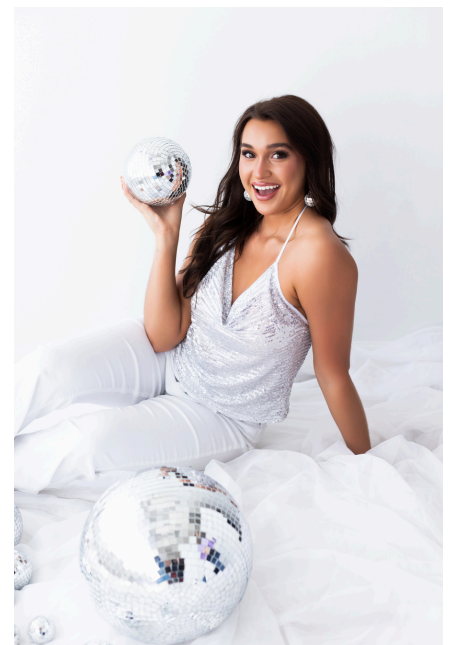
After every senior session, I record a quick voice memo about the experience while everything is still fresh.

I include details like:

- The student's school
- The location
- Outfit changes
- Favorite moments
- Session highlights

I then use AI to help me create:

- SEO-friendly blog posts
- Optimized page titles
- Meta descriptions
- Image alt text
- Keyword-rich image file names
- Website content







Everything is optimized around the schools and locations I serve.

That means when families search for a senior photographer for a specific high school or town, my content has a much better chance of appearing in search results.

Instead of spending hours writing, AI helps me publish consistent, locally optimized content much faster.

**Action Step:** Record a two-minute voice memo after every session and turn it into a fully optimized blog post before your next shoot.

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## 4. I Make It Easy to Say Yes

When someone inquires, they're usually asking themselves a lot of questions.

How much does it cost?

What's included?

What makes this photographer different?

What happens after I book?

Instead of answering those questions over and over, I created a downloadable Senior Experience Guide.

Inside my guide, I explain:

- My pricing
- My booking process
- What to wear
- Session ideas
- Product options
- My editing style
- Professional lighting
- Expert posing
- What makes my experience different
- Frequently asked questions

Most importantly, the guide includes clear booking links throughout.

By the time someone finishes reading it, they already understand the value of working with me.

SUZANNE DEATON  
*photography*



That builds confidence before we ever have a conversation.

**Action Step:** Create one PDF that answers every question you hear repeatedly. Let it sell your experience for you 24 hours a day.

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## 5. I Turn My Clients Into My Best Marketing

Every year, I host a Senior Cover Contest.

All of my seniors from the previous season are entered.

My audience votes for their favorite image through Instagram Stories.

The winning senior earns the cover of my new Senior Experience Guide for the upcoming season.

This does so much more than create engagement.

It gets former clients excited to share.

Their friends vote.

Their classmates vote.

Parents share it.

Future seniors discover my work.

And every new season begins with fresh excitement around my brand.

It's marketing that feels fun instead of salesy.

**Action Step:** Think about how you can involve your past clients in your marketing. The more they participate, the more people discover your work.

## Final Thoughts

Booking more seniors isn't about posting more.

It's about creating a marketing system that builds urgency, removes uncertainty, improves your visibility, and gives people a reason to take action today.

These five strategies are working in my business right now, and they can work in yours too.

Start with one.

Implement it consistently.

Then add the next.

Small improvements, repeated over time, create fully booked calendars.

I'd love to see which strategy you implement first.

## **Senior Season Action Checklist**

### **Create Urgency**

- Post remaining session dates.
- Share your busiest months.
- Talk about booking before junior year ends.
- Celebrate sold out dates.
- Mention your session limit.

### **Calls to Action**

- Add booking links to every platform.
- Update Instagram bio.
- Add Link Stickers to Stories.
- Add booking links to blogs.
- Check every social profile.

### **AI + SEO**

- Record a voice memo.
- Create a blog.
- Rename image files.
- Write alt text.
- Add school and city keywords.
- Publish consistently.

### **Inquiry Experience**

- Create a PDF guide.
- Include pricing.
- Explain your process.
- Show your best work.
- Add booking links.

### **Client Marketing**

- Create a yearly contest.
- Encourage sharing.
- Celebrate winners.
- Feature clients.
- Repeat every season.

**You've Got This.**

**Growing a photography business isn't about doing everything.**

**It's about doing the right things consistently.**

**I hope these five strategies inspire you to simplify your marketing, attract more of your ideal clients, and build a business you truly love.**

**Thank you for spending time with me.**

**Now go fill that calendar!**

**~Suzanne Deaton**

**Senior Photographer • Educator • Marketing Coach**

**Follow Along:**

**Instagram: @suzanneadeaton**

**Facebook: Suzanne Deaton Photography**

**www.suzannedeatonphotography.com**

Want to learn all the **P's** of running a senior photography business?

Scan the QR code to get started

- posing
- photoshop/editing/AI
- prepping clients
- pricing/products

