

Tips on Promoting Imaging USA

Imaging USA is the event created to educate and bring professional photographers together from around the world...but we need your help to get the word out! These tips may spur ideas for ways to promote the event easily. Sometimes, it's as simple as telling your friend why you are going!

Marketing Platforms to Consider

- **Facebook, Twitter, and other hosted social media networks** – Do you have a studio fan page or a personal page on one of these sites? Many pro photographers consider such social media important tools for online viral marketing, seeing it as one of the quickest ways to start a buzz.
 - Imaging USA also has [Facebook](#) and [Twitter](#) accounts that you can like or follow.
- **Blogs** – Do you have a company or personal blog? If so, don't forget to mention Imaging USA.
 - If you are planning on attending, you could discuss the classes you want to go to, what speakers you're most excited about, and why you think education like this is important. (And don't forget to share pictures afterwards!)
 - If you don't yet know or cannot attend, you can still let other photographers know about the event!
- **User Forums** – If you are part of photography user forums (like OurPPA Forums), you can easily start or join conversations about Imaging USA. For example, on the [OurPPA Forums](#), there are spots where you can find roommates and carpool buddies and discuss the best places to dine. If you use a different forum, let the other users know about this event—they might be interested in joining you.
- **Emails** – Do you provide some kind of newsletter or information e-mails to other photographers? If so, it's the perfect spot to mention Imaging USA.

Press Release Ideas

While you will probably not be sending out a press release about Imaging USA, we wanted you to have some of these ideas we gleaned for your own use. (And if you do want to send out a release about attending Imaging USA, contact awijesinghe@ppa.com to receive a sample.)

As times change, the ways reporters and other media receive press releases change. For example, most releases are distributed online via services like PRWeb, a media company's online form, or via e-mail. Now, one size does not fit all. But there are new ways of formatting a press release for you to consider...some parts may work for you, some not:

- An "Alternate Press Release" was discussed as a way to encourage readership in social media: <http://www.copyblogger.com/social-media-press-release/>
- Great copyrighting tips for press releases: <http://www.copyblogger.com/how-to-use-the-modern-press-release/>

Don't Forget...

- Imaging USA is in New Orleans, Louisiana (January 15-17, 2012).
- Pre-convention classes start as early as January 12, 2012 (Thursday) for an additional fee.
- When you promote Imaging USA, link to www.ImagingUSA.org.