

MARKETING STRATEGY BUILDER

# Your Marketing Strategy

A complete, ready-to-act plan built for your business

## Lumière Photography

Maternity & Newborn Photography · Mississauga & the GTA · English & Farsi

Primary goal: Generating Leads

Prepared by ABC Business · June 2026

This is a sample showing the exact output the engine produces from one intake form.

## — Snapshot

You are a maternity and newborn photographer in the GTA with a genuine niche advantage: you serve Persian-Canadian families in both English and Farsi. Your work is strong, but right now strangers can't tell in five seconds who you're for or how to book you. This strategy fixes that. Over the next 30 days you'll tighten your positioning around one ideal client, post on a simple weekly rhythm built from five content pillars, and add one clear booking path — all aimed at your single goal: **generating leads**.

## ★ Your Instagram Bio — Quick Score

Scored on the five things that decide whether a profile visitor becomes a lead.



**Highest-impact fix:** your booking prompt is hidden after a keyword list and gets cut off by Instagram's "... more." Move one visible CTA line above the keywords. This single change is the difference between a visitor who leaves and one who books.

### Suggested rewrite

Maternity & Newborn Photographer · Mississauga  
Honest, gentle photos for new & expecting GTA moms  
English & فارسی  
📩 DM "BUMP" to check 2026 dates

# 1 Business Analysis

---

## What you really sell

Not "photos" — you sell a calm, trustworthy keepsake of one of the most emotional seasons of a family's life. Mothers are buying reassurance and a memory they can't recreate later.

## Your strategy gap

You have tactics (you post regularly and your work is beautiful) but no system: posts aren't tied to a goal, and there's no clear path from "I love these photos" to "I booked a session." You're creating interest the profile doesn't convert.

## Trust stack

**Present:** real portfolio, consistent style, local presence. **Missing:** visible testimonials, a session/pricing signal, and an easy booking link. In a decision driven by trust, these gaps cost you bookings.

## Biggest opportunity

Lean into the bilingual Persian-Canadian niche openly. It's an underserved community with high word-of-mouth loyalty — naming it creates belonging and referrals no generalist competitor can match.

# 2 Target Audience Profile

---

*Every recommendation below speaks to this one person.*

## Sara, 31 — expecting her first child

*A GTA professional, due in three months, who wants to remember this season but feels nervous in front of a camera.*

### Who she is

Married, works in healthcare, lives in Mississauga. Second-generation Iranian-Canadian; comfortable in English, warmer in Farsi.

### Biggest problem

Wants beautiful maternity photos but is overwhelmed by choosing a photographer and worried she'll look awkward or posed.

### What she wants

Gentle, natural photos that feel like her — and a calm, guided experience where she doesn't have to "perform."

**What she fears**

Spending money on stiff, generic shots; a stranger who rushes her; not knowing what's included or what it costs.

**Where she spends time**

Instagram (saving photographers she likes), Persian-Canadian mom groups, WhatsApp referrals from friends.

**Her own words**

"I want it to feel natural, not posed." · "Is this awkward?" · "How much are your packages?"

natural not posed

first-time mom

bilingual EN/FA

books on referral

### 3 Positioning Statement

For expecting and new mothers across the GTA — especially Persian-Canadian families — Lumière Photography captures honest, gentle maternity and newborn moments in both English and Farsi, with a calm, guided experience for moms who don't feel "camera-ready."

Test	Why it holds
<b>Unique</b>	Bilingual EN/Farsi maternity photography for the Persian-Canadian community — competitors don't claim it.
<b>Relevant</b>	Sara wants gentle, natural photos and a calm experience — exactly the promise.
<b>Believable</b>	Backed by a consistent honest-moment portfolio and local, in-community presence.


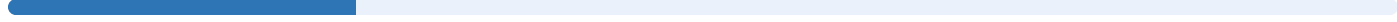
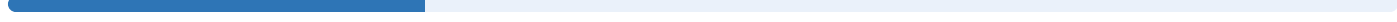
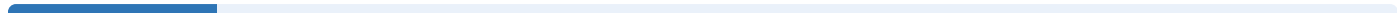
### 4 Unique Value Proposition

**Honest, gentle photos of your motherhood journey — for GTA moms, in English & Farsi.**

*Alternates · "Calm, natural maternity & newborn photography for GTA families." · "Your motherhood story, gently captured — bilingual, judgment-free."*

### 5 Content Pillars

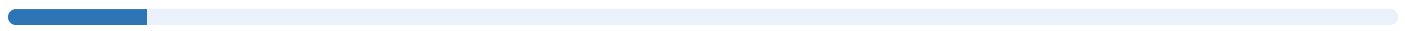
Five pillars so you never wonder "what do I post?" — weighted toward your Leads goal (more Conversion & Trust).

<b>Education · 20%</b>	<b>20%</b>
	
What to wear to a maternity shoot · best trimester to book · how the session flows.	
<b>Trust · 25%</b>	<b>25%</b>
	
Client kind-words · behind-the-scenes of a calm shoot · a mom's before/after reaction.	
<b>Conversion · 30%</b>	<b>30%</b>
	
2026 dates open · what's included in a package · "DM BUMP to check your date."	
<b>Inspiration · 15%</b>	<b>15%</b>
	

The meaning of capturing this season · a gentle note to nervous first-time moms.

**Engagement · 10%**

**10%**



"Bump or newborn session — which first?" poll · ask moms their due month.

**Why this mix:** your goal is leads, so a third of content moves people to book, backed by trust content that earns the click. No pillar is zero — variety keeps the feed human.

## 6 Funnel Strategy

Each stage needs different content. Attention earns trust; trust earns the booking.

### AWARENESS · EARN ATTENTION

#### Reels of gentle, natural moments

A 10-second clip of a mom laughing mid-shoot, captioned "not posed — just you." Shareable, shows the feeling.

### INTEREST · DEEPEN TRUST

#### Behind-the-scenes of a calm session

Show how you guide a nervous mom step by step, so Sara pictures herself there safely.

### DECISION · BEAT THE FEAR

#### Kind words + what's included

A testimonial paired with package contents and a price-from signal — directly answers "will it be worth it, and how much?"

### ACTION · ONE CLEAR STEP

#### "DM BUMP to check 2026 dates"

A single, low-pressure CTA repeated in bio, captions, and Stories.

## 7 Content Recommendations

### Brand voice

Warm · gentle · reassuring — informal but professional. Lead with calm, never hype. Consistency matters more than cleverness: sound the same every week so Sara recognizes you.

**Recommended formats (Instagram-first):** Reels for awareness · carousels for "what to wear / what's included" · Stories for behind-the-scenes & booking prompts · pinned testimonials Highlight.

**Worked post — Conversion pillar** (using the Hook → Problem → Insight → Solution → CTA formula):

**Hook:** "Worried you'll look awkward in your maternity photos?"

**Problem:** Most moms freeze up because they expect stiff, posed shots.

**Insight:** The secret isn't posing — it's a photographer who guides you gently so real moments happen.

**Solution:** Every Lumière session is slow, guided, and judgment-free — in English or Farsi.

**CTA:** DM "BUMP" and I'll check if your due-date window is still open for 2026.

**Sample week** (sized to ~3–4 hours/week):

Day	Pillar	Format	Idea
-----	--------	--------	------

Mon	<b>Trust</b>	Reel	Behind-the-scenes of a calm shoot
Wed	<b>Conversion</b>	Carousel	"What's included in a maternity session"
Fri	<b>Education</b>	Reel	"What to wear — 3 simple tips"
Sun	<b>Engagement</b>	Story	Poll: "Bump or newborn session first?"

## 8 KPI Recommendations

For a Leads goal, watch the metrics that signal booking intent — not vanity reach.

Metric	Funnel stage	What it signals	Starter target (month 1)
<b>DMs / Inquiries</b>	Action	Serious booking interest — your primary signal	8–12 / month
<b>Profile visits</b>	Decision	Content is pushing people to check you out	+25% vs. now
<b>Saves</b>	Interest	Content feels valuable & worth keeping	Top posts 15+ saves
<b>Reach</b>	Awareness	New moms discovering you	Steady weekly growth

**Primary KPI:** DMs / booking inquiries — everything else exists to grow this. Review monthly.

## 9 Your 30-Day Action Plan

### Week 1 — Foundation

- Rewrite your bio using the suggested version (move the CTA above keywords).
- Add a booking link (Calendly or a simple "check your date" form).
- Confirm your one goal (leads) and your three lead pillars: Conversion, Trust, Education.
- Collect 3 client kind-words for a Testimonials Highlight.

### Weeks 2–3 — Execution

- Post 3–4 times a week following the sample calendar.
- Batch-film 2 behind-the-scenes Reels in one session to stay ahead.
- Use the "DM BUMP" CTA in every Story and at least two captions a week.
- Keep the voice steady — warm and calm every time.

### Week 4 — Review

- Count DMs and profile visits vs. your starting point.
- Find your best post — note the pillar and format, and do more of it.
- Adjust next month's mix toward what drove inquiries.

**Month-one goal: build a system you can repeat — not go viral.**

✓ **Quality checks passed** — single goal (Leads) honored across all sections · persona "Sara" consistent throughout · every audience-facing line passes the 5-second test (who it's for, what's offered, what to do next).