

How to Get More Photo Booth Bookings



It's a familiar scene. You've got what you believe to be the greatest website in photo booth business history. You've got a killer pricing plan in place and you're raring and ready to go to make your mark in the industry. But the bookings just don't seem to be coming in, and it's becoming a very stressful monster on your shoulder. So what can you do? What do you need to change about your approach to make sure you've got business coming in?

Get Your Name Out There

This seems like a gimme but it's incredibly important and it's surprising how little of an emphasis some boothers place on it.



Directories

Nobody will flock to your website if they simply have no idea you even exist. Getting your business on directories like **The Knot and WeddingWire** is a huge and important first step that your business should take. Weddings will more often than not be the majority of a photo booth company's bookings so it's always a good idea to be visible where people planning a wedding could be looking for booths.



Wedding Shows

In a similar vein, attending things like **wedding shows** and wedding fairs are a fantastic idea in terms of getting yourself out there. It also allows you to interact with other booth owners. Word of mouth from others in your industry is also something to take advantage of.

Getting involved with **social media groups** for photo booth owners and fostering positive relationships with other boothers could lead to other boothers recommending you for jobs that they can't or aren't able to take on. Never underestimate the power of positive word of mouth. It's what got over a billion hours of Squid Game watched on Netflix, and it's what could give your business the boost it needs.



Wedding Events

The great thing about weddings is that in amongst the guests at any wedding you service will likely be other people that will eventually also get married and also be looking out for a photo booth company to provide a booth for their special day, and so long as you do a good job, the magic of positive word of mouth will benefit your business and booking intake greatly.



Fundraising & Other Social Events

Ultimately, what's most important is maximising the amount of exposure you get. This doesn't mean collabing with the local high school student who thinks themself a social media influencer with their 900 followers on Instagram, but rather taking advantage of big events happening around you.

If a charity that you support and also happens to have a sizable following is throwing a big fundraising event - get your business involved! Not only are you getting some hands-on work done, you are also able to use the event to promote yourself and your business by kick starting the spread of **word of mouth**, with a positive spin attached. Then as long as you have your digital storefronts up and running, you'll have bookings coming in in no time.



Maximise Your Website's Potential

Before anything else an obvious question must be answered. Do you even have a website? If not, then that's the first thing you need to change. Websites are fantastic for businesses because they actively help you sell and book more 24/7. If you don't have a website currently, check out [BoothWebsite](#), and set yours up so that you set your business up to be as profitable as possible.

An **aesthetically pleasant website** may be nice to look at but at the end of the day, is it doing what you need it to do for your business, and converting traffic into bookings? If not, there's a few areas to inspect for potential improvement.

Consider Your Customer Journey

First of all, is it an intuitive website? Can your potential customers find everything they need to find easily? Can they get all of the information they need immediately? If the answer to any of these is no then you need to retool. Nobody is going to go out of their way to solve the mystery of **navigating your website** when they can just jump ship and swim over to another, better, more user-friendly website.

Something else to consider is enabling **instant booking on your website**. The immediate gratification of that instant booking is something that plenty of customers looking at your website will want. What's most important in this regard is that you should have somebody you trust who is in your target audience test out your website and provide you with feedback on your site.



Website SEO

Of course this is all dependent on users being able to find your website in the first place. When it comes to this, it's important to have an understanding of **Search Engine Optimization, or SEO**. SEO is essentially the act of improving your website to improve its visibility when people search for services relating to yours on search engines like Google, Bing, etc. The better that your site's visibility is, the more eyes land on your business, and in turn, more bookings are made.

There's a variety of **SEO Guides** available across the Internet, so it's important to be aware of what needs to be done to prop up your business.



The Bottom Line

Just because your business doesn't seem to be attracting many eyes right now doesn't mean this is set to permanently be the case. There's a variety of methods you can put into motion to maximise the amount of awareness your photo booth business receives, as well as key areas of your business to put into scrutiny to maximise your own business' potential and make sure that you're making as much money as you can be.