



A GUIDE TO USING YOUR BRAND PHOTOGRAPHS



You are probably already aware that investing in brand photography helps a business to present themselves more professionally in terms of their social media, website and marketing. But particularly if you're a new business, you may not be confident yet about all the different ways you could use brand photographs for your business and how best to incorporate them in your marketing. I hope this guide is a helpful starting point.

Some examples of different ways you can use your photos include:

- To update your profile photos across all of your platforms.
- To include in your newsletter
- To include in your blog posts.
- To update the images on your website.
- To include in your email signature.
- To update new business cards & marketing materials.
- To use for PR opportunities and print (as publications will always want you to provide professional photos)
- To use on social media banners
- To use in presentations
- To use as a cover image for reels.
- To create reels.
- To create brand graphics on Canva*

* Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The platform is free to use and offers paid subscriptions like Canva pro and Canva for enterprise for additional functionality



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How to use your brand photographs with your social media marketing

In order for your social media marketing to have a real impact on the growth of your business, it is important to consider your broader marketing strategy and who your audience is.

For example;

- Who is your ideal client? (ie are they male or female, what age range are they, why would they be interested in your services etc)
- And what platforms do they hang out on (Instagram, facebook, LinkedIn, Twitter?)



Once you've identified who your ideal client is and what platform you should focus on, you can then consider what content would interest them most, what they would want to learn from you, what they would find entertaining, and why they would want to engage in your service or buy your product.

However, in almost every case it is safe to say that your clients will always want to learn about the person or people behind your business, how you work, what you do, how you can help them and what your values are.

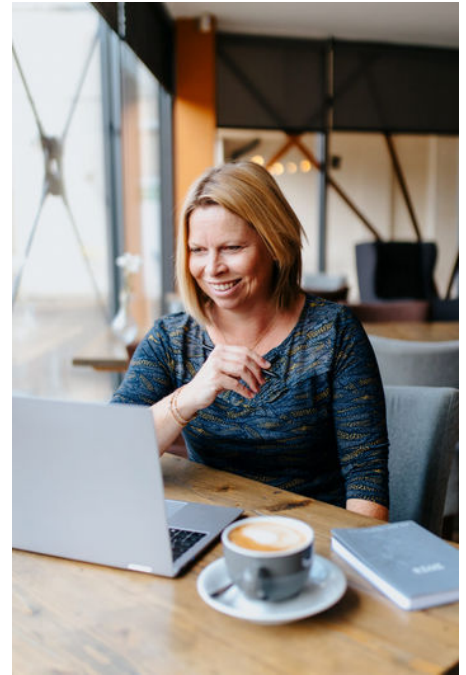
Incorporating eye-catching professional brand photos in your social media posts will help significantly to grab their attention and make a good first impression with your marketing. This also builds trust further and helps you stand out from the crowd.



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Social media content ideas:

- An eye catching 'about me' post
- An insight into your work environment
- A post about how you work with clients
- A post celebrating success
- An insight into your hobby or passion outside work
- A fun post about your pet
- A post about how you relax and look after your mental wellbeing
- A thank you to followers
- A post about why you started your business
- A post about your values
- A post about your process
- A post about a cause or charity that's important to you
- A top tip (this could be a regular post)
- A post about how you work and keep organised eg. Do you do a to do list, do you use a year planner etc
- A testimonial (this could also be a regular post)
- A post about the tools you need for your work
- A response to a FAQ
- An inspirational quote that resonates with you
- A relevant statistic or fact



I hope this is helpful as a starting point. Let me know if you have any further questions or would like more in depth advice as I would be happy to recommend social media or marketing experts that would be happy to help.

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