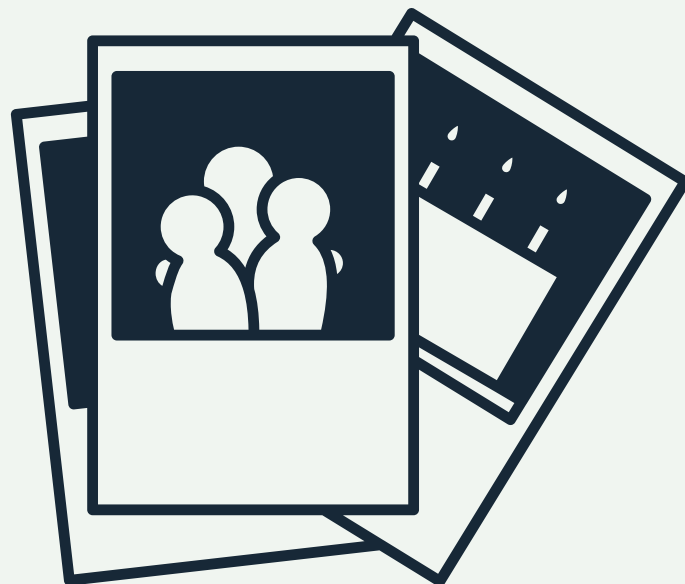


10 WAYS TO USE YOUR BRANDING PHOTOS



About Me



Hi! I'm Meg, I work with businesses to deliver bespoke photography. I work on location to capture everything from natural moments to posed headshots and all the details that showcase your unique business.

I then retouch as needed to deliver photos that seamlessly fit your brand, whether that's bright and colourful, dark and moody, or a beautiful natural look. Rest assured that the final images will be technically brilliant, eye-catching and perfect for your brand.

And it doesn't stop there; I also love to help you with your social media strategy, website critique, brand tone of voice, copywriting and most importantly how to make sure you get the most out of the photos I deliver, starting with this helpful document!

10 ways to use your branding images

1. On your website

It might seem obvious but your website is effectively your shop front and therefore filling it with cohesive, professional branded images gives the right first impression rather than using stock images which can make people suspicious of your business legitimacy or random phone snaps which often look unprofessional.

2. Boost your webpage SEO

An often lesser known way to use images; by performing SEO on your images, you can help them and your website show up on Google searches.

Name your images with your chosen search terms (e.g. yorkshire-harrogate-coaching-leadership) and ensure you 'alt tag' every single image on your website to make this work.

3. Add to your Google Business Account

Adding images to your Google Business Account can set it above your competition, allowing people to quickly see you, your products and services and your happy customers

4. Social Media profile pictures/pages

Is your social media profile picture and cover page representing you and your business as well as you'd like? Branding images are perfect to update all your covers with, from the 'headshot' for the profile to a selection of images for your cover pages.

5. Email Marketing

Rather than drowning your audience in words try adding images and let them do some of the talking.

Adding product images to your marketing emails also helps you create a brand identity and reinforce your brand's story.

10 ways to use your branding images

6. Blog posts

Blogging on your website is important for a few reasons; it shows google that your website is active (google likes that!) and therefore boosts your SEO. It adds more images to your website which as we've already covered helps your SEO. And it also allows you to showcase your work and projects to your potential customers and shows them that you have a busy, thriving business.

7. Social Media posts

If social media is one of your marketing channels you'll know that it needs fuelling constantly. And finding the content can be very time consuming. Having a bank of brand images takes a lot of this stress away, giving you months of cohesive, professional images ready to use.

8. Press Releases

All news articles needs images and press are much more likely to print your article if it comes ready with a quality matching image whether that's a headshot, product shot or event image.

9. Brochures/Flyers

Make sure your printed marketing stands out with some gorgeous images!

10. Use as a background for graphics

If you have an event to publicise, a new product to launch or some information to share it doesn't have to be on a boring white background, you can use your brand images as your background

Further information

I really hope this information was useful and showed you there are so many different ways to use photos in your business

If you'd like any more help and support I'm always available for quick questions or a chat (free of charge of course!)

If you'd like to get some more information about my photography or to enquire about a session I'd love to hear from you!

You can fill in my contact form here:

<https://www.megjacobsphotography.com/contact>

Call me on: 07701088090

Or

Email me: info@megjacobsphotography.com

