

STOCK PHOTOGRAPHY

for business

JON BRADLEY

Business Photography

Why marketing your brand through photography is so important...

Visual content has been around for a long time. But it's now more important than ever if you run a business. People are accessing info on the hop, digital content is everywhere and it's becoming increasingly difficult to grab a visitor's attention.

Imagery has been proven to get more attention (and retention) than the written word. But you want to grab a potential client's attention in a good way. You want to make a meaningful impact.

The growing trend continues to be **visual content**.

Yes, we all know a 'picture speaks a thousand words'. It's an age-old idiom but it's never been more bang-on. We have seconds to capture a visitor's attention online and one of the most effective ways to do it is through photography. Visual content not only inspires emotion, it also inspires action. And that's got to be good news for your business.



Apparently we're living in **'the dawn of the imagesphere'***

It seems that visual media is replacing the written word. So why write 1000 words when you can use one great image instead?

*(Bob Lisbonne, Conversational Marketing Summit. Source: Luminata).



People remember

10% OF WHAT THEY HEAR	20% OF WHAT THEY READ	80% OF WHAT THEY SEE
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Let's think about it...

Blog posts told stories in 500 or so words.

Twitter then took centre stage with the 140-character platform.

Micro-blogging sites such as Instagram then became the favoured media. It would seem that Instagram is the micro-blogging darling of the social media world. Everybody loves it! Staggeringly, there are one billion photos on Instagram. Yes 1,000,000,000!!

Add into the mix Pinterest and Tumblr and it seems clear that the age of the imagesphere has well and truly dawned.

Users, businesses and brands are telling their stories through photographs. So as a business in this visually sophisticated world the focus needs to be on showing, not telling.

And the numbers really do stack up when it comes to social media

**THESE
LEVELS OF
ENGAGEMENT
WITH VISUAL
CONTENT
ARE HARD TO
IGNORE.**



Almost 50% of Facebook users say they have shared a branded photo in the past month.

(Source: Simply Measured).

Images on Facebook generate 53% more likes and 104% more comments than a text only post.

(Source: Mike Gingerich).



Tweets with images get 89% more favourites and 150% more retweets than those without.

(Source: Buffer).



Pinterest is now the fourth largest driver of traffic worldwide (beating Yahoo).

(Source: Tech Crunch).



Instagram has more than 75 million daily users and over 300 millions people are using it every month.

(Source: Instagram).

And it would seem that the human brain is a visual organ. 80% of information transmitted to our brain is visual.

We live in an era where time-starved consumers are overloaded with information. Images are easier to digest and quick to process. And they really pack a punch when it comes to creating an emotional connection.

Why do we need to make that emotional connection? Brands and businesses need to connect with users on a much deeper level. Creating a subconscious resonance between a customer and a product or service is what business owners are striving for.



So what can we take from this?
What can we, as entrepreneurs, learn from this when it comes to using images to build our brands?

MAKE YOUR BRAND IMAGERY A TRUE REFLECTION OF YOU AND YOUR BUSINESS.

Don't be too clever here. You are your brand. Your passion is yours alone and it is unique to your business. Showcase it with a set of personalised images to reflect your brand personality.

You need to put your marketing head on and brainstorm ideas with your photographer to come up with a library of polished, professional images for you to share across all mediums.

These images will showcase you as a professional. Someone who invests in their business. Someone who is serious about what they do.

These images will give you the visual content you need for your website, your blog and for your social media platforms. They will set the tone of your business, they will be consistent, polished and have stand-out.

#HASHTAG POWER

If you're going to use images, you need to think about your keywords. Ultimately you want your images to be seen, you want to engage with your audience, you want to increase awareness of your brand.

Harness the power of the hashtag to get the standout you need in the increasingly crowded marketplace.

80% of posts on Instagram use one hashtag, the average is 3.

So brainstorm with your PR friends to work out the best keywords for your business and your audience.



Don't treat all social media platforms as the same thing.

Curate your content and make it appropriate to each platform. Your website should only feature professional photography. It's your business brochure, your showroom. Don't compromise on quality here.

As a business owner you have to wear many hats. To your clients you may be the 'super cool' creative but you might be a little more sensible when you're asking your bank manager for a small business loan. In the same way, you have to act appropriately on different social media channels.

For example, say you want to introduce your team via social media. You might put the professional, all singing, all dancing shot of one of your team on your Facebook page and on LinkedIn. But for Instagram you might choose to tease your audience with a behind the scenes shot of them in make-up before getting in front of the lens. Or you might ask your photographer for a professional out-take that shows them off in a candid light.

#bts

If you don't know, this is a super powerful hashtag. #bts = Behind The Scenes.

CALL TO ACTION

Encourage your audience to share their experiences with your brand. Create your own unique hashtag and get your clients to play along.

A photographer might kick-start a #sundayselfie campaign. A manicurist a #weekendpedi shout out. This is lots of fun,

engages your audience, increases awareness and builds brand.

Or more simply invite comments. Encourage people to comment on your posts by asking questions rather than making statements. Be honest and open and your audience will be too.

Sneak peaks and behind the scenes shots are a really effective way of tempting people in. You can build your brand personality and create that emotional connection by showing your audience something they might not see anywhere else.

For our business as photographers at fashion shows, it's great to reveal behind the scenes images at a show, an area most people don't get to visit. These photographs get far more likes than the catwalk models strutting down the runway.

At the same time that #bts shots are fun, you still need to think about quality. So rather than just pepper your feed with loads of inconsistent bad quality snapshots, invite your photographer to your place of work. Showing yourself actually doing what it is you do is so impactful. Get professional candid shots of you and your team in action; show yourself at work, creating whatever it is you produce (as well as the actual product itself), your team in a meeting in addition to them lined up looking official.

A great photographer will come along and observe you doing what it is you do. These candid shots are always winners!

BE UNIQUE

Engage the services of a professional photographer and get a set of stand out images that are created just for you. And share them. Create a Pinterest board and again, don't forget to hashtag the photos and, very importantly, provide a link back to your website.

80% of Pinterest pins are repins. So use your unique images to be part of the 20% that are pinned by everyone else!

DRIP FEED

Once you have your shiny new collection of images, don't put them all out there in one massive Facebook post. Feed them out slowly. Curate them. Create a story around them. Share them slowly throughout the year. That way you'll have fresh content each time you post something on your blog or your social media platforms.

So think about your image library when you're thinking about your brand message.

- Use images to tell your brand story
- Use images to connect with your customers on an emotional level
- Use images to educate, introduce, entertain and inform



SO DON'T BE CAMERA SHY!

Step into the imagesphere and get ready to use images to tell the story of your business and your brand!

So Why Choose **JON BRADLEY PHOTOGRAPHY**

If a photo is worth a thousand words, just imagine the value of an amazing set of personalised stock photographs?

This is what some of our clients have to say...

"We needed some creative photos of our business, office space, branding and our people for our new website. Jon captured these brilliantly. He put everyone at ease during the process and captured some amazing images to really bring our brand to life. Jon was very accommodating and patient, particularly with our fairly loose brief and brought some great ideas to the shoot day. I'd thoroughly recommend him for corporate stock photography, having great images has really helped our brand personality." **Sam Sudlow, Brandview.**

"I have worked with Jon across a number of different shoots and companies over the years, and still always look forward to receiving the 'final cuts'. He is consistently brilliant at what he does and I consider his work a key asset to our brand image. I would personally recommend him to anyone – indeed, I often do!" **Harvey Coles Head of Marketing Headroom**

"Working with Jon is so easy. His unassuming manner and relaxed way of going about his trade is unlike any photographer I have worked with and helped to create an ideal environment from which to achieve the perfect images. The end result was a resounding success and clearly exceeded everyone's expectations, in particular that of our client. We'll definitely use Jon again for our photography requirements and I would have no hesitation in recommending him to other third party agencies working on behalf of a client or companies looking to create a library of stock images."

**Ian Lambert Client Services
Director Blue Brand Creative**



"People are much more photographically sophisticated. They know a good photo when they see one and I get such a thrill knowing that I've captured the perfect set of images for a business. It's an honour to work with businesses and brands, bringing their work to life through images". **Jon**



"PR is my enduring love. I'm passionate about marketing and photography and believe that the two go hand in hand".

Rachel

#smile #shoot #share

JON BRADLEY

Business Photography

You & your business need a signature look and we're here to help you. Our experience in PR & marketing enables us to give you some great ideas based on your business and your client base.

We can build you a photo list with ideas on where to use your images, hashtag suggestions to get you started on social media and work through some PR stories for you to share on your blog and in your newsletters.

It's not just about creating amazing images, it's about using them in an amazing way. We want to help you share them and in the process grow your business and your brand.

You smile, we'll shoot & together we'll share.



Please get in touch with Rachel on **07956 505 336**
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