

SNAPSHOTS OR IMAGES – USING PHOTOGRAPHY TO BOOST YOUR BUSINESS!

With the advent of Smart Phones and digital cameras we can all take photos whenever we like. But are the snapshots we take the sort of creative pictures which could effectively represent our businesses? This month photographer Andy Hockridge the psychology behind creating photographic images and how they can boost your business.

Andy has more than 20 years' experience creating powerful pictures across a range of circumstances, ideas and products. Supporting creative directors, marketing professionals, magazine editors and businesses, he creates persuasive and inspiring commercial photography that delivers and delights.

Whether creating functional advertising images for local or global brands, clients say that Andy sees possibilities that other photographers often miss; bringing positive emotion into the images created that provides measurable benefits to organisations and their products.

Andy's top tips are:-

1. Think about the subject - how can I use the subject's character/personality.
2. Move around to sample the light - the light should be sympathetic with the subject and message.
3. Be bold with the composition - do something controversial or unexpected.
4. Don't be afraid to experiment with the viewpoint - look at things differently.
5. Express yourself and enjoy yourself!

TOP BUSINESS TIP FOR TODAY

5 top reasons why a clear and consistent brand is important for your business:-

BRANDING PROMOTES RECOGNITION

- People tend to do business with companies they are familiar with so if your business branding is easy to recognise, it will help people feel more at ease purchasing your products or services.

YOUR BRAND TELLS PEOPLE ABOUT YOUR BUSINESS DNA

- Your full brand experience, from the visual elements like the logo to the way that your phones are answered, tell your customer about the kind of company that you are.

A STRONG BRAND HELPS CUSTOMERS KNOW WHAT TO EXPECT

- A brand that is consistent and clear means customers know exactly what to expect each and every time they experience the brand.

YOUR BRAND REPRESENTS YOU AND WHAT YOU PROMISE YOUR CUSTOMER

- It is important to remember that your brand represents you...you are the brand, your staff is the brand, your marketing materials are the brand.

YOUR BRAND HELPS YOU CONNECT WITH YOUR CUSTOMERS EMOTIONALLY

- A good brand connects with people at an emotional level, they feel good when they buy the brand. Purchasing is an emotional experience and having a strong brand helps people feel good at an emotional level when they engage with the company.