

8 TIPS FOR TAKING MARKETING PHOTOS ON THE GO

In the digital marketing world, you may have heard that content is king. But content comes in multiple forms, including marketing photos and images. Pew Research reports that 83% of adults use YouTube and 47% use Instagram. The VisualGPS consumer survey shows Gen Z and Millenials are twice as likely to make purchases because of online imagery.

Marketing photos are clearly key for any business but can have a huge impact on manufacturing and other industries with unique products and services. However, you can't afford to have a stray thumb, questionable background, or unflattering angles in your photos. Try our top tips for taking photos in even the most unique environments.



Your Phone Is Your Friend

Yes, you can take marketing photos with a smartphone! The technology has become so advanced that there's no need to spend obscene amounts of money on a camera. Of course, there are tricks to make your phone photos better. 3 top tricks are:

- Clean your camera lens
- Use the cameras on the back of your phone (non-selfie mode)
- Download a photo editing app for additional customization tools

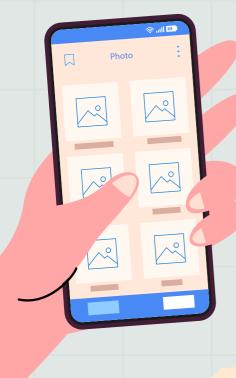


Look for the Right Light

Better photos are easier with better light. Here are some quick tips to master lighting:

- Opt for natural light whenever possible
- Only use a flash during the day
- Morning and afternoon light is better than midday
- Light from above, from the side, or the back rather than dead-on



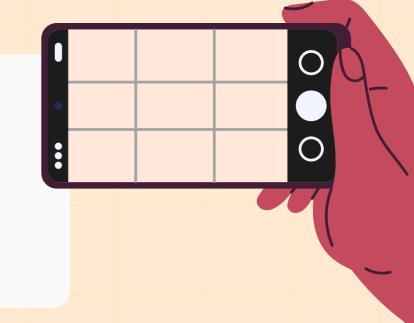


More Is Better

Let's face it. You're not a professional photographer. But you don't have to be if you give yourself plenty of opportunities to succeed. Take a lot of photos in a variety of styles to give you plenty of viable options. You can always delete what you don't need. That will take less time than a visit back to a worksite that's already been cleared or an event that's already over.



It's also handy for following something called the "rule of thirds." Your grid is 3 by 3, so 9 boxes total. Your image will be more satisfying to the eye if the key components fall along one of the lines or in one of the intersections of your grid.



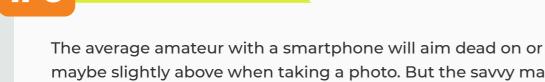


Smartphone cameras have many useful features, but when it comes to marketing photos, zoom is not one of them. Zoom can

Zoom=Doom

make an image distorted and blurry, so if you want to have your subject look sharper, the solution is to move closer. If you're unable to get closer, try another feature. **WHAT:** panoramic mode WHERE: large-scale industrial or outdoor spaces

WHY: Captures a full view of the environment



maybe slightly above when taking a photo. But the savvy marketer will experiment with angles. Try crouching down to aim up, force

Explore Angles

or simply move around your subject and see what happens.

perspective by using walls to create symmetry and a tunnel effect,





more candid:

subject makes that easier. When you set up your photo: Pick one subject

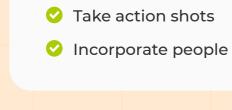
Pick a Focus

Use portrait mode to gently blur a background that's out of your control Tap the focal point of your photo to get the camera to focus correctly

Make sure the background isn't too busy or cluttered

especially when you're working with marketing images. Your photo

will have to scale well with social media platforms, and one clear



Take action shots Tell a story Have fun

Bonus Tip!

that show personality and aren't too posed. To make a photo





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but what do you do with all of them? How do you tailor the photos to match your branding? What if you need your personal photo to look more professional for a brochure or newsletter?

You may have amassed a large portfolio of marketing photos and images,

You can partner with a digital marketing agency like BoxCrush. We can help you take your marketing images and customize them to align with your branding, pair them with search-optimized content, and format them for your marketing automation platforms.