



# 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 Millennials 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.

## TIP #1 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:

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

## TIP #2 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

## TIP #3 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.

## TIP #4 Line It Up

**Pro tip alert!** Your phone's camera has a grid feature that will make it much easier to line up your subject. 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.

## TIP #5 Zoom=Doom

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

## TIP #6 Explore Angles

The average amateur with a smartphone will aim dead on or maybe slightly above when taking a photo. But the savvy marketer will experiment with angles. Try crouching down to aim up, force perspective by using walls to create symmetry and a tunnel effect, or simply move around your subject and see what happens.

## TIP #7 Pick a Focus

A photo will "read" better to the eye if it has a clear focal point, especially when you're working with marketing images. Your photo will have to scale well with social media platforms, and one clear subject makes that easier. When you set up your photo:

- ✓ Pick one subject
- ✓ Make sure the background isn't too busy or cluttered
- ✓ 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

## TIP #8 Personal and Personality

The buzzword in marketing right now is "authenticity," so don't be afraid to let your social media photos in particular be more candid. Users respond to and engage more with photos that show personality and aren't too posed. To make a photo more candid:

- ✓ Take action shots
- ✓ Tell a story
- ✓ Incorporate people
- ✓ Have *fun*

## Bonus Tip!

Your photos will go to waste sitting on your phone. Get them off your phone and into your marketing materials. Not sure how to keep track of it all? Try using our [Tips for Organizing Your Marketing Materials](#).

## Combine Personal and Professional with BoxCrush

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