



girl behind
the lens
BUSINESS PHOTOGRAPHER

A guide on how to use the PHOTOS FROM YOUR SHOOT EFFECTIVELY

A step-by-step guide to making the most
out of the photos from your photoshoot
by girl behind the lens

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Oh, hey!

Photoshoots are important. They showcase your business, any services and your passion. It's even more important that you know what to do with your gorgeous new imagery after it's been delivered to you.

As a Photographer, I often get asked how to best use the photographs I take for marketing and other sources, so this guide should summarise it nicely for you - and show how a photoshoot is worth the investment.

Grab a cuppa and get reading to know how to make the most out of your fresh photos from our shoot together. Don't forget, you can drop me a line at any time to confirm your shoot or ask any questions...

Amy x

Refresh images on your website

Your website is often the first impression potential customers have of your business. Use your refreshed, and gorgeous images to update key areas like your homepage, about page, and product or service pages.

Professional photography instantly elevates your brand's credibility, making your site feel professional and inviting. Whether you're a small start-up or a bigger business with a rather wonderful team, quality photos can tell your brand's story, showcase your products and services, and connect with your customers. First things first, your website photos! If you don't know how to do this yourself or need a Wix website build, pop me a message - I also offer this!

top website tips

- ✓ Refresh photographs on your home page, about pages & services.
- ✓ Make sure your photos are web size to reduce loading speed
- ✓ Make sure your alt text on web images is on point to describe what your photos show up well for SEO
- ✓ Use a range of imagery to showcase what you do - behind the scenes, lifestyle & product.



Need a little website help?

As well as Brand photography, I also specialise in Wix website design for independent business owners who want their online presence to feel as polished, professional, & effortless as their brand photos.

Whether you're starting from scratch with a brand new Wix website or are wanting to give your existing pages a little refresh, I'll help you create a website for your business that clearly showcases your brand, tells your story beautifully & makes the most of your imagery.



perfect for businesses looking to:

- ✓ Highlight their brand photography and visual content effectively
- ✓ Create a professional and beautiful online presence
- ✓ Focus on what they do best and get a helping hand with the tech
- ✓ Build a wix website that feels authentic, on brand and easy to navigate for the customer.

Optimise photos for Social Media

Consistency is key on social media. With a fresh selection of photos, plan content in advance to ensure a cohesive, on-brand look across Instagram, Facebook, and Pinterest.

Use a mix of lifestyle shots, behind-the-scenes images, and product or service photos I capture to tell your brand's story authentically. High-quality, professional images tend to perform better, boosting engagement and brand recognition, whilst hitting your ideal customer.



reminder

I capture my photography with marketing imagery in mind - so the photos from your shoot will work well for social content to last you seasons and tell a story through your business photography.

**psst... ask about
my social media
management.**

Use photos of yourself from a Lifestyle shoot to tell your story and show your face behind the brand to reintroduce yourself to your customers online. An introductory post on social goes a long way, and everyone loves to see a face in the feed every once in a while.

Get a social media manager in!

Want to make sure your professional brand photos get the attention they deserve online? I can help by managing your social media marketing, taking the stress out of constant planning, posting & staying consistent.

I offer social media management for independent businesses across Devon, Cornwall & worldwide, with a strong focus on using your brand photography & visual content to build a polished, engaging & recognisable online presence on Instagram, Facebook & Pinterest. If shoots are busy, I have a couple of social media managers I outsource to, so it's always worth the question!

how to use photos on social

A carousel post does wonders

Get those images in a carousel post on Instagram to make them stand out!

Put them together in a reel

Create your own video out of your new photos to promote a new service!

Refresh your bio & all social accounts

Keep your branding up to date and show the face behind the business on your profile.

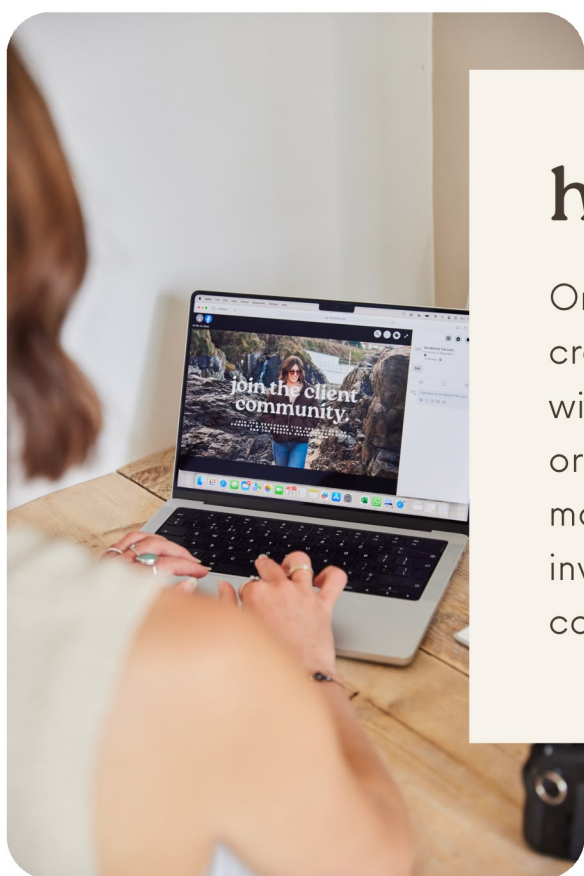
Add graphics to make them informative

Keep photo edits the same, but add a little text to enhance your photos and make them relevant to your content!



Enhance Your Email Marketing

Emails with engaging visuals perform significantly better. Incorporate your new images into your email campaigns to make them more visually appealing and professional. Whether it's showcasing a product, an event, or a behind-the-scenes moment, strong imagery encourages more clicks and conversions.



handy tip

One image can be used in multiple ways - cropped for social media posts, overlaid with text for promotions, turned into reels, or used as hero images for blog posts. This maximises the return on your shoot investment, giving you months worth of content from just one or two shoots.

Another perk? Photos also help build your brand identity. High-quality images and visual content can help convey your businesses message and values and create a consistent look and feel across all of your marketing materials. One of the key benefits of brand photography is that it can be used across various marketing channels. Instagram, Facebook, Pinterest - you name it!

Businesses can use a whole bank go gorgeous photography to communicate their passions, values, and what they believe in, in efforts to connect with people online, and through email campaigns and PR alike.

Use photos in PR & Media Features

Use your amazing new photos to snag a spot in a magazine or for an article on how you started your business! PR and press love quality photography, and are far more likely to feature businesses with high-quality images.

Whether you're pitching to magazines, blogs, or local news, having a selection of professional photos ready to go increases your chances of getting published and amplifying your brand's reach. Win, win!

summary checklist

Refresh imagery on your website

Get those about pages, and services sorted!

Tip: Make sure they all have alt text for SEO.

Optimise your photos for marketing

Make the most out of your content online in social media marketing.

Enhance your email marketing

Incorporate your new images into your email campaigns and more!

Use your photos for PR & features

Get noticed by press and publishers!



Update team photos

Having new gorgeous content for your business is just the first step. Now it's time to ensure that your fresh photos are used in such a way to reach their full potential - and can help show your face and team.

If you're the face of your business, high-quality portraits help establish trust and professionalism. Use them across LinkedIn, your website's "About" page, and even as profile photos for social media. If you have a team, showcasing friendly, professional images adds a personal touch that helps customers connect with your brand.

Oh my list could go on!

- ✓ Show your customer how products can be used to fit their lifestyle.
- ✓ Change your content with the seasons to keep it fresh.
- ✓ Replace your photos in promotional materials and business resources such as banners, flyers, business cards.
- ✓ Change your content with the seasons to make sure you share relevant photos in your strategy.



get using your imagery!

Your photoshoot is an important investment for your business, so get the most out of it by using your images strategically.

Plan ahead, create a content calendar, and leverage your new visuals across as many platforms as possible. The right imagery doesn't just look good - it helps grow your business.

Need more of a helping hand using your photos? Ask about my add on services - from website design to video content and social media management after your photoshoot with me



Let's chat,
Amy x

Hopefully that's helped a little towards how to use the photos from your shoot!

For anything photography related, or to get a shoot in the diary, pop me over an email & let's chat!



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