



HOW TO GRAB YOUR CLIENTS BY THE EYEBALLS...

CLAIRE GARDNER
RED POPPY PHOTOGRAPHY

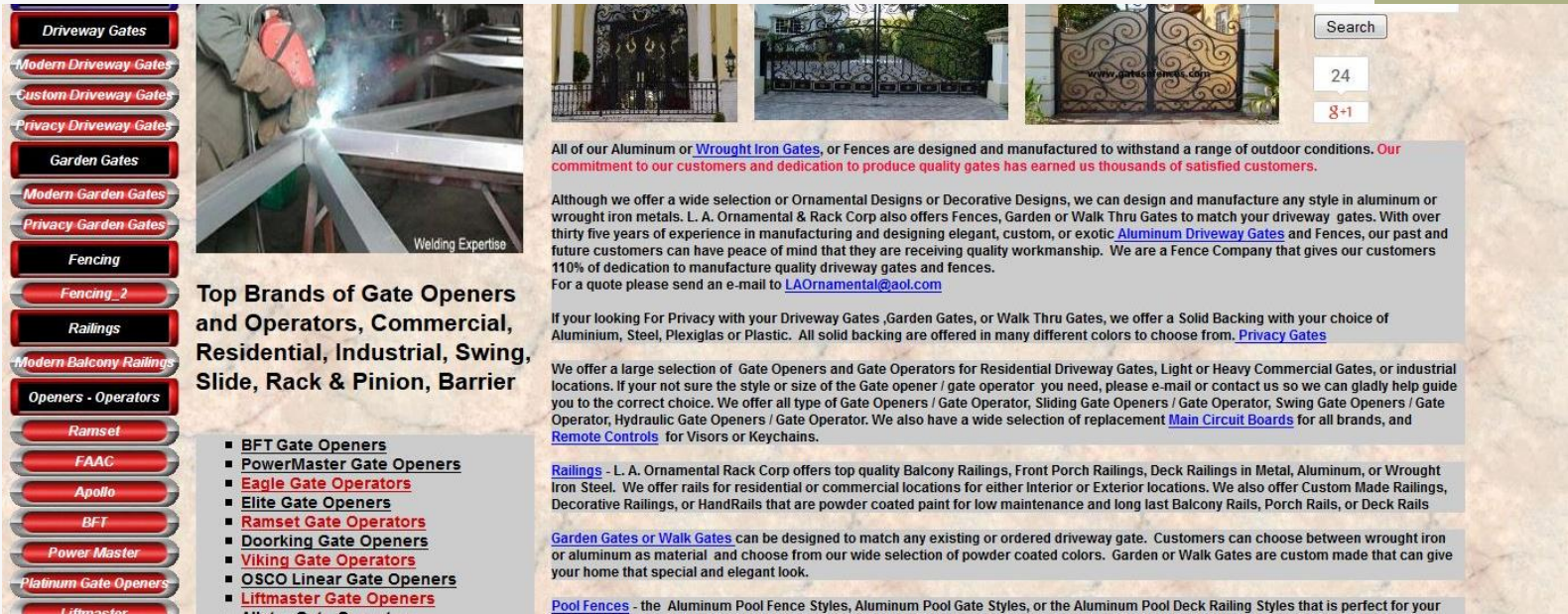
red  poppy

How to stop the scroll

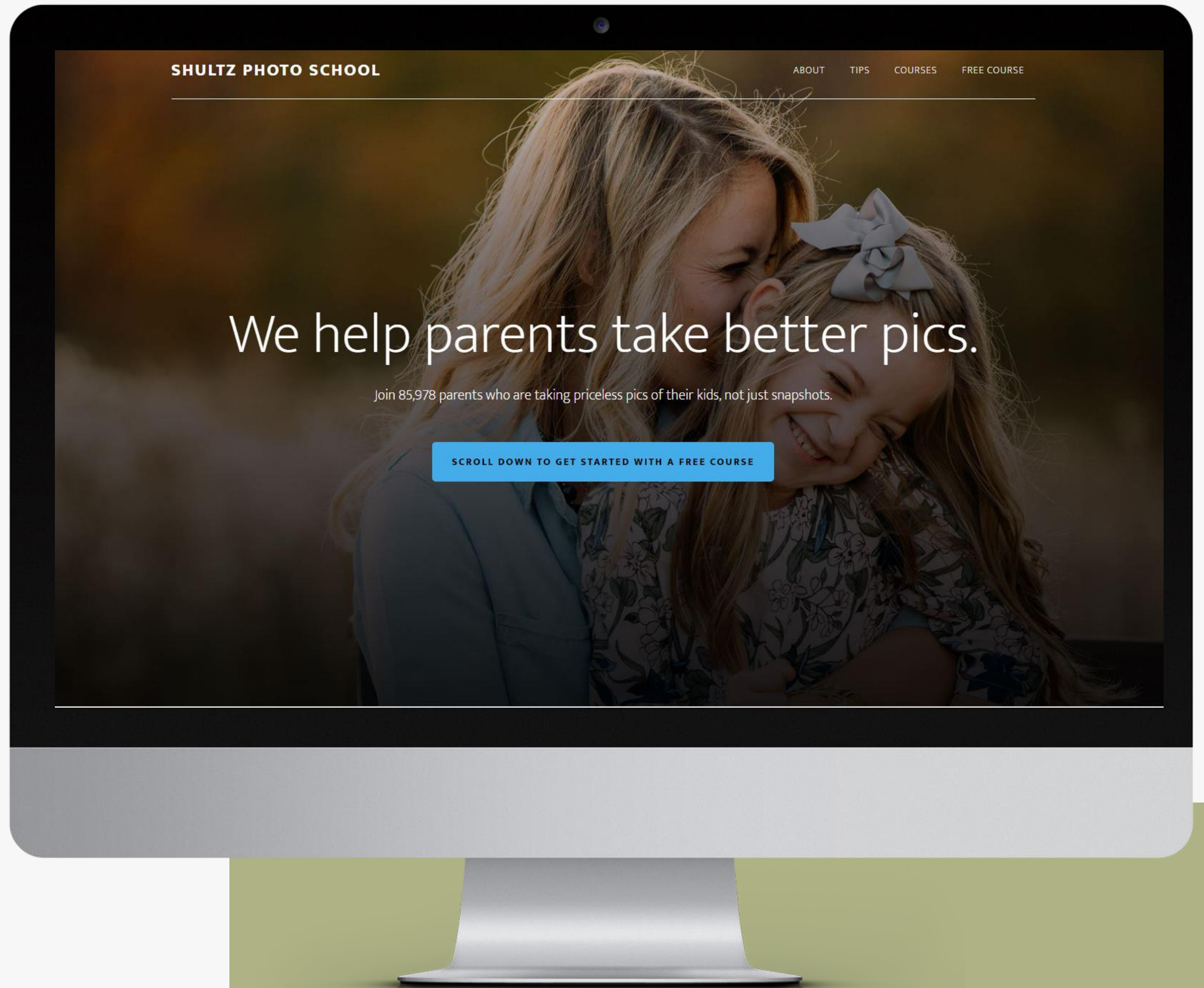
- We live in a visual world
- Your brain reads images much faster than text
- You can communicate your brand message subliminally much faster.



What would you do if you landed on these home pages?



How about
this one?





Your Brand Identity should:

Authentically represent you and your business

Reflect your values and aspirations

Give you confidence

Resonate with the people who matter most

Be distinctive

Set you apart from your competitors

Help you get to where you want to be, faster.

Be unique

Make your heart sing and your spirits soar

Embrace the power of colour

Use type to add character and personality .

Modern Marketing in 2018 / 2019

In 20 years we've gone from push – pull.
Generating quality content and building a
brand. An incisive vision for what your brand
story stands for and where it's headed.

Put your customer at the very centre of your
efforts.

Photography that showcases your products at
their best and content that ensures prospective
customers can see your worth from the start.



AUTHENTICITY
OVER
EVERYTHING

ANONYMOUS



Creative Style

Your creative style is your currency – it's what your client buys.

Being able to see a clear style, clear result, clear approach through out your portfolio reassures clients that you are able / capable of delivering and worth investing in.



Your muse

Step into your clients shoes
What impression do you want
to create?
How do you want your clients
to see your business?

Establishing your photographic style

Consider how to use it strategically

Images command the most real estate on websites, blogs etc – make sure your choices work with your brand.

Set a clear intention for your images – how should they look and feel?

Take your lead from your brand values and your seasonal personality.

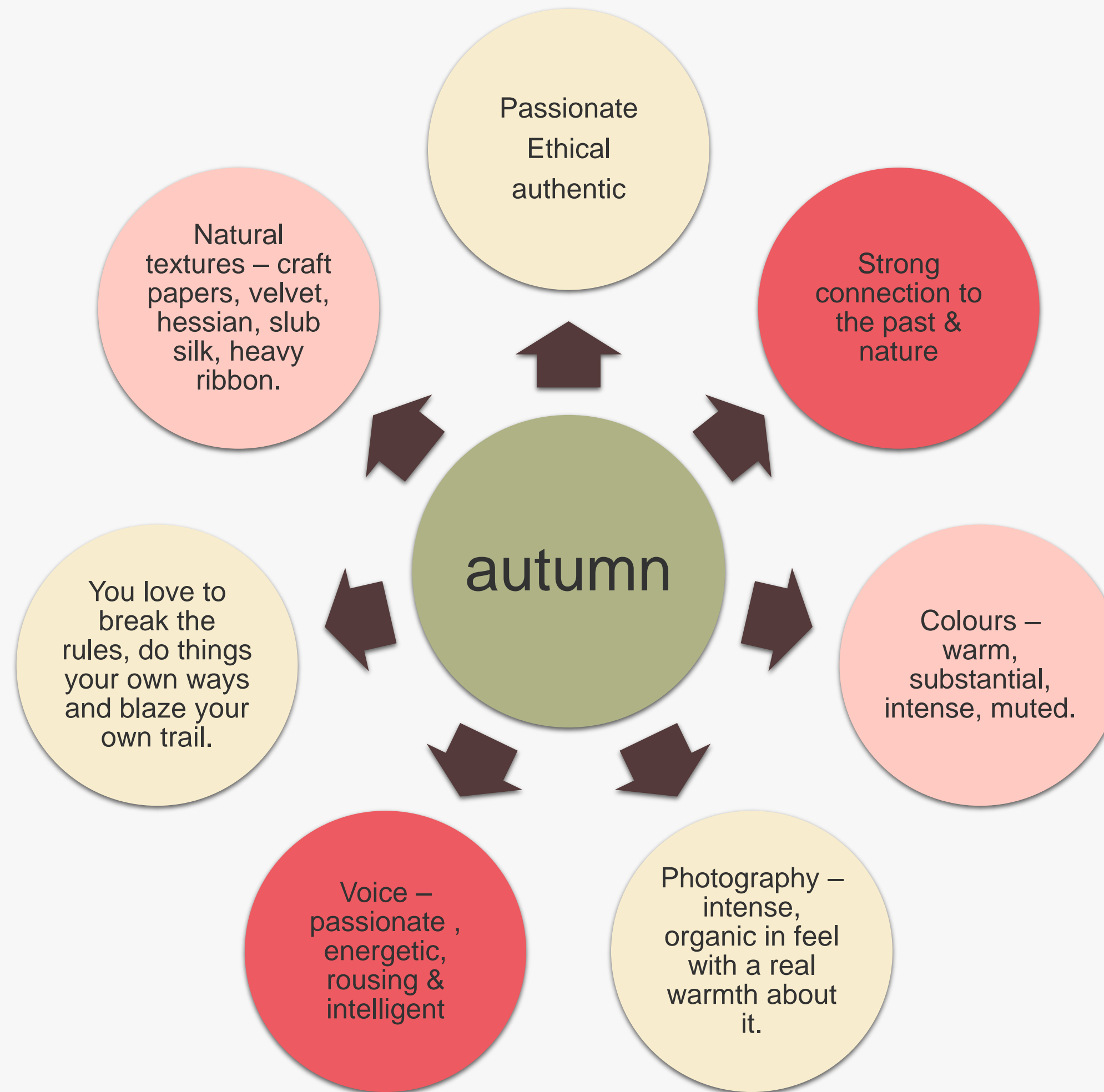




Identify your aesthetic

Understand which season relates to your business and you'll have an instant shortcut to hundreds of design options.







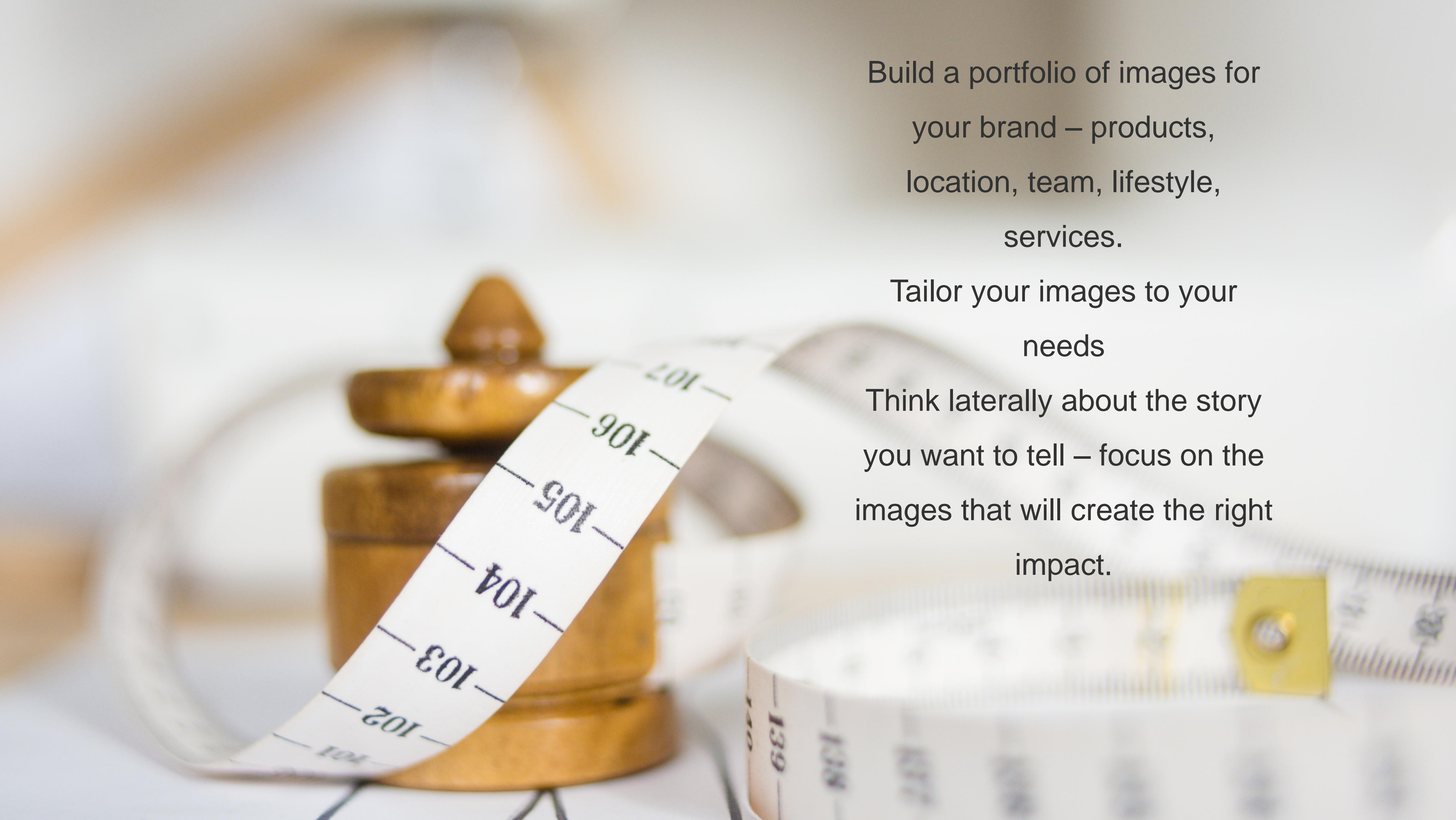
Damn Handsome Grooming

Why does this image work so well?

Winter season

Masculine image

Denim, Fire, large hands, moody, dark, warmth,
safety, light.



Build a portfolio of images for
your brand – products,
location, team, lifestyle,
services.

Tailor your images to your
needs

Think laterally about the story
you want to tell – focus on the
images that will create the right
impact.

Plan like a pro.

What are the images going to be used for? Begin with a feeling – what sort of mood do you want to create. How should your audience think and feel?



What will you need?

Plan your absolute must haves.

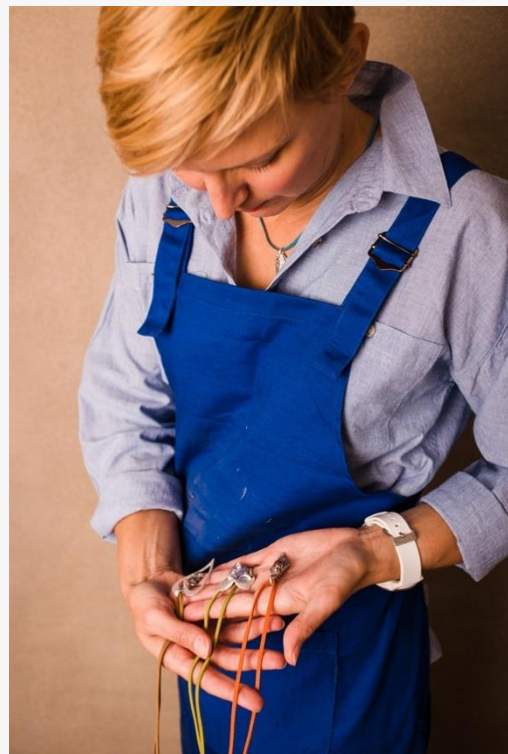
choose backgrounds - echo your brand colour palette.

Your story should be at the heart of every image – where are you taking your audience with this shot?

What will tell your story best – flatlay?

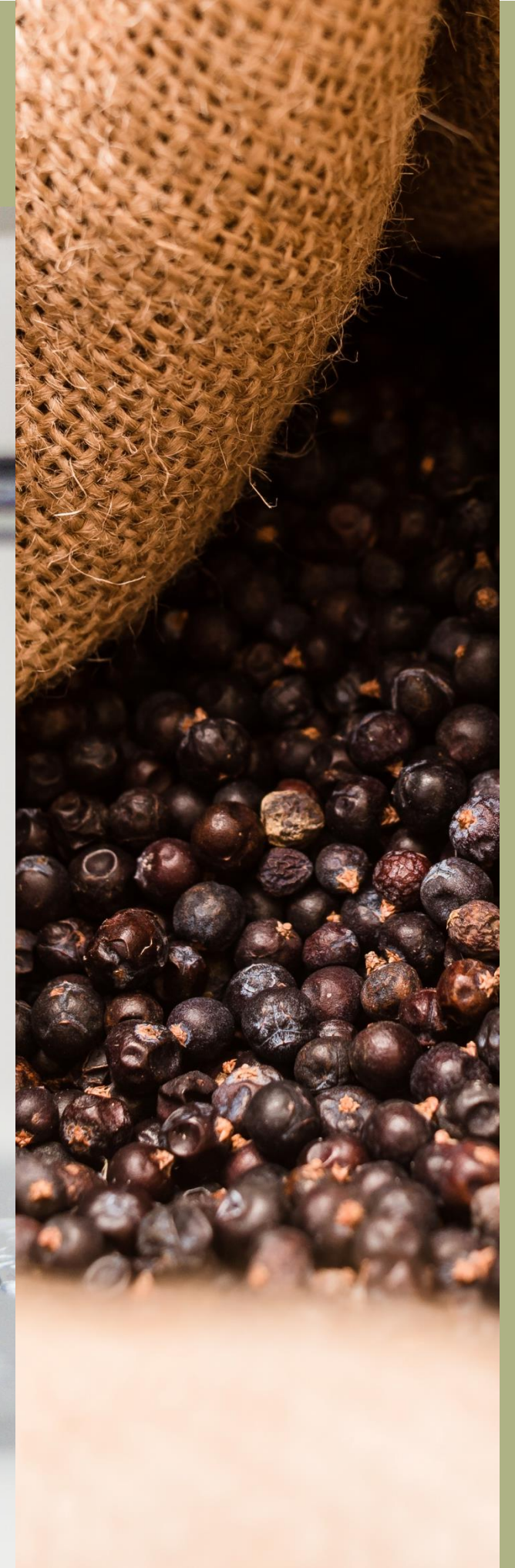
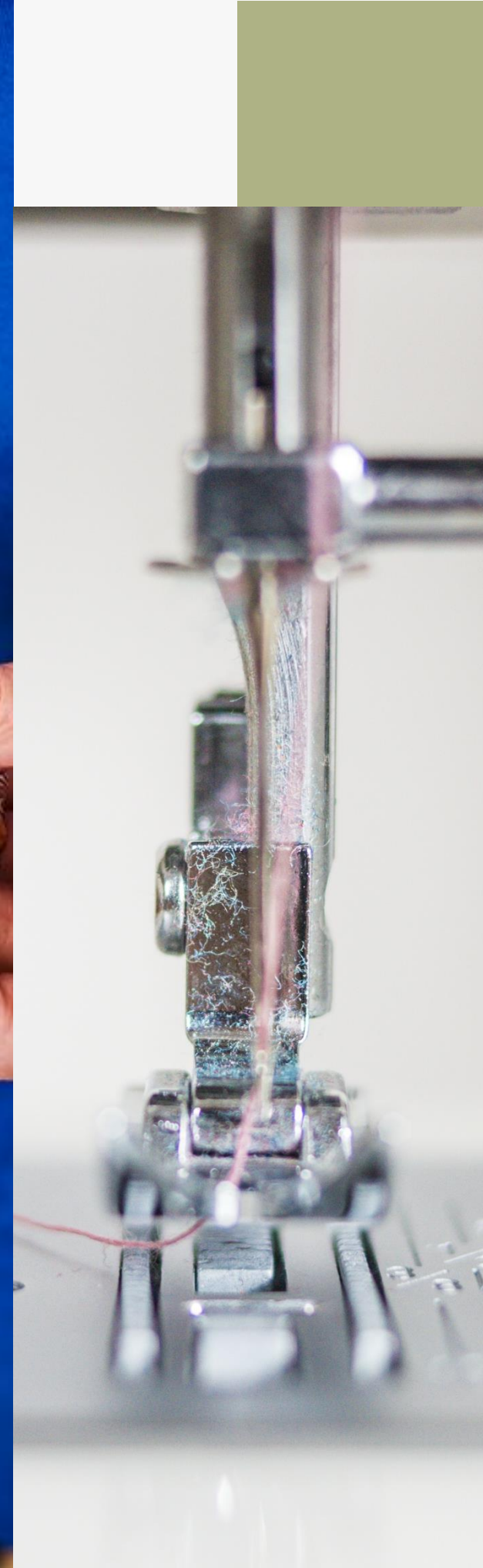
Room shot? Close up?

Show the lifestyle behind the brand.



details

What sets you apart from others in your field?
What do you want your clients to know about
what you do?





headshots

Relaxed and happy

Environmental portraits – you doing what
you do

Keep up to date!





Scrapbook / pinterest board – why do I like this? How can I make this work for my business? How would I put my stamp on this?

Or if you need help or a more in-depth conversation about your website or image use then please get in touch!

Where now?

