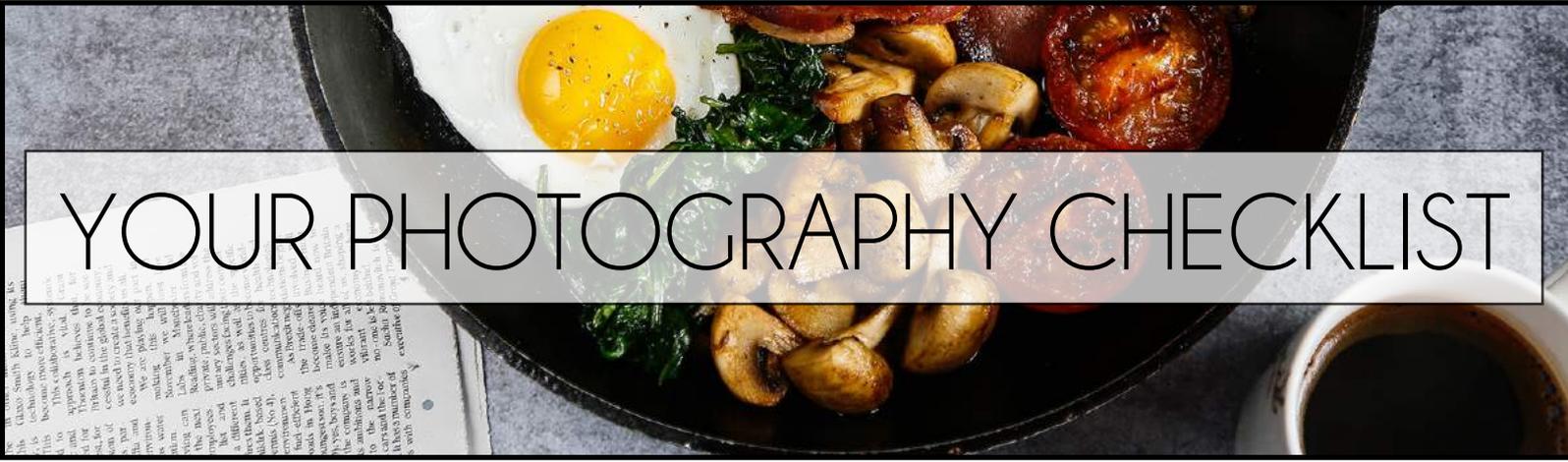
A top-down photograph of a clear glass bowl filled with a dessert. The dessert consists of a base of white yogurt, topped with a layer of pink raspberry sauce. Scattered on top are fresh raspberries, blueberries, and chunks of yellow banana. A large, golden-brown cookie with a bite taken out of it is leaning against the side of the bowl. The bowl is set on a white surface, and purple lavender flowers are visible in the background.

How to maximise the use of your photography

Marketing
Checklist
to Guarantee
the full
use of your
Images



YOUR PHOTOGRAPHY CHECKLIST

This checklist will help you maximise the use of your images, it will help you get the most from your beautiful photography, in the right places, at the right time. Either quickly jump to the relevant area you wish you to improve, or print off the entire checklist and run through it in an appropriate order

MARKETING CHANNELS THIS CHECKLIST WILL HELP YOU IMPROVE:

- ✔ WEBSITE
- ✔ SOCIAL MEDIA
- ✔ BLOGS
- ✔ NEWSLETTERS
- ✔ EXTRA OPTIONS



WEBSITE

A common mistake is to assume that when you have great photos, you can stick them onto any website and they will look fantastic. Unfortunately this is not true. With an old website you'll find that your beautiful new images can become distorted, pixelated and resized, losing their value completely.

Update your website

Have a good look at your website from your customers perspective. Does it need updating to match the quality of your new images?

Create photo gallery

Images have the most impact on a website if they are big and easy to view. A simple gallery that your customers can flick through and navigate easily will help to maintain their attention and interest to looking further on your site.

Change photos every 3-4 months

Don't get stagnant, you have a whole library full of images! By changing your photos every 3-4 months your photos will reflect the season, new menu, specials that you are offering.

Invest in a new website

If you have had the same website for longer than 3 years perhaps it is time to invest in a new feel to match your photos? Does it inspire you? If the answer is no it is probably not convincing any new potential customers either.

Create links to social media

Make sure your website has clear buttons or links to all your social media pages, as this will invite and encourage your customers to go and follow you.



SOCIAL MEDIA

Consistency is the the most important rule when using social media. By posting high quality images with content regularly you'll establish trust, and authenticity across your brand and the messages you're trying to communicate.

Automate with Hootsuite

Using a free system like Hootsuite enables you to automate all your social media content in one place. Meaning you can post out your images everyday. It will only take you an hour to schedule a weeks worth of content. Hootsuite covers all Social media platforms: Facebook, Twitter, Instagram, You Tube, LinkedIn, and many more. Watch this useful 2 minute video about sharing your content through [Hootsuite](#).

Use images with your content

Using high quality photos as your blog posts, will improve the "shareability" of your content. Better images capture more attention and entice readers to read more.

#Spreadsheet your Hashtags to save time

Adding the correct hashtags will boost your post & enable your audience to search and interact with you. Your posts will also be trending. Start a spread sheet with different hashtags for different days so you don't have to write your hashtags every single week - all you will do is copy & paste. Make sure it is relevant to what you are posting. IE: Don't post a photo of a meat dish with #meatfreemonday - always use correct & relevant hashtags, and no more than 3-5 hashtags per post.

Examples you can use for different days of the week:

Monday: #MeatFreeMonday #MeatyMonday #MotivationMonday #MondayFunday

Tuesday: #tacotuesday #happytuesday #TravelTuesday #TipTuesday

Wednesday: #WednesdayWisdom #WellnessWednesday #WineWednesday

Thursday: #ThrowbackThursday #ThirstyThursday #ThursdayFunDay

Friday: #FoodieFriday #FridayFunday #FridayNight #FridayFeeling

Saturday: #StunningSaturday #SaturdayNight #SweetSaturday

Sunday: #SundayLunch #Sundaybrunch #SnapShotSunday #SnackSunday #FoodieSunday

Change your photos regularly

This varies from each network, but your header photo can be changed to suit the season or special offer you may be running. Perhaps you are launching a new product, menu or dish? Keep changing it to keep your audience engaged and interested.



BLOGS

Blog posts have huge value and is a great way to keep in touch with your customers. They boost your website as Google rates the value and creative content on a blog, which in turn boosts your website to the top of the search engines!

Write at least 1 blog post per month

Think of your blog post as a direct line to your customers. Anything interesting that you are doing, or news that is happening, write a blog about it! Blog posts do not have to be lengthy. Especially when you add great photos to your content, this will really wow your audience

Feed your blog posts into your newsletters

Every blog post that you write will then become the content for your newsletters. By creating quality content, this will provide you with enough information and value to share with your newsletter subscribers on a monthly basis

Share your content on social media

Every time you write a blog post make sure that you post it over all your social media channels with a photo embedded with your link. You can post this Your audience goes on at different times the more you post it the more chance they will read it!

Be interesting and informative

Catchy headlines and interesting photography will greatly increase the chance your customers will consume your content. By informing them there is something they don't already know and should know, you'll intrigue your customers to read more to discover what that is

A catchy headline with a great photos

People will only read your blog if it is interesting, and if they can learn or gain something from reading it. By having a catchy headline and photo

Hints, tips, inspiration, or advice. Make it worth their while to read it.



NEWSLETTERS

Do you keep in touch with your customers? Increase your specials by creating a database with all your clients emails so you can send them updates and specials you are offering.

Start a database for your clients

Create a form for your customers to fill out. For example; “Keep up to date with all my specials” or “Find out where I will be: Regular markets and festivals I am attending this year” All you need is their name and email address.

Create a template

There are many different free and inexpensive email marketing services you can use to create amazing looking newsletters. Some examples are; Aweber & Constant Contact. To create visually appealing newsletters quickly, create a template that you can edit each time with a few simple clicks. Create a template that will be the basis of each of your newsletters, that can be filled with your photos and interesting content each month.

Less is more

Don't overwhelm your customers. You only need to send out one newsletter a month. It also does not need to be long and filled with pages and pages of content. Keep it short, sweet and punchy. One blog is perfect for one newsletter. People are busy and don't have hours to read. What is in it for them? A free recipe card, free coffee with their dessert? Give them a clear reason for wanting to read your newsletter. Make it easy, fun, interesting and use big photos to draw in their attention!



Extra Options to Maximise the use of your Photography

PRINTED MATERIALS:

Great photography will make your printed materials stand out and capture your audiences attention. It is your mini portfolio that they can touch & feel, take away with them, stick on their fridge, give to a friend. A constant reminder of you! Especially as nowadays everything is on a computer or phone screen. *It is also more likely to be kept, instead of just "scrolling" down their screen and forgetting about you 10 seconds later.*

- ✓ Leaflets
- ✓ Brochures
- ✓ Portfolio Books
- ✓ Postcards
- ✓ Recipe Cards
- ✓ Recipe Books
- ✓ Gift Vouchers

OTHER MARKETING IDEAS:

Great photography can build your brand and your business. It opens up your options to offer your customers extra, giving them more chances to buy from you.

- ✓ Self Branded Products
- ✓ E Recipes books
- ✓ Online Subscription Boxes
- ✓ Monthly E Recipes

Make your images look as good as your food tastes!

If you want to chat about other marketing options to maximise your your food photography ...

Call 07595893559 or email shannon@slr-photography.co.uk



www.slr-photography.co.uk