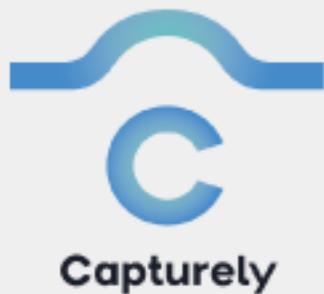


INSIDER'S

Guide to Using
Corporate Photography
to Increase Revenue



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INTRO TO BRAND PHOTOGRAPHY



Authenticity Matters

According to Circle Research, 77% of B2B marketing leaders say imagery and branding are critical to growth.

Why? Because being human sells. Consumers in all markets, whether B2C or B2B, need to feel a personal connection with a brand in order to convert.

Brand photography is a suite of professional images that accurately represents your business visually as a whole. These images should portray your brand identity through the use of color, tone, settings, props & style.

7x

Custom branded imagery converts up to 7x better than stock.

STOCK IMAGERY VS. CUSTOM IMAGERY



Return on Marketing

Harrington Movers added roughly \$10,000/month in revenue after swapping out stock images for branded images of moving boxes.

Perception is Reality

People perceive stock images as being cheap. MDG Advertising reports that 67% of internet shoppers consider quality photographs important to their purchasing decisions. They rated it more important than product descriptions, reviews, and ratings.

Judgements in Nanoseconds

Consumers make judgments about the attractiveness, likability, trustworthiness, competence, and aggressiveness of other people after looking at their faces for 100 milliseconds. According to a study conducted by VWO, a company that updates pictures on its website semi-annually will see an increase in conversions by more than 40%.

2.6
seconds

is the average time it takes to decide if a website is trustworthy.

10 WAYS IMAGERY HELPS YOU GROW



1. Your Website

Your website is the welcome mat to your business. [Inc. shares](#) that it takes only 50 milliseconds for users to form an opinion about your website. Using your team not only helps create emotion and humanizes your brand, but simultaneously aligns your company and employer brand.



2. Your Website About Us

According to Hubspot, the "About Us" section of your website is the 2nd most viewed page. Buyers are curious to know who the people are behind your product and/or service.



3. Lead with Your Team

Your employee imagery, such as candid and environmental, should be used for your external content. [According to Moz](#), "If there's one thing that can drag down a blog post or piece of content, it's low-quality images."



4. First Impressions Occur on LinkedIn

62% of prospects are going to check LinkedIn before engaging with you. Usually, prospects will comb through an employee profile before coming to your website.

94%

If your content includes compelling images, you'll get an average of 94% more views (PR Daily)

5. Employee's Social Reach

Branded content shared by an employee receives 561% more reach and creates 8x more engagement.



6. Presentations

Always include a professional headshots and branded business imagery when presenting about your company.



7. Email Signature

Every email sent is an opportunity to build a connection with your audience. Whether you're connecting via cold email or a person you regularly do business with, placing your headshot in your email signature builds connection.



8. Employer Branding

Companies who recognize their employees accomplishments, anniversaries, promotions, and more experience 23% higher revenues than similar companies in their industry.



9. Talent Acquisition

Custom branded imagery is a powerful tool to use in talent acquisition. Showing prospective job seekers "under the hood" helps them to get comfortable enough to make the move.



10. Employee Outplacement

Offering outplacement services like headshots helps employers maintain reputation and turn employees into alumni. To learn more about maintaining your employer brand in pivotal times [here](#).





Adding a professional
photo to your
LinkedIn profile
makes you

36x

more likely to receive
messages.

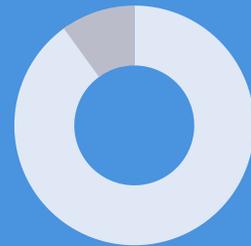


WHY IMAGERY SELLS

1st impressions form in
50 milliseconds.



10%



90% of what passes
through the brain is visual



Visuals processed

60,000x

times faster than text

TYPES OF CORPORATE PHOTOGRAPHY



Headshots (Corporate Portraits)

The most relevant and popular form of branded imagery is the corporate headshot. It is proven to be the most effective way to create an instant connection with your audience that establishes trust and credibility. Leading companies carefully design their team's headshots so that they align with their corporate brand.



Candid

Candid imagery shows your business in action. This is where customers and potential employees get a visual representation of your business culture and daily life.



Interior/Exterior

Showing off your space is an excellent way to satisfy prospects' curiosity, especially for restaurants or retail businesses. People want to know what your business looks like from the outside and in.



Group

Team pictures are not only fun to take but also show off your depth and diversity.

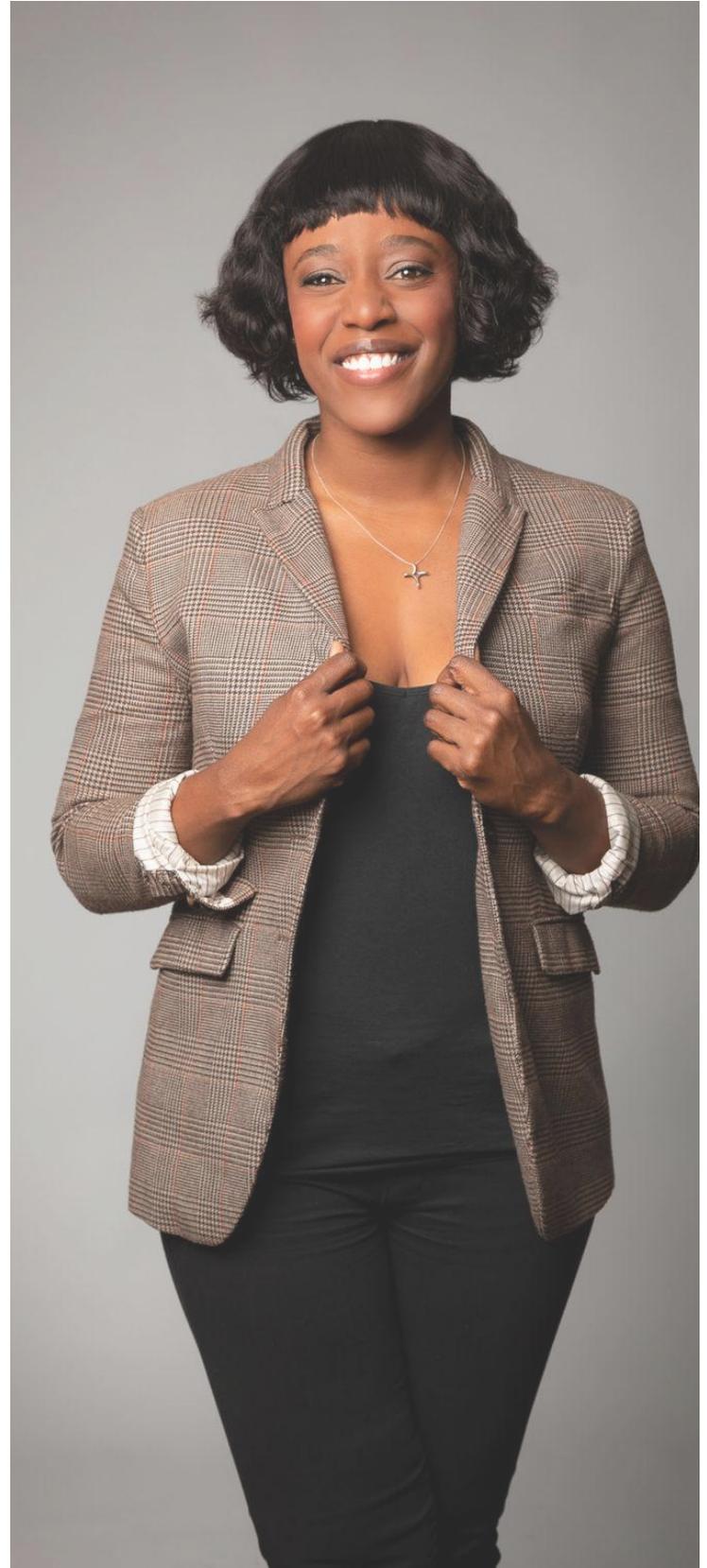
CASE STUDIES



23% According to Forbes, consistent branding across all platforms increases revenue by 23%

Photographed in Q4 2019, Seriously Digital hired Capturely to create a full suite of company and employer brand imagery in an effort to attract new talent to their Los Angeles office. As a part of the engagement Capturely reviewed Seriously Digital's web presence and architected a custom imagery solution to capture employee headshots, candid interaction, group photos, and interior/exterior imagery. In sync with their culture, Seriously Digital requested that each person have the freedom to make their headshots fun and personal as part of their employee branding experience.

CLOSING



Investing time and money into corporate photography that represents your brand will pay off in the not-so-distant future. Businesses that invest in themselves, their employees, and their brand will outlast, outrank, and outsell the competitors time and time again.

With our world constantly changing, there seems to be one trend that is not fading. Everyone loves authentic imagery.



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