CHECKLIST: 28 PLACES

TO USE PHOTOGRAPHS

TO GROW YOUR BUSINESS

Post the photo. Tell the story.

Marketing today is all about personal branding: building relationships, sharing your stories and being real.

And the differentiator that lets you stand out in the sea of all the businesses that offer similar products/services to yours, is YOU!

Using photographs of yourself in your business allows you to engage and connect with your audience and ultimately grow your business.

Here's a quick checklist to ensure your professional photos are working hard and helping you grow your business!

WWW.MIRANDAMAYLE.COM.AU

YOUR WEBSITE

- Banners
- About Page
- Blog
- Content

SOCIAL MEDIA

- Profile pictures
- Cover images
- Content (lots and lots of content!)
- Ads

Facebook
Instagragram
Pintrest
LinkedIn

EMAIL

- Banners
- Footer/Signature
- EDM content

ONLINE

- eBooks / eZines
- Downloads
- Lead Magnets
- Online Course Content
- Podcast Covers
- Publications
- Collaboration / Guest Speaking

- Flyers
- Posters
- Banners
- Business Cards
- Catalogues

- Thank you cards
- Postcards
- Magazines
- Packaging
- On the wall!

IN PRINT

You'll need to size and shape your images differently depending on where you will use them to keep your website fast and your printing not pixelated:

SIZE RESOLUTION COMPRESSION

Use high resolution images for printing and lower resolution online.

Keep email images less than 800px wide.

Aim to have website images as small as possible using a combination of image size, format and compression - check this article for details

Different social media applications prefer different sized images - here's a detailed checklist

Tell your story…

Hi, I'm Miranda.

I help you feel **comfortable in front of the camera** and create gorgeous photographs to share your story online. I want to show you how the rest of the world sees you.

Get in touch, let's chat about your photos

SMALL BUSINESS AND PERSONAL BRAND PHOTOGRAPHY
ACROSS MELBOURNE'S SOUTH EAST & THE MORNINGTON PENINSULA

WWW.MIRANDAMAYLE.COM.AU