Powerful stories for your business

Brand Management Photography



Allegra Boverman
Photography
allegraboverman.com

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Make your brand story compelling with professional photos from Allegra Boverman Photography

It doesn't matter if your first point of contact is a website, social media or a post card, you only have one opportunity to pique a customer's interest and give them a glimpse of what to expect when they buy from you.

In a visual world where one image can tell a powerful story that people remember and share, you need photographs that spotlight what makes your business special.

Your products. Your people. Your brand.

Stock photos can't do this.

I can help you create the images that make your brand story compelling.

I chose Bow Auto Parts for this case study because they are a good example of a family owned business. They are an active member of their community. They sell products and services and rely heavily on word-of-mouth and reputation for their marketing.

Flip through the pages to see how professional images can enhance your brand and maximize your marketing.

Imagine the possibilities. It's more affordable than you think.

Allegra Boverman

PERSONALIZED HEADSHOTS, ENVIRONMENTAL, & WORKPLACE CULTURE PORTRAITS



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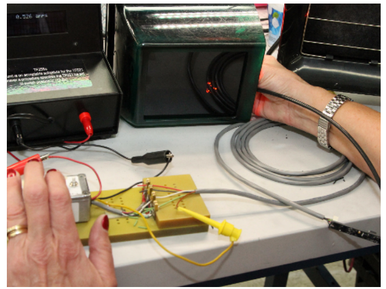








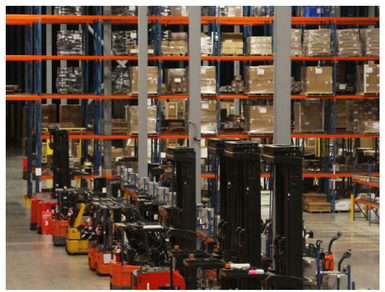












Show them who you are -- friendly and approachable, knowledgeable, and skilled!

Project Brief: Bow Auto Parts

Do a photo shoot for a local family-owned business that includes images suitable for websites, social media, and marketing materials for both digital and print.

- Employees in casual and professional poses
- People in action
- Background shots of stock, office space, equipment

Photos must be evocative and compelling.

They should be multi-purpose and promote the brand and their corporate values.

- Trust
- Family Values
- Affordability
- Commitment to community
- Corporate Culture

Note: Client would like to include shots of new construction.



Bow Auto Parts | 2018
Lindquist Family



Let your brand shine

With a high-resolution image, you can take a small element and use it as a background image to highlight your brand for social media, websites, and print.

In this example we pulled three feature images from one photo.



Professional high-resolution photos let you pull elements and stretch them without losing sharpness





Personalized headshots, environmental, and work culture portraits

Customers don't just want to see what they are buying, they want to know who they are buying from.

When you use branded images you give customers the ability to:

- Get to know your employees
- See your workplace culture
- Visualize your team working with their business

And that makes them ***feel like they already know you*** before they walk through your front door.



Employee photos make it easy for customers to connect













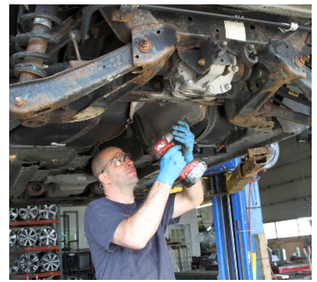
Bow Auto Parts | 2018
Workplace/Employees

Whether they are used on your website, in blog posts, or on social media, professional employee photos help give your brand a clean, consistent appearance. you can't achieve with selfies or stock photos.

Studies show that posts with pictures of people get 40% more clicks











Bow Auto Parts | 2018
Workplace/People in Action



Why should you use branded professional photos?

You're a professional and the images you use to represent your company should reflect it.

You put a lot of time and money into developing a brand image that conveys the right message.

A professional brand management portfolio is an affordable way to

- Websites
- Newsletters
- Presentations
- Blogs
- Press Kits/Media Kits
- Sales Pages
- Digital Products
- Social Media
- And More!

In fact, dollar for dollar, the cost is comparable to a basic stock photo subscription and you own the image so you never have to worry about your competitors having the same images on their marketing materials.

The real question is why wouldn't you?

Branded backgrounds & images make marketing easy







Bow Auto Parts | 2018
Brand Photos

How much time do you spend looking for the *right* picture?

Having a catalog of custom images saves you time and money when you want to write a quick blog or social media post.

Instead of spending hours combing through stock photo sites, your own brand library offers hundreds of images featuring your business, products, and people.





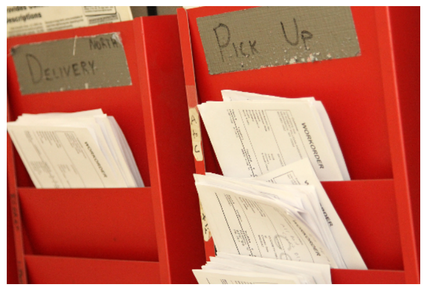




Are you using the same stock photos as your competition?







Bow Auto Parts | 2018
Examples - Stock Photos

Our packages include branded filler images for websites and social media

Digital & Social Media

A branded photo package is an easy way to put together a professional portfolio of custom photos highlighting people and products to share your company's story on websites, blog posts, and social media.



Bow Auto Parts | 2018
Examples - Instagram



Bow Auto Parts | 2018
Examples - Website

Print



Bow Auto Parts | 2018
Examples - Catalog

Print materials need high-resolution images

It may seem like digital rules the world, but print still holds a solid position in business marketing.

Print ads, catalogs, trade show banners, even business cards stand out when you use high-quality branded photos.

60% of customers visit a brand's website as the result of direct mail advertising.

Maintaining a consistent message across marketing channels makes it easier for your customer to recognize your brand.

Professional photos help you unify your marketing message with images that seamlessly cross between online and print.

Let people know who you are



Bow Auto Parts | 2018
Examples - Post Card





Bow Auto Parts | 2018
Examples - Business Card

Successful marketing starts with consistent messaging.

Using custom images on flyers, post cards, and business cards reinforces your brand messaging and alerts customers that it's something they want to read.

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On the fence? Still not sure this is for you?

Let me ask you this...

- Do you struggle to fill your social media accounts with pictures you are proud to share?
- Do you panic when someone asks you to provide them with a headshot?
- Do you wish your website appeared more professional?
- Do you wish you could show your customers more of "YOU" on your website and social media?

If you answered "yes" to any or all of these questions then it is time for you to consider hiring a professional to help you with your business images!

Call for your FREE consultation today!

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Professional photography is not a luxury, it is a necessity.

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