

INFORMATIVE PHOTO BOOKLET



HOW TO MAKE PHOTOS THAT IMPROVE YOUR MARKETING

a MyStory project

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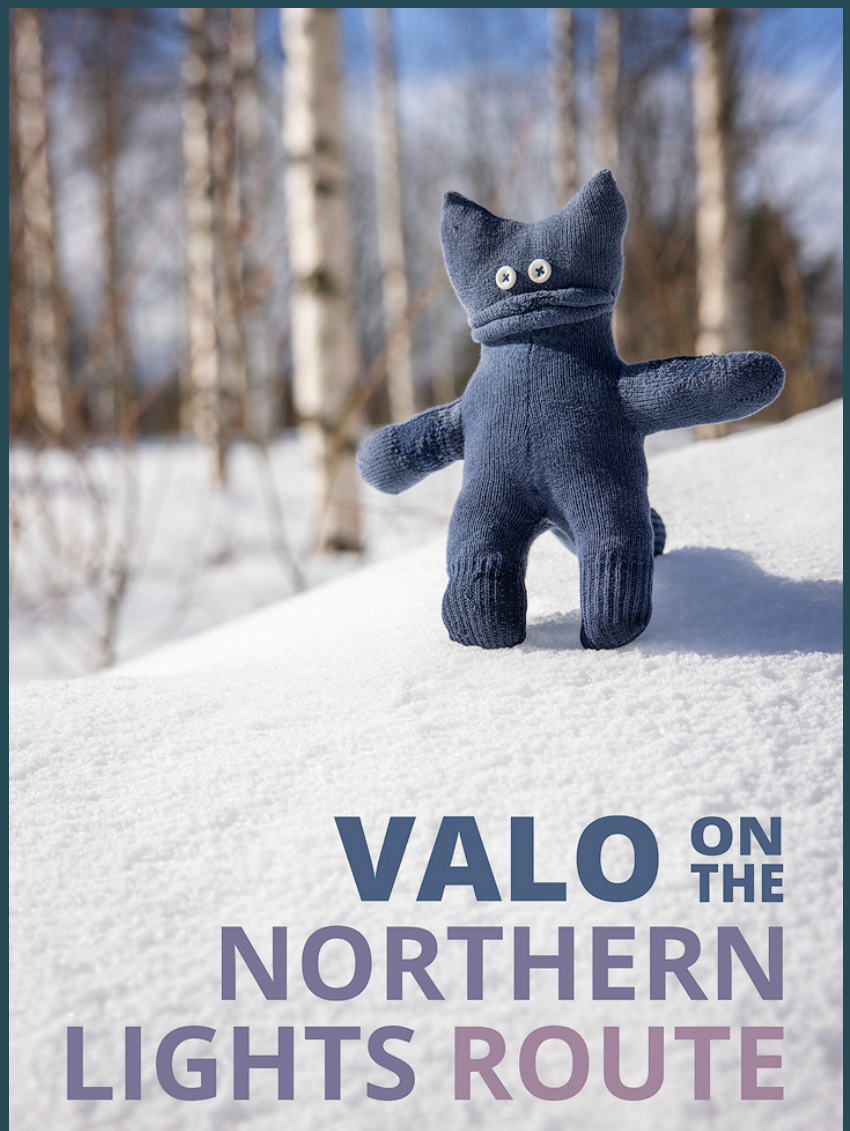
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A GuideLight publication

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VALO ON THE
NORTHERN
LIGHTS ROUTE

INTRODUCTION

How important are images in promoting your business in today's competitive marketplace? Statistics indicate that high quality visual content is one of the most significant factors in boosting views, likes and comments on various digital platforms. Indeed, social media and blog posts with photographs or images have over double the engagement rate of those without.

Today, almost everybody has the ability to create great digital photographs from their smartphone. As a small or micro-sized tourism business on the Northern Lights Route, achieving compelling images for your product, campaign or promotion does not necessarily require expensive equipment. What's more important is your approach, a little background knowledge, and following some simple guidelines.

In addition to providing some valuable tips, the aim of this photo booklet is to demonstrate how images may influence customer attitudes positively towards your business and improve marketing your product in a way not possible with words alone.

For example, have you considered any of the following before making your images:

- What are the stories I want to tell the audience?
- What kind of image could enable my customers to become emotionally engaged with the content?
- What pictures are appropriate for our brand?

Images are strong motivators that encourage readers to interact with your content, whether it be on your website, blog, or social media channel. Understanding how and why images assist you in achieving your business and marketing objectives can help you make the best decisions for your website, resulting in real growth for your tourism company.

So how do you use photography to successfully market your brand and products? Let's start with some of the essentials.

Bad



Photography BASICS

1

Framing & Composition

- Take the picture when all wanted elements are in the frame
- Draw focus to main subject, don't leave things in the frame that draws focus from main element
- Make sure the camera focuses on the subject and not the background
- Create balance through composition, try moving the objects around to see what looks the best
- Rule of thirds: position the main element in left or right third of the picture, use your camera's 3x3 grid to help you out

Good



2

Lighting

- Make sure there is enough light, but not too much
- Take pictures on a cloudy day or at midnight in the summer
- Take pictures in a clear weather so rain or snow doesn't change the lighting
- If it's sunny, position yourself so that the sun is behind you, this way it won't ruin your pictures



Photography BASICS



3 Camera Angles & Orientation

- Make sure the picture is leveled
- Try different angles to see what works, for example bird-eyes-view for larger areas or close-ups for small details
- Use horizontal orientation for wider view and vertical for longer ones



4 Set the Scene

- Plan beforehand so you can be prepared for the photo shoot
- Create a visual plan on paper to see what works and what doesn't, you can use a vision board as well
- Visit the location to get familiar with the surroundings
- Gather everything you need and take some photos!



Pictures EDITING

Keep It Simple

Do not let the variety of functions overwhelm you. Features and filters can be useful, but too much of anything can harm the image. Without the natural aspects, your images look false and fake. Therefore, understand your audience first. For example, think about these questions:

- What kind of message you want to convey?
- Will the colours annoy them?
- Are the images easy to understand?



Instagram Profile Photo
320 x 320 Pixels (PC)



TikTok Video
1080 x 1920 Pixels



Facebook Profile Photo
170 x 170 Pixels (PC)



Twitter Header Photo
1500 x 500 Pixels



No!

Better



Size and Quality

Consider the image size of the platform you want to post on, because every platform has its own specs. You certainly do not want the photo to have a corner cut off, or the information text to be out of the frame. This represents a poor reflection of your brand to customers.

Besides, always aim for the highest image quality and make sure you have the right to use them. It will be convenient for customers when there are details that need to be enlarged to see. Thus, great pictures improve the brand reputation.

TOOLS

1

Canva

Canva offers a variety of templates suitable for different platforms. Satisfying aesthetics and simple operation at the same time, it is no wonder that nearly every original image is created using Canva.



GIPHY

2

GIF making is easy using Giphy. These funny movements can blow away the boredom of the audience.

snappa

3

If you want to remove an image background with one click, Snappa is a good choice. It also lets you design high-quality graphics for social media.



stencil VISUAL SUITE

4

Creating an image with a quote has never been so quick and simple. Stencil is also an online designing tool for marketers, bloggers and small businesses with lots of selections.

Adobe Photoshop

5

Surely this software is no stranger to designers from amateur to professional. Although created with a focus on photo editing, users can still create GIFs, edit videos, digital paint, design websites... with Photoshop. Its enormous features make a lot of people willing to pay.



Photography IN DIGITAL MARKETING



Photo by Jaana Severidt
at Lapland Material Bank



Photo by Antti Pietikäinen
at Lapland Material Bank

1

Strategy and Empathy

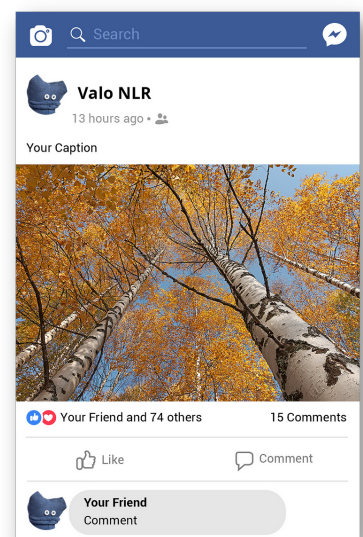
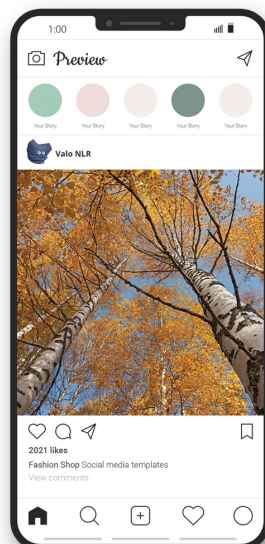
Plan and organize photo sessions purposefully as part of your long-term marketing strategy.

Empathize with your customers by creating content that you think will be relevant and engaging. Avoid creating content that is unrelated to your brand or campaign. Create a look that is consistent with your brand image. This will resonate with your audience and convey professionalism, reliability and a well-defined business identity.

2

Social Media

Social media platforms are perfect for providing your customers with a window into your business. Generating compelling social media content will drive traffic to your website and generate more revenue. Simply put, more visibility means more sales, and this is why a photographic action plan is so highly recommended.



Photography IN DIGITAL MARKETING



Photo by Simo Vilhunen
at Lapland Material Bank



Photo by Juha Kauppinen
at Lapland Material Bank



Photo by StockSnap at pixabay

3

Timing

Post on social networks at peak times. This effects audience reach and engagement. Analyze when your followers are online. An optimized posting schedule can definitely improve results. Checking your past post performance on the popular social platforms is a key factor in this. Instagram, Facebook, Twitter and LinkedIn, for example, all have this functionality. Instagram and Facebook can also indicate when your followers are online.

4

User-Generated Content (UGC)

Take advantage of UGC. Users might be followers, product users, or promoters. It's satisfying and cost-effective when your customers promote your products! The huge reach of social media channels means that customers can become brand advocates when they post visual content related to your product. UGC then becomes authentic approval of your brand, instilling trust and credibility among your audience.

5

Blogging

Post regular blog and social media content to strengthen your online presence. Businesses publishing regular blog content attract 8x more traffic, spend less money on other marketing, and generate 3x more leads. Here are some of the benefits of using photography in blogging to help market your business:

- Articles with images receive 90% more views than those without
- Increased reader engagement drives traffic to your website
- Images created for blogging can be reused for social media, and vice versa

CONCLUSION

In our connected world of websites, blogs and social media platforms, relevant and emotionally engaging content is king. Photography can be used as a powerful tool in visual content creation, giving you the chance to reach out and interact with an expanding audience of viewers and potential customers.

We hope that this booklet has demonstrated how the importance of having a knowledge of basic photographic techniques and processes can help to stimulate your business and digital marketing goals.

And that brings us to one final piece of advice.

What we have presented here are best practice recommendations, but they are still only guidelines. Situations will vary tremendously, and the suggestions we have outlined are not strict rules applicable to every single photograph. As a visual medium, photography offers endless creative possibilities, which means that once you are confident and familiar with using the ground rules, feel free to experiment and break them, if doing so achieves the desired result.

Photography has always enjoyed a close association with travel and tourism. Today, we see this relationship taken to another level thanks to the easy accessibility of digital technology and the many channels available for people to express themselves and present their visual output. As a small tourism business located on the Northern Lights Route, you have access to a region rich in outstanding visual opportunities. We therefore wish you the best of success in capturing and using them as part of your digital marketing strategy.

Photographic CREDITS

All images by GuideLight unless otherwise stated.

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Useful RESOURCES

[Step Up Your Social Media Game With Fantastic Photos](#) by Adobe

[The Ultimate Guide to Using Images in Marketing](#) by Allie Decker

[Travel Marketing Guide: The Best Social Media Channels and Trends](#)
by Chantal India

[Social Media Image Sizes Guide 2022](#) by Statusbrew

[Using Photography in Digital Marketing to Build Your Brand](#) by Ally Whitlock