

the Quick Guide to

CREATE
ENGAGING
CONTENT
USING
BRANDING PHOTOS



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TAKEMYPHOTO

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Your Digital First Impression.

A strong online presence is crucial for any business. People will look for you online, and when they find you, you want to be in control (as best you can!) of what they see, how you and your business is represented, and the first impression that they get.



important tip

Consistency and authenticity are such an important part of social media content. Having Branding Photos that truly represent you and your brand makes all the difference!

These actionable tips are things you can put into practice today, and will help small business owners enhance your social media marketing, get in front of the right people, connect more with your audience, and tell your authentic story.

Start implementing these content ideas and leverage your branding photos to work for you. And if you find you do not have enough or the right type of branding photos, I'd love to help you start building your photo library!



important tip

Make sure that your visual content immediately catches the eye. Appeal to your audience, choose the right fonts and images, stay on brand, and find ways to connect and engage with your followers, as well as current and potential clients.

Branding Photography is more than just “pretty photos”, these are photos with purpose!

Branding Photography will give your business, social media, website, and any other marketing you do such a boost, elevate and polish your look, make things easier for you, and make you feel amazing!

And it gives you tons of variety, building up your content library and assets, so that when you need to pull an image, you don't have to go on the hunt for so-so stock photography, or try and DIY it, which both lead to settling for something “that'll do for now”, and you and your business deserve better than that!



Optimize Your Social Media Profiles

1. Complete your profiles. Fill out all fields and use consistent branding (profile picture, cover photo, bio)
2. Keyword strategy. Identify relevant keywords and incorporate them naturally in your bio and posts.
3. Contact info and links. Make sure everything is current, you have a clear call to action and main links include any promotions you have.

“Let’s face it, people are going to find you online, and when they do, you want to stand out. Every industry has tough competition, but you can break through that by having a strong brand, staying consistent, and working to build trust, authority and likability in your business.”

Create High-Quality Content

1. Focus on Visuals. High-quality photos and videos can make all the difference! Don't have great equipment, or aren't ready to hire someone to help? That's ok, Instead, focus on quality, engaging content that resonates with your users.
2. Content Planning. Creating a content calendar for consistent posting. Do what is realistic to you, only have time for one post a week? Balance different types of content (educational, promotional, behind the scenes, entertaining).
3. Utilize Stories and Reels. Instagram Stories and Reels are the best way to engage with your audience. Pumped out to your followers the most, and a great place for you to post more laid back, real talk, insight into your personal life or behind the scenes.



Where to use your Branding Photos for Maximum Impact:

1. **Profile and Cover Photos.** Choose a professional headshot for your profile picture to make a strong first impression, that feels on brand to you. Use a high-quality, branded cover photo that reflects your brand's personality and values.
2. **Product and Service Showcases.** highlight the features and benefits of your products or services. Create carousel posts with detailed shots of your products from different angles, or a list of your services.
3. **Reel Covers.** Design custom covers for your Instagram Reels using branding photos and colors. Stay consistent with your overall brand aesthetic.



Where to use your Branding Photos for Maximum Impact:

4. **Quotes and Text Overlays.** Use branded photos as backgrounds for inspirational quotes or important announcements. Add text overlays that match your brand's font and color scheme.

5. **Behind-the-Scenes Content.** Share candid photos and videos from your daily work or special projects (this is always a crowd pleaser!) Followers want a glimpse of the process behind creating your products or delivering your services.

6. **Customer Testimonials and Reviews.** Pair customer quotes with professional photos to create visually appealing testimonial posts. Use photos and videos of happy customers using your products or talking about your services!



Where to use your Branding Photos for Maximum Impact:

7. **Blog and Article Promotions.** Use branded photos to promote new blog posts or articles. Ensure the photos are relevant to the content and entice followers to read more. And show your face!
8. **Event Promotions and Recaps.** Promoting an upcoming event? Whether it's yours or someone else's, a great headshot is a MUST!
9. **Interactive Stories and Reels.** Incorporate branding photos in interactive stories with polls, quizzes, question stickers, thoughts and updates.
10. **Seasonal and Themed Posts.** Create content around holidays and special occasions. Ensure the photos reflect the seasonal theme while maintaining your brand vibe.



You Got This!

Remember, we are all unique, and we all have our own strengths. Find yours, lean into them and use that to help build up your brand. People crave authenticity and real connections.

If you need help with Personal or Commercial Branding Photography, or Headshots, I'd love to work with you!

Email me, visit my website, or sign up for a free phone consultation to talk it out.



Thank you!



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