

# CITY PHOTO

*tips and advice*

Claire Naylor

PROMOTIONAL PHOTOGRAPHY

## AUTHENTICITY

Successful brands tell an authentic story. As well as showing just the product on your website and social media, you could think about showing some behind-the-scenes images too. People like to see how you work.



## LIFESTYLE

People buy into the lifestyle they want to have. Focus on the product and aim for a simple, appropriate background that tells a story and creates a bit of magic and idealism. You're not just selling the product but the lifestyle that goes with it.



## CONSISTENCY

Try to be consistent in your messaging. This helps to build trust and a strong brand image. The photos on your website will ideally be in the same style and have the same tone of voice as your social media. Your photos tell your story.



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