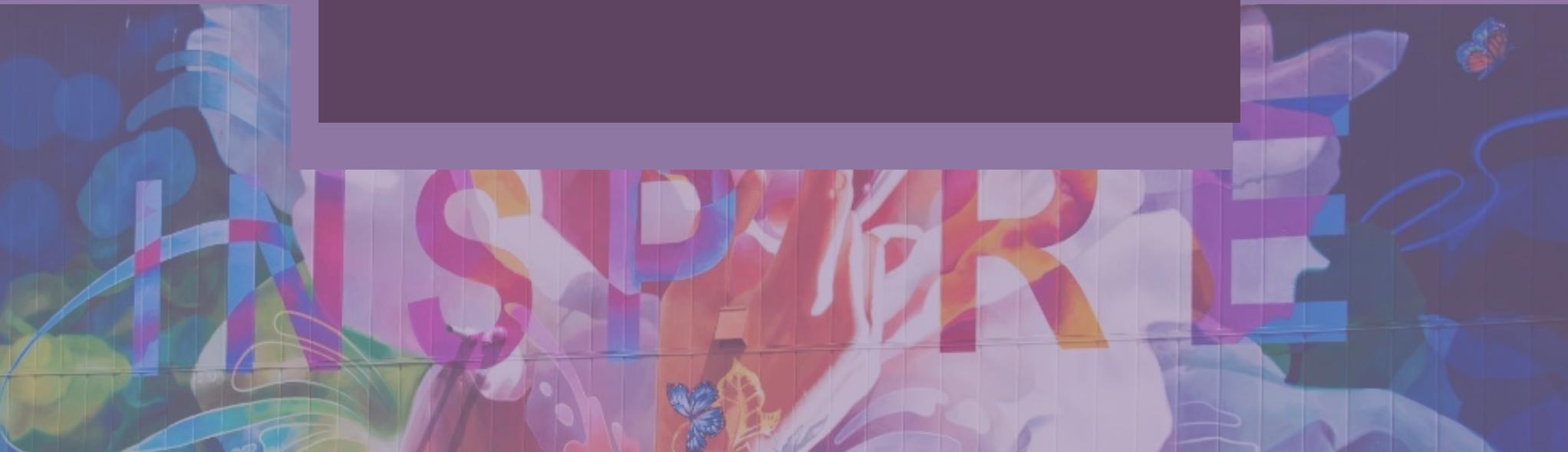




# Photography in **Digital Marketing**

Inspired Insights from **LRobInspires**



# HOW PHOTOGRAPHY ELEVATES YOUR BRAND IN DIGITAL MARKETING

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# Introducing KBR photography

Welcome to the realm of photography, where every image captures a moment, a story, and an emotion. At KBR Photography, I believe in the power of authenticity, the magic of storytelling, and the profound beauty that exists all around us. As a professional photographer, my cameras are not just tools, but an extension of my vision and my very being. I am dedicated to helping organizations and individuals discover new ways to see and value what is meaningful to them and their brands.

**Join me on this journey as we look at some key tips I have come to rely on:**

- Authenticity and Relatability
- Visual Consistency and Branding
- Storytelling Through Imagery
- Image Relevance



# Authenticity and Relatability

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Authenticity and relatability serve as the cornerstone of impactful brand photography. Offering your audience a genuine glimpse into the heart and minds of your subjects is invaluable. Honest eyes, a frightened grimace, and sheer determination can play a role in establishing trust and making meaningful connections that go beyond what is in the picture.

Now, let me share some of the strategies that I use to bring a brand's identity to life:

## 1. Capture real interactions:

- Images of people (employees, clients, customers) – visually depict their stories, their testimonials, and their engagements with your brand.
- Interactions with your brand (either emotionally or through the services and products you provide).
- Candid shots showing genuine reactions.



# Authenticity and Relatability

## 2. Share behind-the-scenes aspects of your business

- Who are the people that make your brand come to life?
- What do your daily operations look like?

## 3. Show work in progress (transparent branding)

- The evolution of where you started, some of the idea generation, and then the finished product.
- Be candid and open about how you are growing and show it!

## 4. Be honest about mistakes and learning

- Showcase growth and commitment to improvement – people can relate to things they experience every day.

# Authenticity and Relatability

## 5. Use inclusive imagery

- Ensure your photography reflects a diverse range of people, you want all types of individuals to relate to your brand.
- Seasons, diversity, and environments, can all mean different things to people, ensure you are encompassing photos that speak to your demographics.

## 6. Start by using natural light

- Creative lighting can allow for stronger ties to your brand.



# Visual Consistency and Branding

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Visual consistency in photography is fundamental for effective branding, as it weaves a cohesive narrative that effortlessly communicates your brand's identity across every image. This consistency not only establishes a recognizable tone and style but also fosters a sense of trust and familiarity among your audience.

It is essential to prepare for your photoshoot and campaign and spend time with your brand style guide and standards.

## 1. Stay true to your brand guidelines

- Brief your photographer on your visual identity, color palette, and style.
- Discuss your brand's mission and vision.



# Visual Consistency and Branding

## 2. Present your products or services as if they were on stage

- Use detailed shots to show quality.
- Show your products in a real-life context.
- Feature real people interacting with your product.



## 3. Integrate your brand

- Use your logo and other related visual elements within your photography – be loud and proud!
- Keep a consistent element so it becomes recognizable with your audience.



# Storytelling through Imagery

The significance of storytelling through imagery cannot be overstated. Our visuals serve as the language that transcends the screen, allowing brands to communicate their ethos, values, and narratives in ways that resonate with their audience. A well-crafted story not only captures attention but also forms an emotional connection, which strengthens brand loyalty. Every brand has countless stories to be told through a single lens.

Tips to craft a narrative that evokes emotions and engages your audience:

- Tell a visual story – determine the key themes and messages you want your visuals to convey.
- Feature your brand's journey – create a narrative that engages your audience each step of the way. How did you start and where are you now?



# Storytelling through Imagery

- From the eyes of the customer – position products and services in a context that they can relate to. Real-life scenarios.
- Show the impact – demonstrate how your brand shows up with real-life examples.
- Roll out real characters and personalities –offer employee stories, show interactions with the key players behind your brand, and feature loyal customers that LOVE your brand.
- Visualize values – determine what is important to communicate about your vision and mission.



# Image Relevance

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Composing an image isn't just about aligning elements within a frame. It's a careful balance of composition, light, and detail that create a style that becomes an inherent part of a brand. It's a journey of meticulous composition, harnessing the play of light, and capturing the brand essence coming together to create an impactful visual narrative.

This art is more than a skill. It's an instinct that is core to my talent that continues to shape the way I perceive the world. Take a look at my brand ([KBR Photography](#)) and as you delve into it, my aspiration is for you to uncover fresh perspectives and discover the significance of what resonates with you and your audience.

**Photography isn't just an accessory, it's an integral part of your brand's identity.**



# Image Gallery



# Image Gallery



# Image Gallery



INSPIRED INSIGHTS

# Image Gallery



# Image Gallery



# Photography in Digital Marketing

This Insight is brought to you by LRobInspires photographer, Ken Robinson

Ken began his career working for The Sunday Times Newspaper in London and then moved to the U.S. over 25 years ago. Before all of that, he graduated in Graphic Design and Art History from Canterbury College of Art in England. It was there, during countless hours spent in the photographic studios, that he developed an unconditional love for photography. He displays his deep-rooted passion for photographing people, sports, and all aspects of everyday life through his work. Ken lives in Holliston, Massachusetts with his wife, daughter, son, and three dogs.





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