

5 Things to Know Before Your Next Branding Session

What many business owners and entrepreneurs fail to realize is that a branding session is more than just taking good photos and capturing images for your online audience. A good branding session will focus on telling the story of your brand that helps showcase your business' true value to your client. Here are 5 things to remember for your next branding shoot:

1. Tell Your Story: When it comes to branding it's all about telling your story. Know what story you want to tell before the camera starts snapping. During your consultation we'll discuss key elements of the things that are a part of your brand and how to provide the best visual representation.



2. Strategic Shots: Before the shoot decide where you want to use your photos and how you want to use your photos to help tell your story. When you're clear on where and how you want to use your photos then we can strategically plan for certain shots or be sure to include certain elements that are key in representing you and your business.

3. Creating an experience: You will see me repeat this many times because creating an experience is always a key component of your brand. Every piece of marketing for your brand should lead back to creating an experience. A good brand focuses on creating a unique customer experience that helps people stay connected and engaged with the brand. Your photos are a great way to show the experience & get shots that capture meaningful visuals.

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4. Think Beyond the photoshoot: After the photoshoot is where the real branding work begins. The pictures don't speak for themselves, they aren't going to post themselves on your website or social. After the photoshoot become strategic in sharing your photos to help promote your brand and engage your audience.

5. Create a Mood Board: When clients book a branding session with me I typically create a digital mood board that helps review key elements of the shoot. This includes going over your brand story, key values, your audience, specific shots, props, location and other important details we want to nail down to make your branding shoot a meaningful experience. Going through the mood board helps both me and my clients get on the same page and in the same creative mindset about the upcoming shoot. It can also be used as a reference tool during the session.



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