

# MAKING IMAGERY WORK FOR YOU.

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# 1.

## SOCIAL MEDIA AND CUSTOMER IMAGES:

Use social media to engage your followers, and gain access to their friends and family. Invite your followers to submit imagery showing how they've used your products. Run themed submissions, offering to "Pin" the winners post for a week. Ensuring each submission is displayed on your Facebook page is a sure fired way to increase the number of page shares and potential likes. The same applies to re-tweeting customer responses and images on twitter. Instagram is another image orientated platform.



# 2

## YOUR IMAGERY:

Use different images for your social media, rather than using the same as you have on your website. Even if it's a different image from the same shoot with the same product. Potential customers clicking through from social media tend to stay engaged for a much shorter period of time if they are met with the same imagery. We tend to take in images quicker than reading, and seeing the same imagery again reduces interest as they've "seen it all before!"

Fresh, or different imagery keeps them engaged, and will lead them to read further.



# 3.

## PEOPLE BUY BENEFITS, NOT PRODUCTS:

Why do people buy bedroomfurniture that takes up most of their bedroom? Why buy a television that's obviously too large for their living room?

It's not that they want to spend more money, but rather, they aspire to a particular lifestyle or larger house and the bedroom furniture will then be suitable. Or they want an immersive cinema experience.

A photograph of a bottle of sauce on a white background is no more engaging than a wet lettuce leaf. The same bottle shown open and part used, with a steaming plated meal alongside has far more appeal. Make your potential customers hungry! We all know what happens if we visit a supermarket when we're hungry.

We spend more!



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