

Commercially Biffspandex - Imaging Solutions for Business

Businesses today have a unique challenge in this new stage of the information age. Without a web presence and very careful placement of images with impact, businesses and their message to the public can get lost in the shuffle.

Here's a quick checklist of 8 items to consider regarding photography for your business.

1) Is your imagery dated?

Many businesses operate with a business-as-usual mentality regarding the images they use to convey their marketing messages. Sometimes the images that were compelling a year or two ago, are just not 'connecting' with their clients or customers today. Are hair or clothing styles out of date? Is your business portrait 5 years old or older? Have you renovated your place of business? If you haven't updated your marketing or website photography in a while, now may be the best time to grab attention back with new imagery. Clients today can also mentally "switch off" if image content isn't updated/rotated frequently on some business websites.

2) Is your business imagery telling a complete story?

Sometimes continuity plays a role in engaging clients to 'stick with you' as you tell your story. Often, a themed group of images tells a more complete story. Advertorial and or editorial pieces on your website can have tremendous value in giving your client a complete picture of how you do business. Stock photography can be less expensive, but does not reflect the actual people and places that your business revolves around. Custom and personalized photography is the best way to accurately depict your business story and current product offerings.

3) Do your business have a compelling web presence?

This may seem like an obvious statement, but people search for your business online today. When I asked a 30 year old man recently about his ways of searching for things, he stated that he "never uses the Yellow Pages to search for anything anymore". Ads in traditional publications aren't being sought out in the same manner that they were in the past.

If you have a cheap-do it yourself website for your business, please ask yourself what your customers are seeing when they look you up? Do they see snapshots or professional images? Do they see a polished business presence or a quickie effort to post something online?

Websites with bad graphics and silly songs may be ok for some people, but they don't convey professionalism to the web savvy audience that may need your product or service.

4) Do you have a social media strategy for today's audiences?

Many companies are scrambling today to develop a social media platform for their customers. Many are using Facebook and other social networking sites to engage their customers and glean feedback regarding their product and service offerings. Without engaging content, companies lose out to the competition who can create that engaging environment. With more buying customers seeking information online today, traditional forms of advertising are falling on deaf ears and blind eyes. If audiences aren't looking where a company is running its advertising, the advertising is not only costly but grossly ineffective.

5) Is your imagery polished?

Many companies do have great websites and social media platforms. Some of them suffer from bad photography. When people see your companies online presentation, they make judgements about your ability to deliver your product or service with integrity. Images that are poorly lit, or simply lack that polish that makes for a professional presentation, bear on your ability to do business.

6) Is your imagery credible?

Some companies need to ask themselves if the stock photo they have posted for a financial advisor, should really be a smiling 20 year old? Not to say that a 20 year old can't be brilliant, but there is a clear conceptual disconnect in a scenario like this. Is your marketing message vulnerable to these kinds of credibility gaps?

7) Is your business imagery licensed properly?

Do you have images that are properly licensed and model released? Some companies are alarmed when they find out that they are not on legal solid ground with their imagery in use. If a company didn't secure a model release for an employee who is no longer employed with the company, this employee can demand compensation for business usage of their likeness without their consent. Many businesses today leave themselves wide open regarding release and proper licensing issues due to hiring inexperienced photographers who have no familiarity with these issues. "Borrowed" or "found" images that your designer may have grabbed from the internet can have a whole host of copyright infringement issues waiting to surface. Have you left your business exposed to liabilities such as these?

8) Is your business imagery POWERFUL?

Does your imagery make people look? Is there something about the images that convey trust, quality, confidence, reliability, etc. When people view a depiction of your business, do they come away with these feelings?

If your photography doesn't evoke these buyer-feel-good feelings, a major revision may be called for.

Why have we brought the above items to your attention? These are the problems that we specialize in solving. Like part of our name implies, our photography "FITS".

Biffspandex Photography is experienced at supplying business with images with impact. We have a thorough understanding of business imagery and what creates a powerful, credible, and reliable company image. We can work with you or your design team to ensure that you have the images to tell your story, across multiple platforms, in a polished, professional way.

Our process is to meet with you and help to craft a custom strategy for your business image and create the images your company needs. With over 36,000 licensed images in use the world over, we can shoot imagery in many styles to meet your specific needs. Image capture is done with exceptionally high quality optics and imaging technology. Processing and archiving your images is also done to the highest quality standards. Licensing is conducted professionally to give you security and peace of mind regarding the usage of your imagery.

Whether you require "in-house" location photography, "off-site" location photography, corporate event coverage, or gala event coverage, we have experience shooting in many environments.

We invite you to call us when you need a custom solution to your business photography needs. We will be happy to consult with you to craft the professional solution to your particular business challenge. We understand business and we can craft the solution you are looking for.

Visit us on our [blog](#) to see a list of some of the companies that have used our imagery:

Click on the Info Pages link and check out our "Tearsheets and Credits" Page.

We hope that this short article has been helpful in highlighting some of the issues faced by business today when images are not 'current and contemporary'.

For more information regarding business strategies and our approach to business solutions, please visit us online or call us today.

www.biffspandexblog.com

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