

Increase Sales With Photos of Your Business Online

People rely on imagery to share information, learn about new ideas and educate themselves on things that interest them. Using images in a business works much the same way, helping people get a feel for your product or service without solely relying on written messages. The key is to use high-quality images, photos and illustrations that do justice to what your company sells so people get excited and want to learn more.

Builds Credibility And Brand

Using imagery to build credibility and to bond with prospects and customers makes photos and illustrations important tools. If potential buyers can clearly see the features of a product you're selling, they feel more confident that you're selling what you promise. Plus, high-quality images that clearly demonstrate your product, service, vision or company values help build brand when you use them in your marketing strategies.

Makes Message More Interesting

Some people are more apt to pay attention to visuals than text. For instance, if your target market prefers photos rather than text, using photos or illustrations becomes a necessity for convincing prospects to buy. Or, you may need to appeal to both those who rely on visuals as well as prospects who need reading material. Imagery also helps attract people who scan ads, literature or website photos and illustrations to get a quick feel for whether or not they want to read the finer print about your product or service.

Tells Your Story

The old saying, "a picture is worth a thousand words," comes true when an image helps tell your company story. Whether you sell a complex idea, technical product or a simple service that requires almost no explanation, imagery helps explain why your company's offering is the best choice. You also can use imagery to explain the history of your company or to provide background on a product or service you sell as a way of showing you understand the market and are on top of new trends. For example, if you sell luxury cars and your target market is young, influential buyers, photos of young, successful drivers wearing the latest fashions helps tell your story while showing who your product is intended for.

Explains Customer's Point of View

Encouraging customers to post images of how they use your product or service on your social media pages gives you a way to share success stories. This helps build credibility. Plus, the images people post may help you spot ways to improve your product or service. Or you may discover a benefit customers like about your company's offerings that you haven't focused on yet in your marketing and promotional efforts. For instance, if several customers post a photo that shows them using your product in a new way, that imagery tells you it's time to research this new benefit for potential use in your advertising efforts.

Source: Nancy Wagner, Small Business Chronicles