

## **Say WOW Marketing - Smarter Online Marketing Podcast With Vickie Siculiano, Online Marketing Coach Episode 88 – How to Use Your Smartphone to take the 6 Must-Have Photos for Your Business**

Hello, everyone. Thank you so much for joining me for another episode of The Smarter Online Marketing Podcast. Today I'd like to delve into the world of smartphone photography. To give you an update, I want to tell you that this weekend, I went to UExpo, which is it's become a bi-yearly event now in Fairfield, New Jersey's amazing camera store Unique Photo. I'm a huge fan of this store. They do a great job with educating you on how to be a better photographer and just really enjoy photography for your life, but, more importantly - because I'm a marketer - how to use photography for your business. It was amazing, and I am proud to say that I'm a first owner in their store, a first customer, for the new Lumix G7. This is a new camera that I spoke about with Matthew Sweetwood, the president and CEO of Unique Photo, last year on an interview that I did. It was a video interview. It's on YouTube. I'll give you the link in my show notes at [saywowmarketing.com/episode88](http://saywowmarketing.com/episode88). We were talking about the future of smartphone photography and what's coming down the road in photography.

One of the thing that he spoke of and actually is in one of my episodes - and I'm going to give you the whole list of the episodes that I have with Matthew Sweetwood, because I know you're just going to want to dive right into them after I talk to you about how you can really use your smartphone for your business - he talks about the future of it and how some of the features coming down the pike are these mirrorless cameras, which is a huge benefit for people who want to take great photos with a camera that has a great image sensor, but it might be a little clunky for the average consumer, and especially for a business owner who doesn't really know much about photography or how to maneuver all of the menu items on a DSLR. It looks like an airplane cockpit if you really are not familiar with photography, so you end up shooting in automatic mode most of the time. It's great because you have these fantastic features that are here already. I just bought a camera over the weekend that has features that Matthew was talking about in that interview that I feature on YouTube.

Now I am very sorry that I didn't include the interview on my blog. I have more people delve into it and see all the great things that Matthew has to say, but I'm going to be repurposing a lot of that content and we're going to dive into some of the material a little deeper now because I did purchase a camera that has some of these features that he said was coming out in the future. Tada! The future is here. One of the best features that I find on this new camera is this 4k video and 4k photo. You can just

grab a quick video of something that you want to capture and you can pull out each individual frame and they'll be in HD quality. That's completely amazing. Say you wanted to shoot something that was happening ... Again, I'm going to talk to you about your business. This is certainly something that's relevant to you if you want to use photography to shoot for personal reasons, like, say, you wanted to capture a lightning storm or some fireworks or something. If you have something that's going on in your business, say you have a feature in a factory that you want to feature, and it's something that's running and you can't quite capture something without that movement on your smartphone, you can use one of these cameras that's super, super easy to use.

I have the Panasonic Lumix G7. It shoots this 4k video that you'll be able to shoot video and pull out those individual frames, and they'll be super, super crisp and sharp. If you really want to get the attention of potential customers and engage your fan base in social media online, it's a great opportunity to not have to have this camera that you just have to understand all of these ridiculous features that you probably would never use and just shoot and be able to take the photo and have something to use right away. Now if you're going to use your smartphone, which is what the title of this episode is, how do you use your smartphone, one of the features that integrates your camera with your smartphone is this app. Panasonic has this app that you can use to take a picture on your phone and immediately either share it on your camera by connecting your Wi-Fi connection on your smartphone to your Wi-Fi connection on your Panasonic camera or whichever camera that you're using that features this and has an app. I believe Sony might have it, Olympus, but I just went with Panasonic.

I was totally in love with it. You can just take the pictures over to your smartphone right away without having to connect it to a mini USB cable on your computer and then downloading them all and then uploading them to your phone to send them, or whatever it may be. It's super easy. You can share these pictures immediately via Wi-Fi to your camera. You could also use your camera to do remote shooting. You don't even have to operate the camera on the camera. You can operate it through the features and controls in the smartphone app. That's a total improvement to smartphone photography. I will tell you that since I came out with this book on smartphone photography, it's called *How to Use Smartphone Photography to Engage Online and Attract More Customers*, it became a bestseller within 24 hours on Amazon. I was super excited to gather all of these experts for the book with you. We'll talk about that in a future episode. I'm going to go back to talking about smartphone photography in your business. It's something I'm very, very passionate about. I think that everybody should be able to have the tools at their disposal without having to be a total expert in that particular tool. Things should be making it very easy for us to use and democratizing all the tools for production. Very fancy words, yes.

This camera is great. It's allowing me to use my smartphone for my business much, much easier because it's improving the image sensor for me. I don't have to get an external lens for my smartphone camera, I don't have to do anything to my smartphone camera to improve it or go and buy

a more expensive camera. I now have a camera for, yes, my personal use, but also for my business use. It's super easy to use, kind of like a point and shoot, if you set it on automatic setting. You don't have to set it on manual or aperture, shutter mode for those of you who do know a little bit about photography. It's really easy to use and it allows me to extend the functionality of my smartphone camera beyond just the smartphone-native camera app.

Today I want to talk about the 6 must-have photos for your business and how you can use your smartphone to take them. The first type of photo that you must have for your business are your product, your service photos. Now those can be either your new products and services or ways that you can show utility for your products and services. Say you have, I don't know, a pair of shorts or you have a garment industry business, you want to show people how something is worn, not just, "Here's the picture of the thing. Here's this shirt," but you might want to show its utility. You might want to show how it's wicking away moisture, if it's some kind of a swimsuit, or whatever it may be. You are looking to show utility in your photo, and it's going to add more value for a potential customer that wants to see how your product or service is going to benefit them, as opposed to purchasing someone else's product or service.

Your product and service photos are hugely important for you, especially for your website. If you have an online catalog or some way for people to do e-commerce with you then your photos are going to be right in front of those potential customers' eyeballs. You're going to want to get them to engage in social media and purchase what you want them to purchase. If you've got great descriptions, you need to add some great photographs. That's the first thing that people will see. It's something very important to do for your business. Posts with visuals receive 94% more page visits and engagement than those without. That comes from [business2community.com](http://business2community.com). I will say that your product or your service photos, this is the first type of photo that your business needs. You can have your current photos, your current offerings, things that you already sell, maybe somebody will take a picture of your product or service for you, or you could take it yourself, and they might show it in a new light.

In the book, I have an example from a business in Wayne, New Jersey here where I live. It shows how Corrado's Market hamburgers are store-made to show varied ingredients. Frank is an amazing photographer. He shoots with Nikon, but he also shoots with his iPhone most of the time in his store for his customers and his potential customers to show them things that are on sale, going on sale, things that are new in the store, and he's marketing his business with a smartphone. He also shoots with a DSLR camera. The great thing about this new camera that I bought, just on a side note, is that it's mirrorless. It doesn't have that big contraption inside that it has to take an image and then flip it around to get its reflection using the mirror. That's why it's so big. He shoots with the big camera, but he also knows that in his business, he can't be running around with an expensive camera and he needs to just shoot things quickly. That's why I purchased the camera, the Lumix G7, because it's mirrorless. It

doesn't have that huge, huge mirrored contraption inside taking these great photos with its image sensor.

Your iPhone, your Samsung, your android, whatever it is, takes great photos itself, but it's wanting to take a picture of everything it sees in its view in the image sensor. When you open your phone and you tap on the screen, you just want to take a quick picture, it's not focusing on any particular thing in its view. That's really the difference between your mirrorless camera, your DSLR, and your smartphone. You can take great photos however you want and you can use your smartphone to share them. You don't necessarily need to anymore take the photograph on your smartphone anymore, just like I'm going to be using my mirrorless camera to do that.

Now you also have an addition to your current offerings for your product and service photos, you have new products and services. If you have new things that are exciting for your fans to be the first to see, that's really important. You can give them sneak peeks with your smartphone camera as long as your people that work for you are aware of them and that you get prior approval, if necessary. That's your new products and services. You also have your utility I spoke about, where you want to show people how something is used. This can also go for not the photos I was talking about before, like the garment photos or something to show how something is worn, but maybe how a particular product is used for a service, especially in the medical field, if you have a particular very technical item that people might not be aware how to use, you can certainly show that. That's the first type.

The second type of photo that your business has to have are celebrations or important events. They're really the perfect opportunity to share what other people really can't experience if they weren't there. When you have an opportunity to take a quick photo or even a video, you're going to share something with them that makes them feel special, that they were able to get a sneak, sneak peek at. You may have an event where you're speaking at, a Thank You event that you had at your place of business to show others that you appreciate them, but remember if you have other people in your photos at your business location, you always want to make sure to get a business consent to use their photos.

Now, in the book that I wrote, you have an example that I share by Brooke Artesi of Sunshine Prosthetics and Orthodontics. She's amazing. She had a grand opening of her business, Sunshine Prosthetics and Orthodontics, and she took a picture of the mayor of Wayne, New Jersey at an appearance of the event. I was also very excited to take this picture. You'll see it in the book and I'll also share with you on my show notes, [saywowmarketing.com/episode88](http://saywowmarketing.com/episode88). I just took a quick picture. I made sure to get the logo in the background of Brooke and the mayor was there. Everybody was front on, excellent view, beautiful lighting. I didn't take that picture with my smartphone, but I did share that picture using my smartphone because it's easier for me to use some of the apps to share, and I'm not always on my desktop. It's easier for me to do it that way.

Behind the scenes photos, you also have to have for your business. You have a lot of consumer-facing photos that people are already familiar with, but if you can be the eyes and ears behind the scenes for your customers then you can give them a potential look at all the work that you put into your products and services, giving you a little bit more authenticity and value to your products and services as opposed to somebody that does not. That gives you the upper hand. It's really amazing to me that now, behind the scenes, that you can really take these pictures yourself whether you use your smartphone or you use another camera to share the pictures with your smartphone. You can certainly hire a professional photographer to do it for you, but people are so forgiving now in social media that they know that you don't have to be a professional photographer, but they really, really appreciate when you share some photos with them that they wouldn't be able to see anywhere else. If you capture their attention, they're all the more appreciative for it.

There's another type of photo, my fourth type of photo that your business needs, is of your staff and team members. Everybody loves to see a human face behind a brand to make them authentic. I know I'm this way. You want to do business with people that you like and that you are connected to as opposed to just some vague business entity. Also, if you have somebody that is easily recognizable from the photos, it's going to help you form a stronger connection between you and your customers, which is awesome. That's completely easy. In the book, I share a picture of Michael Downey, the head photography instructor over at Unique Photo, Matthew Sweetwood, the president of Unique Photo, took of him in the room, instructing students, which I was gladly one of, not in that particular photo, but I was instructed by Unique Photo on how to take better photos. I'm a product of Unique Photo. In this picture, you just want to capture something that people would not be privy to. Your staff member is instructing a class, perfect opportunity. Make sure they're cool with you shooting the photo and sharing it. That's a huge plus for you, not like any other photo that you're going to take for your business. This is a person from your business that you're using to market your business because they're a human face, an extension of your brand

The fifth type of photo that you must have - you can certainly take this with your smartphone - is your business location. If you have an office building or a location that maybe you are next to a certain recognizable landmark and you want to take a picture for somebody to see how to get to your business location, you can shoot a picture with your smartphone. You can also use that on your website to show people what to look for, where it is, what they visually should see. If it's easily recognizable visually then you're going to get more traffic to your business location. It's not something that you might have thought of before, but certainly your physical location is very, very important to market your business.

The sixth and last type of photo that I'm going to share with you that's super easy to take, you just don't really think of it, but you have to put your thinking cap on when you're taking photos for your

business, if you have a before and an after. If there's some change that's shown by your service that you can provide then take a before before you even touch anything then take an after picture.

In the book that I wrote, you have an example of this adorable little dog. I'm not sure if it's a Shih Tzu or what kind of a dog it is, but you have a before and an after picture. This dog has a real scruffy look before, he needed a real haircut. Then after, this dog has his head cocked to the side like Nipper from Victrola. I think that's Victrola. It was a little dog and he was just cocking his head to the side. I think it was a Jack Russell. He looks adorbs. He has his hair all coiffed and cut now. You have a before and an after picture. "Look, this was the dog that came to me before," click, snap of the smartphone, and then you have, "This is what this dog looks like after."

You just snap the photo on your smart phone or on your camera that's equipped to link up with your smartphone so that you can easily share it. It's super easy now with these cameras now that have these apps. Oh, my God, it makes it so much easier for you, especially as a business owner. You have so many, so many things that you're working on. I totally get that. I'm on myself. If you have an opportunity to take better photos with your camera in your own eye, who else better to take a picture than you because you know exactly what you want people to see because you know what it is that you excel at and how people are really going to want to sink their teeth into what it is that you do and to get more business.

Let's recap that. The 6 photos that you must have for your business: your product and service photos - that includes new products and services, maybe your current products and services - and utility, how to use them; number 2, celebrations or events; 3, behind the scenes; 4, staff or your team members; 5, your business location; and 6, a before and after pictures. Now those are the 6 types of photos. I will say that when this book came out, I did a slideshow presentation presenting just that, 6 business photos that you must have. It was a huge hit. When I made the slideshow presentation, it was very visual. It had a lot of photographs in it. It wasn't just a text-based slide share presentation. You can check that out. I'll give you the link on my show notes, as I always do. You have that and there's also a YouTube video where I go through each slide. I'll give you the link to that, too. When I had my blog last year, and I was working full time at a trade show display company and I'm not working there anymore, so I have much, much more time to devote to Smarter Online Marketing, this podcast, and also Say Wow Marketing, my business for my clients and also to coach and get things off the ground that way. I'm no longer working there. I'm going to be devoting much more time to this now.

One thing that I didn't do was build more blog posts beyond my YouTube videos that I was shooting. I was doing my YouTube videos, a lot of them I did with my iPhone - and I still do - but now I'm going to be shooting more with that Lumix G7. I love it. I really took those videos and had them up on my blog. I didn't really say too much about the content that's in them, so I have a ton, ton of valuable content within them, including these videos that were never featured before on this podcast

and also on my blog. We're going to be delving into some of the material on that. I really want to help your business and help you with them. If you have any questions about photography for your business and how you can become a rock star photographer without even having to know all of the camera settings on the camera - it can make you crazy - you don't have to be a professional photographer, you just have to know what you want to say and how to say it and what the best way to shoot with your camera is, what you want to get in that viewfinder, what story you want to tell. It's all about the visual marketing. I'm huge with that.

We have some episodes on Smarter Online Marketing that ... I can't believe it, it's like episode 12 to 20. I had this awesome episode with Matthew Sweetwood, again, the president of Unique Photo, great photographer, too. This guy is a monumental social media dabbler. He loves to share the photos that he takes, and he takes them immediately. He's got a great sense of humor. Sometimes he takes these photos at ... He obviously knows a little ... Kind of make you, "Hmm?" You question them, like, "Didn't you know that you were taking a picture right in front of this sculpture and it's popping out of your head?" He totally knows what he's doing. He's awesome. He takes these great photos to get you engaged and interested. He takes a lot of them with his smartphone. Again, it's not the camera that you have, it's how great you were able to tell your story within that frame of your camera to capture attention in a snap, but also how easily it is for you to share them, because if it's going to be a lot of work to get those photos off of your camera, you're not going to share them. You're not going to edit them easily, you're not going to share them, and you're not going to wow people who could be your customers.

I am a huge proponent of using your smartphone and any tools that you can that make it easier to take great photos and use them for visual marketing. Episodes 12 to 20 is the Matthew Sweetwood interview. I also have an episode 46 where I talk about the latest IO8, taking photography to a new level. I just wanted to share that one with you because it was also talking about your smartphone and how much easier it is for you to take great photos and how does the native camera app on your smartphone is much more intuitive in allowing you to control what your potential customers or your customers currently will see. Episode 41 was one on the marketing selfie. I had video on that, and just didn't really dive into it more with text because I was so busy doing my full time job and that and clients. Now I have a little bit more time on my plate, even with a new baby, he was just 1 month old yesterday, Sean Michael Siculiano, my little boy. He's awesome. He's going to be in a future podcast and he's going to be a future podcaster. He's going to be awesome.

With this marketing selfie episode, you could check that out. It's episode 41. I show you easy ways to do it. That's really what I want to do. I want you to see that it's totally possible to take amazing photos without having to go out there and hire a professional photographer. If things take you too long to do, you're not going to do them. Get out there and start using the tools that you have, or maybe make a small improvement and buy a better camera, something easier to tote around with you that

has a better image sensor and can easily link up with your smartphone. That was one of the huge benefits for me when I purchased this camera. In addition to the 4k video, photo, it also linked up with a great app. Before that, I was using my Canon DSLR and something called an Eyefi Mobi Smart Card. That smart card in it had a Wi-Fi connection. I could shoot the pictures over to my smartphone easily and edit them there. I didn't have to take them into Photoshop or to my computer with the Canon software. I could easily do everything on my phone, do some minor editing, and that's it. Voila! I was set.

With that said, I want to give a shout out to somebody that I met over the weekend at Uexpo in Fairfield at Unique Photo, when I was at the Panasonic booth the first day that Unique Expo's event kicked off and I made my purchase of the Lumix G7, is Joan Conn. She's great. She's great. Joan is a sales associate over at Panasonic. She was at the counter and we were talking. She was amazed that I had a podcast. It was just something very interesting to her. She just started listening to podcasts in the car. She has a lot of on-the-road work. She wanted to hear content that she was interested in rather than just listen to any other radio show. Joan, this shout out goes to you. I think you are awesome. You really helped me with anything that I needed with the camera, any questions that I had, and I know that I'm going to have more questions to come. Thank you so much for checking out the Smarter Online Marketing podcast. It was awesome to meet you.

I'm going to share a selfie that I took actually with my iPhone of myself. Joan's in that picture, Matthew Sweetwood is in that picture, and also Rick Gerrity, a Panasonic luminary. He is a representative of Panasonic. He really helped sell me on this camera before I even purchased it. I was just looking at it, and he was the one who really drove it home for me, with the smartphone app that the camera comes with. That totally sold me because I wrote the book on visual marketing secrets and how to use your smartphone to take photos to engage customers online and attract them. With that, I thank you so much for listening today. Again, the big shout out goes out to Unique Photo. Thank you so much for adding such value to my business and adding such value to myself as a photographer, one that I never knew that I could be or was. I thank Unique Photo. A big shout out today goes to them. I hope that your event was very, very successful.

In the very near future, I'm going to be pulling out some of the content that I did for this book on smartphone photography just because I am super, super excited now because I have a lot more time now to take great photos for you and share them, especially I've just been having a super time taking some newborn photos of my son in his first month here. Really excited. He was born May 28th. Sean Michael is super awesome. He is also a little ham. He's going to be hamming it up on the camera. I just can't wait to take more pictures of him to practice with to take better photos for business, whether it's for local businesses that need a little help marketing their business or for myself and just sharing some stuff with you behind the scenes and things that I do, especially in events coming up. Thank you so much for listening today. I look forward to seeing you for a future episode of Smarter



Online Marketing podcast, broadcast every Tuesday at 6am, like clockwork, on iTunes. Also on Stitcher, available on android. Thanks so much for listening again, folks. See you soon.

## RESOURCES:

<https://www.uniquephoto.com>

<https://www.uniquephoto.com/university/>

***Visual Marketing Secrets: How to Use Smartphone Photography to Engage Online and Attract More Customers*** (Kindle Edition) by Vickie Siculiano (affiliate link) <http://amzn.to/1dsZAgY>

## PODCASTS OF MATTHEW SWEETWOOD INTERVIEW:

<http://saywowmarketing.com/012-matthew-sweetwood-interview-pt-1-how-i-got-my-start-in-photography>

<http://saywowmarketing.com/013-learning-photography-part-2-matthew-sweetwood-president-of-unique-photo>

<http://saywowmarketing.com/014-photography-marketing-and-social-media-part-3-matthew-sweetwood-unique-photo>

<http://saywowmarketing.com/015-future-of-smartphones-and-photography-part-4-matthew-sweetwood-unique-photo/>

<http://saywowmarketing.com/016-mirrorless-cameras-dslr-and-4k-video-part-5-matthew-sweetwood-unique-photo/>

<http://saywowmarketing.com/017-benefits-of-camera-and-lens-rentals-part-6-matthew-sweetwood-unique-photo>

<http://saywowmarketing.com/018-unique-photo-experience-and-google-hangouts>

<http://saywowmarketing.com/019-upcoming-unique-photo-projects-matthew-sweetwood-interview>

<http://saywowmarketing.com/020-words-of-inspiration-matthew-sweetwood-president-of-unique-photo-interview/>

## VIDEOS OF MATTHEW SWEETWOOD INTERVIEW:

<http://saywowmarketing.com/matthew-sweetwood-interview-how-i-got-my-start-in-photography-smarter-online-marketing-podcast>

<http://saywowmarketing.com/matthew-sweetwood-interview-part-2-on-learning-photography-smarter-online-marketing-podcast>

<http://saywowmarketing.com/photography-marketing-and-social-media-part-3-matthew-sweetwood-unique-photo/>

<http://saywowmarketing.com/matthew-sweetwood-interview-part-4-future-of-smartphones-and-photography-smarter-online-marketing>

<http://saywowmarketing.com/matthew-sweetwood-interview-part-5-unique-photo-mirrorless-cameras-dslr-and-4k-video>

<http://saywowmarketing.com/matthew-sweetwood-interview-part-6-benefits-of-camera-and-lens-rentals-unique-photo>

<http://saywowmarketing.com/matthew-sweetwood-interview-part-7-unique-photo-experience-and-google-hangouts>

<http://saywowmarketing.com/matthew-sweetwood-interview-part-8-upcoming-unique-photo-projects>

<http://saywowmarketing.com/matthew-sweetwood-interview-part-9-words-of-inspiration-unique-photo>

Entire interview <http://saywowmarketing.com/matthew-sweetwood-unique-photo-interview-smarter-online-marketing-podcast>