

Say WOW Marketing
With Vickie Siculiano, Online Marketing Coach
Episode 90 Smartphone Photography for Business
Interview with Frank Corrado,
Owner of Corrado's Market In New Jersey

This is Episode 90 of the Smarter Online Marketing Podcast – my interview with Frank Corrado of Corrado’s Family Market in Wayne NJ. Frank is a real pro at photography and also an expert in Social Media so he does a great job of sharing smartphone photos with his fan base, especially on Facebook. We’re going to share this interview with you because it was featured in my best-seller on Amazon – How to Use Smartphone Photography to Engage Online and Attract More Customers. Frank is a perfect example of how to do just that.

So if you want to find out some tricks on how you can use smartphone photography for your business, stick around, it’s all coming up.

Vickie: Hi, I'm here today with Frank Corrado, the owner of Corrado's Market. There are five locations in New Jersey. He's here, the owner of Corrado's Market and Pet Store here in Wayne, New Jersey. It's a third generation family ran business. His grandfather it with his three sons. One of those your dad, is that correct?

Frank: Yes.

Vickie: They have such interesting visual content there at the store and delicious. They have fresh produce department. These ethnic, really hard to find ingredients that you can't find anywhere else and I always love to see what you have in store, there's always something new. This whole cheese department when you come in in the store, it's just imported and domestic. You have baked goods, flowers, vegetables, did I miss anything?

Frank: We have beautiful catering and deli prepared foods, fresh, sushi.

Vickie: Yes, amazing.

Frank: appetizing department.

Vickie: A plethora of taste bud tantalizing items. Welcome, Frank.

Frank: Thank you.

Vickie: One of the things I wanted to talk to you about tonight is your use of photography for your business. Tell me about your professional photography.

Frank: Outside the business. I got into photography probably a little over 10 years ago. Just as a hobby, point and shoot, a little Panasonic camera. Then I enjoyed doing, taking pictures. It forced me to go places. As anything, I got more into it, I got into better equipment. Now, I shoot with a Nikon D600. I have so many lenses. Lenses for every occasion possible. I love going ... when I'm on vacation, I go to New York City, take pictures. Just do city walks. I take pictures in my store. When I go out to eat I'm taking pictures. I take pictures of my kids and their sports and other kids. I give them to the parents. They're so thankful, they're like, "You got my kid's first wrestling pin." Kid's first goal. They're so excited. To me, that's the best compliment in the world.

Vickie: I think it's great. You have so many subjects that you practice on. It's not like you're always just waiting and waiting for that perfect shot. You take your camera and you practice a lot. We were recently on a photo shoot for the super moon down in Hoboken.

Frank: That's a lot of fun.

Vickie: I have that photo. I think I might post it.

Frank: Yeah?

Vickie: I do. Absolutely. I take a picture with my smartphone of you lining up the shot and getting everything right on the tripod. I was there.

Frank: A lot of fun, lot of fun. Thank you.

Vickie: I got to approve. Absolutely. Now, we know that you have a professional camera. You have gear that you use for it. You have an appreciation for the art of photography. You understand the fundamental principles of it. I know that you also have a smartphone. Tell me, does your smartphone look a little like mine?

Frank: Yeah.

Vickie: Yeah, only mine is a little encased in an Otterbox here. You have the 5S, right?

Frank: Yes.

Vickie: Did you do 32 or 64?

Frank: 32. Yeah.

Vickie: You must always be wiping off your content to make sure that you can make room for new photos because you do take pictures with your smartphone?

Frank: Yes.

Vickie: You have the 5S. What kinds of photos do you take with your smartphone?

Frank: You have a professional equipment too. It is not easy to carry that around all the time. When you do have it, people are looking at you like, "What are you doing? Are you the paparazzi kind of thing?"

Vickie: Right.

Frank: I'm nervous about it getting ruined or broken or damaged or stolen. I don't bring it with me everywhere. I'm at work, I'm not going to carry around this big camera. I have my phone and I bring that around. Today, I took a great picture of prime beef steaks and I put it up on the web. I did it on my phone. It came up awesome. It's just easy. I just take it on my pocket and I'll get that picture and take a picture instantly. It's like another set of eyes.

Vickie: Yes, absolutely. You can see the picture that your taking as you take it.

Frank: Instantly.

Vickie: Constantly, do you take multiple photos of a subject?

Frank: Yes.

Vickie: Just to be sure, you do?

Frank: Yeah.

Vickie: Let me ask you, what do you say - shoot, photograph? You're not shooting anything.

Frank: Shoot.

Vickie: We all say that. I don't know.

Frank: I know.

Vickie: What do you photograph subjects of mostly at your business? You do the food, right?

Frank: Yes

Vickie: What do you take it with? Do you take it with a particular app or do you use the native camera?

Frank: I just use the native camera. Sometimes, I'll just check and see like, they have that little edit, quick edit tool and an enhance tool. I'll see how it looks on there. If it looks good then I'll use it.

Vickie: You might enhance it with tones?

Frank: Yes, tones. Or hue. Not really black and whites because you want to see the colors of food.

Vickie: Especially with food. You want them to look natural. I would assume that enhancing it to keep it more of a natural lighting rather than adding a filter would be more appealing to the eye?

Frank: Yes.

Vickie: Great. When you photograph with your smartphone, in the book that I'm coming out with, Smartphone Photography with Small Businesses and Entrepreneurs, you're going to be featured in that book with our interview.

Frank: I'm excited. I'm excited.

- Vickie: You are an expert. You really are. I knew that from the moment that I met you and learned that you are a photographer, I was shocked. I think we found that on Facebook because we connected in social media, right?
- Frank: Yeah. It's just by chance. We're both like, "Oh, you're into photography too? It's not just food?"
- Vickie: Food and photography, we both have that in common. Absolutely. When you're photographing with a smartphone, because you have this foundation in photography, you have an eye for your subject and you know how to frame your shots, tell me a little bit about your composition technique.
- Frank: Most of the time, probably 99% of the time, I'm just looking to fill the frame. I think in social media, when they pull it up on a picture, you don't want the steak to be in the bottom right hand corner and have all these other stuff in the picture. I want them just to see the steaks or when we had purple asparagus the other day, I don't want them to see the background with the signs and people there ... I want them to see just the asparagus. That's pretty in the food industry that's what I do.
- Vickie: Do you ever close in like sort of macro style on your subject or you prefer to keep them whole?
- Frank: Generally whole.
- Vickie: Okay.
- Frank: I should try the macro though. That's pretty good. I might give it a shot.
- Vickie: Sure. Because we have the same phone, I can lend you the yellow clip because I bought the yellow clip. You know what that is?
- Frank: Yeah. Those on the lens.
- Vickie: Yeah, it's a three-set. It's a set of three interchangeable lenses. When you flip around it becomes a macro lens. It gives you just some interesting visuals. If you have your audience in social media just accustomed to seeing your beautiful photography the way that they see it, it might just be fun to just give it a little whirl. I'll bring it by the store. You're here in Wayne.

- Vickie: Do you ever go into the pet store and photograph?
- Frank: I used to go in there a lot more when we had on-site grooming. I'd go in there and take pictures of the pets after they were groomed or while they're getting groomed. We would text them or put them up on Facebook and then tag the owner in it. We don't have it. I really don't take as many pictures as I should.
- Vickie: It's interesting that you mentioned that because in the book, there's a section on the six photographs that your business needs and one of them is the before and after. We used an example of a dog groomer that had this real bushy haired little, I think it was a Maltese or something and then, "I'm cool now."
- Frank: Yeah, yeah. great shot.
- Vickie: Do you ever take photographs of your staff or your team or your customers?
- Frank: My staff. Customers, no. Unless I know them then I would. Mainly staff like somebody's birthday or veteran's day if there's a veteran that works for us, we'll take a picture and say whatever they did for our country. Things like that. Maybe like a fun pictures like one of the staff members holding lobsters when on sale. That's kind of fun stuff like that. Or in the kitchen during the holiday when the chefs are working real hard. I'll take pictures of them.
- Vickie: Those are some great ideas.
- Frank: Because I think for our customers to see and be personalized with our staff, it's important.
- Vickie: Absolutely. I know that. I follow on Facebook and we've become friends. We also connected on Twitter. What social media platform is your favorite to use and why?
- Frank: I like Facebook a lot. I like seeing the pictures right there. I think it's a lot easier to get through. You could put more information on it. What is it, 140 characters or whatever, Twitter, I feel like I'm limited.
- Vickie: Twitter?
- Frank: Yeah.
- Vickie: Twitter is I think 120.

Frank: 120, okay, yeah.

Vickie: Facebook is, yeah.

Frank: Not that I'm going to write novels on it but I like that I'm not limited and I got to sit here and abbreviate things to get it all in on a page.

Vickie: No, absolutely. It's you posting on social media for your social media platforms. You don't have a manager. You don't have somebody monitoring. It's all you?

Frank: Yeah.

Vickie: As a business owner, how much time would you say that you devote a day to that? Or does it vary?

Frank: It varies. Today, I actually went ... I go to Twitter probably every other day and I'll search on Corrado's and see if anybody's writing anything about Corrado's. I saw one of my employees the other day that she graduated from high school and she was off from work from Corrado's that day and I was just like, "I didn't know. I see her everyday." I congratulated her on her graduation and then the next day she came and she's like, "Do you do the Twitter account?" She's like, "Thank you so much for giving me a shout out."

Vickie: That's great.

Frank: Fun things like that.

Vickie: Great. You do have an eye and an ear out opened up for people talking about your brand out there.

Frank: Yes.

Vickie: I think that's great. I want to ask you a question about video because I know that that the 5S that we both have and a lot of other smartphones in there, they're getting much better with the technology, you have the ability to produce video.

Frank: Yes.

- Vickie: Beyond just photographs, do you ever shoot any ... shoot, here we go again. Shoot. Do you ever create videos with your smartphone either from your photos or tell me about that?
- Frank: Maybe last year or the year before, I was on this [inaudible 14:31]. I'm like, "I want people to know how to do certain things." I made a video on how to make pizza at home with our pizza dough and cheese and stuff like that. I filmed our pizza guy making it and I put captions on the bottom, instructions on every step how to do it. We have it up on Youtube right now. It's on our Facebook page in there somewhere. I've done a video how we make our fresh home made donuts in the store, the apple cider donuts. I did a video on that. That was more fun, not instructional but like more fun like you got to come in and eat these donuts kind of thing, the candy cakes. Those rice ...
- Vickie: Of course.
- Frank: Yeah, I made a video with that. I got to get into ... I want to get more instructional videos out there. It's just time consuming because then I got to come home and I edit it. I don't have any editing software.
- Vickie: I think that's a great point that you make that if you want to produce more professional quality videos, you can do some editing with your desktop. What are you using? Are you using a Mac or a PC?
- Frank: I have a Mac.
- Vickie: You have a Mac, okay.
- Frank: Yes.
- Vickie: I have a PC. I use Adobe. Which is the one that you use?
- Frank: There's iMovie on here.
- Vickie: iMovie.
- Frank: Yes.
- Vickie: You can do the editing that way. I know that iMovie you can also do some basic editing on the phone with that but there are also some other neat ways to produce video that

are in the book. I just did an interview with Sue B. Zimmerman who is the Instagram expert. She's Instagal Live. I don't know if you've heard of her but you definitely will. She is someone to be known. She taught me a lot of the things that I know about Instagram and really changed the way that I market my business and help other businesses to use it as a tool. If you're using social media, it's a great way to share videos. There's so many apps and tools you can use to just make your photos into videos on your phone.

Frank: Got you.

Vickie: That is a great tool. One of them is Flipagram. You've heard of that one?

Frank: Yeah.

Vickie: You might have seen mine, I don't know.

Frank: I've seen videos on Instagram like, "That's pretty cool." It's made by Flipagram.

Vickie: Flipagram is definitely something to check out because you can flip through, say you had a lot of different items in a particular department in your store, say you had a lot of cheeses come in, I don't know. Or your fresh baked goods. Oh my God, your cakes, I'll put on five pounds if I stand by the counter long enough. It's ridiculous. It's so amazing.

Frank: [inaudible 17:13] that department. Get away from here.

Vickie: I know, I know. It's great. I wanted to know. You produce videos but more with I guess the camera app, the native camera app. You do that and the video?

Frank: Yeah.

Vickie: Yeah, and do some editing. You already know that people are very engaged in your videos and you got some great ideas.

Frank: Thank you. Thank you.

Vickie: Definitely. You talked about the benefits of using your smartphone because it keeps you inconspicuous and people don't really notice that you're going around photographing items, is there any other tricks that you have up your sleeve with your smartphone?

Frank: No. I just stand in the corner sometimes. I'll take pictures of produce or meat things. It's just trying to get it out there and I'll try boosting like on Facebook, when you have a business page, you can boost the host.

Vickie: Sure.

Frank: Then I'll share it personally with my friends again so it kind of gets out there better. I don't know any tricks.

Vickie: I think standing in the corner knowing that you can capture some really great stuff with your smartphone without having to be right on top of a subject is really great. Sometimes, those inconspicuous shots, where it doesn't look like it was planned are priceless. I think that's great and you do a great job with that.

Frank: Thank you.

Vickie: You boost posts sometimes on Facebook. Do you ever use your smartphone camera photos beyond smartphone or do you use them mostly there?

Frank: No, I use them mostly there.

Vickie: Mostly there.

Frank: Yes.

Vickie: When you have all these pictures on your smartphone, do you always clean them off and save them in a folder or what do you do?

Frank: Yes, I save them in my ... I have a big folder that says Corrado's on it and I'll actually break them down, Corrado's Wayne, Corrado's North Arlington and I'll load the pictures into whatever store I was at.

Vickie: Got you. For all of the locations at Corrado's, are you the one that's producing all the visual content?

Frank: I hate to say it but I think I'm the only one who does it. If I'm not there at North Arlington or Fairfield, nobody else is doing it. I find enjoyment in it. I really love the social media thing. It's a great way to connect with people. I get so excited when people come in the store like, "Oh my God, I heard you had strawberries \$1.50 today. I saw it on Facebook." I'm like, "Yes." All excited.

Vickie: Absolutely. You hear about that when someone tells you. Do you ever track that? Like how was sale [inaudible 20:01] to be. It's kind of tough I would assume on the registrar.

Frank: No. I don't think there is a way or maybe we just don't have the capabilities doing it. Pretty much word of mouth and I could tell like people coming in or call like, "You know the asparagus, purple asparagus," or [inaudible 20:18] this, I get enjoyment out of it because I know I'm reaching somebody.

Vickie: Absolutely. Do you take any photos in all that Corrado's owns a wine market?

Frank: Yes. We have a wine making store. We also have a wine and liquor store.

Vickie: Are you ever over there photographing?

Frank: I am not but I'll call my brother because he runs some wine and beer making store.

Vickie: Got you.

Frank: "Come on Jim. Just take a couple of pictures and send them to me or post them." He'll do it too.

Vickie: All right. Well, at least you're encouraging him.

Frank: I got to sit there and like, "Come on please." Then they'll do it.

Vickie: That's great. You have four children?

Frank: I have four children, yeah.

Vickie: Are any of them into photography like their dad or not yet?

Frank: I think it's funny. They all have iPods or iPads and I think this day and age with the availability like I call it a no sin, you can't take ... when you had the old cameras, film was a thing. You don't want to waste your film. They could take a gazillion of pictures and there's no sin. There's no big deal. You can take as many pictures you want. They'll take pictures and video of each other all the time. I don't know if they're into photography yet but they're clicking away.

Vickie: It's great. That's great that you said that because now you have more eyes and ear in your home.

Frank: Yeah. Right.

Vickie: Capture some really interesting things and you don't have to pick up the phone and call your brother and say, "Hey, can you take a picture?" Right? I'm thinking that when they get old enough to get a license maybe they might be taking a little drive.

Frank: Yeah.

Vickie: "I'm putting them into work." I haven't even met them yet and I gave them a job.

Frank: They got to work somehow.

Vickie: This has been such a great interview, Frank. I thank you so much for being with us. Can I ask you, what is the social media platforms that they can follow, Frank Corrado and Corrado's Market?

Frank: Facebook.com and we have Twitter.

Vickie: What is your Facebook page?

Frank: Oh, you're putting me on the spot. I think it's Corrado's Market.

Vickie: Market.

Frank: Yeah, Corrado's Market. Twitter is the same thing. All right. Instagram we actually have a Corrado's pet market on Instagram. I should get the food store up there too. I'm going to do that.

Vickie: Absolutely because then you can push it right to Facebook and Twitter at the same time.

Frank: That's so much easier.

Vickie: You get the benefits. Oh my God.

Frank: You got to come show me how to do all this.

Vickie: It's okay. I'm here for you, Frank. Don't worry. I am right in Wayne. I am right by your side. I'm there. I know that when I was needing some help that time and you sat with me and you were helping me out, do you remember that?

Frank: Yeah, yeah.

Vickie: Not too long ago.

Frank: It was four years ago?

Vickie: Yeah. I was helping you out a little bit in social media and you're helping me. It was great. It's much appreciated. It comes back to you. You can check out Frank's work on his Smug Mug account.

Frank: Yes.

Vickie: What is that?

Frank: Smug Mug is FrankyCorrado.smugmug.com.

Vickie: See, I didn't forget that.

Frank: Thank you. Thank you. It's all personal photos.

Vickie: Fantastic. You can see all of the wrestling photos and the great personal stuff that makes you You, Frank. That's great. That's one thing that we do as photographers is we humanize everything that we do. We're not artists with paint, we paint with light. I love it. Photography changed my life and really made me a better marketer and you're an amazing marketer too.

Frank: Thank you.

Vickie: You're really a master in visual marketing.

Frank: Thank you, Vickie. Thank you very much.

Vickie: Absolutely. You can check out this interview on my blog at saywowmarketing.com. You can also see it on Youtube. It will be available as a podcast on the smart online marketing podcast.

Frank: Thanks.

Vickie: Soon in my book, Smartphone Photography for Small Businesses and Entrepreneurs. Thank you so much again for being here, Frank. Take care.

Frank: Thanks to you. Good seeing you.

Vickie: You too.

Frank: Take care. Bye.

Vickie: Bye.

Frank: Yeah. You got to email me the link to your blog, all right?

Vickie: Of course. Say Wow Marketing. You know me.

Frank: I know you, yeah.

Vickie: Saywowmarketing.com. By the way, before we go, you have to own your brand before someone else is going to grab it and wants to put their hand out, okay?

Frank: What do you mean?

Vickie: Corrado's Market, whatever it is that you need to do, Corrado's Market NJ, whatever. You have to own that brand for your store. You can have one for each individual location, like Clifton. You can have one for ...

Frank: What do you mean?

Vickie: Instagram. Open up a free Instagram account. On the account, you get 150 characters for your bio. You need to put your website on there. Or your Facebook, whatever you want to direct people to. If you want to build traffic to go to your Facebook then put that. If you're doing it on Facebook and then Twitter, Instagram will take care of both. It will really get you the followers, get you the audience that you need. I had no idea. You can even take video on a staff video for 15 seconds on Instagram. Forget Flipagram, Frank.

If you go into the Instagram app and you hold down the camera button and then let it go, it will take a little clip of a video. Move, take another, just for 15 seconds, just keep

taking stop motion and then you get a 15 second Instagram video. Flipagram is separate. Instagram, check out and see. Just have some fun. Go around the store, just take a few shots yourself. It will be good.

Frank: I will do it tomorrow.

Vickie: Yeah, I want to see that video.

Frank: Got it.

Vickie: Thanks so much Frank.

Frank: Thank you.

[INTERVIEW WITH FRANK CORRADO YOUTUBE VIDEO](#)