

CHECK LIST

How to market
your business
using images



The simple 20 image
checklist on visual
marketing and how
to make it work for
your business.



Now that you understand why branding photos are important, let's talk about how to actually use them for maximum impact.

(Your checklist is on the last page in case you want to skip this part)

1. Your Website

Your website is often the first place potential clients go to learn more about you. Your branding photos should make a strong first impression and establish trust instantly.

Key Uses:

- **About Me Page:** Clear, confident headshot that builds trust instantly.
- **Homepage:** Lifestyle, powerful headshot, or action-based photo aligned with your message.

Examples:

- Business coach using a speaking photo to show authority.
- Wellness coach featuring a serene outdoor shot for calmness.
- Real estate agent with a photo handing keys to clients.



2. Social Media Profiles

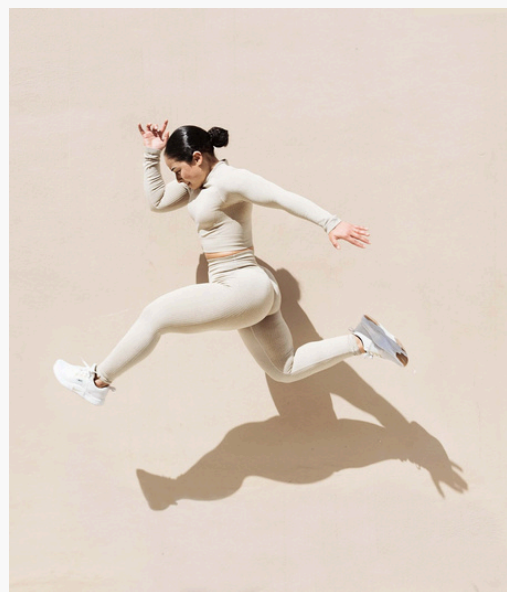
High-quality photos make your profiles stand out and create brand consistency.

Key Uses:

- **Profile Photo:** Your digital handshake—high quality, well-lit.
- **Cover/Banner Images:** Professionally branded visuals.
- **Content Strategy:** Blend professional photos into posts, reels, and stories.

Examples:

- Marketing consultant refreshing their LinkedIn photo.
- Fitness coach sharing action shots.
- Luxury brand owner posting behind-the-scenes images.



3. PR & Speaking Opportunities

High-quality images are essential for media exposure and credibility.

Key Uses:

- **Media Kits**
- **Conference Promotions**
- **Podcast & Guest Features**

Examples:

- Mindset coach promoted via professional headshot.
- Corporate consultant in magazine features.
- Motivational speaker with branded event action shots.



4. Email Marketing & Lead Magnets

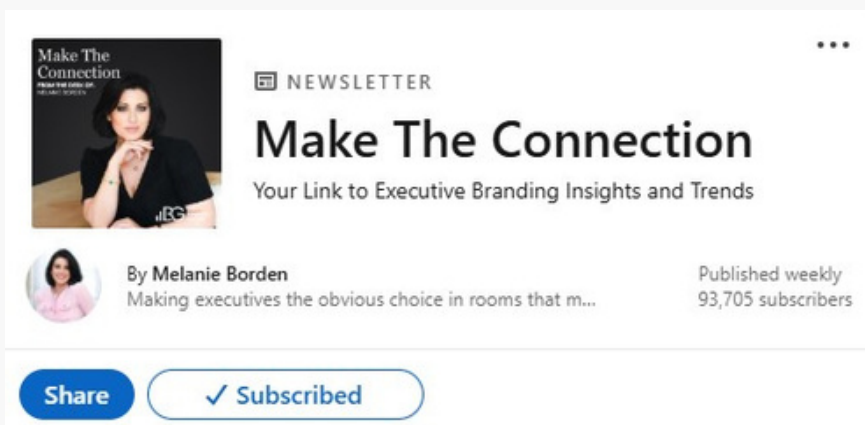
Branding photos create personal connection in your emails.

Key Uses:

- **Welcome Sequence**
- **Newsletter Headers**
- **Lead Magnets**

Examples:

- Business coach in newsletter header.
- Fashion stylist with stylish lead magnet imagery.
- Personal trainer using transformation photos.



Checklist: 20 Must-Have Branding Photos & Where to Use Them

- ☐ Professional headshot (smiling) – About page, LinkedIn profile, newsletter.
- ☐ Professional headshot (serious/confident) – Media kit, speaking event promos.
- ☐ Lifestyle portrait (relaxed) – Homepage, Instagram bio.
- ☐ Action shot (you working) – Services page, social media posts.
- ☐ Speaking on stage – PR kit, homepage banner.
- ☐ Leading a workshop – Blog posts, sales pages.
- ☐ Behind-the-scenes with clients – Instagram stories, About page.
- ☐ Detail shot of hands working – Social media carousel, blog.
- ☐ Flat lay of tools/products – Website shop, email marketing.
- ☐ At your desk – LinkedIn posts, About page.
- ☐ Coffee shop working shot – Instagram feed, personal branding articles.
- ☐ Outdoor walking shot – Homepage hero image, Facebook cover.
- ☐ Group/team photo – About page, team section.
- ☐ Networking event – LinkedIn updates, press releases.
- ☐ Media interview setup – PR kit, speaking bio.
- ☐ Close-up facial expression – Instagram captions, personal story posts.
- ☐ On-brand prop shot – Email banners, product launches.
- ☐ Celebratory moment (arms raised) – Sales pages, launch announcements.
- ☐ Product showcase – Website shop, Instagram ads.
- ☐ Client interaction moment – Testimonials page, case studies.

5 BONUS Must-Have Branding Photos & Where to Use Them

- ☐ Signature pose – Homepage hero, personal brand intro.
- ☐ Creative location backdrop – Instagram grid, Facebook ads.
- ☐ In-motion shot (blurred background) – Video thumbnails, reels.
- ☐ Seasonal/holiday themed photo – Holiday emails, seasonal campaigns.
- ☐ Personal interest/hobby shot – Social media highlights, About page.

Final Thoughts

“Your branding photos are an investment. Use them strategically across all touchpoints to build recognition, trust, and authority”.

**If you need a guide, feel free to schedule a Discovery call at
www.phillipdestruge.com**

