

A smartphone is shown at an angle, with its screen and home button visible. The background is dark with soft, out-of-focus light circles (bokeh) in shades of white and yellow. The word 'instagram' is written in a large, bold, yellow lowercase font across the middle of the image.

instagram

SUCCESSES AND FAILURES

PHOTOGRAPHER

CRAFTER

ART DIRECTOR

PERFECTIONIST

FOODIE

TREND FORCASTER

STRATEGIST

BOY MOM

MARKETER

BROOKLYNITE

MAINER BY CHOICE

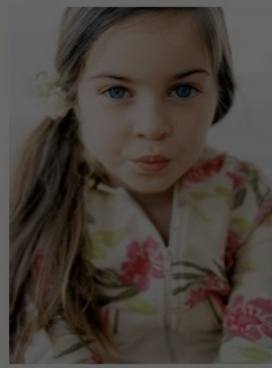


Karen

CASTING FOR KIDS (boy and girl ages 6-11)



Really, I'd love the girl to be older than the boy. I want to make her a little sophisticated in a couple shots.

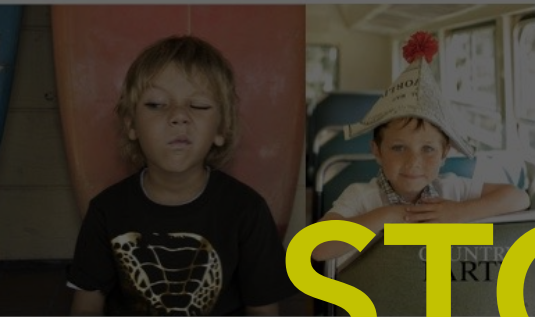


If we go young girl, just look for someone with character. I'm not worried, you can always get something out of any kid. I'd like to play on the girlie side and also the tomboy side.

KIDS

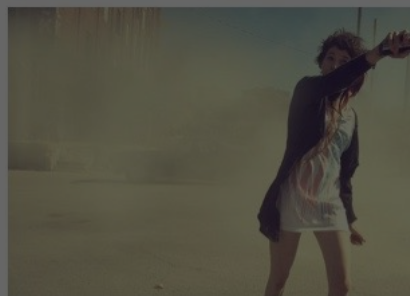
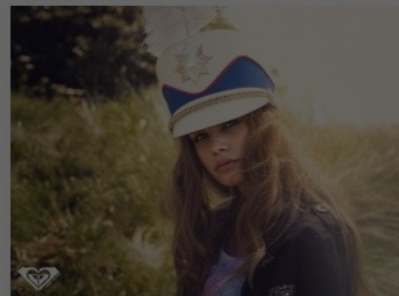
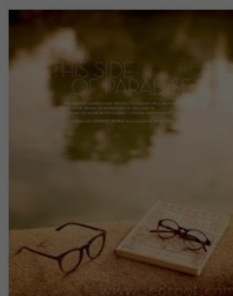
Mischievous. We need that I just swallowed the cat look.

Not nerdy. If the boy is older, he's got to be a cool kid.

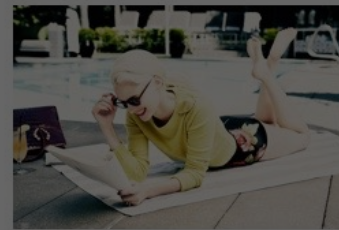


STOCK PHOTOGRAPHY

THE COLOR STORY



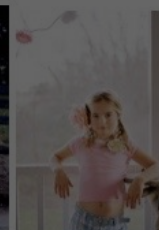
WARDROBE STYLING



Feminine 50s look for Mom.



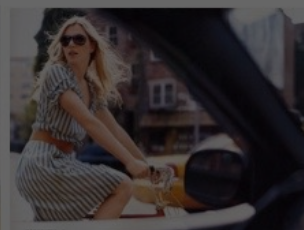
Lots of solids and patterns.



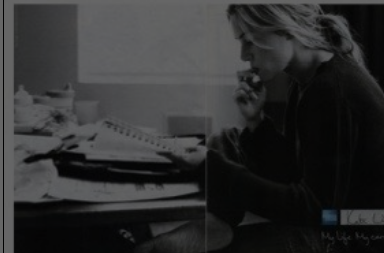
Big accessories.



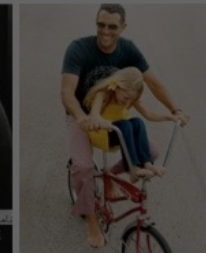
Mix of bathing suit and summer clothes.



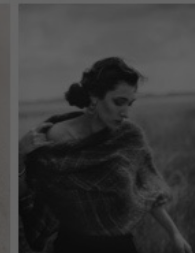
Mom needs to look fashionable.



Casual - bare feet, hair a little thrown together.



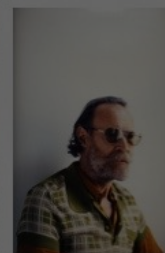
Faded retro looking tees for Dad.



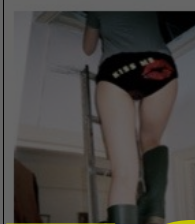
Natural fiber looking wrap for Mom.



A good pair of fashionable khakis.



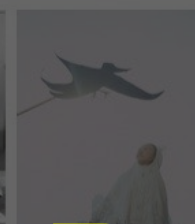
Retro "vacation" shirt.



Funny saying shirts.



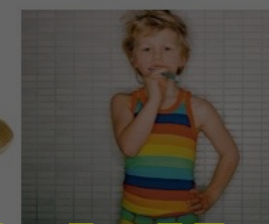
Button down shirts to layer over bathing.



Light colored poncho for the kids.



Fun for the kids.



Unusual color combos.



Tulle skirt for girl.

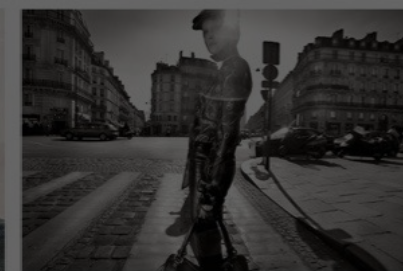
STRONG COMPOSITION



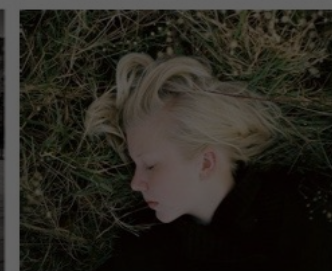
Tight and centered.



Lack of background.



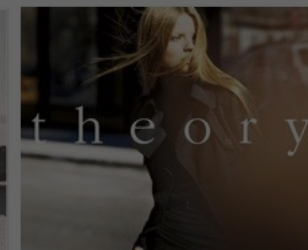
Strong perspective.



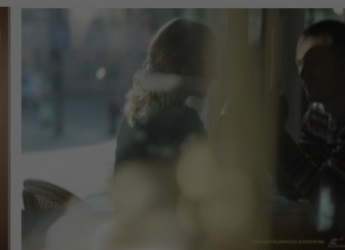
Overhead.



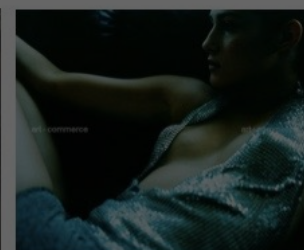
Duo action.



Adding texture by shooting around obstacles.



Using reflections.



Wide angle.

\$4,000 staff retreat: \$3,500

creating a place where people want to show up at 9am:

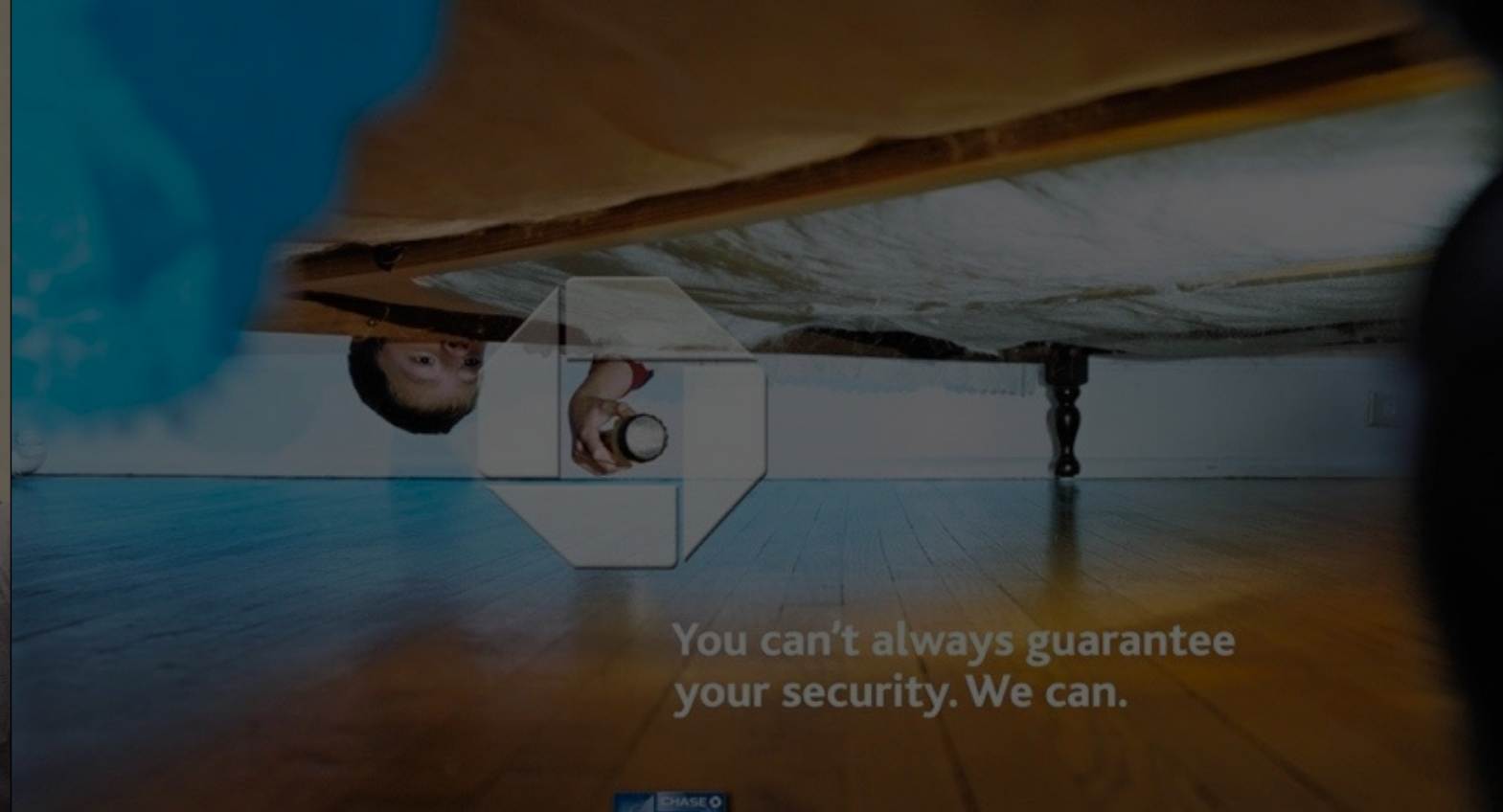
priceless



© 2000 MasterCard International Incorporated



Get what you need to turn your small business into something you always wanted. Our Business Savings™ program has special offers on products and services that are special to small businesses – thousands more offerings than our competitors. From insurance planning to incorporation services, online banking to online supplies, whatever your business needs, we'll help you save.



You can't always guarantee your security. We can.



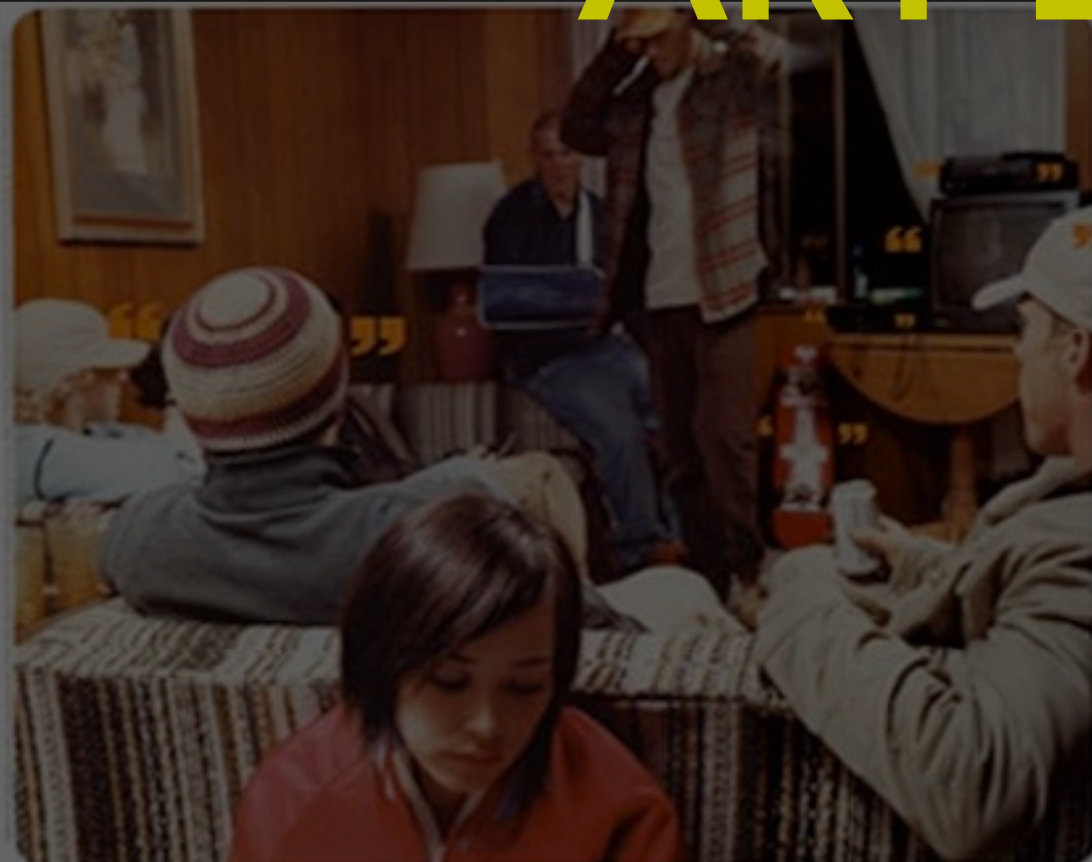
Chase Guaranteed Check Card Protection.

If your card is lost or stolen, we'll replace your money in one business day. Choose Chase Free Checking™ with direct deposit. It's more than free, it's guaranteed secure.

YOUR CHOICE. YOUR CHASE



ART DIRECTION



“Thank You”

Introducing Thank You
a new kind of reward.

Clutter, electronics.

Get everything great
without a gettitude.

Exclusive rewards
that keep everything
just the way it is.

Just say yes to
offering them to you.

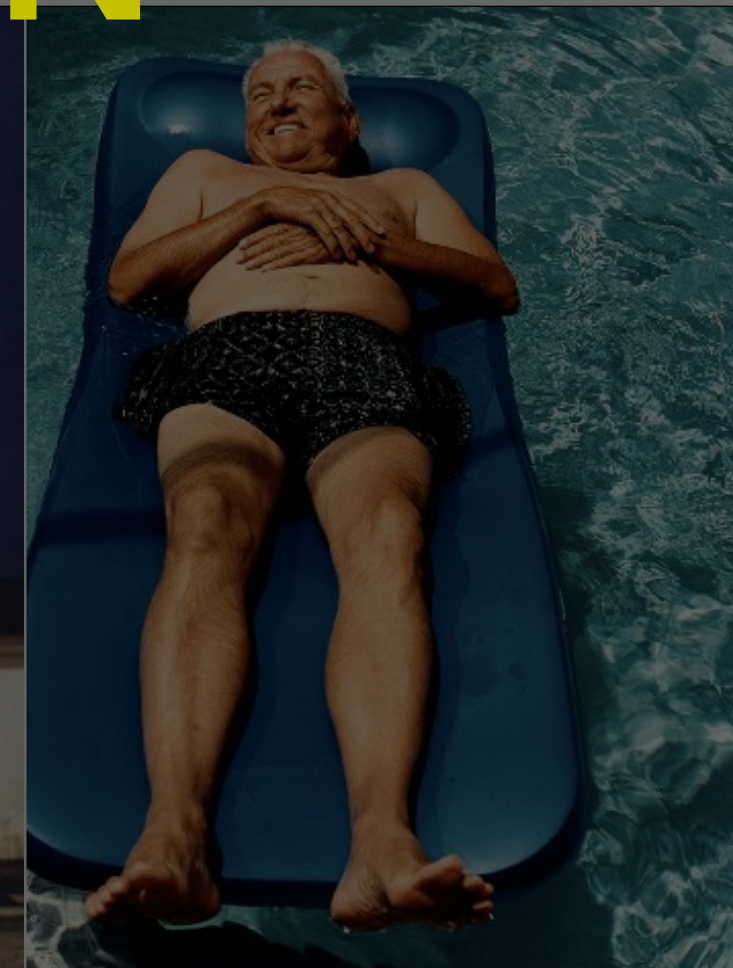
Now that's a real reward.
Call now: 1-800-277-7777
or visit us online.



extra-long extension cords from
RadioShack: \$11

(moving them out of the living room: priceless)

there are some things money can't buy, for everything else there's MasterCard





TREND FORCASTER



nostalgic

STONE © 11-0606 TPX

STONE © 16-4032 TPX

STONE © 17-3917 TPX

STONE © 16-1406 TPX

STONE © 14-4002 TPX

STONE © 11-0618 TPX

STONE © 13-4103 TPX

STONE © 13-1904 TPX

STONE © 14-1310 TPX

STONE © 19-5920 TPX

STONE © 12-1209 TPX

Visual Style Attributes:

Strong fashion photography background.

Great use of negative space.

Flawless lighting under any circumstances.

Spontaneous and real feel to portraits.

Great choice of models.

Just edgy enough styling.

Non-confrontational personality comes through.

Good sense of color.

Subtle sense of humor driving narrative.

MARKET STRATEGIST

Subtle Sense of Humor Driving Narrative

Your narrative/humor is really difficult to explain, but not only does it work, it seems very contemporary. It makes objects come to life, gives courage to someone to be themselves, and it feels compassionate. In a way, this innate storytelling is at the core of your personal vision. With the risk of sounding corny, you need to be brave and listen to this voice inside you. As I've said all along, your training in photography has gotten you to this point in your career. You can handle yourself in almost any situation. You can do what people expect very well. Now it's time to do something that is unexpected.



Industries to Target

The purpose of this page is to see how within industries, there are companies looking for the type of attributes a photographer like yourself can bring to their brand. Below are a list of industries open to photographers like yourself. It's important to understand what it is that you are bringing to the table? What is it about your images that they need?

Fashion

Freedom
Jet Set
Trendsetters
Luxury
Glitterati

Sports Apparel

Exclusive
Fun
Youthful
Urban
Action
Community

Travel

Fun
Excitement
Urban
Fantasy
Community
Pleasure

High Tech

On trend
Fashionable
Youthful
Urban
Futuristic

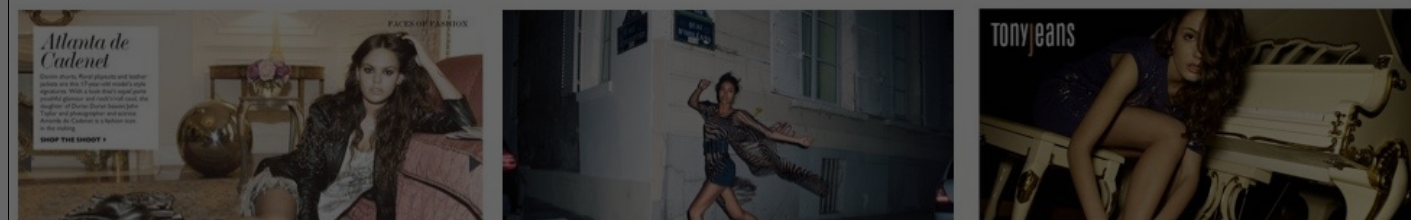
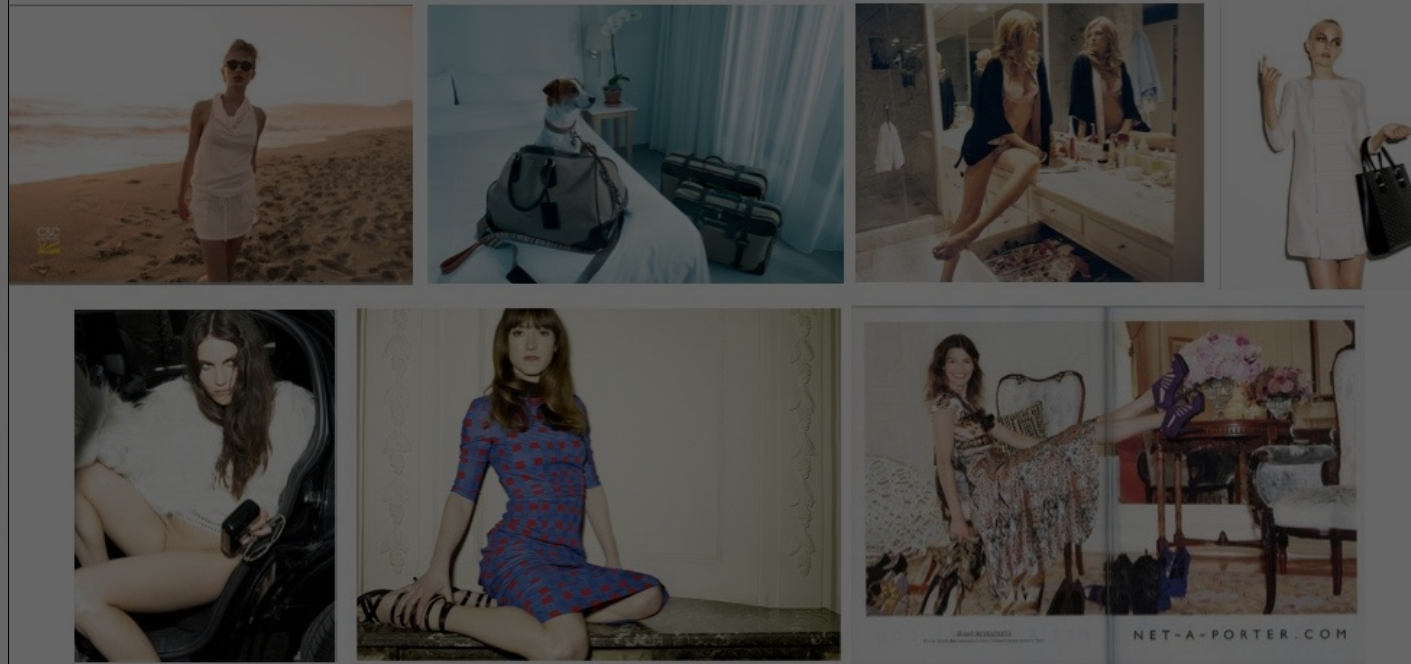
Nonprofit

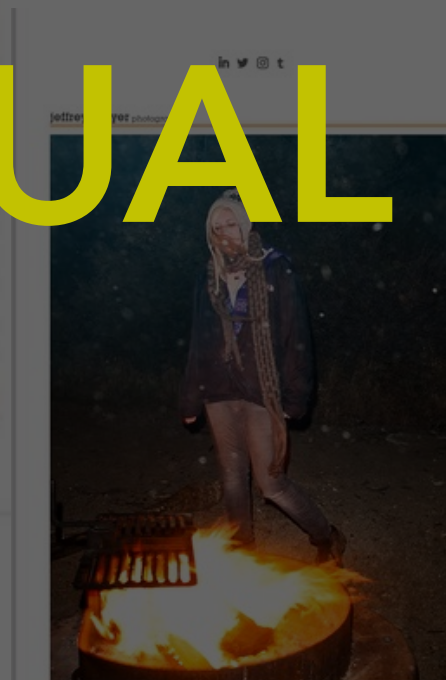
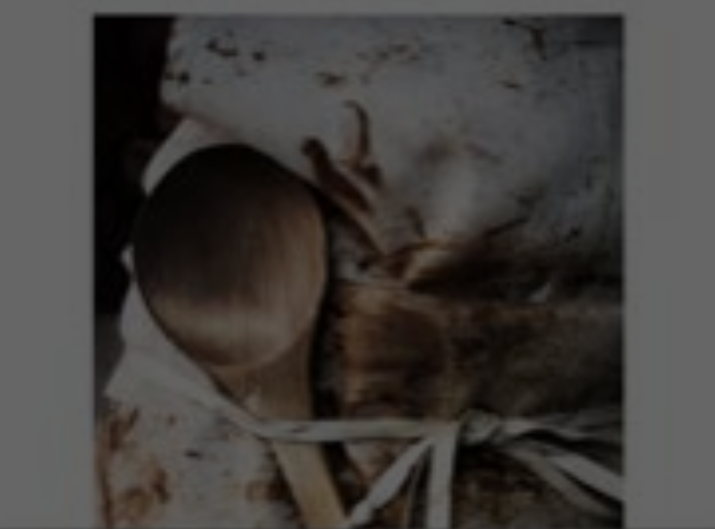
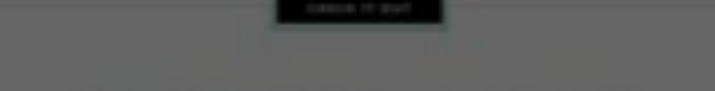
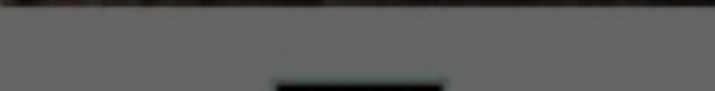
Values
Community
Integrity
Compassion
Responsibility
The future

Food & Beverage

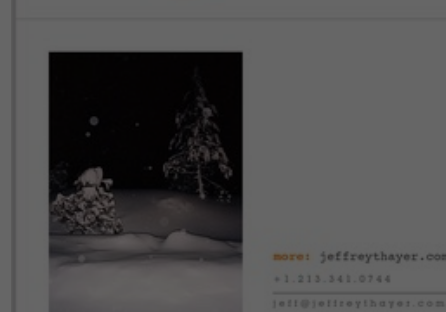
Energy
Freedom
Escape
Glamour

Glamour/Luxury In The Marketplace





hello: +1.213.341.0744



more: jeffreythayer.com
+1.213.341.0744
jeff@jeffreythayer.com



N KEVIN NORRIS HAS AN EYE FOR DETAILS. EACH COMPOSITION SHOWCASES THE BEAUTY OF EACH INDIVIDUAL PRODUCT ALLOWING THE VIEWER TO APPRECIATE THE SCALE AND FINESSE OF THE ARTISAN THAT CREATED IT. IF YOU WANT TO DIVE IN FOR A CLOSER LOOK, KEVIN HAS GOT YOU COVERED.

DROP A LINE
kevin@kevinnorrisphoto.com

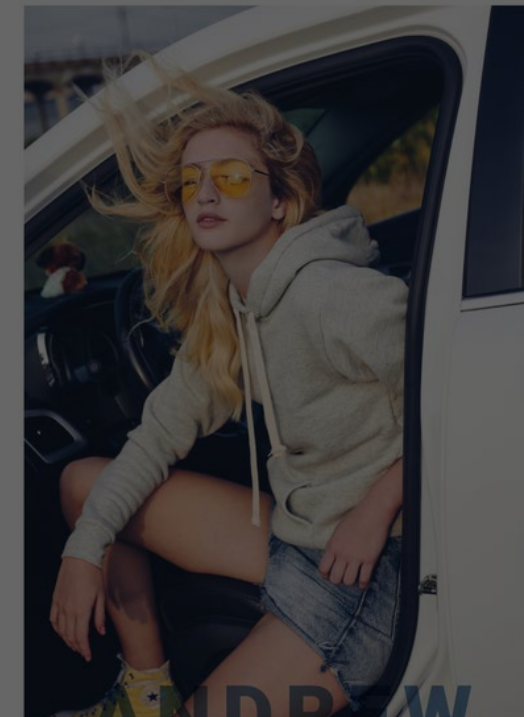
GIVE ME A RING
917.384.8747

TAKE A CLOSER LOOK
kevin@kevinnorrisphoto.com



NYC
ANDREWSTEINMAN.COM


/ ADVERTISING /



/ LIFESTYLE /

/ EDITORIAL /

ANDREW STEINMAN



I DECIPHER YOUR MARKETPLACE. I GET INTO YOUR POTENTIAL
CLIENTS' HEADS. WHEN I BRING YOUR BRAND TO LIFE, YOUR
CLIENTS CAN'T HELP BUT CRUSH ON YOU BECAUSE YOU SAY
AND DO EXACTLY WHAT THEY NEED.

karen.



why?

AM I TALKING HERE TODAY

THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

instagram
IS MARKETING

OVER 1/3 OF IG USERS HAVE USED THE APP TO PURCHASE A PRODUCT ONLINE.

ITS AD PLATFORM HAS ACCESS TO THE MOST ADVANCED TARGETING OPTIONS AVAILABLE.

SALES AND LEADS ARE TRACKABLE.

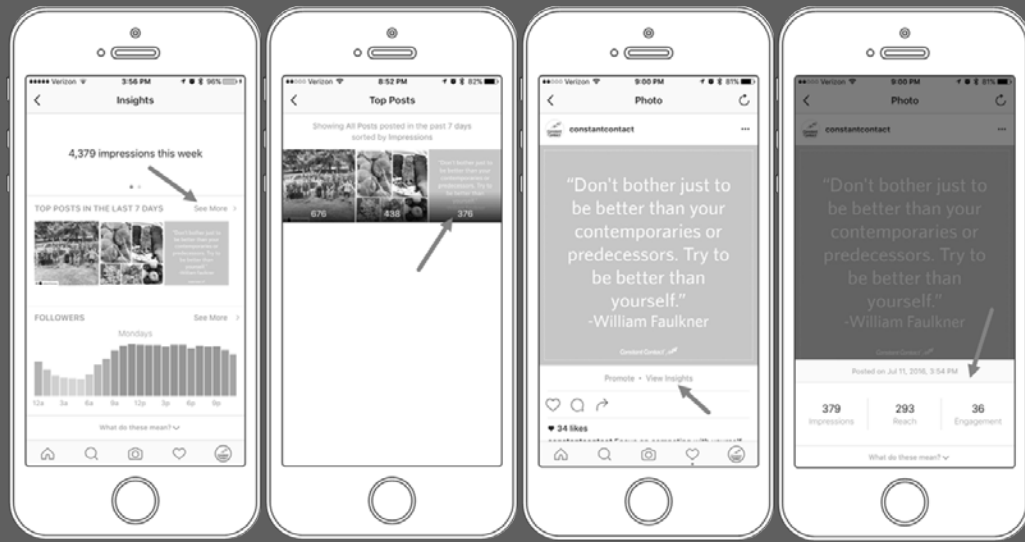
CONNECTS YOU TO AN OTHERWISE UNREACHABLE CUSTOMER BASE.

LET'S YOU BUILD AN AUDIENCE THAT WILL STAY CONNECTED WITH YOUR COMPANY.

STRENGTHENS YOUR RELATIONSHIP WITH POTENTIAL CUSTOMERS.

LEARN LIKES AND DISLIKES OF YOUR CUSTOMER BASE.

Instagram



IG ACCOUNT

IF YOU ARE A BUSINESS, YOU WANT A BUSINESS ACCOUNT. THE BENEFITS INCLUDE: A CONTACT BUTTON, INSIGHT AND BOOSTING POWER.

POSTING

YOU CAN POST VIDEO OR STILLS TO YOUR ACCOUNT. EITHER PULL FROM YOUR PHONE'S CAMERA ROLL OR TAKE SOMETHING IN INSTAGRAM.

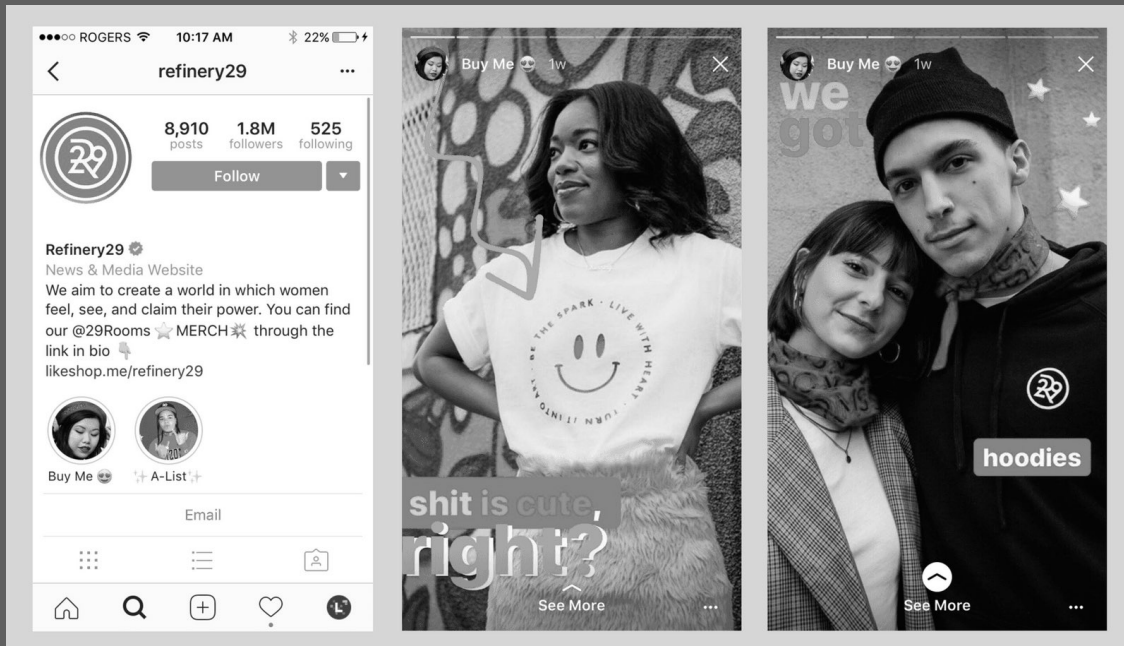


HASHTAGS

YOU CAN HASHTAG YOUR POST WITH YOUR COMPANY'S NAME, THE MEDIUM, A LOCATION OR EVEN A CONCEPT. YOUR HASHTAG BECOMES A CLICKABLE LINK, CONNECTION YOUR POST TO OTHER POSTS WITH THE SAME HASHTAG.

INSTA STORIES

IG STORIES IS A FEATURE WITHIN THE IG APP WHERE USERS CAN CAPTURE AND POST RELATED IMAGES AND VIDEO CONTENT IN A SLIDESHOW OR VIDEO FORMAT. THE CONTENT IS AVAILABLE FOR A SHORT PERIOD OF TIME UNLESS YOU ARCHIVE IT.



ENGAGEMENT

THE NUMBER OF LIKES, COMMENTS, VIDEO VIEWS, SAVES, SHARED POSTS, DM'S AND OTHER TYPES OF INTERACTIONS A POST GETS.



SEARCHING

YOU CAN SEARCH FOR PEOPLE, HASHTAGS AND PLACES BY TAPPING THE MAGNIFYING GLASS. TAP TOP TO SEARCH POPULAR PEOPLE, TAGS AND PLACES ON IG.





instagram =

BRANDING
MARKETING
SALES

INSTAGRAM HELPS PAINT A PICTURE OF YOUR BRAND. IT BRINGS TO LIFE YOUR COMPANY BY VISUALLY DEFINING ITS WORLD. YOUR IG BRAND DISTINGUISHES YOU FROM EVERYONE ELSE.

A STRONG INSTAGRAM ACCOUNT ILLUSTRATES YOUR EMOTIONAL BRAND (YOUR PERSONAL ATTRIBUTES), AS WELL AS YOUR PHYSICAL BRAND (THE APPEARANCE OF THE WORK YOU CREATE).

branding.



WHEN YOU THINK OF INSTAGRAM AS MARKETING FOR YOUR BUSINESS, YOU BECOME STRATEGIC WITH YOUR CONTENT. YOUR POSTS HAVE TO BE CONSISTENT AND TIED TO YOUR COMPANY IMAGE.

WHEN INSTAGRAM IS INTEGRATED INTO YOUR BUSINESS, IT TIES INTO YOUR BRAND, YOUR BUSINESS GOALS, YOUR WORK DAY AND YOUR BUDGET. A STRONG IG ACCOUNT LEADS THE CUSTOMER TO YOUR SITE, WHERE ECOMMERCE HAPPENS.



marketing.

**THINK OF YOUR INSTAGRAM AS
YOUR SALES FORCE. IT IS THERE
WHENEVER YOUR CUSTOMERS
ARE READY TO ENGAGE.**

**POST ABOUT YOUR PRODUCTS,
WHAT INSPIRES YOU, WHERE TO
FIND YOU, SALES EVENTS,
COLLABORATIONS WITH OTHERS,
REVIEWS, AWARDS...**

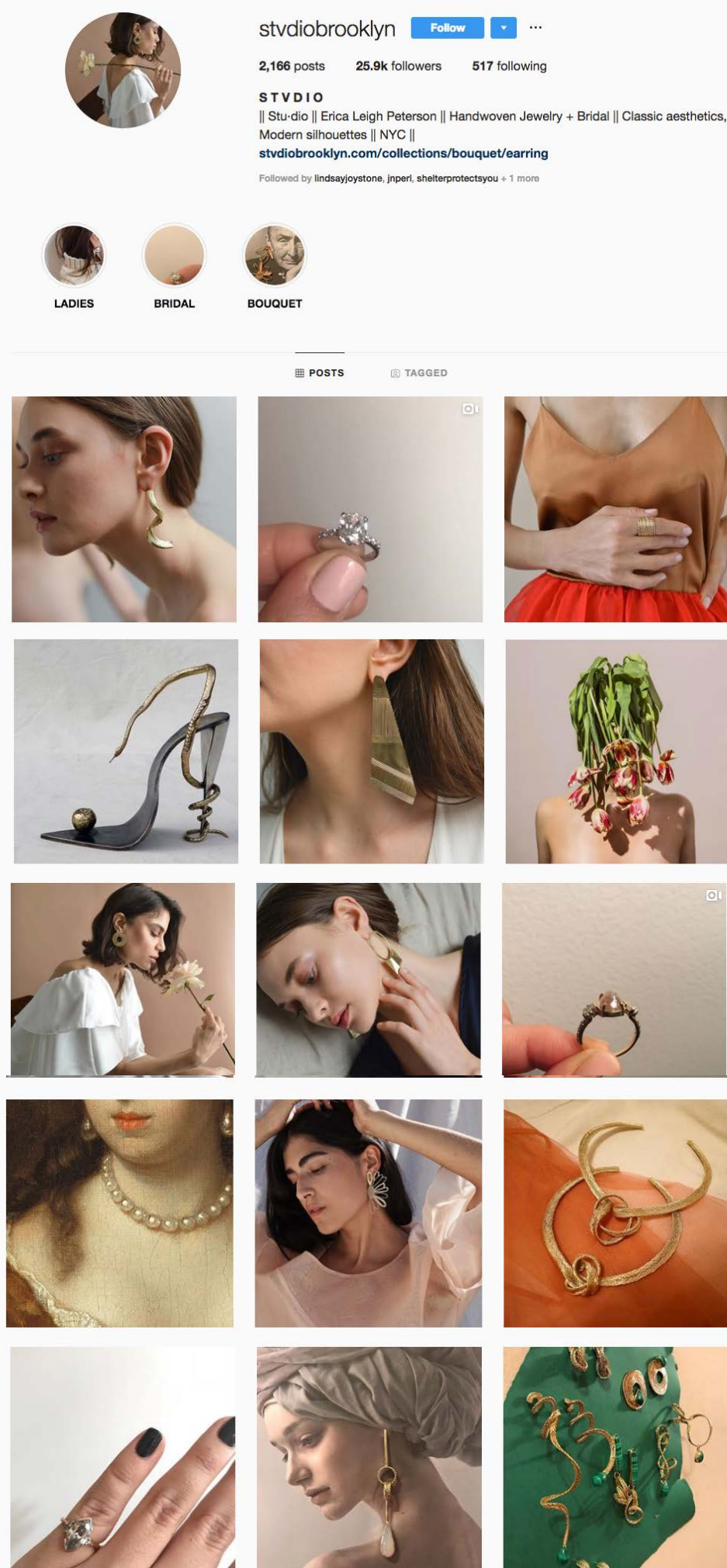
**SET MEASURABLE AND
ATTAINABLE IG SALES GOALS FOR
YOUR BUSINESS LIKE: INCREASE
PRODUCT SALES, DRIVE TRAFFIC
TO YOUR SITE, BUILDING A
STRONGER COMMUNITY OF
CUSTOMERS.**



sales.

@stvdiobrooklyn



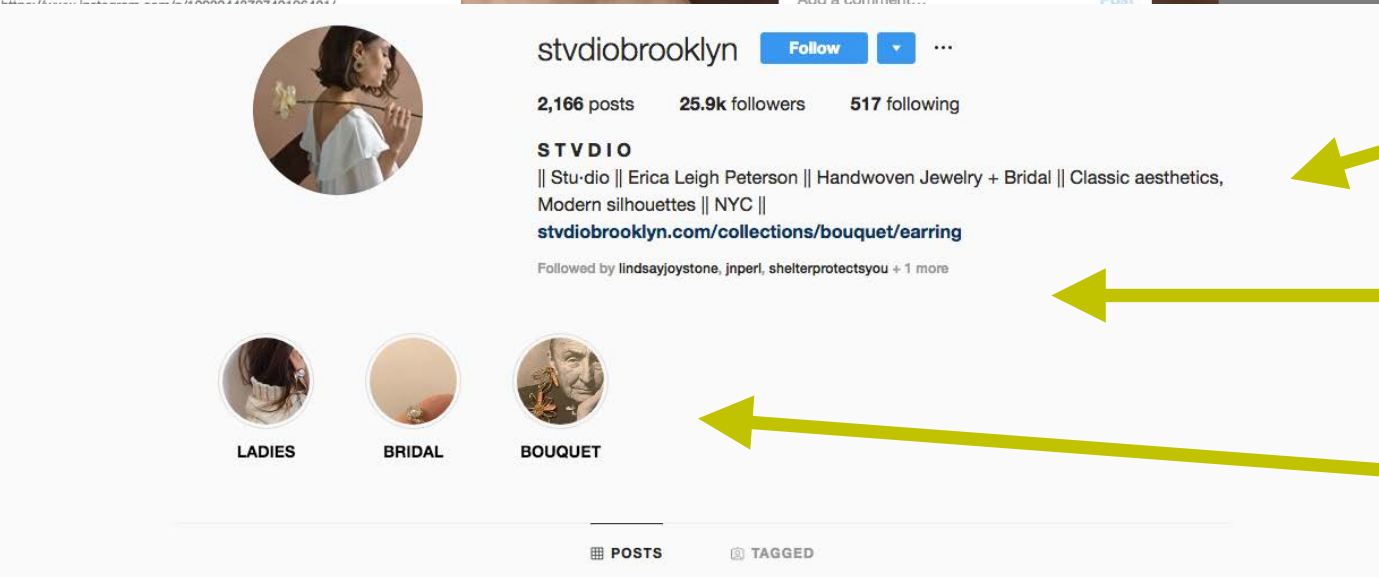


ELEGANT YET SOPHISTICATED. SCULPTURAL. ARTFUL.
INSPIRED BY THE CLASSICS. FINE CRAFTED. REFINED.
EXPENSIVE. CHERISHED. HIGH END. ONE OF A KIND.
QUIET. EUROPEAN. MODERN. A GUILTY PLEASURE.

brand



REMINDER WHERE TO FIND PRODUCT

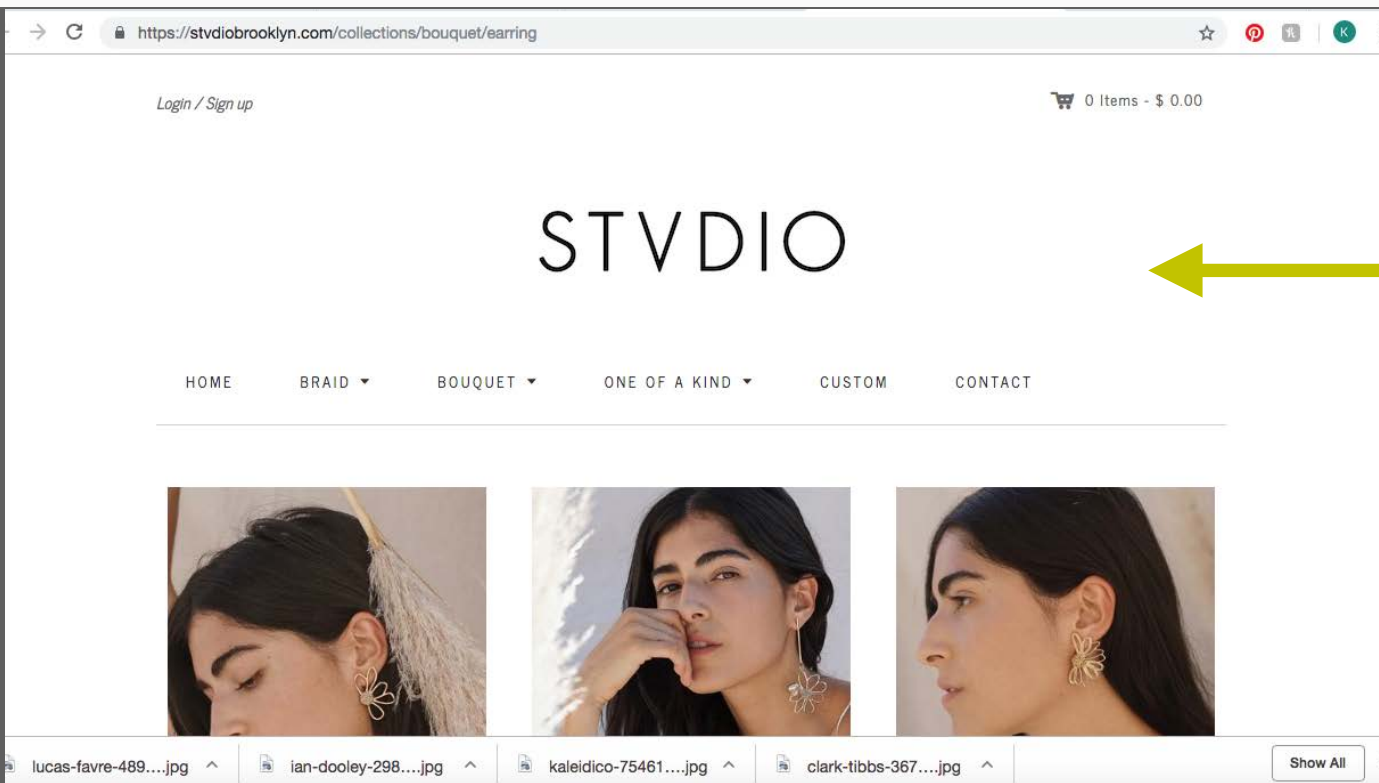


ENGAGEMENT WITH FOLLOWERS

BRANDED BIO

LINK TO SITE

RELEVANT INSTA STORIES



WEBSITE (CONSISTENT TO LOOK OF IG)

@oppositeoffar





oppositeoffar

Follow

...

5,362 posts

41.5k followers

3,840 following

Costumes for Kids

Jessica Near, owner+creator+author of DIY Kids Dress Up//Playing+Imagining since 2011//Collaborations+Wholesale email: oppositeoffar@gmail.com//SHOP: oppositeoffar.com

Followed by hollydonovan and streempro

SHOPS

OILS

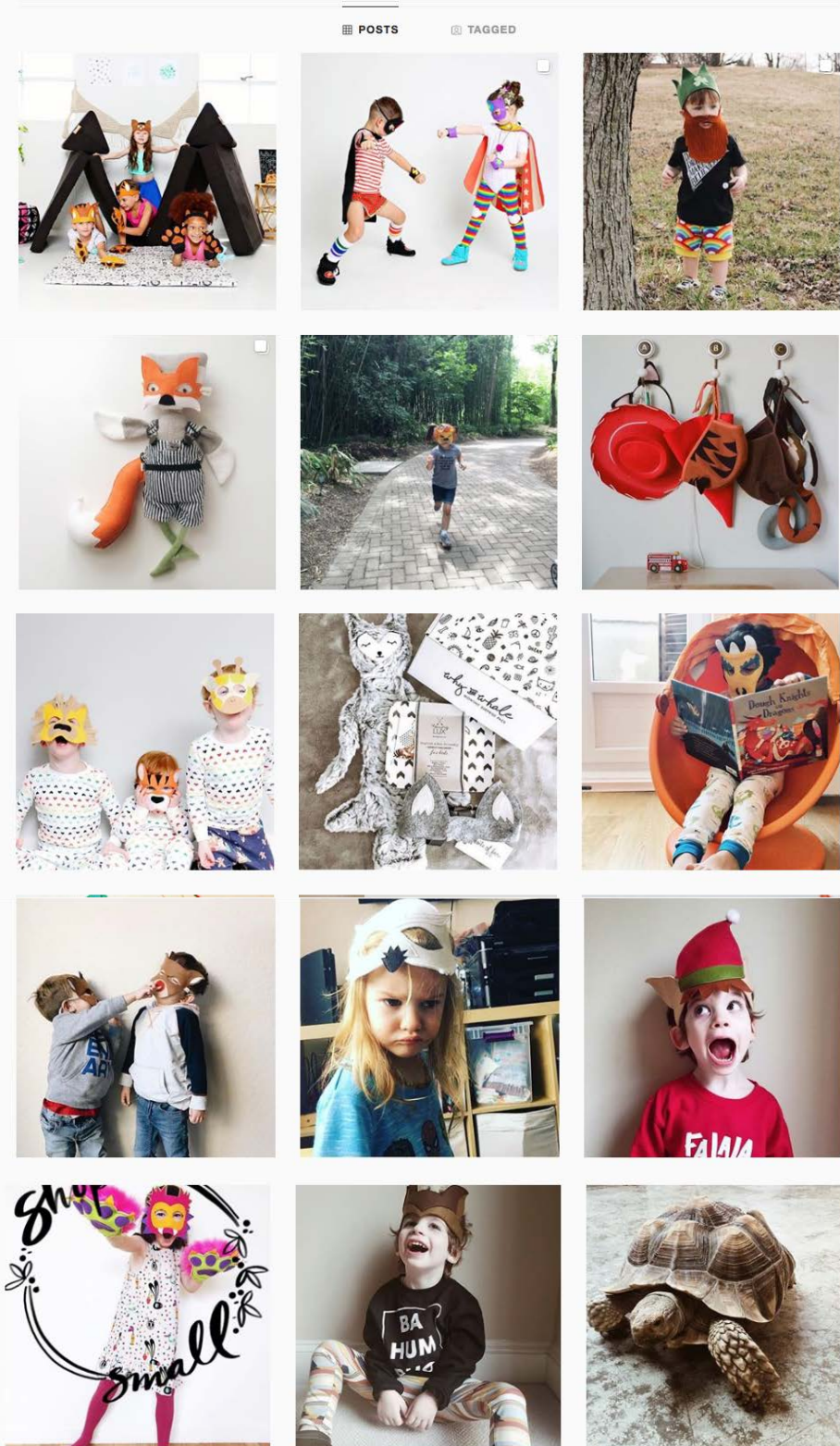
MILO+BR...

FAMILY

JOKES

COLLABS

SHOP



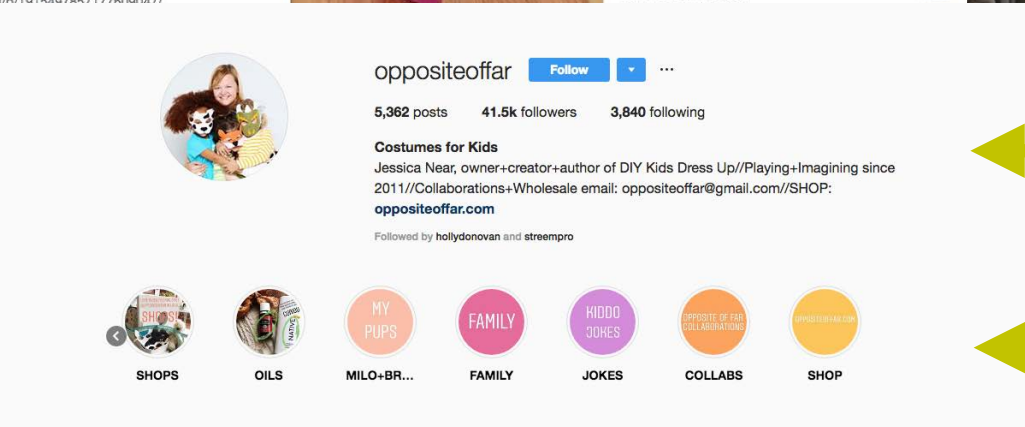
MOTHERHOOD. INDEPENDENCE. PLAYFUL.
 SPONTANEOUS. CRAFTY. GRAPHIC. YOUNG.
 CREATIVE. A WILD IMAGINATION. STYISH. TASTEFUL.

brand



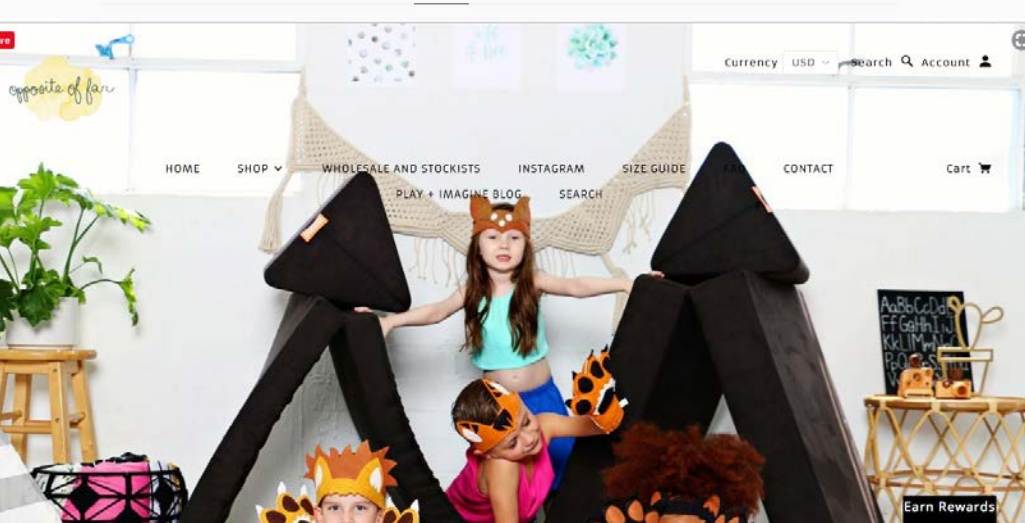
ON BRAND SALES PROMOTION

CONNECTED TO "BUY LOCAL, BUY SMALL"

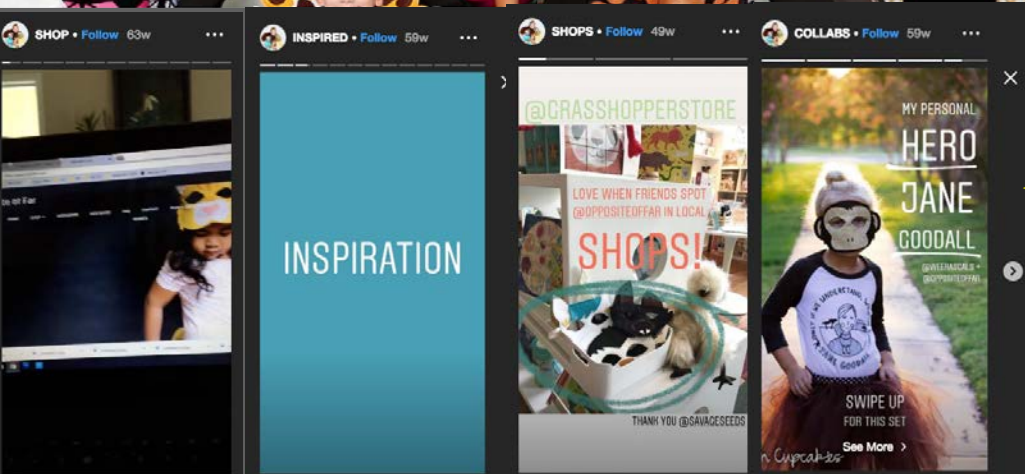


BRANDED BIO

ARCHIVED OR NEW INSTA STORIES




CONSISTENT LOOK AND FEEL TO SITE



USES INSTA STORIES TO ANNOUNCE CHANGES TO SITE, WHAT INSPIRES HER, SHOWCASES A COLLECTION, CONNECTS A PRODUCT WITH "HOW TO PURCHASE"

@thegoodtwinco





thegoodtwinco

Follow

2,014 posts

16.7k followers

361 following

Katie Wilson


stationery / pugs / Los Angeles / @crushpress

🌟NSS booth 6209🌟

for cards, keychains, pins and stickers 🌟

www.thegoodtwin.co



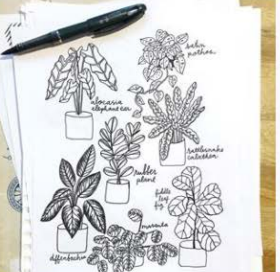
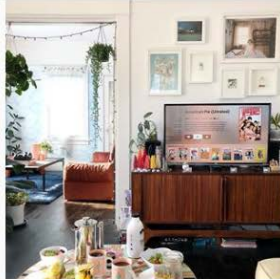











Followed by designsponge, mollytheillustrator, wearebrainstorm + 1 more



Peggy 🐶

POSTS

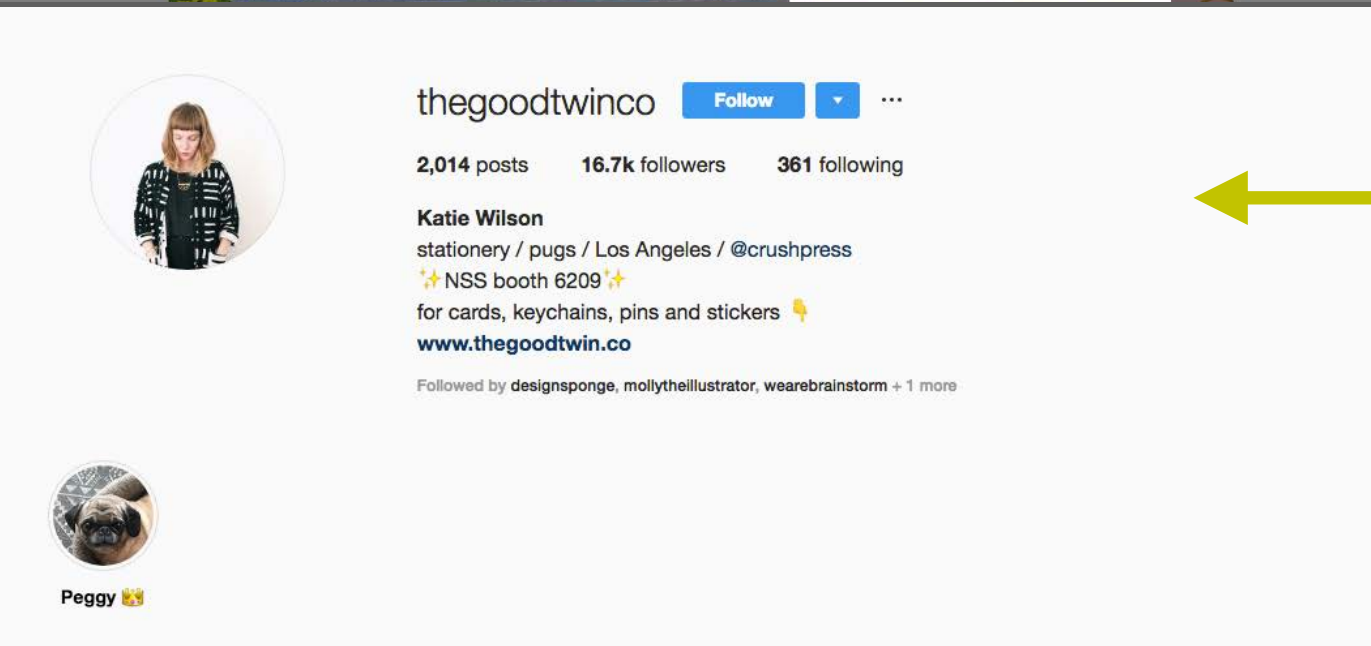
TAGGED



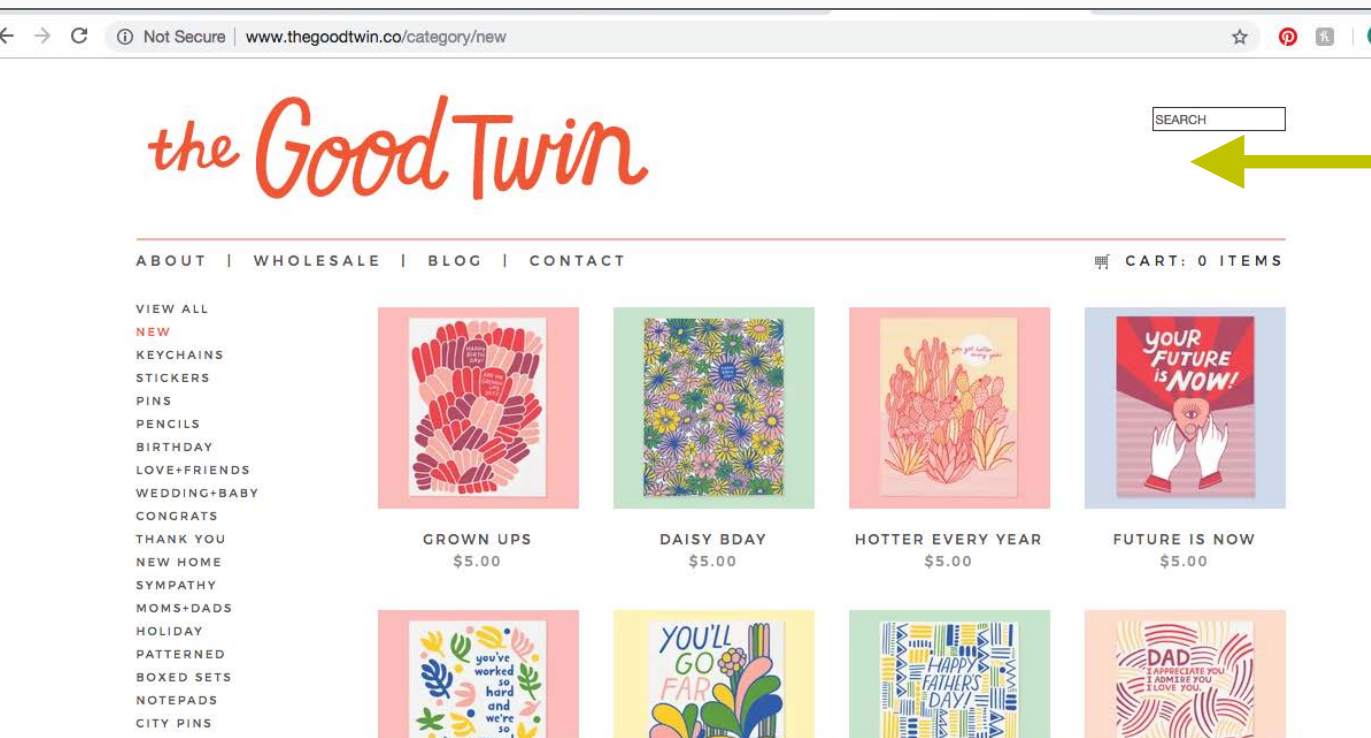
MILLENNIAL. RETRO. URBAN. SASSY. REBELLIOUS.
FUN. COLORFUL. ICONIC. SYMBOLIC. ILLUSTRATION.
DESIGN SAVVY. ECLECTIC. LIGHT HEARTED.

brand

NEWS ABOUT A MEET UP AND NETWORK
WITHIN MAKER COMMUNITY



LIVE LINK IN BIO



WEBSITE WITH SAME FEEL

@tlyarncrafts





tlyarncrafts

Follow



664 posts

50.5k followers

736 following

Toni | Crochet, Cats, Coffee ☕

Indie Crochet Designer & Certified Yarnaholic

☐ Use #TLYCMakers to be featured

👥 Join the TLYC Makers Facebook group

🔗 Patterns + Tutorials + Blog

tlycblog.com/iglinks



BOOKS



KNITCRATE



TempBlan...



Get2Kno...



Namaste ...



Veronica ...

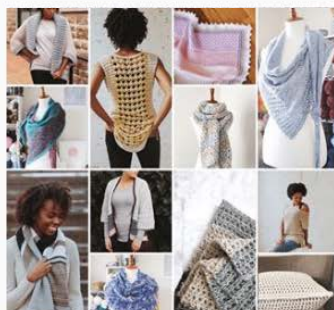


Ada Shawl

POSTS

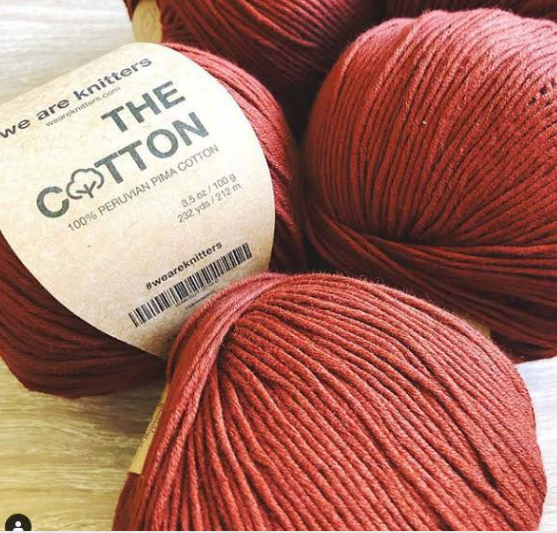
IGTV

TAGGED



COZY. TACTILE. TEXTURE. THOUGHT OUT COLOR.
PASSIONATE ABOUT THE CRAFT. KNOWLEDGABLE.
INFLUENCER. INDEPENDENT. SUCCESSFUL.

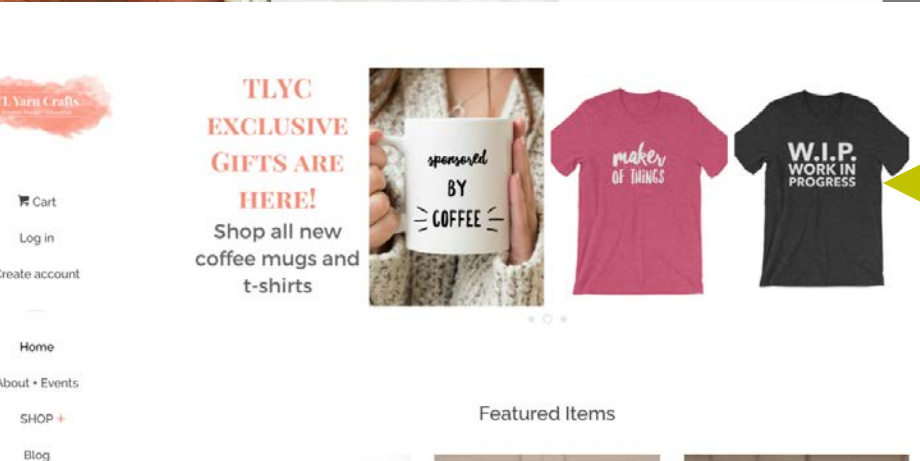
brand



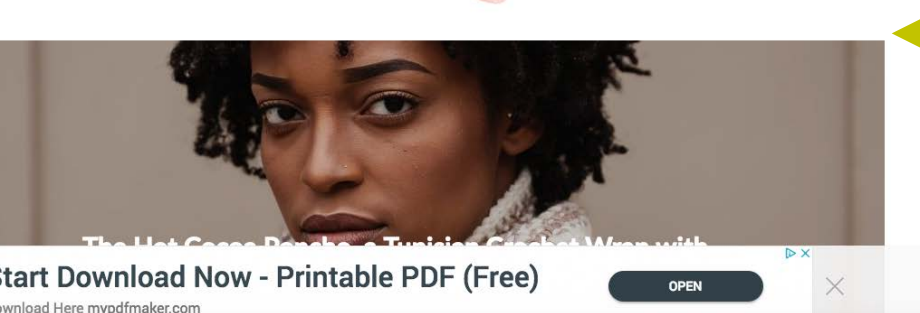
SHOWING HER INFLUENCER POWER

DEFINITELY USING HER HASHTAGS

BLOG GIVE HER MORE OF A VOICE,
REINFORCING HER LEADERSHIP

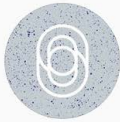


ON BRAND SITE SHOWING SHE IS ALL THAT





Toyama



studio_oyama

Follow



322 posts

8,647 followers

1,173 following

Masayoshi Oya

STUDIO OYAMA

Japanese craftsmanship with a Nordic touch

Founded in 2012 by Masayoshi Oya

Gothenburg, Sweden

#studiocoyama #masayoshioya

www.studioyama.se



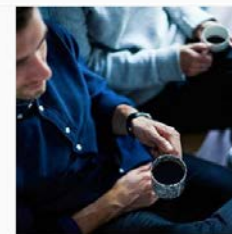
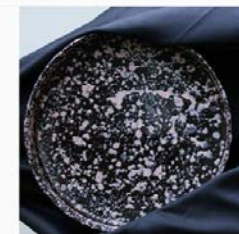
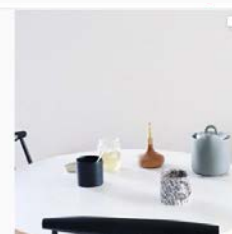
News!



Studio!

POSTS

TAGGED

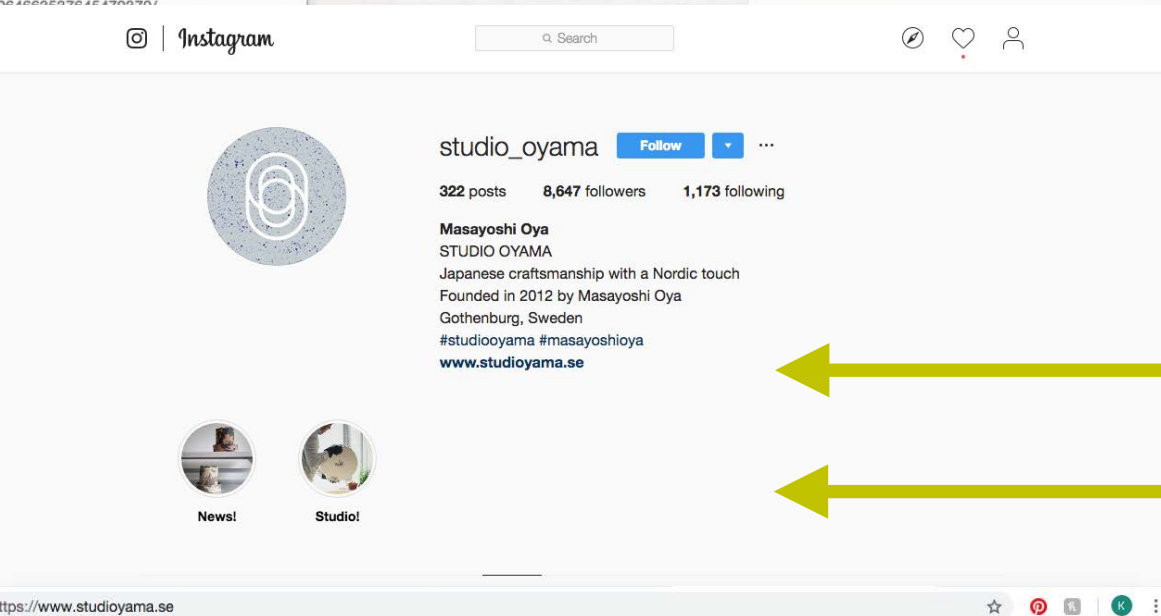


FORM AND FUNCTION. LINE ART. DENIM BLUE.
SIMPLE ELEGANCE. AN EVERYDAY LUXURY. ARTIST.
WELL CONSTRUCTED. WHERE TRADITION MEETS
MODERN. ESTABLISHED. ASIAN INFLUENCE.

brand



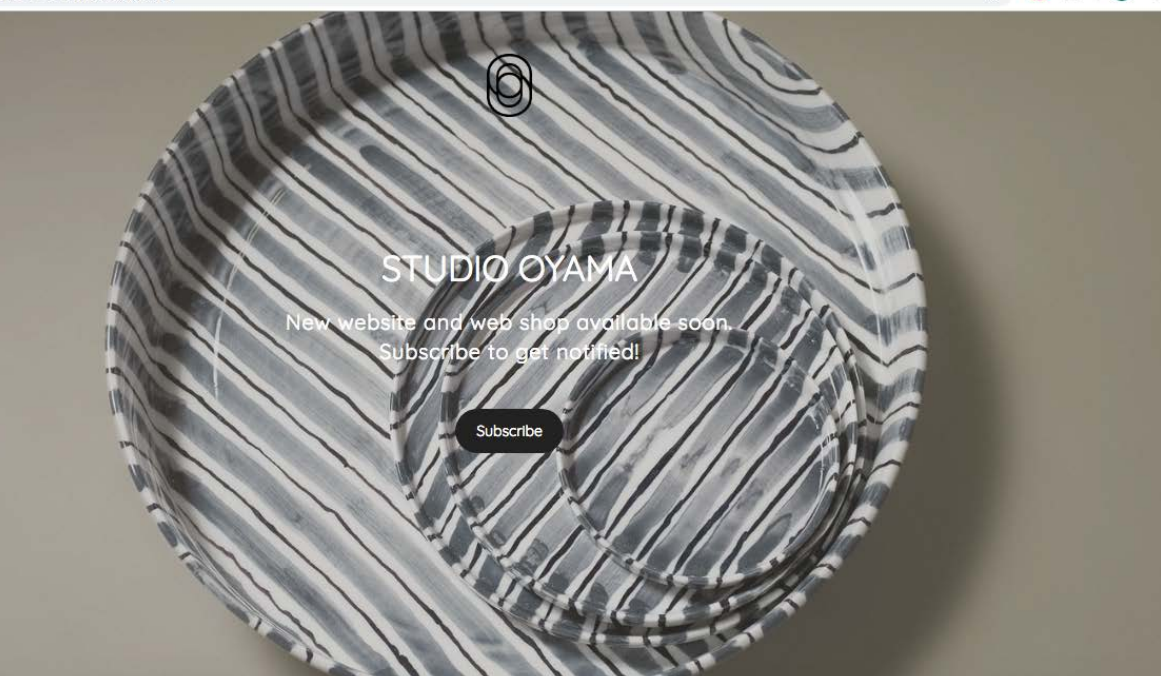
ANNOUNCING A SHOW



BRANDED BIO

WEBSITE LINK

ARCHIVED INSTA STORIES
SPECIFIC TO NEWS AND STUDIO



WEBSITE

The background is a dark gray, almost black, field filled with a complex, low-poly geometric pattern. This pattern consists of numerous triangles and polygons of varying sizes, creating a faceted, crystalline appearance. A large, solid white rectangle is positioned in the center of the image, serving as a backdrop for the text.

Julia Powell



Laura Serino

WHY IS INSTAGRAM VALUABLE TO YOUR BUSINESS?

A grayscale photograph of a person with long hair sitting at a desk, working on a laptop. There is a coffee cup on the desk. A large window with a grid pattern is in the background. The word 'one' is written in yellow at the bottom right.

one

**CAN YOU
GIVE US ONE
EXAMPLE OF
HOW YOU'VE
USED IG TO
EXPAND
YOUR
REACH?**



**DESCRIBE
YOUR IG
WORKFLOW:
TIMELINE.
PREP.
ENGAGEMENT.
BOOST.**

A dark, high-contrast silhouette of a person wearing a headset, viewed from the side and back. They are positioned in front of a computer monitor which displays a web application with various data tables and charts. The background is dark, with some light coming from the screen and possibly a window behind the person.

three

**CAN YOU
SHARE A
MISTAKE
THAT
TURNED
INTO A
VALUABLE
LESSON?**



four

**ARE THERE IG
COMMUNITIES
YOU ARE PART
OF?**



five



Q & A

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