

# 10+ SMART WAYS TO USE YOUR BRAND PHOTOS

MAKE EVERY IMAGE WORK  
FOR YOU—FROM YOUR  
WEBSITE TO SOCIAL MEDIA

# Your Photos Are Working for You— Even When You're Not

A single brand shoot can fuel months of content. Use these ideas to keep your brand showing up consistently, cohesively, and creatively.

# USE YOUR PHOTOS HERE

## Your Website

- Homepage hero
- About page portraits
- Services or sales pages
- Blog author box
- Contact banners

## Social Media

- Instagram + Facebook post graphics
- Reels covers
- Story highlight icons
- Profile picture + cover images

## Email + Marketing

- Welcome sequence headers
- Launch announcements
- Lead magnets & freebies
- Email signature

## Beyond Digital

- Press features or bios
- Speaker slides or media kits
- Print marketing (flyers, event signage)

Try using the same image for 3 different touchpoints—like a homepage banner, Instagram post, and newsletter header—to build consistency and save time.