

Quiz

Are Your Visuals Doing the Work?

1.

Are they consistent? Do they reflect the aesthetic of your brand?

Consistent imagery that's aligned with the aesthetic of your brand will allow the viewer to linger longer, and make their "visit" more enjoyable. We are drawn to patterns and consistency, and remember - you are telling your brand story with every image you display, so you want to be sure the viewer can easily make sense of that story and not be confused by a mish-mash of styles and color palettes.

2.

Are they authentic?

Are you using stock imagery that's generic - and can be used by many other businesses? Clients these days are pretty savvy - they know a stock image when they see one. Think about how you respond to such images... it seems lazy right? And I'm never quite sure who it is I'm really dealing with. Clients want to see YOUR face, YOUR actual business, and YOUR process.

3.

Do they reflect your target audience?

Your clients should be able to see themselves in your images. They should reflect your ideal client and what they care about, and show them how your product or service can solve a problem for them or relieve a pain point. If your ideal client sees themself as high end, then your imagery should have that "feel", that aesthetic. If your ideal client is creative and out-of-the-box, then your imagery should speak to that.

4.

Do they create an emotional connection?

Connection is everything. Emotion attracts attention - we recognize ourselves in it. We respond to faces, we gravitate to simple images that are easy to process, and we are attracted to colorful imagery, All of these things and more are proven to be wired in our brains. Using such elements intentionally and consistently to convey your brand's message can more effectively tell your story and reach your audience.