

# CPD - Digital Marketing - Rich media

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Hi I'm Fiona Smith, Creative Director at Blueboat.

So far we've covered two channels you can use to communicate online. Now let's talk about rich content for your digital marketing: specifically, photography and video.

We're living in a world of visual communication. Unique photography and engaging video content are powerful ways to communicate your business's offer online, with impact and credibility.

In such a visual culture, your customers are savvy to stock photography and are more likely to engage

with businesses who present an authentic image online: your team, your offices, your projects - this builds confidence and an emotional connection.

While it's sometimes tempting to use the renders or illustrations you have created over the course of a project, invest in photography of the finished building or space, as well.

Web audiences are more likely to choose to watch a video than ever before: faster download speeds have made video content an every day part of the online landscape, from news reports to product demos.

It's also becoming more affordable to produce video and photography for your digital marketing, as production costs bring it within the realms of a small to medium business's marketing budget.

When creating film and photography, keep the following in mind:

## Tip 1

Plan first - make sure you create a concept with your objectives in mind and map out how you plan to achieve your desired outcome.

Time spent on pre-production pays off on the day of a film- or photo-shoot: you'll have the right people at the right location, they'll know what to expect, they'll be looking presentable. You'll have a clear list of what you need to capture.

## Tip 2

Recognise where your expertise lies and collaborate with others for parts of the process where you may not have the experience required to create a polished product.

You can read more about the benefits of film on the Digital Business Kit under Module 5.