

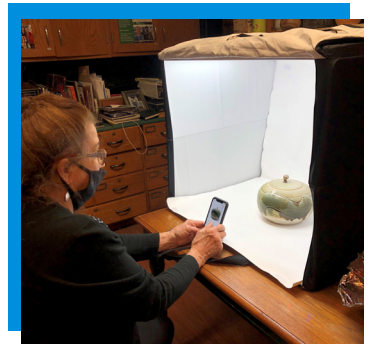


Portable Photo Studio & Digital Marketing Guide

SO YOU HAVE A PHOTO BOX, NOW WHAT?

How to use your photo box:

1. Find a flat surface with an outlet nearby.
2. Place photo box on surface and unvelcro the sides of the case. Lift the top of box so that it expands. Push the plastic board located on top to the back of the box so that the box keeps its shape.
3. Remove the velcro from the white backdrop from the back of the box and lay down inside. Make sure you have smoothed the back drop to avoid any creases showing up in your photos.
4. On the top of the box, unzip the pouch and pull out the cord to plug into the box and the wall. Plug the round side into the box, located on the left side of the box. You will see 12V underneath the plugin. Then plug the other side to an outlet.



Your photo box should now be lit up and ready to use!

Tips for using your photo box:

- » **Take your pictures from different perspectives.** Are there important details that your potential clients should definitely see? Does scale matter? Try different angles to make sure that you're showcasing the most important pieces of your product.
- » **Get creative with your backgrounds.** You don't have to keep the background of your photo plain white, utilize other products to create a more interesting landscape while also showcasing other items in your store. Use colored fabric to change the mood or to enhance certain colors on your product.
- » **You don't need a professional camera.** Don't be afraid to use your phone. You don't need a professional camera to be able to take high quality photos. Use what you have!



Why is **Digital Marketing** important?



Affordable



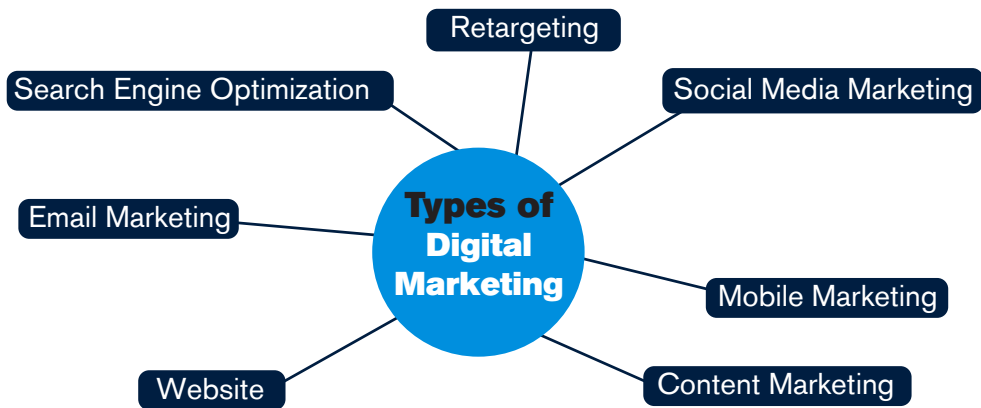
Saves Time



Easier to
Engage



Higher
Conversion



Digital Marketing and E-commerce have been more crucial than ever during the COVID-19 Pandemic with consumers turning to online for their purchasing needs and information. This is an important time to create or revisit your small business' Digital Marketing Strategy. Need help developing a marketing plan? Let our business experts guide you in the right direction.

Go to **iowasbdc.org** and click on **Request Counseling**.

Digital Marketing Resources

Facebook for Business

» www.facebook.com/business/small-business/

Facebook & Instagram "Personalized Marketing Plan"

» www.facebook.com/business/small-business/advertise

Google My Business Start-up Assistance

» support.google.com/business/

Zoom Resources

» zoom.us/docs/en-us/covid19.html

BEST PRACTICES FOR SOCIAL MEDIA

Most of the population uses some form of social media. Therefore, it is crucial that your brand has an online presence. If you are unsure of how to make the most out of your social media pages, we have provided a few best practices to help you get started.

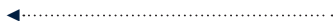
» **Measure & Analyze Results.** How can you know if your strategy is working if you are not tracking your results? It's important to identify key metrics that are important to your brand such as engagement, impressions, clicks, likes, etc. You should track these on a regular basis so that you know if you need to make changes to your social media strategy to be most effective.



» **Engagement.** Building an active and engaged audience is crucial for the success of your social media pages. Invite people to like your page, post regularly, create offers, and contests are all ways to keep your audience engaged. Creating posts that require your audience to interact is also another way to keep your customer base interactive.



» **Be Authentic.** When posting on social media, make sure you are creating posts that explain who you are as a business. Do not spend the whole time creating ads but instead show the face behind the curtain. People are more likely to purchase from someone they feel as though they know. The more personable and relatable your company is, the better. "Human Content" leads to "Human Responses".



» **Be Consistent.** Based on the social media site you are using, you should post on a consistent basis throughout the week. Posting consistently keeps your audience engaged and top of mind. Also decide what you want your messaging to be and make sure you use this across all your platforms.



Need help developing a social media strategy? Let our business experts guide you in the right direction. Go to **iowasbdc.org** and click on **Request Counseling**.

LOOKING FOR MORE INFORMATION?

Go to:

IOWASBDC.ORG/PHOTO-BOX/

for trainings, videos, and more!

***Photo box instructions also available in Spanish on our website.**

Our trained business advisors can help you as you navigate through the pandemic. Our services are confidential and provided at no cost. To schedule an appointment go to **iowasbdc.org** and click on **Request Counseling**.



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University of Northern Iowa
Iowa Central Community College
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