



ULTIMATE GUIDE

BUILD YOUR COMPANY HEADSHOT BRAND

BY HEADSHOTS INC

Find more tips at headshots-inc.com/blog

What the Experts Say



Tracy Montour

Director of Marketing
tracymontour.com

"People are the differentiators of any business and by showcasing them on LinkedIn, on our websites, and in our marketing collateral, we are giving prospects and customers an insight into why they should work with our business.

Great headshots are not only essential, but they are also a game-changer."

The About Us page is the most underutilized webpage on most company's website. This page is your chance to connect with prospects and showcase your employees at their best.

In today's hyper-competitive market, businesses need every edge they can get.

Top companies invest in how their employees look online - and as a result, they win more often.



Mike Volkin

Fractional CMO
mikevolkin.com

Your Headshot Brand

COMPANY HEADSHOTS IN A DIGITAL WORLD



YOUR PEOPLE = YOUR BRAND

Smart marketers and human resource professionals know that both customers and job candidates oftentimes view photos of employees before buying a product or applying for a role.

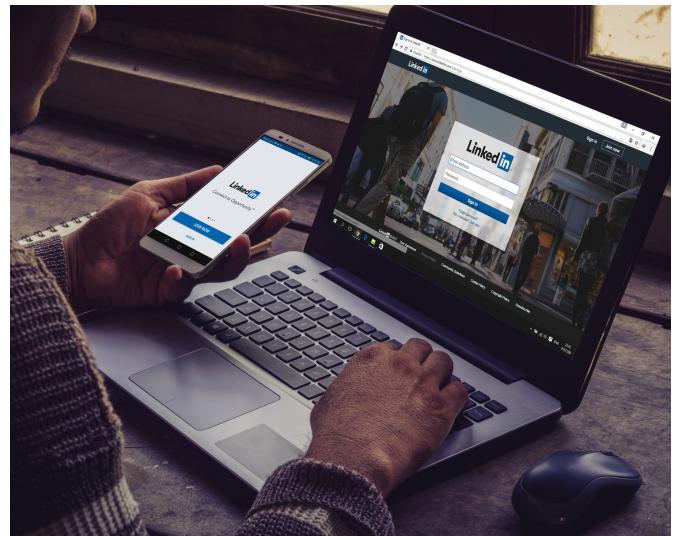
On average, new professional headshots have been shown to improve website visitors' perception of your employees' competence by 76%, their influence by 56%, and their likeability by 8%.

HEADSHOTS HAVE VISIBILITY

Your team headshots likely have more visibility than you realize.

A recent survey by Ko Marketing showed that your business's "About Us" page, with employee headshots, is very likely the second most visited page on your website.

Another report published by LinkedIn showed that 72% of B2B buyers use social-media to research vendors before making a purchase. (Customers see your employees' profiles.)



167M

United States based members on the platform.

<https://news.linkedin.com/about-us#statistics>

52%

of website visitors say the first page they look at is the About Us page.

<https://smallbiztrends.com/2019/04/how-to-write-an-about-us-page.html>

72%

of B2B buyers say they use social-media to research vendors.

https://business.linkedin.com/content/dam/business/sales-solutions/global/en_US/c/pdfs/n/linkedin-the-new-formula-for-connecting-with-b2b-buyers.pdf

EXEC SUMMARY

Six Factors to Consider When Creating Headshot Brands

Factor 1

Industry

Different industries have different standards for what type of headshots are "professional."

While you don't have to follow the crowd, you should take a look at the headshots of some of your competitors.

Luckily, they'll be easily viewable online.

Factor 2

Brand Position

Are you the traditional provider? Or, are you a new challenger in the space?

Your brand position may impact whether you want a "traditional" neutral backdrop, or something with a bit more pop. ☐

Factor 3

Attire

What should employees be wearing during their headshots?

This factor, like the next two, should be largely driven by your industry and brand position.

More conservative industries require a tie-and-blazer. Other, more creative industries, will be OK with a t-shirt.

Factor 4

Posing

Do you want your employees to look tough or friendly? Casual or formal?

Should they all be facing the same direction?

Consistent poses can take your headshots to the next level.

But, if you just want something standard, that's OK too.

Factor 5

Placement

Where will your headshots be shown?

Are they going on a website? Business cards? Only LinkedIn?

The placement of your headshots will help you decide on backdrop colors and crop dimensions.

Factor 6

Logistics

Is it realistic that your target employees will all be at the same place at the same time?

If not, you may want to consider studio headshots - which are easier to keep consistent across locations and photographers.

But, for some brands, different backdrops for employees is OK.

WORK SHEET

Building your Brand Position via Headshots

The Three Dimensions of Headshot Brand Positioning

Now that we've covered the six factors to consider when creating your company headshot brand, let's work on defining your brand position.

Different brands require different headshot styles...ie one's that will support your brand.

While there's infinite factors to think about, to simplify things, here are the three choices you have to make when deciding on your brand positioning. (At least as it relates to employee headshots.)

In the worksheet below, circle one word on each line that best describes your brand. (For instance, circle either Friendly or Serious, but not both.)

After this worksheet, we'll give you examples of the most common types of headshot brand positions.

But, if at the end, you're still unsure about what type of headshots are best suited for your organization, just reach out to us for a free brand consultation here:

headshots-inc.com/brand-consultation

Friendly	Serious
Creative	Traditional
Experienced	Challenger

**Without much further
ado...**

**Here's the Six Most
Popular Company
Headshot Looks**

LOOK 1

**Friendly
Creative
Experienced**



The Tech Unicorn

Big smile and natural backdrops create a friendly and modern impression on the viewer.

As a "creative" brand, there's not necessarily the need to standardize all of the expressions, attire, or backdrops for this group.

However, to stay on brand, the general style of the photos should stay consistent. (Example: All studio, all indoor, or all outdoor headshots.)

LOOK 2

Friendly Creative Challenger



The Agency Up-and-Comer

Do you want your headshots to pop a bit?

Bright backdrop colors will grab the viewer's attention. They showcase a fun and confident set of team members.

If you're trying to show that your brand creative, fun, and successful - and brightly colored backdrop with an over-the-shoulder pose can do wonders.

LOOK 3

**Friendly
Traditional
Experienced**



The Corporate Exec

There are A LOT of bad corporate headshots out there...

You would think that a standardized headshot wouldn't be too hard to nail, but you'd be wrong.

There is absolutely nothing wrong with a premium, yet traditional, brand of classic corporate headshots.

These types of photos instill confidence in investor, industry partners, and the media.

LOOK 4

**Friendly
Creative
Experienced**



The Local Pro

A simple classic headshot, without the more conservative vibe of the YMYL provider.

Have a bit of fun and try a candid shot. (ie not looking at the camera.)

Perfect for consultants, marketers, freelancers, entrepreneurs, and writers.

LOOK 5

Friendly Traditional Challenger



YMYL Provider

Unlike the Tech Startup the YMYL Provider (Your Money or Your Life) look is creative, while remaining experienced.

YMYL is for brands that solve personal, financial, or legal issues. (ie Customers likely want a provider who's more "safe" than a newly minted tech startup.)

A high-end office backdrop (slightly blurry background) conveys success and experience to the viewer.

LOOK 6

**Serious
Creative
Experienced**



Creative Industry Leader

You don't have to smile for your headshots.

A relaxed expression can convey confidence and expertise. However, we still recommend that you alternate smile and no-smile during your session.

Tilt your chin up *just a bit* to create a cool, yet engaged, impression on the viewer.

It all boils down to...

Which company would YOU trust?

Company A



Company B





Ready to start building your company headshot brand?

Showcase Your People with HeadShots Inc

HeadShots Inc is San Francisco's #1 rated corporate headshot studio. We specialize in business headshot sessions for teams of any size.

Book your session today to upgrade your company's online profile and start getting noticed. Both on-site and corporate accounts are available.



THANKS!

GET A FREE BRAND CONSULTATION BELOW

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