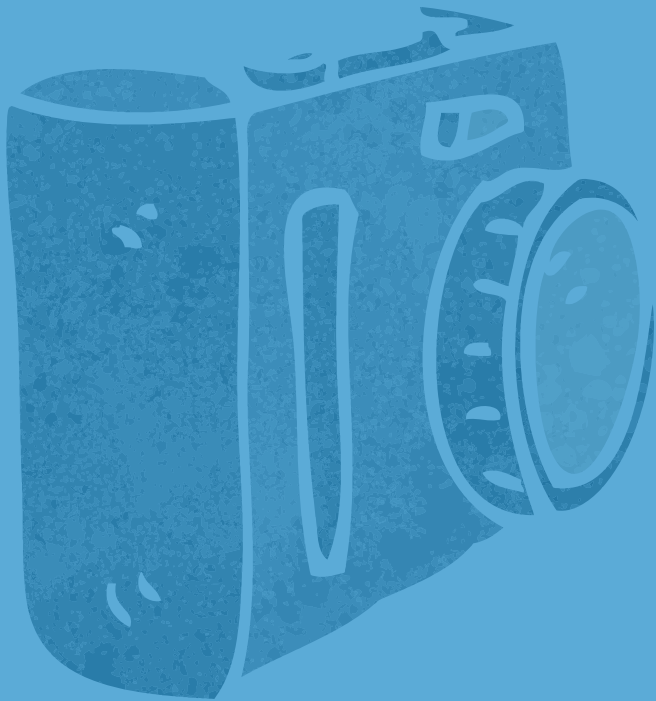


GOOD vs **BAD**

PHOTOS



WHAT MAKES A GOOD PHOTO?



NO
DISTRACTIONS

CLEAR FOCUS

LITTLE TEXT

CRISP

RULE OF
THIRDS



Employee Based



Patient Based



Service Based



Location Based



This chart is just to suggest and inspire you for when you are taking photos - they do not need to be exact replicas of these examples, but should follow these guidelines. Remember, the better the photos you take, the better your ads will run! Keep them friendly and professional to garner the best results!

TYPES OF PHOTOS

EMPLOYEE BASED

- Shows you're a real practice with real people backing it
- Pleasant action-based photos will show that the setting is comfortable and professional
- No photos of employees just standing randomly, they must be doing an action to portray your practice

PATIENT BASED

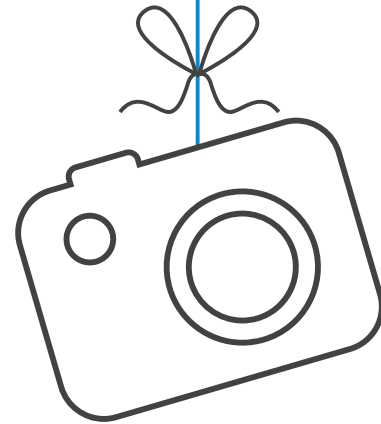
- Show your patients in a happy and relaxed mood
- Photos of you talking to or helping a patient
- Do NOT send us stock photos

SERVICE BASED

- Showing a patient with their doctor receiving a non-evasive procedure
- Photos of the receptionist on the phone, smiling
- Make sure these photos are in landscape mode and not portrait

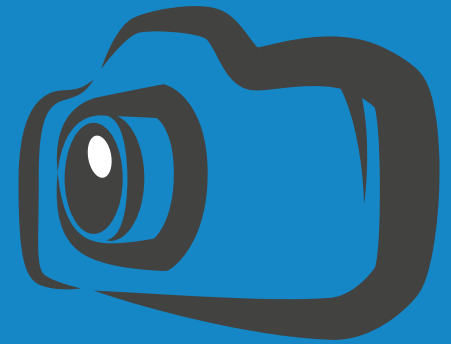
LOCATION BASED

- No photos of the outside of your practice, but rather the plaza itself to show where you're located
- Photos of the waiting room with multiple patients in the shot
- A photo of the examination rooms that are clean and uncluttered, but there must be people working!



Photography Break Down

Here's a more in-depth explanation on how to achieve the best photo possible. While you do not need to put all of these concepts into your photography, keep in mind the better you follow this guide, the better your photos will come out!



NO DISTRACTIONS

- Keep clutter out of your shots
- Delete any photos that are too blurry
- If the photo doesn't represent anything pertinent about your practice - delete it

CLEAR FOCUS

- Make sure the main object of the photo is obvious
- If the photo doesn't have the main focus fully in shot - delete it

LITTLE TEXT

- If you get a little creative with your photography, be careful with text. Facebook only allows 15% of the photo to be taken up by text or they'll remove the ad

CRISP

- Try to take photos that are as clear as possible and that are in good lighting
- If you have windows around your practice, try to use the natural light to your advantage

RULE OF THIRDS

- Don't make all your photos have the same angle
- Don't put the focus right in the middle of the photo, try placing it off to the left or right slightly



Good Photo!

Why?

- Clean background
- Doctor in Action
- Clear focus
- Give visual of Chiropractic treatment





Bad Photo!

Why?

- Not showing an action
- Who are these people and what do they do?
- Not eyecatching





Good Photo!

Why?

- Interaction with patient
- Performing an action
- Explains what viewer will receive





Bad Photo!

Why?

- Stock Photo
- Unclear
- Boring
- Too much text

Helping families find their health & keep it for a life time.

