PHOTOGRAPHY AND VIDEOGRAPHY: PART 1

During the annual AOLP conference, Illuminate 2019, I had the opportunity to take to the stage alongside our company’s videographer, Bryan Illguth, and speak about using photography and videography to grow your business. It was a great experience, but I wanted to take this chance to share the information we discussed at the conference with an even wider audience.

I have seen firsthand how images and film can help grow a business, and I’m excited to share with you the benefits of photography and video, plus offer a few suggestions for capturing your beautiful lighting designs on camera.

1. LOCAL BRAND ESTABLISHMENT

“**I HAVE SEEN FIRSTHAND HOW IMAGES AND FILM CAN HELP GROW A BUSINESS.**

Do you want to stand out and make your brand known throughout the area? While a slogan or jingle may be effective in other industries, in the lighting industry, visuals will win over customers every single time.
2. INDUSTRY RECOGNITION

In the lighting industry, there are a number of ways to win awards and gain recognition for capturing your creative lighting designs in a photograph. The AOLP has a number of categories (small residential, large residential, commercial, etc.) for which you can submit photos. Last year Enlightened Lighting was honored to receive an award for commercial lighting installed at a Virginia winery, which Bryan photographed.

Besides lighting organizations, there are also a number of magazines both online and in print that will accept editorial photography submissions. It’s always a boost to your company’s reputation when you can say to a prospect, "We were featured in this magazine recently!"

3. IMPROVE YOUR WEBSITE

Your website is one of the biggest assets you have. Whether a potential customer hears about you from a friend, an advertisement, or a Google search, your website is one of the first places they’ll investigate to see if you’re a company they’re interested in hiring.

Adding photography and video to your website is one of the best ways you can gain a prospect’s attention. From the home page to the gallery, having professional-looking visuals will set you apart from other companies who have simply uploaded phone-quality pictures to their website or taken random pictures off the web.

4. SHOW YOUR CUSTOMERS WHAT YOU CAN DO

Lighting is, by its nature, something that we admire with our eyes. Consider for a moment: which would you rather do during a consultation? Try and describe to a prospective customer what the end result will look like, or take out your phone or tablet and show them, right then and there, pictures and videos of past designs you completed?

Another perk of having photos and videos on hand is that they’ve saved us from going out and doing demos in the evening. Instead of offering such a time-consuming service, we’re able to simply show potential customers our past work to ensure them that their property will be just as stunning—if not more so—once we’ve designed and installed a lighting system for them.

Although photography and videography is a big investment, the ROI can be enormous. However, you’re probably wondering: so, what’s my next step? Watch out for our next newsletter where I’ll cover the differences between hiring and professional and going the DIY route.

- Patrick Harders, Co-Owner
AOLP’s Illuminate 2019 Recap

January 31st - February 1st, our team flew out to Scottsdale, Arizona to attend the AOLP’s annual conference and expo: Illuminate 2019. We had a wonderful time meeting with old friends and new, and we’re already looking forward to the conference next year!

If you weren’t able to attend this year, we shared main points from Patrick and Bryan’s stage presentation on the secrets to capturing amazing photography and videography in this newsletter’s cover story, which we hope you enjoy.

During the AOLP expo Patrick also had the opportunity to sit on a panel to discuss marketing best practices. During that session he shared the direct mail piece that has generated more leads for Enlightened Lighting than any other marketing campaign in the company’s history. (We encourage you to e-mail or call our General Manager, Jim Heim, if you want to see it and get ideas to create your own!)

For all those who stopped by our booth or took the time to talk with us during the conference, we want to thank you for attending and spending some time learning more about our company and our fixtures. We hope to see you next year!

Now Available to Order!
The SL03 Down Light and SL05 Step Light

Featuring our most innovative designs to date, the SL03 Down Light and SL05 Step Light are now available for purchase!

The SL03 Down Light

With six adjustable lumen settings and an innovative, tools-free locking system, the SL03 Down Light is the perfect fixture for creating gorgeous moonlighting effects.

The SL05 Step Light

One of our most versatile fixtures yet, the SL05 Step Light not only features four adjustable lumen settings, but also offers two color temperature settings: 2700K and 3000K. All in a single, compact fixture.

To learn more about these new fixtures or to place an order, call our office today at 703-997-5514.
Do you have a list of prospects that's gathering dust on your desk or in the dark reaches of your computer's hard drive? Don't let it go to waste. Here are three ways you can use your list to turn prospective customers into paying ones.

Send out an email blast

Whether you decide to send out an online newsletter, a video, or something else entirely, using a prospect list for email blasts can help keep you in front of your prospective customers and give them the push they need to turn into new customers. Just be sure not to overwhelm them with too many emails in a short timeframe or they may mark them as spam.

Target them on social media

Many social media sites, like Facebook and Instagram, give you the option to upload prospect lists and, using the information provided, will specifically target those individuals with your ads. You can also use your prospect lists to help build a "look-alike" audience, which will broaden your ad campaign's reach.

Reach out to them personally

If the leads came from a home show or another venue where you were able to meet the prospect face-to-face, it doesn't hurt to have you or your sales team give them a call or send a personalized email to check in and see if they've put anymore thought into moving forward with their landscape lighting project.

You spent time and money to grow your prospect list, so don't let those leads go to waste! Consider implementing one (or all!) of these suggestions to turn your prospects into new customers.