

TIP SHEET #11

CAPTURE ENGAGING PHOTOS AND VIDEOS

Compelling images can help capture the attention of your target visitor, shape expectations of your experience, and contribute to your business's brand and image better than words alone.



Top tips for capturing compelling photos and video

- 1. Appeal to your best visitor:** Who is the target Explorer Quotient (EQ) traveller segment for your experience? Build your experience around the travel motivators and values of the traveller you want to attract. Identify the most appealing aspects of your experience and plan to capture them with imagery that invites your target traveller to picture themselves in the shot.
- 2. Authenticity:** Aim for photo and video to accurately capture your experience, showcasing Nova Scotia connections. Images set visitor expectations, so use them to highlight the flavours, stories, and activities you're offering that they won't find anywhere else.
- 3. Capture the WOW:** Show off some of your WOW moments like the breathtaking cliffside view, a vibrant meal of local ingredients, or visitors enjoying exclusive activities. It's important to keep a few surprises for your visitors but capturing and sharing WOW moments will encourage visitors to book!
- 4. The smallest detail:** Ensuring no detail is overlooked when capturing attractive images and video goes a long way in demonstrating value for your guests. Make sure the experience location, equipment, set-up, and background look great! Ensure landscaping is looking good, give structures a fresh coat of paint, and tidy up any equipment.

- 5. Experiential images:** Show visitors having fun and being engaged in hands-on activities to help travellers visualize themselves taking part.
- 6. Supporting images:** Used along with your main experiential image, supporting images help tell the story of your experience. For example, capture images of the chef making the meal, supporting infrastructure (beachside cottages, trails, kayaks), sights (coastal landscapes, wildlife, quaint streetscapes), and people they will meet (artists, local experts).
- 7. Create a critical shot list:** Whether you capture images yourself or work with a professional (photographer, influencer), prepare a list of key images needed to tell the story of your experience that will be most appealing to your target traveller.
- 8. Capture images with longevity:** Consider capturing a few images that can be used to promote your experience and business overall. Look for shots that can be used in multiple ways (website, social media, print). Capture some shots in landscape orientation and some in portrait orientation (horizontal and vertical). Look to capture genuine emotions (laughter, smiles). Avoid logos or busy patterns on clothing that may be distracting.
- 9. Evaluate engagement:** When using photo and video on social media, pay attention to content that receives higher levels of engagement. Did you notice a post received more likes, shares, or comments than usual? Did you get more bookings following a popular photo or video post or receive more inquiries about your business? Check in on your social media activities and note how content is performing. Unpaid promotion with high engagement can inform what content may deserve some paid promotion. Consider leading with this content on other channels like your website.



Images aligned with Nova Scotia's target EQ segments

It's important to use images and video that align with your target visitors' values and preferences. To show how certain images appeal to different types of travellers, we've gathered a few examples that align with our target Explorer Quotient (EQ) visitor segments: Authentic Experiencers, Cultural Explorers, and Free Spirits.

Authentic Experiencers

- Feature lively, mature couples engaging authentically with an experience or exploring the history and culture of a place.
- Show them enjoying coastal beauty, immersed in nature, in front of a beautiful B&B, or enjoying a meal with local ingredients.
- Focus on landscapes, free of crowds, that invite travellers to explore interesting places.



Cultural Explorers

- Feature happy, well-dressed, middle-aged people.
- Use images that showcase the visitor's opportunity to learn through interacting and immersing themselves in your experience.
- Focus photography and video on cultural experiences showing social connections with locals, guides, or your staff.



Free Spirits

- Focus on younger, fashionably dressed groups of people having fun together.
- Feature people enjoying active adventure, eating a local gourmet meal, staying at a boutique hotel, or accessing luxury services. Be sure to feature the exclusivity and quality of the business or experience for this target traveller.

