





EASTMAN
CREATIVE

Our creative team is obsessed with one thing – telling your story through high quality photos and video. We also create with your brand and future marketing needs in mind. In this edition we share a few tips on improving your branding. We address how photos and video play a big role in your marketing strategy and the perception of your brand. We will also show you how we can help you improve both. Cheers!



TAUGHT ME EVERYTHING I NEED
TO KNOW. IT'S OKAY SOMETIMES TO JUST
EAT AND SLEEP. WHEN YOU FALL DOWN
GET BACK UP. SHAKE IT OFF, FORGET
ABOUT IT, AND GO ON. BE VERY BRAVE
NO MATTER YOUR SIZE. MAKE YOUR OWN
FUN. UNLEASH YOUR TALENTS. LEARN NEW
TRICKS NO MATTER YOUR AGE. MAKE
NEW FRIENDS. SNIFF OUT OPPORTUNITIES.
CHASE AFTER YOUR DREAMS. WHEN
LOVED ONES COME HOME ALWAYS RUN
TO GREET THEM. AT THE END OF THE
DAY IT IS BEST TO SNUGGLE NO MATTER
WHAT HAS HAPPENED. EVERY DAY IS
A BRAND NEW DAY JUST BE HAPPY!

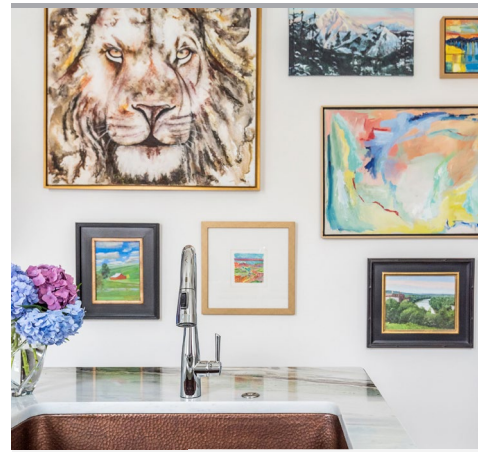




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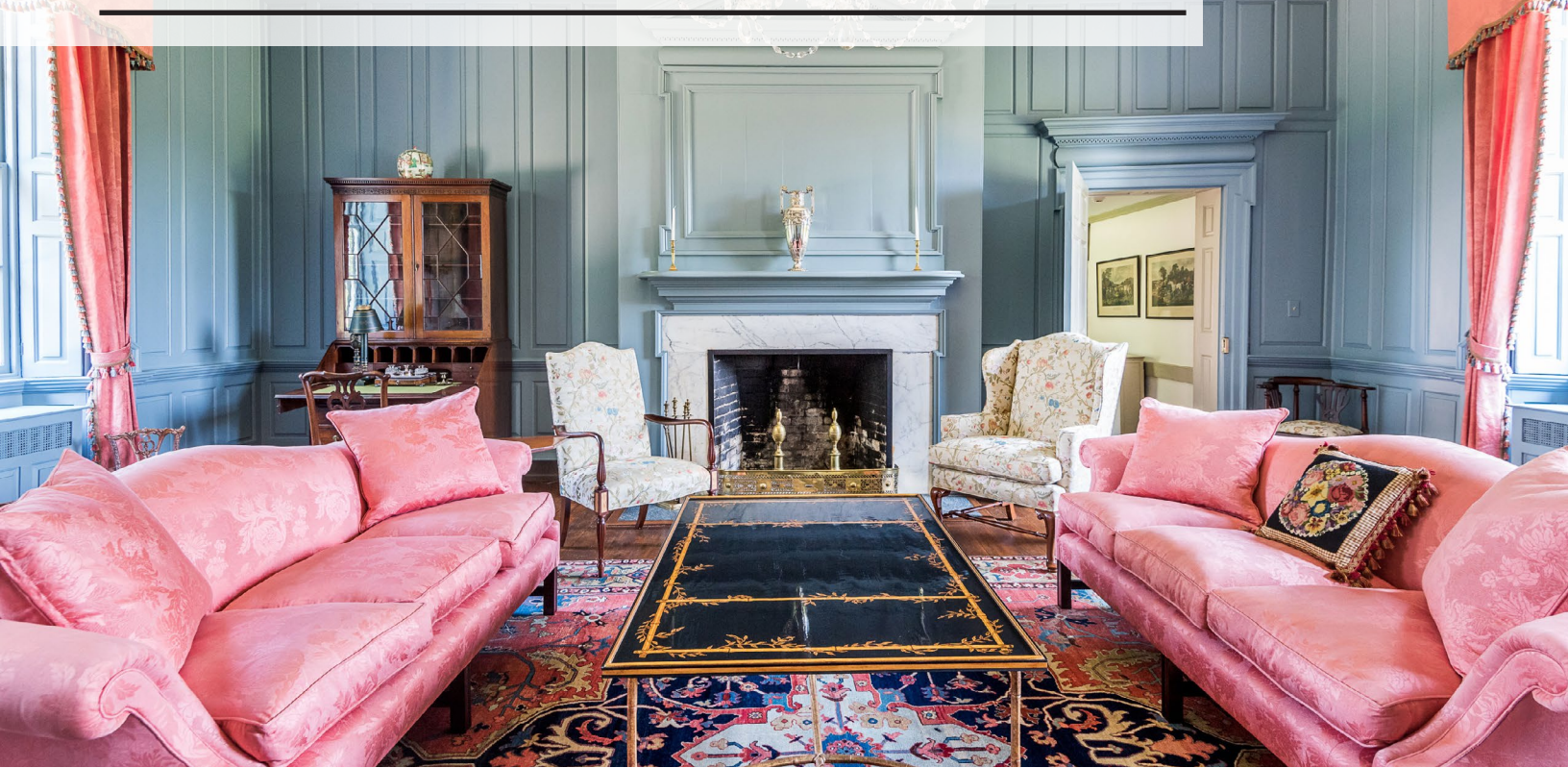


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Branding and you

WHAT IS IT, WHO IS IT FOR, AND HOW CAN IT BE DONE EFFECTIVELY?



What is branding? Who is it for? How do we do it? When it comes to developing your marketing strategy these are all questions you may be asking yourself. Thankfully, they are not as complicated as they may seem. Once the basics are understood you'll find yourself seeing the strategies behind branding everywhere and effectively put them into use for yourself.

What is it?

'Brand' and 'Branding' mean different phases of one's marketing. Kotler and Keller put it as this: "Branding is endowing products and services with the power of a brand." Branding is the process; the Brand is your representation to society. Think about an Apple commercial. There will always be everyday people using Apple product to do everyday things. When you see Apple products, you associate them with everyday use. You connect to their brand. A good example of branding is right here in Richmond - the RVA logo. How many cars to do you see with that recognizable sticker, touting Richmond pride? That's how Rich-

mond is branding itself. It offers a blank canvas within these highly recognizable letters for businesses and organizations to put their own stamp on Richmond, in turn, making Richmond for everyone.

Who is it for?

Branding is for both you and your customers. When you are branding your business you are helping the consumer understand who you are and what you represent. A consumer is looking for something they identify with. Knowing who you are and what you represent helps them





QUICK BRANDING TIPS

Identify your ideal client

Until you know who you want to work with, you can't hone in on the best way to attract them.

Keep up with social media

This shows clients you are engaged and helps boost your following. It is one of the most effective ways to maintain a consistent branding voice.

Meet with your whole team

Periodic meetings with everyone gets the entire company on the same page. Your brand will be stronger if everyone is saying the same thing.

make their choices. Branding also helps your business by developing and maintaining a consistent and clear internal message. Branding helps you understand who your ideal clients are, attract employees with similar ideals and gives you direction when looking at new business development strategy. It is the constant voice giving guidance and direction to your business.

How can it be done?

Consistency is a big part of how you brand yourself. In order to understand who you are, customers need

to have a clear and consistent message. As we live in a visual world, beautiful imagery highlighting your message is the most effective way to speak directly to your clients. By sending a clear visual message to your clients across all platforms – website, social media and print – you are able to take your business to the next level, reaching the clients you want to work with rather than the first person who calls. 💡



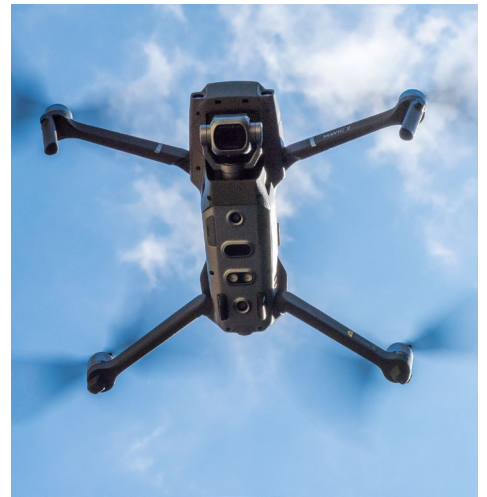


Photography

In today's world, nothing helps your brand stand out more than high quality images. Our daily routines are flooded with images and it is easier than ever for our eyes to glaze over and scroll right on by. We create the images that cause people to stop, scroll back and look. Realtors, architects, designers, stagers, local businesses, and more come to us for consistent, high quality photos that help take their brand to the next level. We are also conscious of your marketing needs as all digital images are embedded with searchable terms - including your name, business, neighborhood, and property address – to boost your SEO and optimize your online presence.



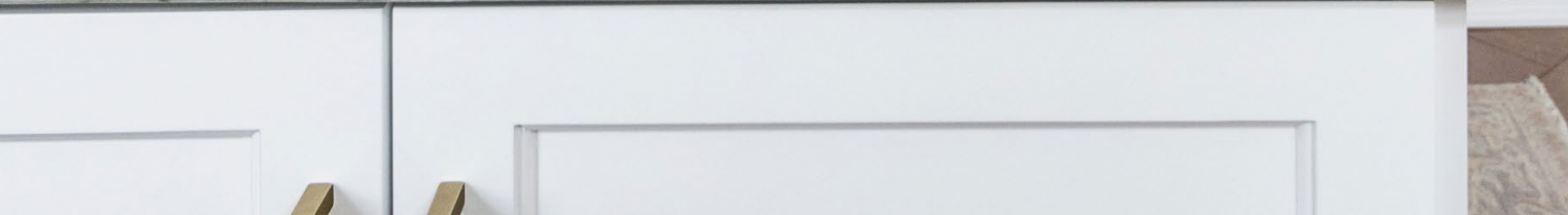




Videography

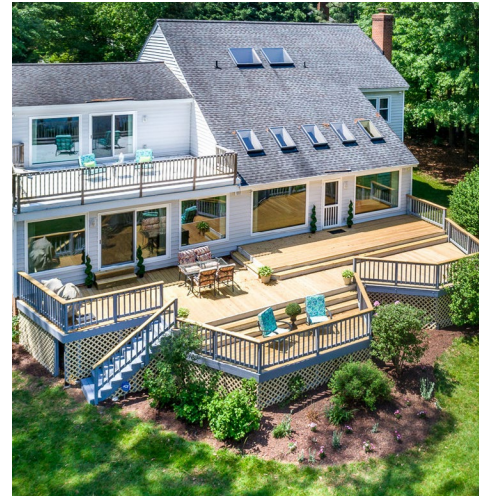
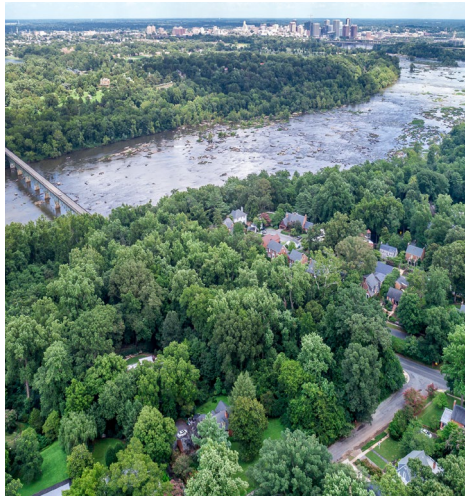
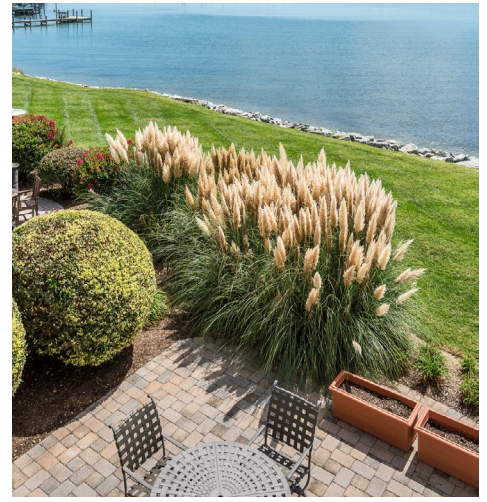
Video is an impactful story telling platform to captivate your audience and market your brand. It is versatile and engaging, providing a real-life picture of what is going on. It is also easy to share across multiple platforms helping you reach a wider audience. We are obsessed with creating entertaining and engaging videos that tell your story and promote your brand. Videos come with commercially licensed music and ready to play across all social media platforms maximizing your return on investment and giving you ultimate marketing flexibility.











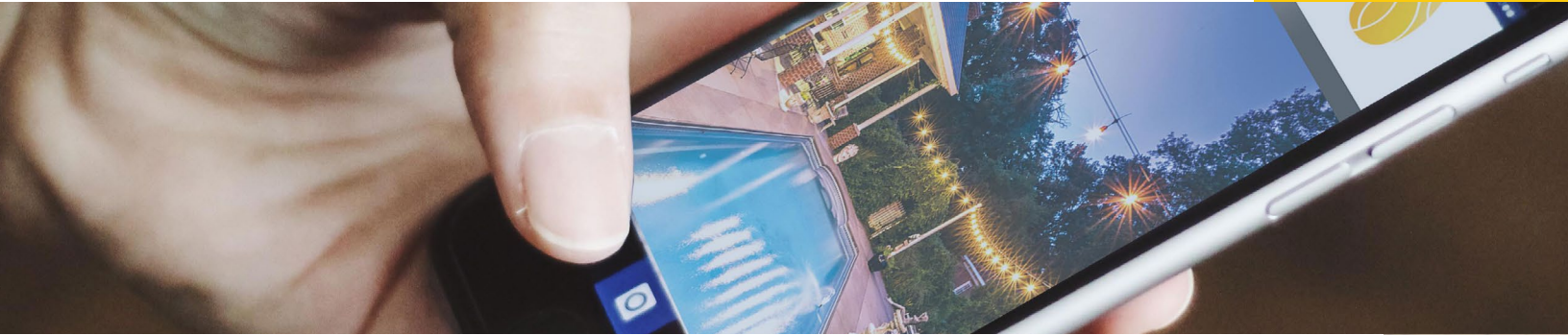
Drone

Drone footage is one of our more exciting services, adding the ultimate “wow” factor to any project. With the addition of quality drone work as part of your overall branding strategy, clients view your brand in a more prestigious light. It offers audiences and clients a fresh perspective and tends to generate more traffic, clicks and eyes on your work. This is the imagery that causes people to stop and look. And because we take care of everything needed to capture amazing work, it is as hassle free as it can get. Take your brand and marketing to new heights by including drone work in your next project.





OUR PROCESS

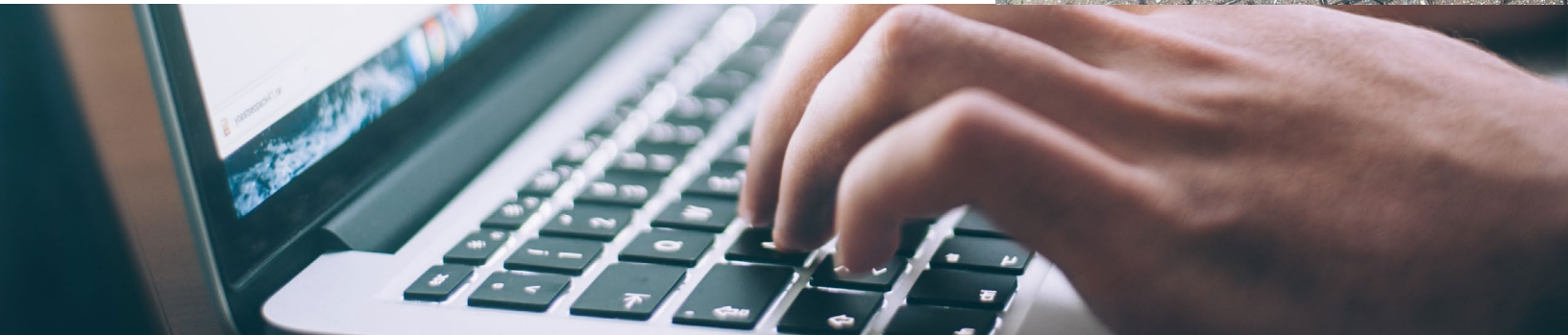


SEPARATION IS IN THE PREPARATION

Before your shoot you will receive a confirmation email along with an invoice and a prep list. The prep list may be one of the most important documents you ever come across in your entire life. We've also heard following this list will bring you riches beyond your wildest dreams. All jokes aside, we *can* tell you this - a prepared house is a happy house. A happy house makes for a happy photographer, faster shooting times and quicker editing. Above all though, a well prepared house makes your brand look better - you are able to deliver stunning, consistent photos and videos to your clients in a timely manor. Trust us, the best thing you can do for you, for your brand and for the success of your shoot is be prepared.

SHOOT, THOSE LOOK GOOD

We have finally reached the big day – the day of your photo (or video!) shoot. When the photographer arrives it is best for you to either leave or stay well hidden so they can float freely throughout the house. Typical shoots start with exteriors with cameras being hoisted overhead to snag the best views. Interiors come next and if the prep list has been followed, tend to move quickly. Once the entire subject as been covered the focus shifts to special areas to truly highlight your unique space.



YOU ASK, WE DELIVER

We deliver with PASS, a system designed to display photos in the best possible manner. The system also shows any and all properties Eastman Creative has photographed for a particular client. This helps as a quick reference in listing presentations and meetings when discussing business with future clients. Every element of our process is focused on two things – delivering high quality visuals and doing so with your branding and marketing needs in mind.



A BEHIND THE SCENES LOOK AT THE EASTMAN CREATIVE MAGIC

THE POWER OF YOU

It all starts with you deciding you want to live your best life and need the best visual representation of your brand. You hop on our website **eastmancreativerva.com**, follow the link to our scheduling program, chose a day and time that is best for you and your client and BOOM! The magic has just begun. Answer a few simple questions that will help us in the creative process and the next thing you know, you are only days away from beautiful photos arriving in your inbox.



WEST COAST, BEST COAST

Editing starts with selecting the best photos for your marketing needs. The photos are sent off to a far away land where oceans and mountains meet in a marriage of beauty and nonsense - the West Coast. There, our golden boy Josh uses his skills to bring out the very best in each photo, highlighting features without exaggerating or misleading the viewer. Having passed through multiple time zones, photos then go through a strict quality review session where they are finally stamped ready for delivery.







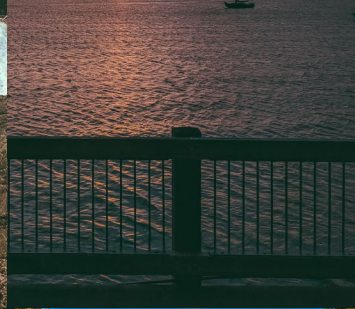
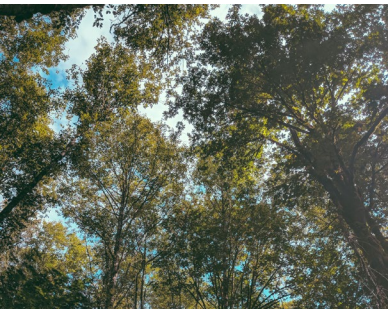
Summertime!

The story of our summers

We here at Eastman Creative had so much fun this summer we thought we'd share a little of our adventures with you. Highlights include lots of family time, a few fun festivals and even a couple moves!

We are all so excited for the upcoming fall season - the crisper air, carving pumpkins, apple cider, changing leaves and of course figuring out our Halloween costumes. We want to thank you all for such a great summer and look forward to all the fun fall festivities!

JOSH



LAURA





GINA



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