

Andrea Graziani: "To create a winning advertising campaign, the photographer must be an expert in marketing"

Andrea Graziani, Content Creator specialized in the creation of advertising campaigns, explains, to enhance the products of a brand, it is essential for the photographer to know the mechanisms of marketing.



Verona, Veneto Feb 23, 2023 ([Issuewire.com](https://www.issuewire.com)) - Knowing how to communicate on social media and improve product sales is the primary objective of every company. Today, images are essential for building an effective communication strategy: but what are the characteristics of a photo that works, that sells? We talk about it with Andrea Graziani, a photographer, videomaker, and social media influencer, specialized in creating advertising campaigns for companies.

She is now a famous photographer in her field. What is the secret of a photo that sells?

"When it comes to selling a product, there is no such thing as a good or bad photo: there is a photo that sells, that works. The photographer must not be guided by his own aesthetic taste, but must understand how to frame the product to highlight its winning characteristics and communicate it with the means available. Creativity is not the main element".

So creativity isn't important?

"Creativity is the basis of everything, but it cannot be used by the photographer to give vent to his personal artistic vein, it must be put at the service of sales, at least for those who work with companies. Creativity is nothing if it is not accompanied by marketing. There is a huge study behind every advertising shot, since there are specific criteria capable of attracting the target audience and it is the photographer's job to identify them".

For example?

"It's about shots, details, backgrounds, messages to be conveyed, and sensations that you want to evoke in the target customer. I still remember the first service done for Red Bull, where I framed an open can, with droplets on the sides to give a feeling of freshness: if you see a photo like this around cocktail time, you feel like drinking that drink. Posting time is also important. Those who have studied marketing know this well".

What differentiates a commercial photographer from an artist?

"The photographer-artist works solely according to his own sense of beauty. His aim is to create a work of art, or simply to express his artistic soul. The commercial photographer knows the technique but takes photographs with a precise objective: the sale of the product. He doesn't follow beauty or personal taste. His main focus is the customer's sales needs. Above all, he knows marketing".

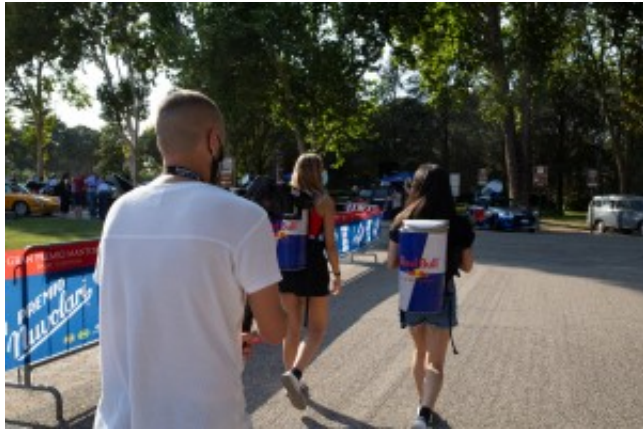
So what are the requirements of a modern advertising photographer to be successful?

"In addition to knowing the techniques of photography and undoubtedly having a creative vein, it is essential that he has his own vision, that he knows marketing and is an expert in social media and digital communication, especially in this post-pandemic period in which all companies they had the need to sell online and communicate via social media. The added value, then, is given by the photographer who has his visibility and credibility in the world of social networks".

What do you recommend to anyone who wants to do his job?

"Anyone who wants to be a photographer must, first of all, understand if he wants to work for private individuals or if he wants to specialize in commercial photography, because you can't do everything. The techniques, objectives, and working times are different. Those who want to work for companies, in addition to technology, must study how marketing and communication work, especially digital, if the world will continue to move in this direction".

Follow Andrea Graziani on instagram: https://www.instagram.com/graziani_andrea/



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