



# HOW TO MAXIMIZE YOUR PHOTOS & VIDEOS

Investing in professional video and photography is one of the best ways to elevate your brand and tell your story. But too often, those assets sit on a hard drive instead of working for you. This quick checklist will help you maximize every image and video clip so that you see real results from your shoot.

## 10 WAYS TO MAKE YOUR CONTENT WORK FOR YOU



### ORGANIZE & BACK UP YOUR FILES

Store everything safely (cloud + external drive).



### CREATE A BRANDED FOLDER STRUCTURE

Create a Branded Folder Structure – Sort by event, campaign, or theme for quick access.



### UPDATE YOUR WEBSITE

Refresh your homepage, About page, and key landing pages with fresh visuals.



### BOOST YOUR SOCIAL MEDIA

Schedule a month of posts highlighting your new images and video clips.



### ENHANCE PRESENTATIONS

Add professional photos to slide decks, proposals, and client pitches.



### PITCH TO MEDIA

Include updated headshots and event photos when sharing press releases or stories.



### BUILD A CONTENT LIBRARY

Save short video clips for reels, YouTube, and training resources.



### CELEBRATE YOUR TEAM

Share candid team photos internally or in newsletters for a morale boost.



### UPGRADE PRINT MATERIALS

Brochures, flyers, and banners all benefit from fresh visuals



### MEASURE & REVISIT

After 60 days, review where your visuals made the biggest impact and plan your next shoot accordingly.

You've invested in your story, now let it work for you. Bultema Impact Group (BIG) is your partner in helping you maximize your content, build your brand, and share your message with confidence. Contact BIG at [bultemaimpact.com](http://bultemaimpact.com) for your free discovery call.

## CLIMB HIGHER, DREAM BIGGER.



[www.bultemaimpactgroup.com](http://www.bultemaimpactgroup.com)



@bultema.impact.group

