

Perfect Presentation

By Simon Taylor

Websites, sales brochures and Powerpoint presentations are a great way of getting your message across, however they take on a whole new dimension when the images are your own and of a high standard. So many dental websites I have seen are full of glossy 'stock' photos bought from mainly American image banks. These are often beautiful images that can help portray a certain emotion, but they lose that personal touch.

Creating your own image bank of yourself, your practice and your team can really get your marketing material to 'connect' with your patients. Don't get me wrong, the sort of images you can buy from image banks are very expensive to produce and buying the rights to use them for a website or brochure is infinitely cheaper than trying to create a similar image yourself. But for very little extra cost you can have professional photos of your own that will augment these and create real living documentation.

Don't be camera shy!

If you ever write an article for any magazines, present Powerpoint presentations to colleagues or have a website, it's worth considering a 'glamour' photo of yourself. Now don't be afraid of the word 'glamour', as a photographer I am not going to put you in fish net stockings with a rose in your mouth (unless you ask me to!) it's all about being professional and a portrait shot with the right background will look infinitely better than trying to use your favourite snap from last year's holiday.

Team Work

Your team is a very important part of your practice and often patients really connect with your team members. By having professional photos of your team on your website and brochures lets the patient know that they will be supported in all aspects of their transaction with the practice, it also gives a real 'personal' touch. Depending on the style of practice you run, these images can show a real fun side to the practice and it's a real moral boost to your team to know that you care enough to have their photos incorporated into your marketing.

The Practice

Great looking practices need great looking photos

Practice fit outs are not cheap, but making sure you have great images of your fit out are. Again, images of your practice help build a bridge between you and your patient, they identify with the surroundings you provide and it helps in attracting new patients that would enjoy your facilities. If you have a website it is easy to create a virtual tour of your practice to allow the patients to feel like they can walk around your practice- this really portrays the essence of your facility.

Glamour before and afters

To offer a glamour photo shoot to every patient would be expensive and not necessary, however for those bigger cases where you know the results are going to be life changing, it would be a very worthwhile investment to get professional before and afters shots that, with the patients permission, can be used in your marketing. I am not talking about your clinical shots, which with the correct digital camera can be done very well in house, what I am talking about are real 'life style' shoots showing how much a patients overall appearance has been improved by your dental work and to show off their beautiful new smile.

Simon Taylor is the head photographer for IDM company, The Photo Shop. Simon can be contacted on (02) 9211 1477 or via the website www.thephotoshop.com.au. In addition to what Simon has mentioned in this article, The Photo Shop offers full film and video facilities, corporate and product photography and Simon is also available for advice and training for your own in house photographic needs.

