

# MARKETING IMAGE CHECKLIST



Checklist to assist animal, pet, and equine-based business owners in selecting the perfect marketing images.

*by The Business Animal Podcast*

## **BRAND**

Does the image tell the story of your animal-based brand?

## **MESSAGE**

Does the image convey the message that you want to share with your viewers?

## **CHARACTERS**

Who are the characters of your visual story? People should be able to see themselves in your product or service.

## **EMOTION**

Does the image evoke the right emotion or capture the desired feeling? Is the image engaging to your ideal client? Does the image have a call to action that can be easily tied to the next best step?

## **WORLD AWARE**

Does the image work in the context with what's happening in the world around you? Is it current, trendy & sensitive to current world affairs? Does it account for special holidays or events?

## **UNIQUE**

Is the image unique? Are your competitors using a similar or the same image in their marketing?

## **COLOR**

Does the color story of the image fit your animal brand, social media scheme or website layout?

## **LAYOUT**

Does the image have a good image to copy ratio that allows room to add your message and/or logo?

## **SIZE & QUALITY**

Is the image available to license in the appropriate size and quality for your desired purpose?

## **COMMERCIAL**

Is the image free of visible trademarks, logos, or company names other than your own?

## **PERMISSION**

Do you have written permission from the people in the image?

## **RESTRICTION**

Do you have the appropriate property releases for recognizable private property, animals photographed on private property, artwork, tattoos, or graffiti?