



## Using Music to Supercharge Your Marketing and Sales:

Think about your favorite movies, shows and TV ads. How do they communicate the emotion of their story? They do this by combining images with music. Are you making the most of music's emotional power to supercharge your projects?

Add emotion and enhance the sale of prints and albums by showcasing your images with award-winning music. You can easily access more than 14,000 hand-picked songs from Triple Scoop Music directly within your ShootProof account.

Here are some great ways to get started using Triple Scoop Music within ShootProof:

### 1) "BEST OF" SLIDESHOW AND GALLERY:

As the saying goes, you only get 1 chance to make a first impression. Make sure you're ready! Create a "Best Of" gallery showcasing only your most impressive images. Match the energy/mood of your images to the perfect Triple Scoop Music soundtrack. Share this gallery with potential clients and on social media. Make this a core component of your marketing.

### 2) UNIQUE SLIDESHOWS & GALLERIES:

Let's say you're a photographer who shoots Weddings, Families and High School Seniors. Now you're branching out to also offer Business headshots and Commercial photography. As impressive as your Wedding or Family images are, they should not be used when marketing for Seniors or Business photography (and vice versa). If you shoot multiple styles of photography, the best approach is to create a separate gallery for each type of photography you do. This makes it easy to send new clients to a gallery that shows your expertise in exactly the type of photography they're interested in. Supercharge the emotion by adding a unique soundtrack for each gallery.

### 3) CLIENT GALLERIES:

Once you finish a photo shoot and process your images, the next step is to upload them to your ShootProof account. If your goal is to sell more effectively, make sure to add music that properly matches the theme and mood you want to create. Attach the Triple Scoop Music soundtrack (or playlist) to the client gallery and you're ready to go. Remember, more emotion = more sales!

### 4) IN-PERSON OR IN-STUDIO SALES PRESENTATIONS:

The right music will create the perfect emotional environment to inspire your clients. If you've been selling in "silence," during meetings with clients - take a moment and think of the impact music makes when you go to a great restaurant or when shopping. This is a BIG opportunity to create the type of energy in the room that will help close more bookings and enhance sales. In your ShootProof account, you can create Triple Scoop Music playlists with your favorite songs. Use these to have music playing in the background (within a gallery) when you meet with clients. Also, consider starting every client presentation with a powerful 2-3 minute slideshow of images & music. It's easy with ShootProof & Triple Scoop Music.

### 5) BOUTIQUE BRANDING IS UNIQUE BRANDING:

These days, the top companies, designers, photographers, filmmakers and brands set themselves apart with soundtracks from Triple Scoop Music. The perfect song will enhance your story and make your images the true "star of the show." Our passion is to make music licensing easy!