

jmaurophoto – Commercial Imagery, Marketing and Public Relations

Combining marketing and public relations experience with a passion for photography, jmaurophoto is well prepared to assist with your business aspirations.

Promoting your business for success demands an effective marketing campaign. Commercial imagery goes beyond creative and interesting photography; it requires equally clever and compelling marketing communications that attract new customers... and retain existing ones. Successfully attracting new business requires convincing reasons for potential customers to want to do business with you.

About *jmaurophoto*

After thirty years in the graphic arts industry, specializing in product management, product marketing, and public relations, James Mauro made the conscious decision to embark on a new career which would enable him to exploit his passion for photography. Combining photography with his corporate experience, and education in marketing provides James with a unique ability to deliver a variety of services specifically designed to address your marketing needs.

Services include:

- Product Photography
- Building and Office Photography
- Personnel Photography and Portraits (headshots)
- Corporate Events
- Marketing and Public Relations



Corporate Imagery and Location

Product photography is primarily performed on location; however in some cases it may be more suitable to photograph certain products in our studio under controlled lighting conditions.

Corporate portraiture for personnel profiles and professional biographies is accomplished on location utilizing a professional backdrop and lighting. On-site photography respects your valuable time and enables multiple portraits (headshots) in a single session.

Corporate events, such as sales meetings, team-building activities, holiday parties, and customer installations, etc., are photographed on location.

Processing and Delivery



It is not uncommon that hundreds of photographs are taken during a session. Post-session processing (cropping, retouching, lighting adjustments, etc.) and special effects may be applied, providing you with a variety of images to choose from and allowing you the opportunity to put your best foot forward.

Completed photographic imagery is prepared for your requirements; whether for social media posting, website hosting, framed enlargements, or printed publications (brochures, advertisements, etc.). Photos destined for on-line viewing (website, Facebook, Twitter, etc.) are provided at a suitable resolution and format for quick loading and viewing. Photographs destined for publication will be supplied in a resolution and format that ensure the highest quality printing.

Photography will be supplied digitally on CD/DVD, or hosted on-line for convenient downloading. We strive for quick turn-around and delivery of your photography.

Marketing and Public Relations

Although Public Relations is often considered a function of marketing, the difference is that marketing promotes the products and services and public relations promotes the company that sells them. James' corporate career spans three decades in product marketing and public relations for a globally recognized, hi-tech supplier to the graphic arts industry. This experience complements his photographic creativity and is an invaluable asset to the



promotion of your business by providing marketing services ranging from consulting, to the generation of marketing materials, the production of press releases, customer testimonials, etc. This combination of services is typically provided by several people or by a marketing agency, but are available to you as a personalized service of jmaurophoto.

Consulting and Preparation



We consider it a privilege to earn your business and take great pride in our work. Our goal is your complete satisfaction and we take your project seriously. Planning and preparation is an important aspect of our service and therefore make the time for on-site planning meetings as required in advance of our session in order to ensure that we understand your goals, set realist expectations, and evaluate the location to ensure that we come properly prepared to obtain the desired results. Your session will be scheduled based on your timing requirements.

Pricing Policy

Depending on your current or ongoing needs, jmaurophoto offers per event or contract-based photographic and marketing services at a reasonable price. We treat each project as a personalized service and base our pricing on your specific needs. Photographic sessions are typically between two and four hours, but can occasionally span whole days or even multiple days. Our minimum on-site photo session is two hours. This allows enough time to set up, complete the project, and break down equipment.



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