



**CONCRETE**

MARKETING CREW

# MASTERING CONCRETE COATING SHOTS

PHOTO & VIDEO TIPS

**FOR BUSINESS OWNERS**



**AS A CONCRETE COATINGS  
BUSINESS OWNER, CAPTURING  
STUNNING PHOTOS & VIDEOS  
OF YOUR PROJECTS IS CRUCIAL  
FOR ATTRACTING NEW CLIENTS  
AND SHOWCASING YOUR  
EXPERTISE. IN THIS PDF, WE  
WILL PROVIDE EASY-TO-FOLLOW  
TIPS TO ENSURE WE PRESENT  
YOUR WORK IN THE BEST  
POSSIBLE WAY.**





# ENHANCING LIGHTING

Make sure to consider the lighting conditions to capture the best of your projects. Whenever possible, take advantage of natural light sources.





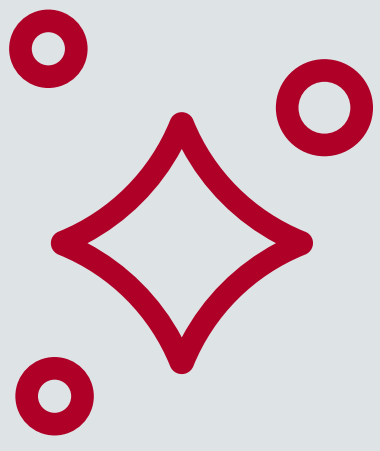


# AVOIDING SHADOWS

Avoid casting your own shadow into the frame by positioning yourself strategically.





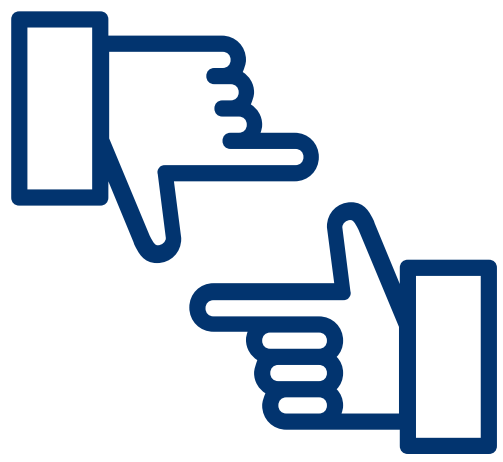


# KEEP IT CLEAN

Take photos and videos after you've cleaned up, if there's some clutter or trash around try to keep it out of the picture.







# ANGLE CHOICE

Vary your angles to highlight different aspects of your project. Capture shots from corners or floor level to showcase texture and details.







# ORIENTATION

**Vertical** is fit for capturing process steps, details, and panning views. **Horizontal** is ideal for shooting finished works.



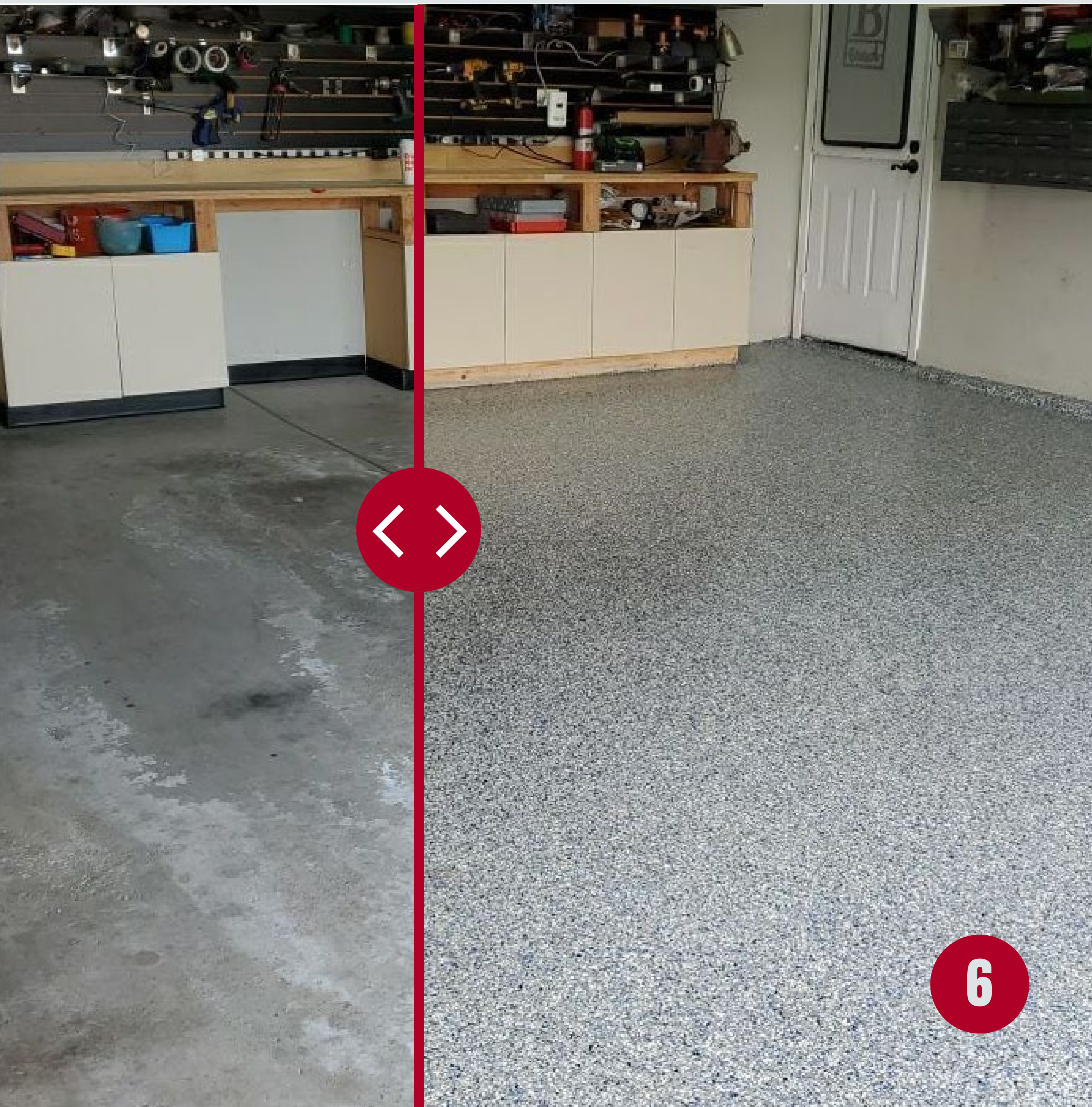




# STORYTELLING

## 1. BEFORE & AFTER

Demonstrate the Impact of your work by capturing 'before' and 'after' shots from the same angles.







# STORYTELLING

## 2. PROCESS

Focus on showing the steps of your process through pictures or videos:



**GRINDING  
THE FLOOR**



**BASECOAT  
APPLICATION**



**FLAKING  
THE CONCRETE**



**SCRAPPING  
THE FLAKES**



**APPLYING  
TOPCOAT**







# STORYTELLING

## 3. COMPLETED WORKS

Display your commitment to excellence with images and videos that exhibit remarkable transformations achieved through your concrete coatings.





**TAG US IN YOUR  
INSTAGRAM STORIES  
WHEN SHARING YOUR  
BRAND **NEW** PHOTOS!**

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