



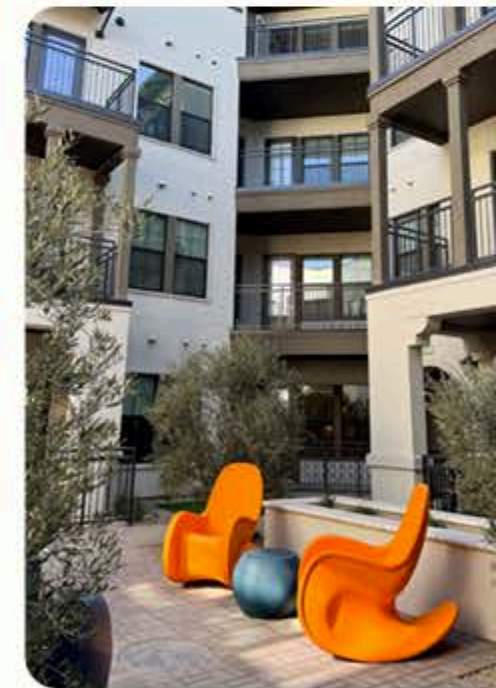
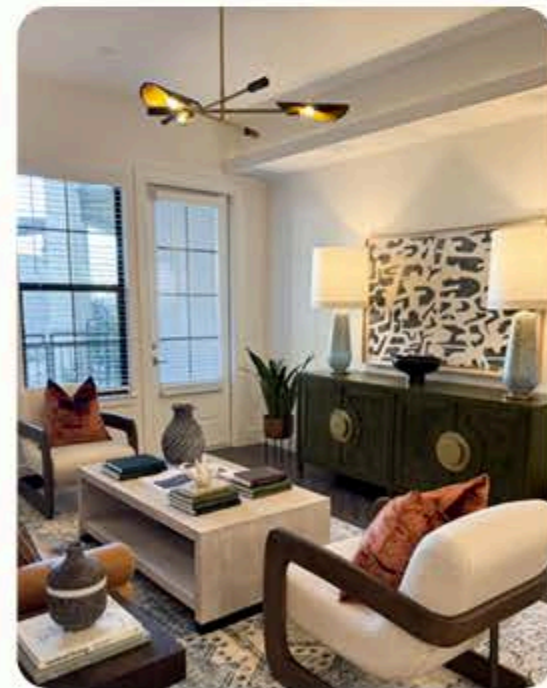
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CAPTURING CONTENT LIKE A PRO



BREAK THE MOLD

You don't need a professional camera to make scroll-stopping content. We're leading the charge with content creator-style shoots straight from an iPhone.



WHAT IS A CONTENT CREATOR-STYLE SHOOT?

Shot on an iPhone, these photo & video shoots give your content that natural, user-generated energy everyone loves.



WHY THIS WORKS



Content creator-style photos get **10% HIGHER** engagement rates than branded images & typically perform **2X BETTER** than any other type of static post.



Content creator-style videos receive **HIGHER** completion rates compared to polished brand reels & **3X MORE** views than any other type of reel.



YOUR TURN BEHIND THE LENS

READY TO SHOOT LIKE A CONTENT CREATOR? HERE ARE OUR PRO TIPS.

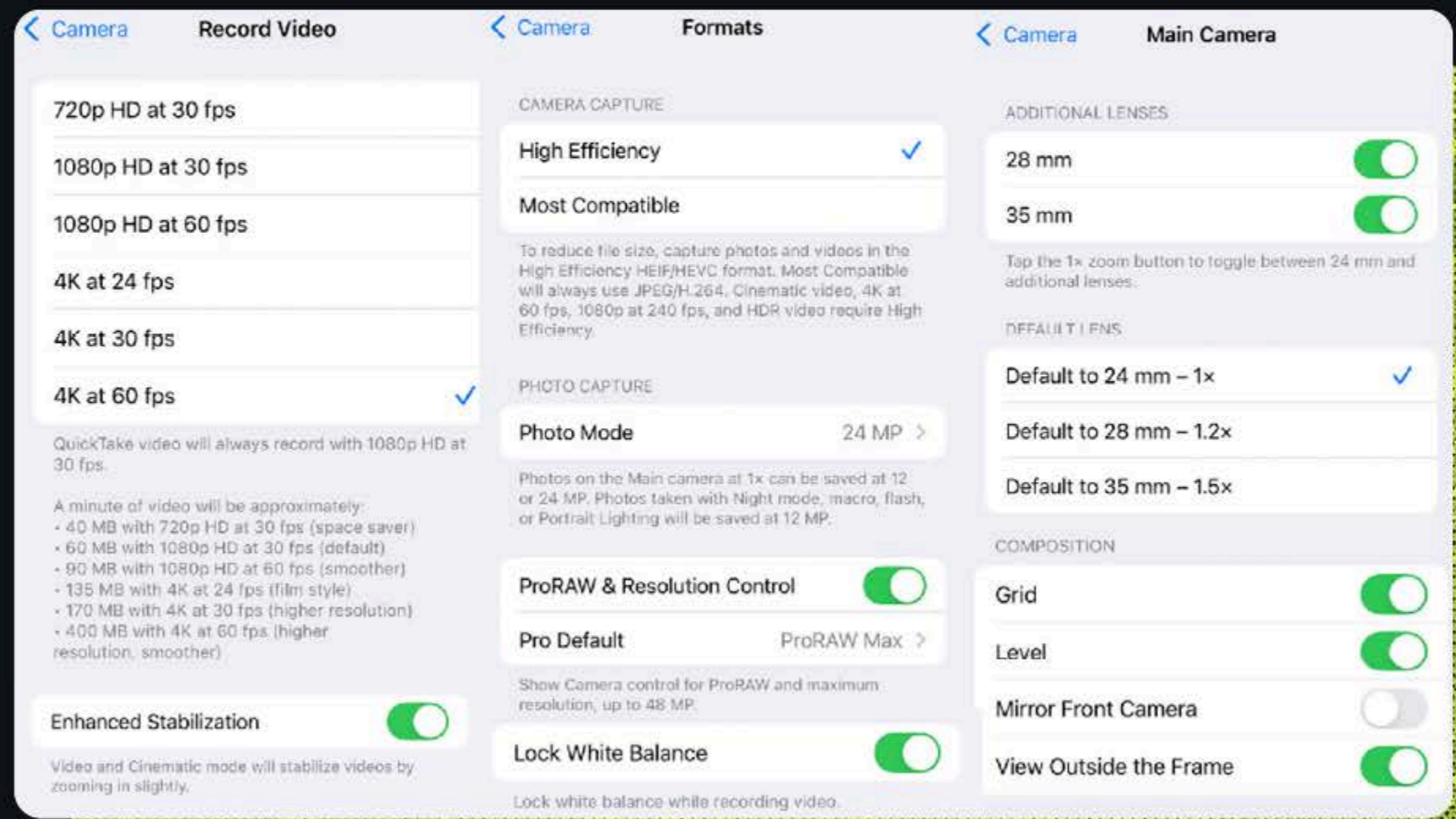


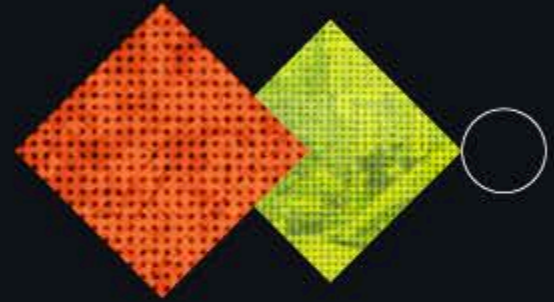


PSA:
Wipe your camera lens, shoot vertically, and turn on the grid for perfect framing.

BEFORE YOU HIT RECORD

Make sure your iPhone is set to the right settings before you start capturing content. Quality is everything and makes all the difference.





MEET OUR TOP 5 SHOOT STANDARDS



Think of these as your cheat codes for scroll-stopping content.

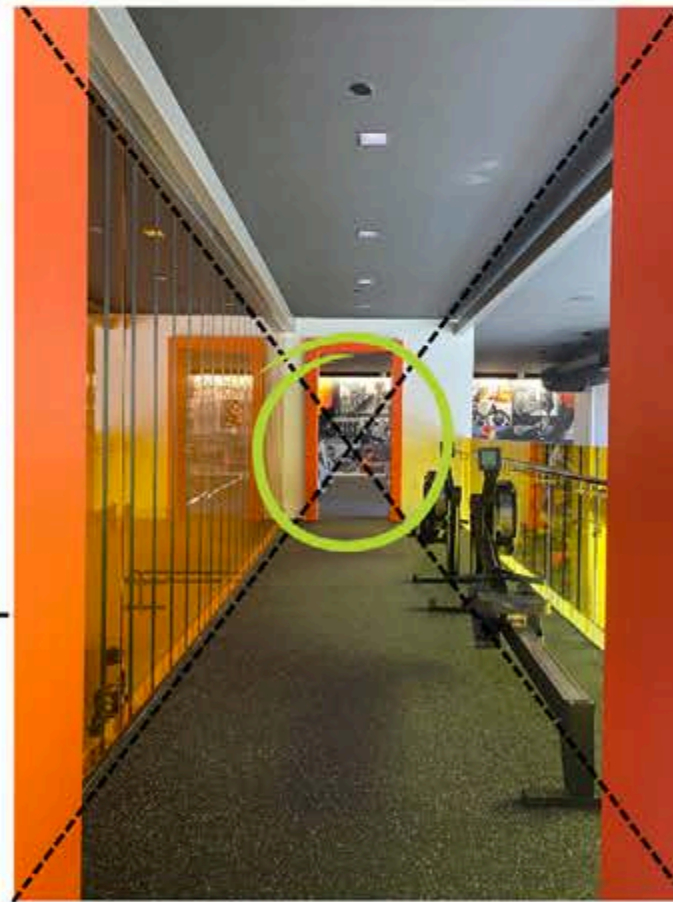
#1. COMPOSITION

Frame your shots so the space feels inviting. Play with symmetry, lines, and different points of focus.

POINT OF FOCUS



LEADING LINES



SYMMETRY



#2: MOVEMENT

Don't just stand still. Pan, tilt, or add a little walk-through energy for your videos.
Be mindful of your speed and steadiness to keep footage smooth.

TILT SHIFT
[WATCH HERE](#)



POV
[WATCH HERE](#)



“DRIFT” PAN
[WATCH HERE](#)



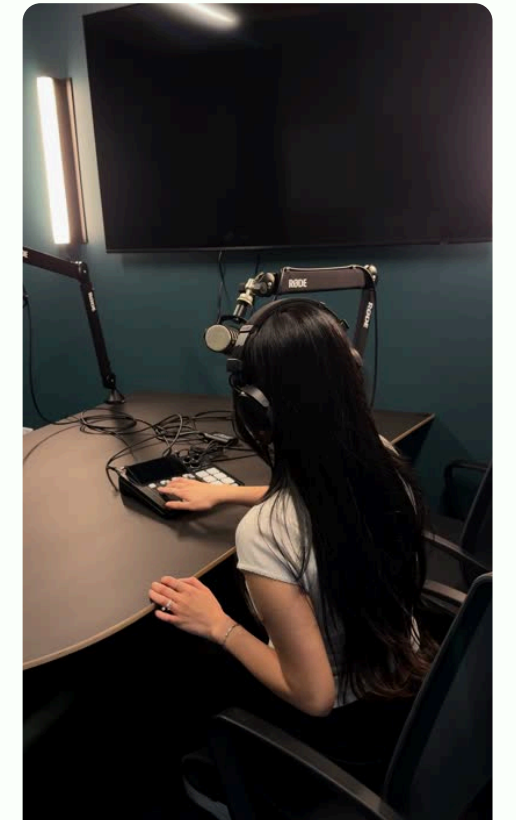
FULL PAN
[WATCH HERE](#)



WALK THROUGH
[WATCH HERE](#)



STATIC
[WATCH HERE](#)



#3: HUMANIZATION

Include people interacting and enjoying the space. This doesn't need to be a showing a full person, it could be partial or just use human elements.

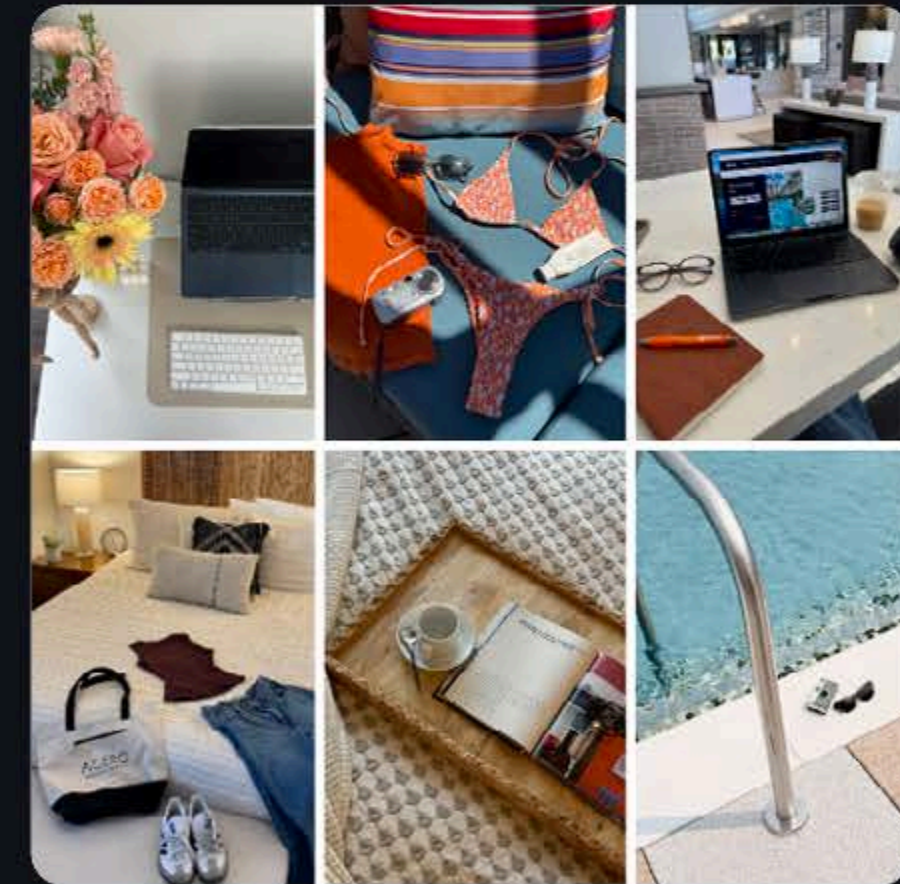
WITH PEOPLE



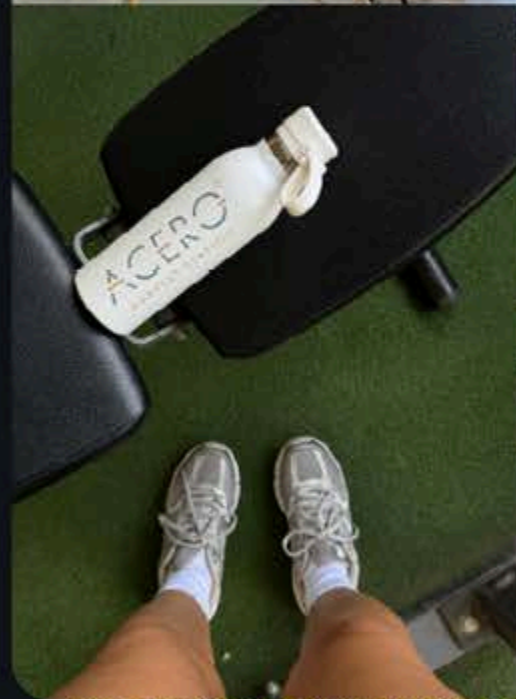
PARTIAL



WITHOUT PEOPLE

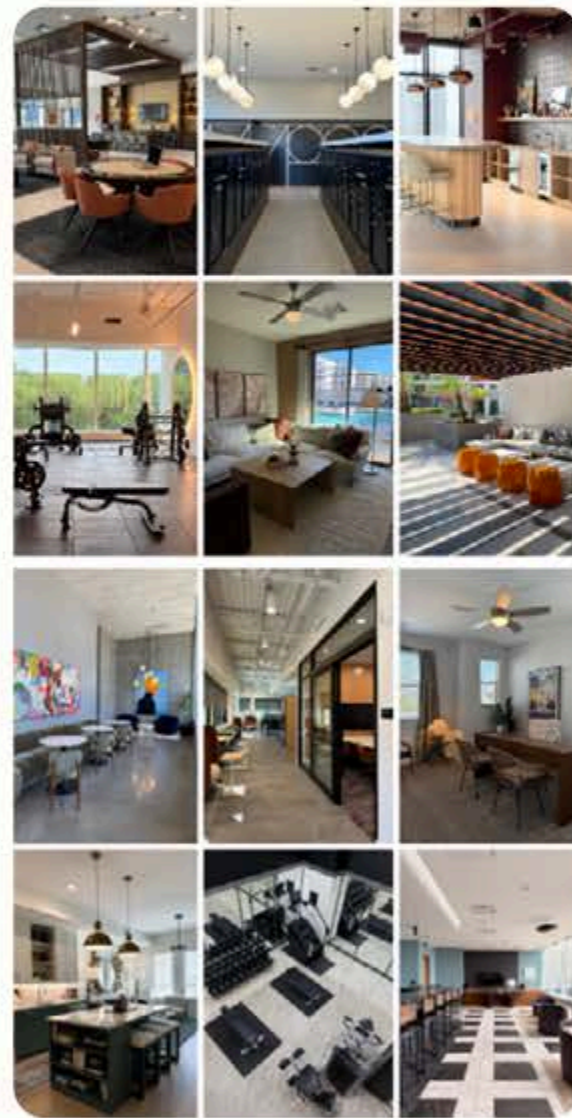


PRO TIP:
Utilize branded items in shots
for a custom touch.

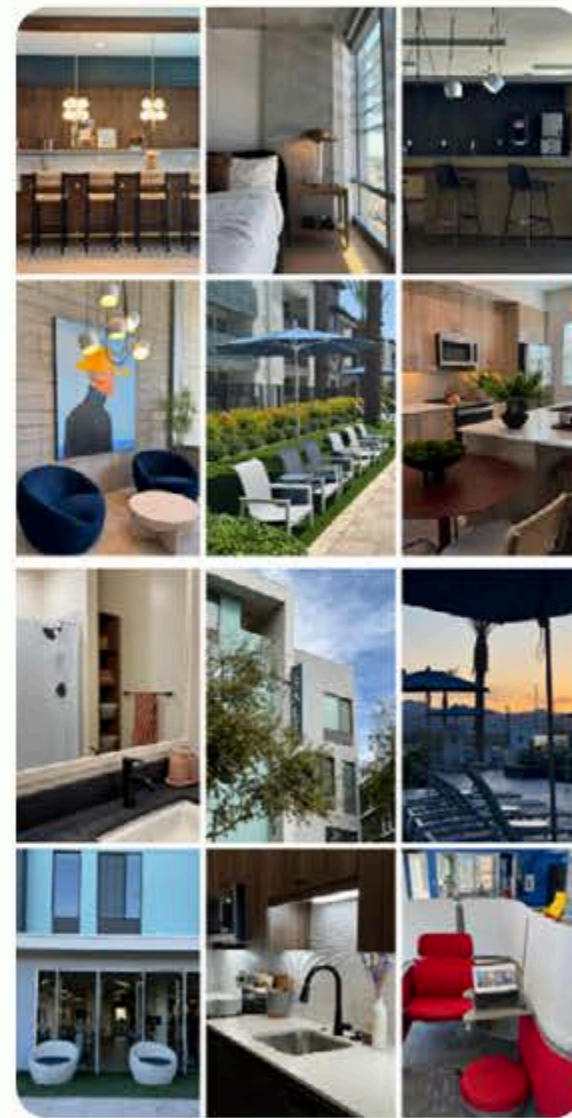


#4: FOCAL LENGTH

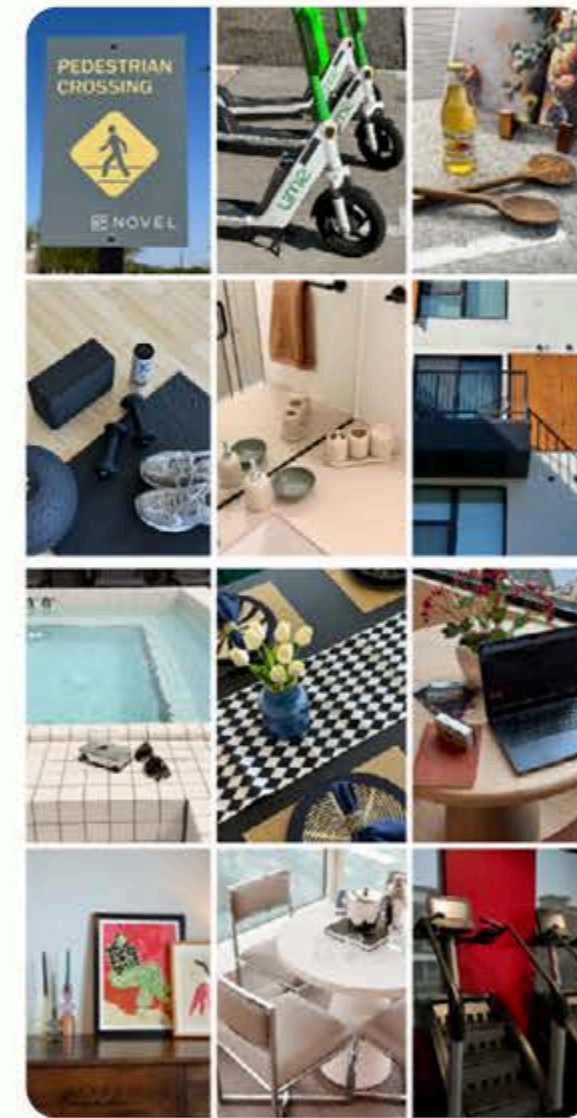
Switch between wide and tight shots to give your feed variety and depth. 1X depth can be used as the default, with alternative focal lengths used sparingly.



WIDE



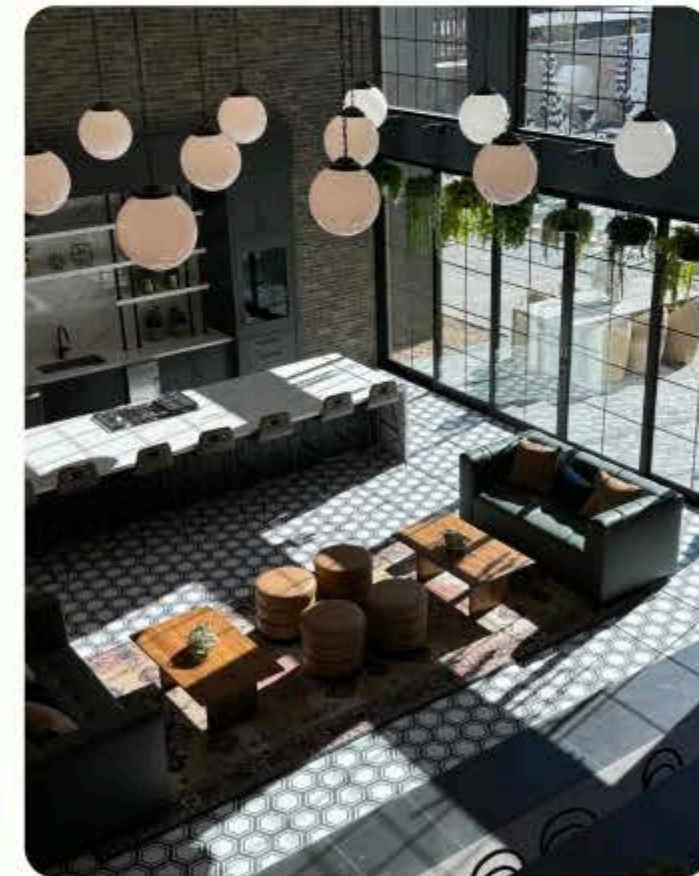
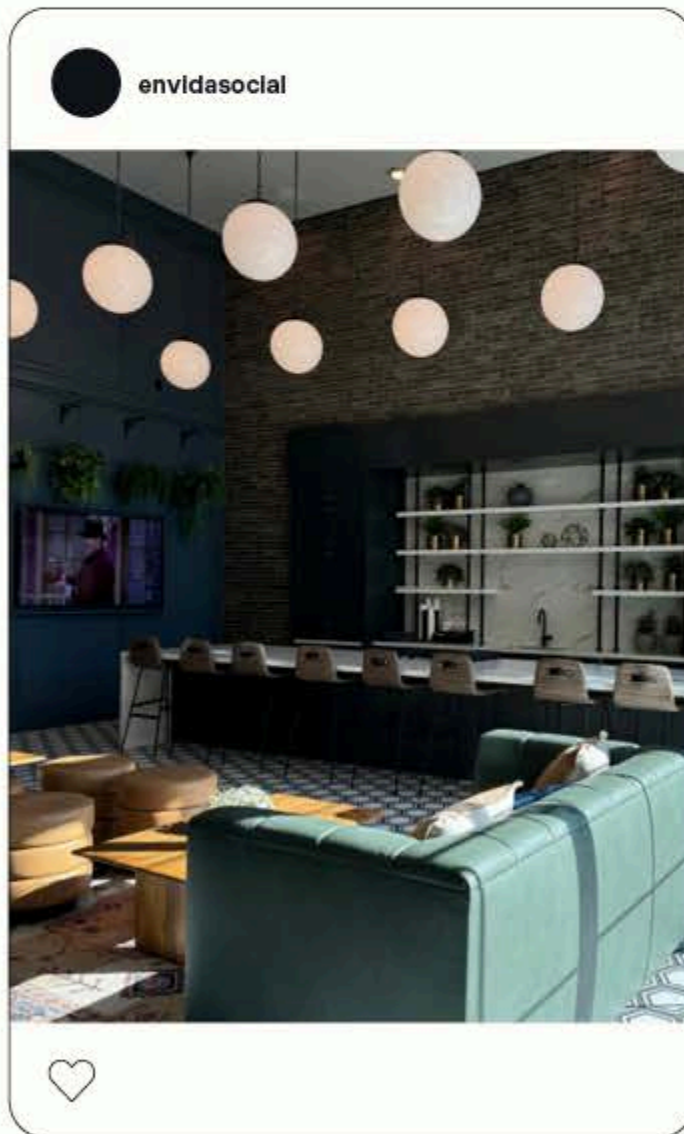
MEDIUM



CLOSE-UP

#5: SHOT TYPES

Mix it up—hero shots, close-ups, detail shots, and candid moments.
Variety keeps the scroll going and the content flowing.



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**THANK
YOU!**

