



# GITTINGS

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## GLOBAL

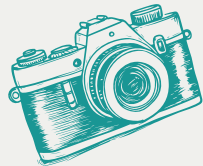
# PHOTOGRAPHERS CONFERENCE 2025

Chicago, Illinois





# Sales & Marketing



GITTINGS  
GLOBAL

# **SALES + MARKETING UPDATE**

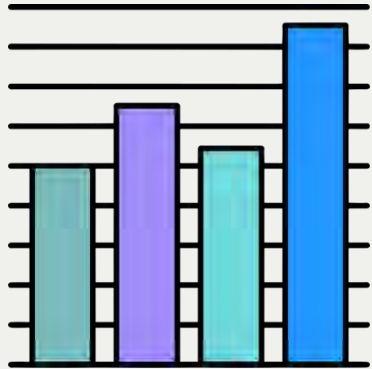
July 2025





# Sales + Marketing Team

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**BARRY BENTON**



**JOSH CHAMPION**

# Who is Gittings Global?

## Core Focus

We deliver high-impact, brand-consistent imagery worldwide through a proven, repeatable process—backed by professional project management and a proprietary technology platform.

## Guarantee

“At Gittings Global, we guarantee a superior photography experience through our concierge-level service, globally trained photographers, and unparalleled technology solutions - giving you peace of mind as your trusted partner.”

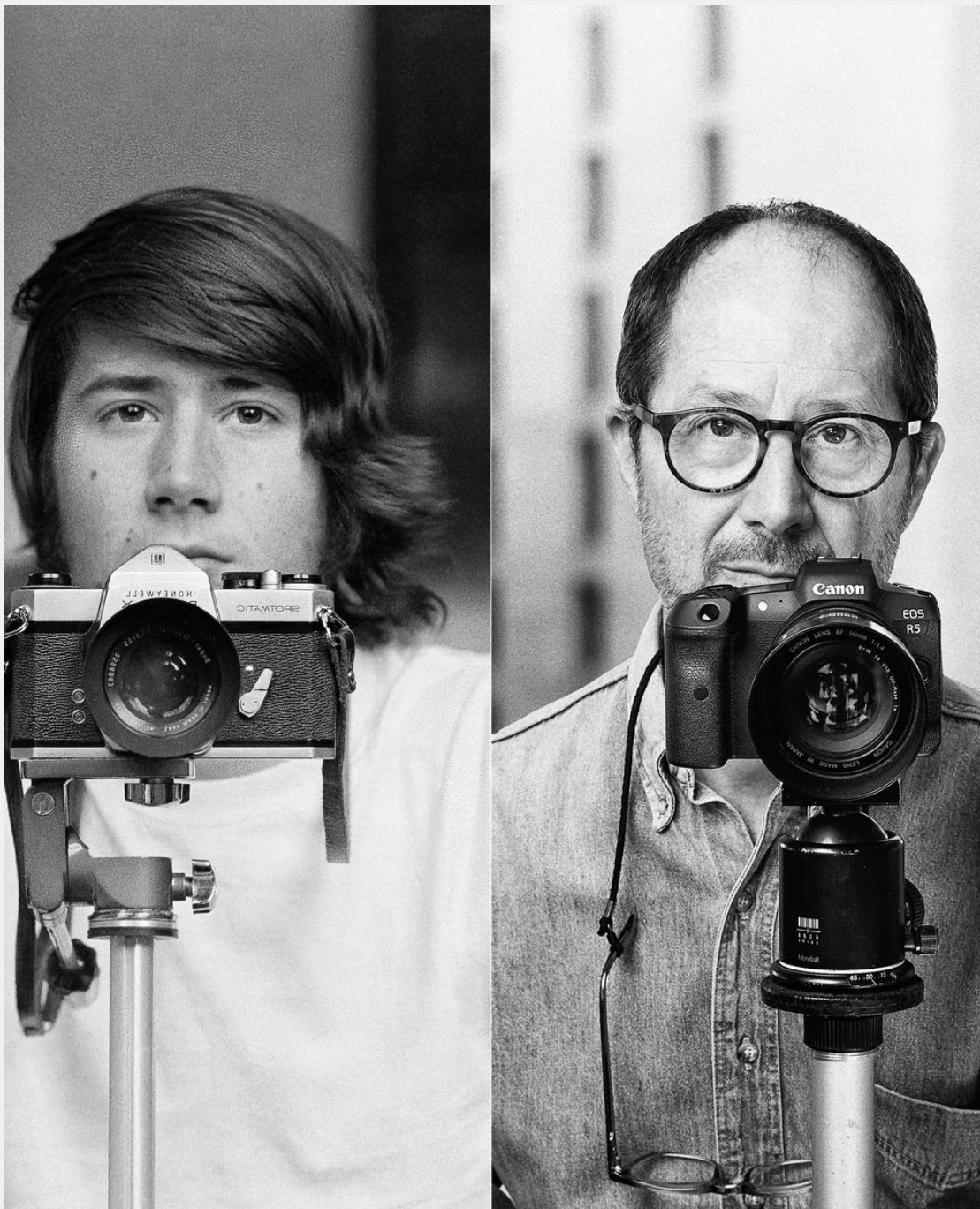


# SALES AND MARKETING'S GOAL IS TO DRIVE NEW BUSINESS



AT OUR CORE WE ARE A  
**RELATIONSHIP-DRIVEN**  
**BUSINESS**





# You Play A Role

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The Gittings Global photographers play a huge role in **promoting and building awareness** for our brand. You're the face our clients see in their offices and in our studios each day — the way you **make them feel is a direct reflection** of who we are as a company.

**RELATIONSHIPS, RAPPORT, REFERRALS**



# TURNING EVERY CLIENT INTO A PROMOTER

RELATIONAL DRIVEN INDUSTRY





YOU HAVE A **DEDICATED**  
WEBSITE PAGE





# CONNECT WITH GITTINGS GLOBAL

Join us in the conversation by **following** and **engaging** with Gittings Global's page!



# Past 12 Months Key Insights

New Deal Insights:

303

AVERAGE SUBJECTS  
PER NEW PROJECT

3,200

LARGEST SUBJECT COUNT  
ON NEW PROJECT

72

AVERAGE  
DAYS TO CLOSE

CLOSE % AFTER  
DISCOVERY CALL

52%

CLOSE % AFTER  
PRESENTATION MEETING

58%

AVERAGE NUMBER  
OF WORKING DEALS

32 Deals

# Ideal Customer Profile

## Core Customers & Markets

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Marketing / CMOs  
Business Development  
Website + Design

### DEPARTMENTS & POSITIONS

Large, Multi-Office  
Law Firms  
US & Global Footprint

### FIRM ATTRIBUTES

# SALES + MARKETING CHANNELS



**TARGETED  
CAMPAIGNS**



**THOUGHT  
LEADERSHIP**



**EVENTS AND  
CONFERENCES**



**PAID  
MEDIA**



# Events + Conferences

LMA National  
LMA London  
LMA Regionals (USA + Europe)  
LMA Socials

Association for Accounting Marketing  
Marketing Partner Forum



# Paid Media Campaigns

Meta (Facebook + Instagram)  
LinkedIn


**Gittings Global**  
GITTINGS 1,336 followers  
Promoted

The #1 Choice for Corporate Photography & Brand Imagery

Your brand's first impression matters. Gittings Global delivers world-class corporate photography and videography that elevate your professional image.

With a global network of 120+ experienced photographers across 200+ cities, we ensure consistent, high-quality visuals that strengthen your brand's presence.

Showcase your team at their best—partner with Gittings Global today.



Over 110,000+ Professional Headshots & Portraits Taken

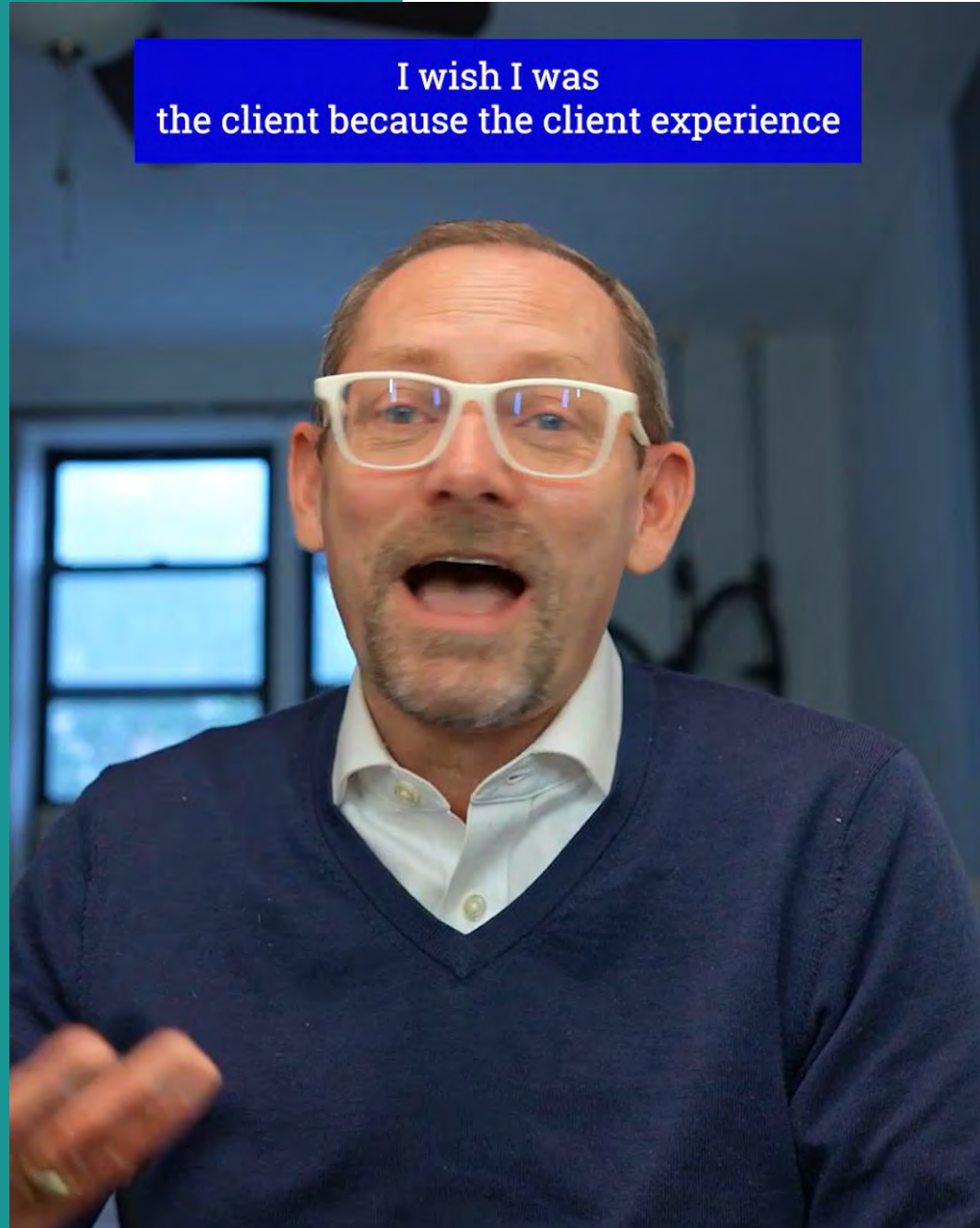
120+ Photographers. 200+ Cities. One Trusted Partner.  
gittingsglobal.com

[Learn more](#)

# THOUGHT LEADERSHIP

BLOGS + ARTICLES  
VIDEO CONTENT

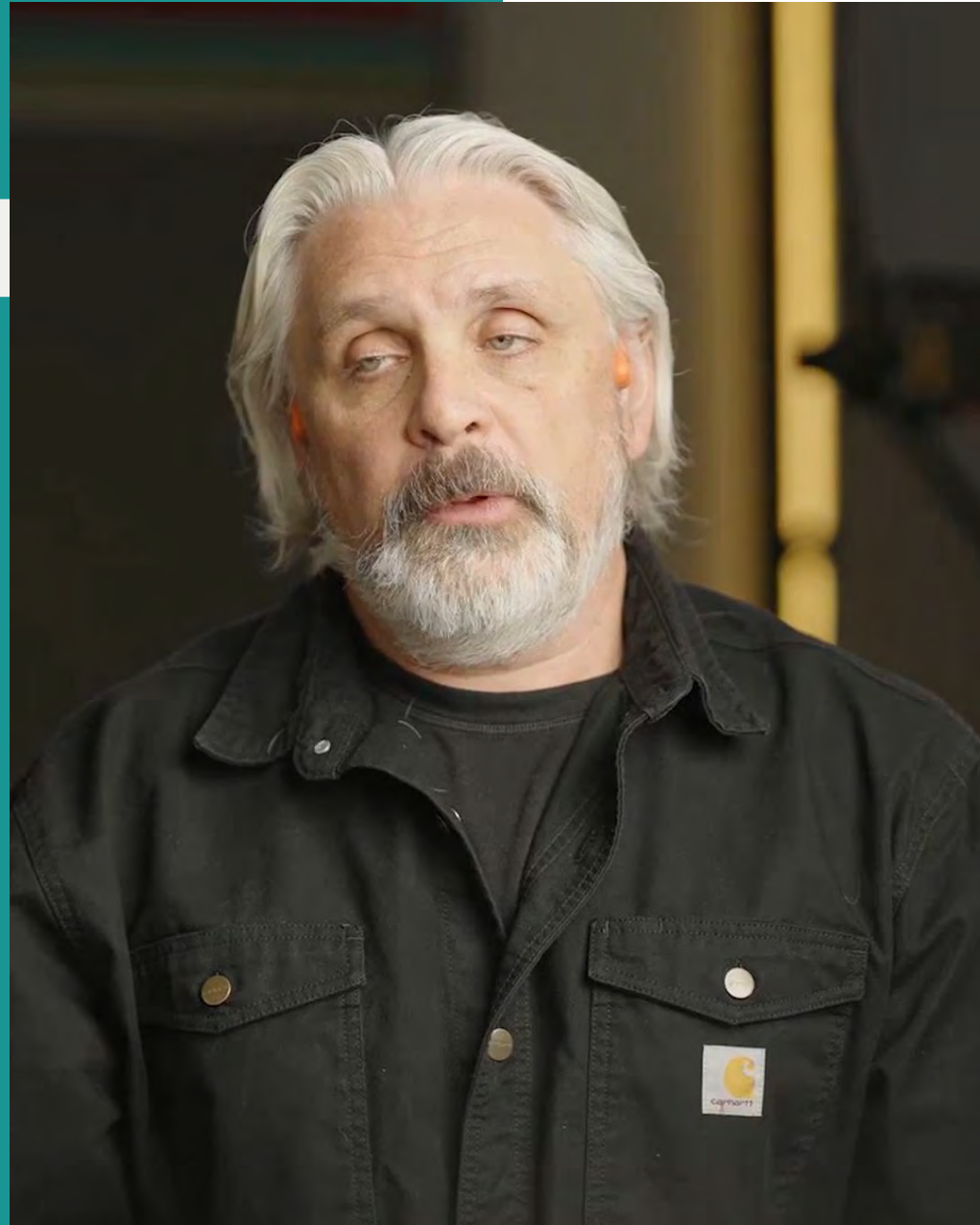
I wish I was  
the client because the client experience





# THOUGHT LEADERSHIP

BLOGS + ARTICLES  
VIDEO CONTENT



# NEW WEBSITE IMPROVEMENTS

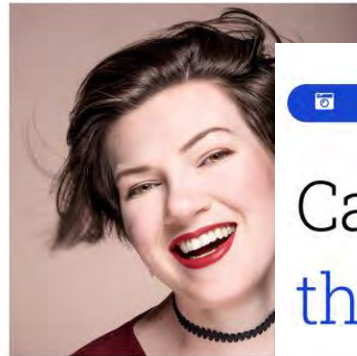
## Chicago's Solution for Photography and Video.

Trust starts with credibility, and quality photography is essential. We deliver exceptional corporate headshots globally with a local touch, ensuring excellence and consistency.

[BOOK TODAY](#)[LEARN MORE](#)

### Meet Our Photographers in California

Elevate your brand with photographers in California delivering professional corporate headshots and portraits to build trust.

[BOOK TODAY](#)

 Over 110,000+ Professional Portraits Taken

## Capturing the Moment

We live in a visual age. Your customers, prospects, partners and employees rely on images to learn your story, and understand your brand. At Gittings, we've specialized in images, and the stories they tell, for a century. You create the business, and we'll tell your story.

[Book A Call](#)

Photography stops time, and conveys meaning and emotion in a glance. Our experienced, talented team delivers visuals that tell your story through the lens.

# STRATEGIC PARTNERSHIPS





# KEY LMA PARTNERSHIP

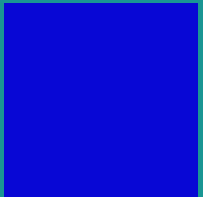
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# LMA EUROPE BOARD

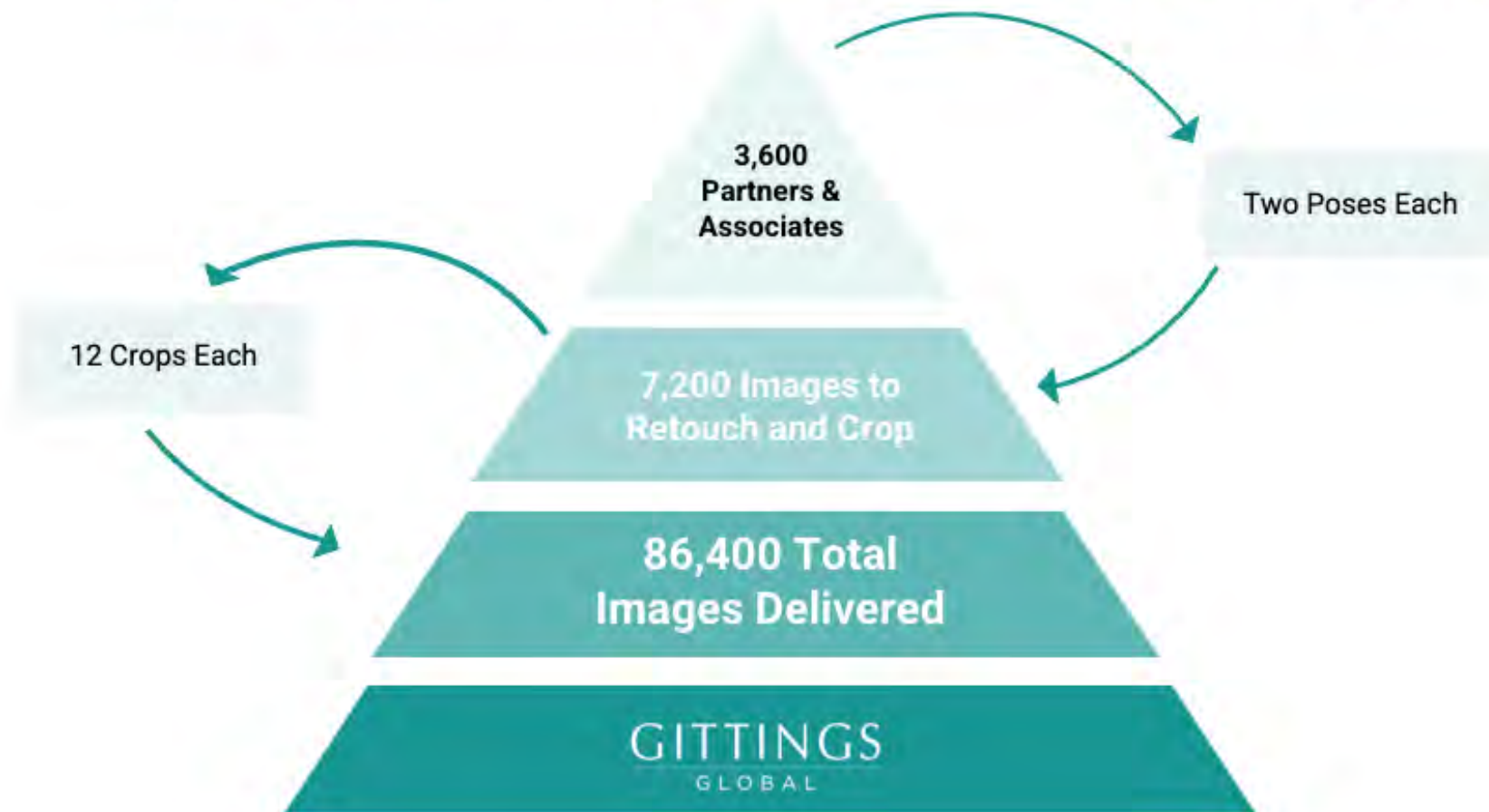




# HOW WE SELL OUR SERVICES

5-Minute Demo by Barry Benton

# An Enormous Number of Images





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# Planning Phase



- Determine/finalize photography brand direction via Pilot or Precedent Sessions
- Create a detailed proprietary Photography Brief
- Project management services to help you keep things on track
- Custom proprietary online scheduling system – reduce your team's time and effort to schedule sessions
- Director of Photography to oversee photographers to ensure specifications are being met



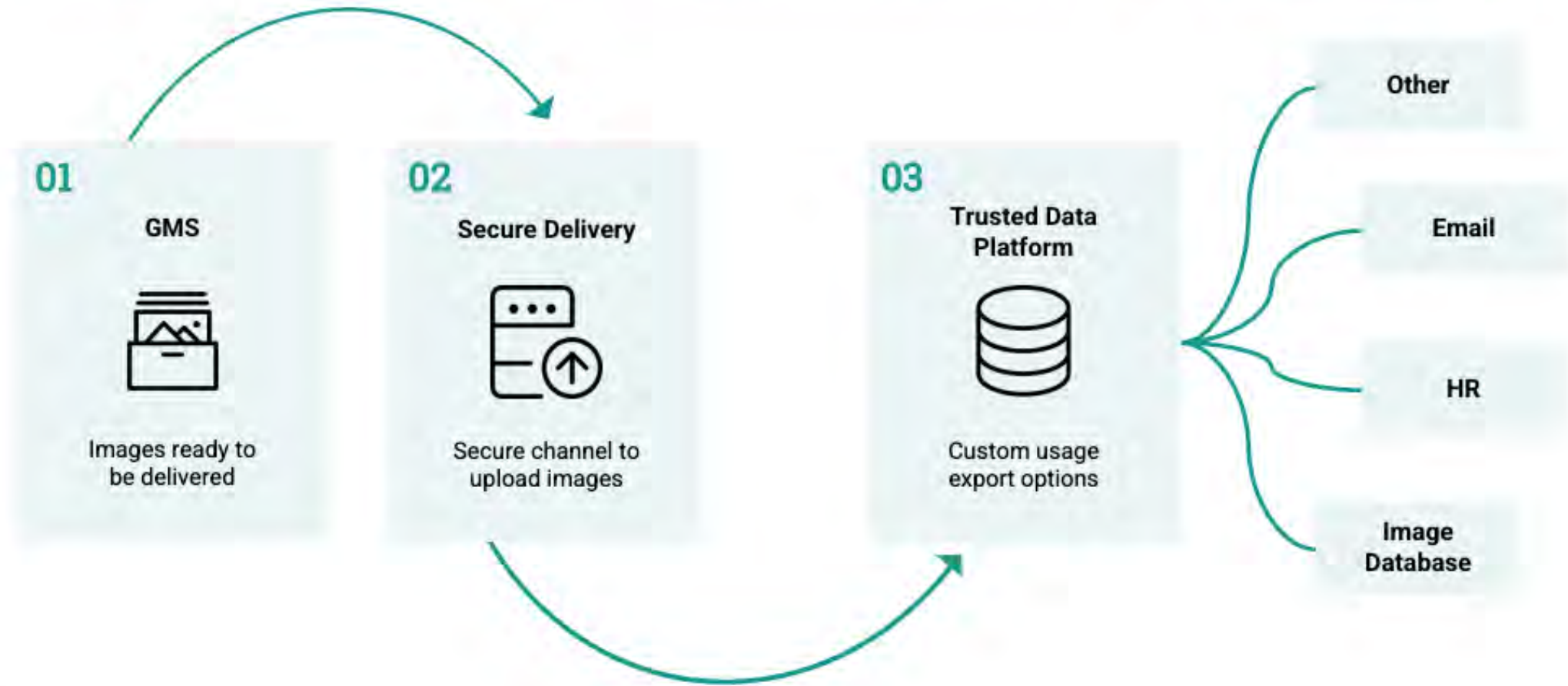
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## Implementation Phase



- Subject & photographer collaborate to select the best possible pose during the session
- Retouch every headshot: professional and consistent
- Custom crops – images are ready to use immediately
- Real-time project status availability via our custom client portal
- Immediate delivery of final images via our secure delivery channel
- Real-time access to proofs, final images, billing details and more via our proprietary custom client portal
- **Backup and archive your images** (taking GDPR requirements into account, if required)

# Direct & Secure Connection for Delivery



# POST + TAG GITTINGS GLOBAL ON SOCIALS



**GITTINGS  
GLOBAL**



**GITTINGSGLOBA  
L**

**GITTINGS**  
GLOBAL



# THANK YOU!

