



Member console

Style Guide

Helping you stand out amongst the crowd



**YOUR
MARGARET
RIVER
REGION**

16 September 2019

Details

YOUR
MARGARET
RIVER
REGION

Overview:

This should capture your Unique Selling Point.

100 word limit

As the content sits on a third party website (margaretriver.com) it should be written in third person.

Example:

Perched on a clifftop with views across the Chamberlain River and Gorge, El Questro Homestead is an oasis of privacy and understated luxury in one of the country's wildest and most beautiful regions. An exclusive retreat for a maximum of 18 guests, El Questro Homestead allows you to fully immerse in an outback experience that is both adventurous and luxurious.

Description:

Third Person

More detailed summary of your business. Think about keywords that visitors would use when searching for your business.

300 - 400 words



Tips

Your unique selling point (USP) is the heartbeat of your business – the thing that sets you apart from the others, and highlights the heart and soul of your company. Your USP should address:

What is your product or service, and why is it different to whatever is currently on the market?

Who is your customer, and what is their specific pain point that you're hoping to address with your services?

What's your personality, tone of voice, and brand vision? How do you plan to present yourself in the market?

PHOTOS

A picture is worth a thousand words

Primary Image

PRIMARY IMAGE ★

This will be the first image you upload and will be marked with a star. You can easily click and drag images to change your primary image.

This should be your hero image that captures your unique selling point. If guests were only going to see one image of your business, which would you choose?

Specs

- High resolution (minimum 1280 x 1024 pixels).
 - To find this information, right click on properties, details, dimensions
- Professional
- Landscape

YOUR
MARGARET
RIVER
REGION



-
- Great photo checklist
-
- Capture what makes your business special?
- Make the visitor feel a connection with the business/region?
- Make the visitor think 'I can't wait to go there'

PHOTOS

Image Selection Guidelines

YOUR
MARGARET
RIVER
REGION



Business Type	Choose a strong image for each of the following:	Does it make the visitor...
Wineries/Restaurants	Food & wine hero shots	Hungry?
	'Grammable interior: inspirational, ontrend. Capture people enjoying the space	Feel like they're missing out if they don't visit? Make the visitor want to go there so they can brag about it?
	Helpful but inspirational exterior	More able to identify the venue, and imagine themselves there?
	Action shots of chefs/winemakers/ owners	Genuinely interested in the business?
	Vineyard & cellar door hero shots	Compelled to visit?
Accommodation	Living area & view hero shots? 'Grammable interior?	Feel like they're missing out if they don't stay there? Make the visitor want to go there so they can brag about it?
	Helpful but inspirational exterior?	More able to imagine themselves staying there?
	Lifestyle hero shots of people in the space	Inspired to live their best life?
	Rooms – one hero image per room type	Visit your website to find out more?
Tours/Experiences (includes galleries and retail)	Hero shot that captures the tour's point of difference	Compelled to book the tour over another
	Portrait shots of the tour/experience provider	Identify with the region's people?
	Action shots that capture the tour/experiences most important pillar (i.e. Eat + Drink? Active + Adventure? Arts + Wellbeing?)	Feel like they're missing out if they don't experience it?

PHOTOS

What works

YOUR
MARGARET
RIVER
REGION



- ✓ Show people actively engaged in an experience
- ✓ People acting naturally and enjoying the space
- ✓ Appear to have been taken in the moment by an unnoticed bystander

PHOTOS

What works

YOUR
MARGARET
RIVER
REGION



- ✓ Detail shots that don't sacrifice context.
- ✓ Use warm and natural lighting
- ✓ Interesting angles

PHOTOS

What not to do

YOUR
MARGARET
RIVER
REGION



- ✗ Focus on people at the expense of the landscape or sense of place
- ✗ Look too styled or posed
- ✗ Feature people with direct eye contact and looking excessively overjoyed
- ✗ Use full or harsh lighting
- ✗ Have intense, saturated or unrealistic colours

PHOTOS

What not to do

YOUR
MARGARET
RIVER
REGION



- ✗ Focus on people at the expense of the landscape or sense of place
- ✗ Look too styled or posed
- ✗ Feature people with direct eye contact and looking excessively overjoyed
- ✗ Use full or harsh lighting and just as importantly avoid overly dark images
- ✗ Have intense, saturated or unrealistic colours



TIME FOR AN UPDATE?



**YOUR
MARGARET
RIVER
REGION**

We have secured rates with the following businesses to help you update your content



QUESTIONS?



**YOUR
MARGARET
RIVER
REGION**

Please contact: