

Alternative Images Photography Launches New Blog

The company has announced the arrival of its brand new blog, which was launched in the last week of October 2012.

November 12, 2012 (FPRC) -- The blog has been set up primarily to document the company's work, yet also provides the reader with valuable insights into the latest commercial photography tricks and techniques.

As part of an on-going online marketing strategy, Alternative Images Photography was keen to develop a fresh, clean-looking blogging platform that is easy on the eye and simple to navigate. After much discussion into the overall functionality of the blog and taking some time to compare competitors' offerings arrangements were made for a partner company to integrate a Wordpress blog into the existing website.

The blog itself details previous projects carried out by the Middlesex-based firm, which delivers corporate photography to businesses across the United Kingdom. Readers will be presented with in-depth accounts of the types of assignments undertaken by the team and will learn more about the methods used to put together the end product. As each post will contain hi-res images to accompany the text, the blog feed will also serve to provide potential clients with examples of Alternative Images' work in a gallery-type format.

However, as a representative from the company explains, the aim was to create a platform that retains its professionalism but also offers a light-hearted look at the everyday life of a modern-day corporate photographer.

"Unlike many of our rivals, we're trying to publish an interesting variety of posts," Peter Austin, founder of Alternative Images Photography, admits. "We are committed to our clients' satisfaction and take our work extremely seriously, but we know we can also communicate our passion for our craft through tongue-in-cheek humour. Aside from announcing company news, events and projects, we aim to use the blog to publish content that covers a wide range of topics to ensure that our readers get a real feel for what we're all about. We want to set ourselves apart from other corporate photographers and add a unique sense of enthusiasm and personality to our writing."

Alternative Images provides commercial photography to London, the Home Counties and across the rest of the UK. Established by Peter Austin, a skilled corporate photographer with a great deal of experience in the field, the company specialises in commercial photography and strives to bring efficient and affordable commercial images to its clients. Visit <http://www.alternativeimages.co.uk> for more information or call 01923 450584 or 07710 099267.

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