

Farm Dreams Recruitment

Join our team

www.farmdreamsrecruitment.com

This photo was chosen because it is relevant to the topic describing a moment from the life at a farm.

Also its important that the picture must have people, farmers because they can give context to the image, in this case, its easy to see people happily and smiling pick, fruits in a farm.

The appearance of people in any advertisement brings a high percentage of confidence from empathy, people attract people, specially on social media.

At the same time, the people in the photo offer a point of interest, namely the activity at the farm, fruit picking.(Dadfar,digital photography school,2014)

It is important having people smiling, because they bring confidence and attract social media users.

They had to be chosen two pairs of pickers because they recommended to represent the customer base age categories

results in the questionnaire created for this study.

The distance between the two pairs of pikers creates a space that needs to be filled and can be like an invitation, that's why the team's invitation message is very welcome there.

Using warm colours, the advertisements written as much as possible in tune with the photo and tried to be as simple as possible not very crowded because most internet users do not spend much time watching an advertisement.

Same the word choice, farm, recruitment associated with join an team helps the search for advertising, improving the SEO.

It is becoming much easier to find the promotion in google for example.

Reference:

Dadfar K,(2014)digital photography school,(Available at:<https://digital-photography-school.com/5-reasons-people-photos-good-thing/>) Accesed at 6 june 2020