

# Keith French's Elgin Photography Services Expand Deeper Into Marketing And Advertising

*Keith French, a professional photographer in Elgin, IL, continuing to expand his commercial photography business in the area of marketing businesses in 2015.*

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-- 2015 is shaping up to be a strong year for [Keith French Commercial Photography](#). The professional

photographer in Elgin, IL is expanding his business with more marketing and advertising photography projects.

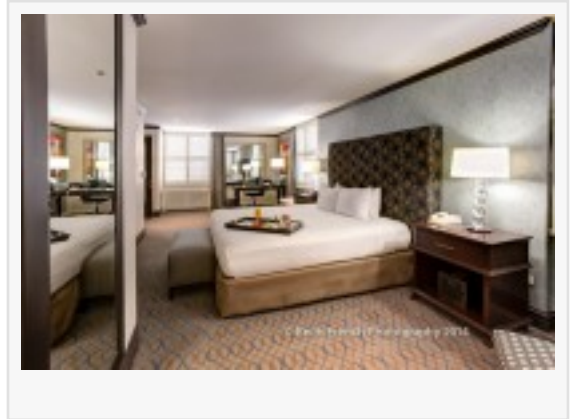
French has seen a particular uptick in the areas of home and business construction and remodeling as these

businesses make increased efforts to get the edge on the competition through the use of images. French works with a wide range of clients providing images from boardrooms to banquets, luxury suites, to "mom and pop" storefronts. He believes that images need to tell a story.

"We've heard it said that an image is worth a thousand words, well I believe for a hotel or custom builder a good image can be worth tens of thousands of dollars in revenue or sales. I try to make sure I have a product for every budget. Not every client needs photos of a half million dollar remodel, but every client needs good images. I do my best to find a way to work inside the clients' budget and make recommendations to help them get the most for their dollar," said Keith French of Keith French Photography (<http://kfrenchphoto.com>).

French was recently selected to help the Hilton Orrington Hotel in historic downtown Evanston update their marketing materials and website with new photographs. The hotel has undergone extensive renovations and was eager to show them to the public. Strategically located across the street from Northwestern University, the hotel has a history of drawing a very affluent clientele. It was of the utmost importance that the images accurately portrayed the hotel's collection of high-end suites and luxury rooms in order to appeal to these clients. The end result was captivatingly beautiful images and a thoroughly satisfied customer.

"Keith was a pleasure to work with. He embodies all the essential characteristics that a successful professional photographer requires - very personable, easy to get in touch with,



explains his logic and punctual. Keith took gorgeous shots of our premier suites that showcased the elegance of these upscale rooms," according to Tyler Drendel of the Hilton Orrington Hotel.

Another satisfied customer was Eric Hoffman, President of Woodridge Builders. The builder recently enlisted Keith French Commercial Photography in Elgin, IL for help showcasing some of the work the company had done on a few very upscale residential properties.

To learn more about Keith French and his [Elgin photography services](#), visit: <http://kfrenchphoto.com>.

About [Keith French Photography](#): Keith French Photography is a Veteran-owned small business offering a variety of photographic services including dark room services, photo and document restoration and canvas printing. Keith is available for product photography, studio shoots, wedding and corporate events. He offers a variety of photography workshops throughout the year and is passionate about preserving and archiving your memories. Keith loves teaching what he has learned to make your photo taking experience fulfilling and fun.

Press release courtesy of Online PR Media: <http://bit.ly/1KSj2Pm>

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