

*No-Fail Guide on
How to Use Presets
For an Attractive,
Branded Instagram*



by
Katharine Coles
Mad Marketeer

CONTENTS

<i>Preface</i>	03
<i>Chapter 1 What is a preset?</i>	04
<i>Chapter 2 The benefits of using presets</i>	06
<i>Chapter 3 The tools you need to use presets</i>	09
<i>Chapter 4 How to select and buy presets</i>	10
<i>Chapter 5 Working with presets and image files</i>	15
<i>Chapter 6 Using free version of Lightroom (Mobile)</i>	17
<i>Chapter 7 Using your presets</i>	19
<i>Chapter 8 How to connect your shared folder with Lightroom</i>	20
<i>Chapter 9 How to download presets into Lightroom Mobile</i>	22
<i>Chapter 10 How to add presets into your Preset folder in Lightroom</i>	28
<i>Chapter 11 How to apply presets to your photos</i>	30
<i>Chapter 12 About purchasing Lightroom</i>	31
<i>Chapter 13 Optional: How to convert your files to DNG</i>	33
<i>Chapter 14 FAQs</i>	34
<i>About the Author</i>	35

For questions or comments about our guide: info@madmarketeer.com.



preface

ABOUT THIS GUIDE

Whether you are using photos shot on a dSLR camera or on your mobile phone, now you can effortlessly make edits to create amazing photos through "presets"! So what is a preset? **Presets are simply settings that are pre-programmed into your photo editing software.**

But, wait, don't panic! It's NOT as complicated as it sounds. In fact, presets are the secret behind how individual Instagram owners create professional-looking Instagram streams that stack up against even those of big businesses.

In this guide, you'll learn how to edit all your photos quickly and easily. We'll show you how to find, set up and use presets, resulting in creating the ultimate, Instagram account: one that is branded, consistent and attractive. So, let's get started!

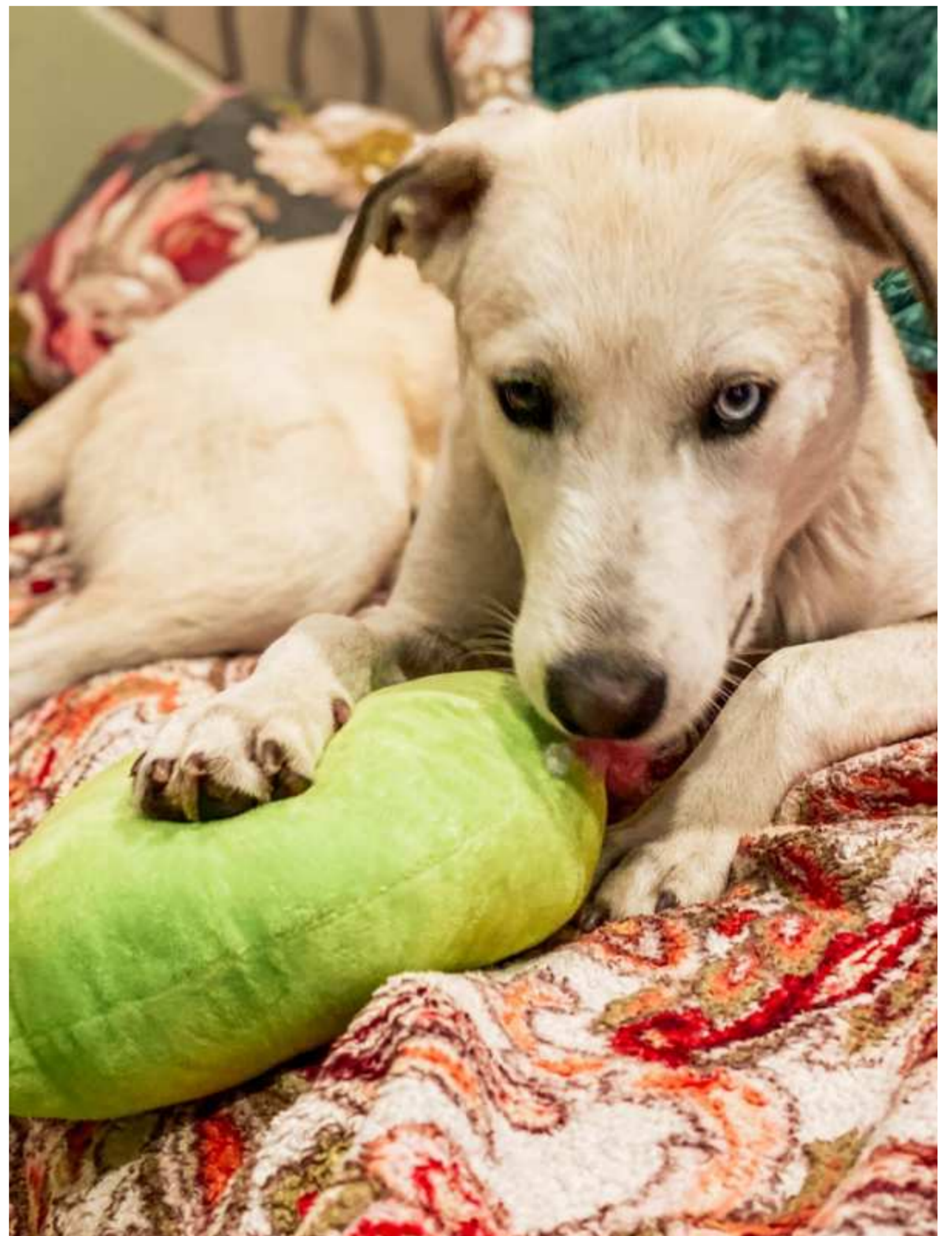
CHAPTER 1 - WHAT IS A PRESET?

Have you ever wondered how lifestyle bloggers and social media influencers create all their photos to have “a look” - whether it be cinematic, editorial or artistic - all without having a professional photographer on staff? The answer: they use “presets”!

Not sure how presets can improve your photos? Here's an example of the difference presets can make in your photos.



Before preset – detail lost in shadows, photo looks dark



After preset – details (tongue, left eye) come out of shadow, colors pop. We love how “Blue” has one brown eye and one blue!

FILTERS AND PRESETS

When you take a photo that you want to post, you have four options:

1. Post it "as is"
2. Use a filter (filters can be applied directly within Instagram, along with other easy editing options such as brightness, contrast, warmth, etc.)
3. Use editing software (there are many apps – like [Adobe Lightroom](#) and [Photoshop](#) – that also allow you to edit your photos)
4. Use presets along with editing software



PROS AND CONS OF EACH OPTION

Let's take a look at each option, so you can determine what best fits your needs.

Using your photos "as is", obviously, is the least desirable option for many reasons. (1) Lighting will vary depending on time of day, shadows, the subject, etc. (2) Perspective, angle, and closeness of the subject will also vary depending on conditions. In some cases, you may have the time or opportunity to stage your subjects, but many photos will be taken spur of the moment. (3) Lastly, your photo may include unintended people or objects that you don't want included in the photo. In short, most photos can benefit from touching up, filters or editing. Without this added help, your photos and your Instagram feed will likely look random, inconsistent and unbranded.

Another option before posting a photo is to use a filter. Filters are easy since they are included in Instagram (with "clarendon" being the most popular). They are popular because they do a lot to improve the quality of your photos, however, you are limited to a fixed set of filters that may or may not address issues or edits you'd like to see.

That said, you have some extra flexibility because in Instagram you can also make a few manual adjustments, including brightness, contrast and warmth. Unfortunately, all the effort you put into making your photo look "perfect" all disappear once you post your photo. In other words, these settings apply only to a specific photo. When you edit your next photo, you must start all over again.

So herein lies the problem with both the use of the Instagram filters, as well as using editing software: both are a one-by-one solution, which is time-consuming and, often, forces you to take the same actions over and over.

Which leads us to the fourth option: the use of "presets".

Stated simply, using (or creating your own) presets means that once you've edited a photo and you love how it looks, you can "save" that exact configuration that you used. Then, you can use it over and over again automatically. In other words, the adjustments are "preset" and saved for repeated use.

CHAPTER 2 - THE BENEFITS OF USING PRESETS

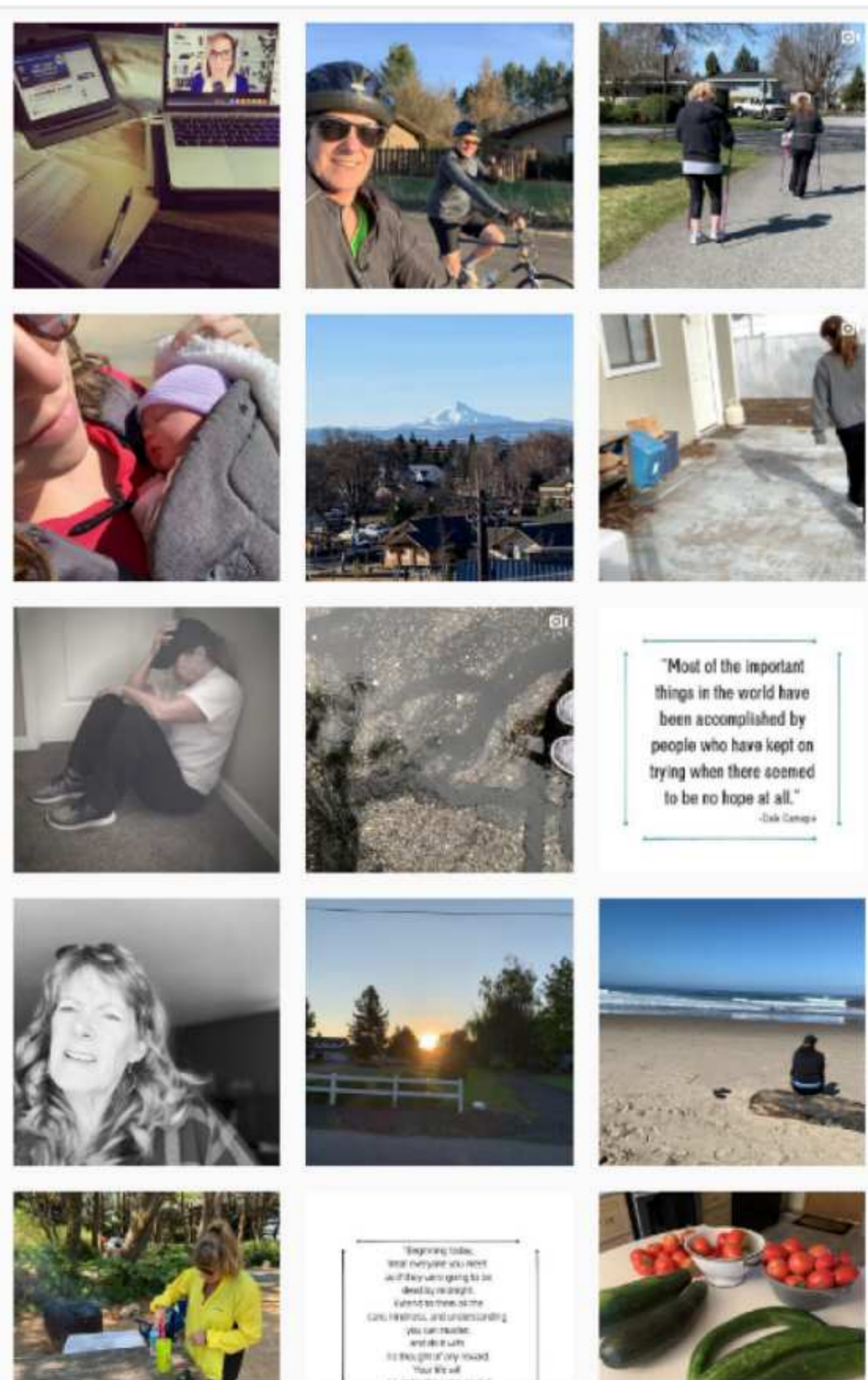
Let's look at the benefits of using presets, beyond just saving them for repeated use.

(1) Consistency

We've all noticed how some Instagram streams have a "look". Since it can be difficult taking all your photos with the same lighting, hues, etc., and since it also difficult to try to individually edit every single photo you take to have a similar look, bloggers, photographers and others who want consistent and even artistic-looking photos in social media, may use presets. Basically, with one click of a preset, your photo will have the look you want.

In the below examples, the Instagram feeds on the left are not only inconsistent in style and color, but the "look" is inconsistent from photo to photo. On the right-hand side, you see the impact of a consistent color scheme, illustrating how the use of presets can make your photos look more consistent in color, tone and hue.

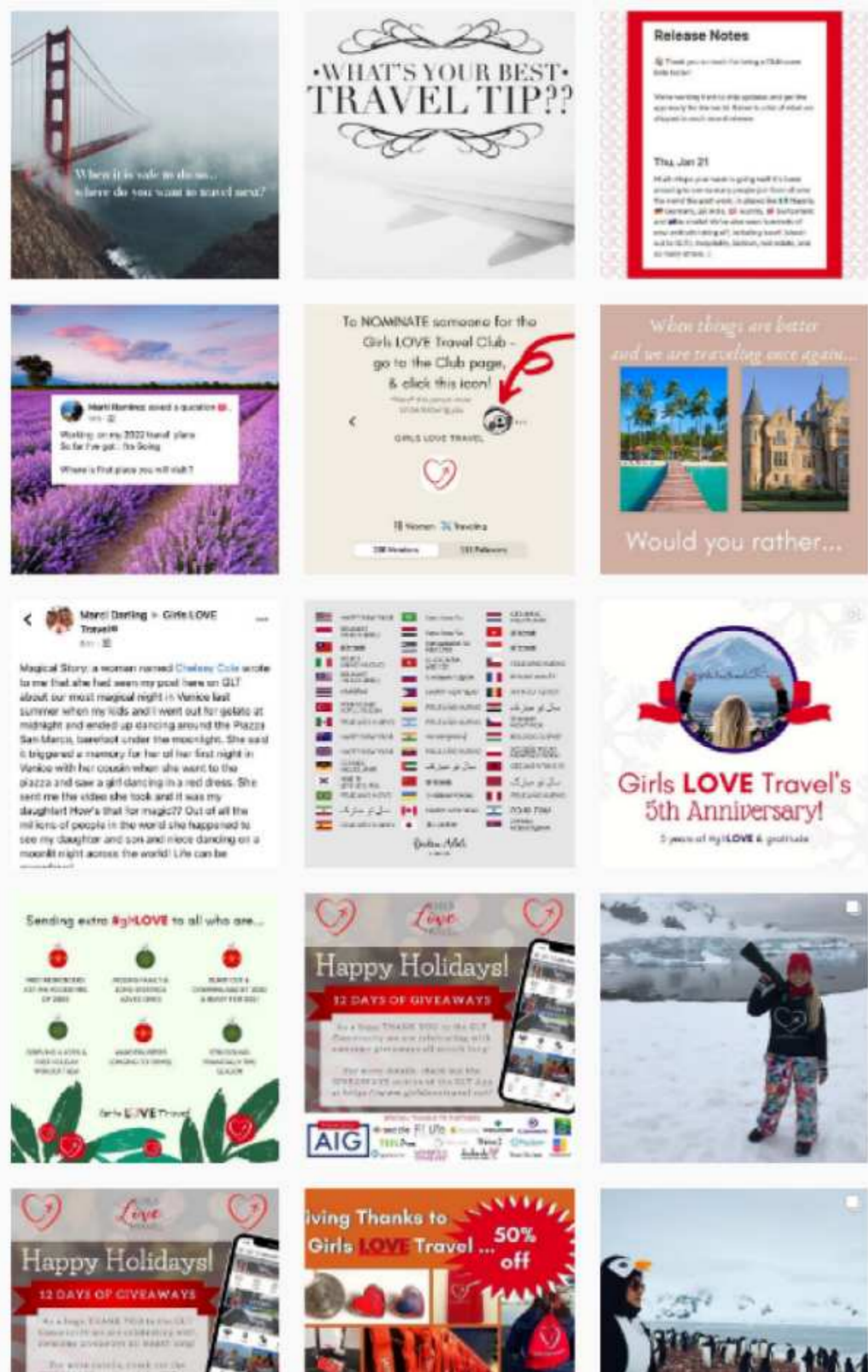
In these Instagram examples, ask "which feed would I be more likely to follow?"



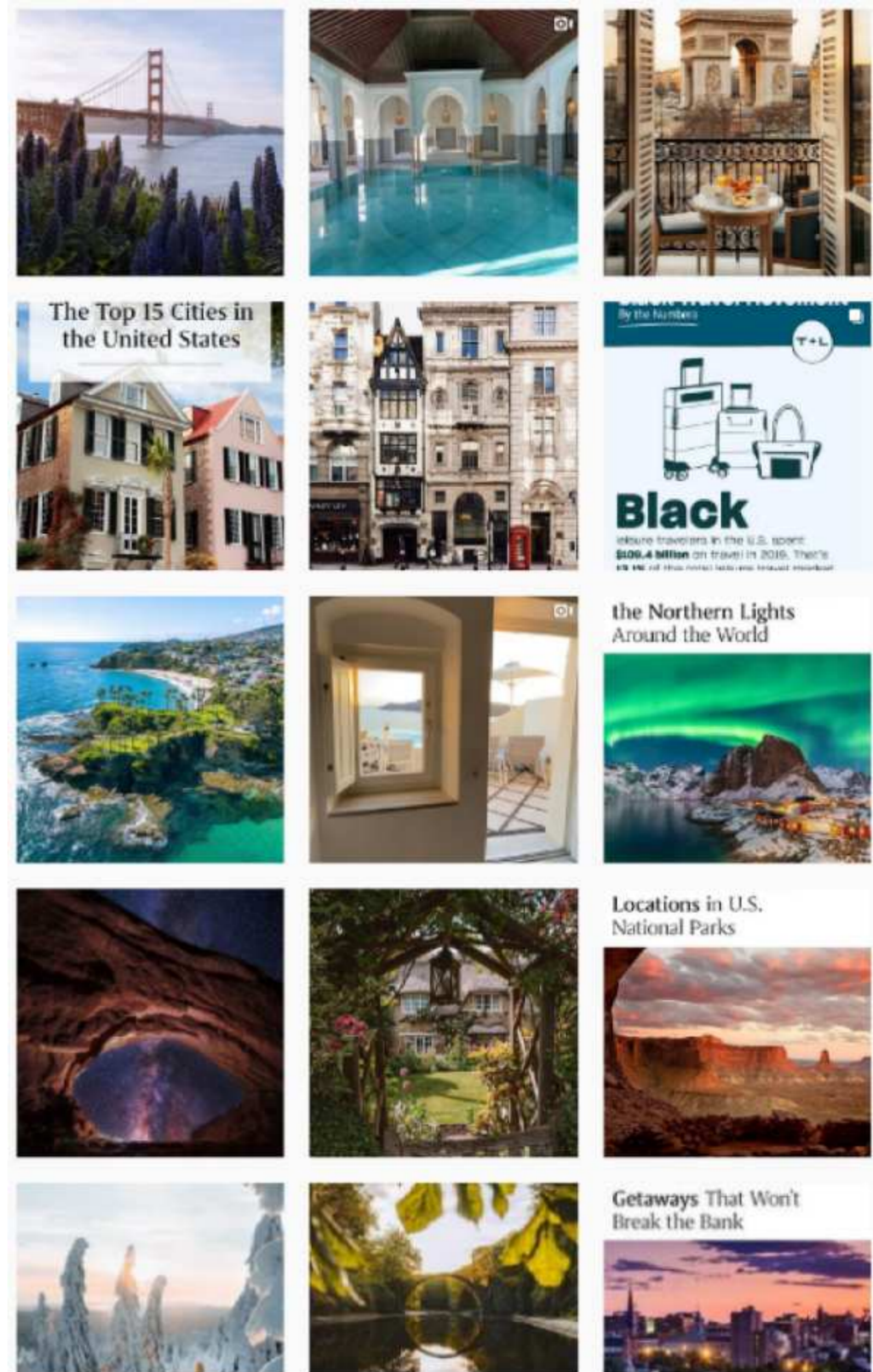
Women's Instagram – inconsistent style, colors, viewpoint or perspective
@womenoverfiftynetwork



Women's Instagram – feed has consistent tone, brightness & color
@jillian.harris



Travel Instagram – inconsistent style, fonts, colors and too much text
@girlslovetravel



Travel Instagram – variety with colors consistent pink, green, blue and tans
@travandleisure

(2) Variety

This may be a little counter-intuitive since our very first benefit is “consistency”. But with social media streams, there is some room for variety. If everything is too much the same, your social feed might get boring. When it comes to presets, you have two choices: (1) create your own, or (2) select from the many presets already created. You literally have hundreds of options. Plus, if you choose carefully, you can use a variety of different presets within the same Instagram feed, all the while maintaining consistent branding.

(3) Saving time

Hand-in-hand with consistency is saving time. Who wants to spend hours editing photos when you could be out taking the photos? Presets are an easy way to shorten your photography workflow.



(4) Easy to use

This is another big benefit. Especially for amateurs or newbies, it can be quite time-consuming learning and becoming proficient in your photo editing software. Since presets are typically easy to setup and use, without technical skills, this enables you to quickly get results without being an expert.

(5) Batch editing

The term "batch editing" means you can edit a bunch of photos at once. For example, if you have a batch of 50 photos, instead of editing them one-by-one, you can apply preset to the whole batch. Obviously, this can be a real time saver! Note: Batch editing is only available in paid versions of Lightroom, not in the free mobile version.

(6) Low cost

Last, but not least, a major benefit of using presets is affordability. Most Instagrammers don't have a staff to edit all their photos or a professional photographer to be sure photos all have the perfect lighting, settings, etc. But, luckily, you can get the same results as skilled professionals just by using these no- and low-cost tools.

CHAPTER 3 - THE TOOLS YOU NEED TO USE PRESETS

Here is everything you need to get started with using presets:

Photographs

Use either your own photos, stock photos or photos with Creative Common licenses (which can be found on Google).

Photo Editing App

You must use presets in a photo editing app. Most presets are for [Adobe Lightroom](#), since it is one of the most popular photo editing software apps. There are also a limited number of presets for other editing tools, such as [Snapseed](#), that work in a similar manner.

Presets

Lastly, you need the presets. Read on for details of where to get them.

CHAPTER 4 - HOW TO SELECT AND BUY PRESETS

Overview of presets

You can create presets yourself. If you upload a photo into Lightroom, you simply make all the adjustments you want to make to the photo and then save your settings. You can then name it and use it later as a preset.

Alternatively, it's now very popular to purchase presets from other people. Those Instagrammers have edited and made adjustments to obtain a variety of looks (some quite creative!): bright and clear, rustic autumn, day at Disney, romantic, Bohemian, earthy, etc. Just select the style you like and purchase it.

How much do presets cost?

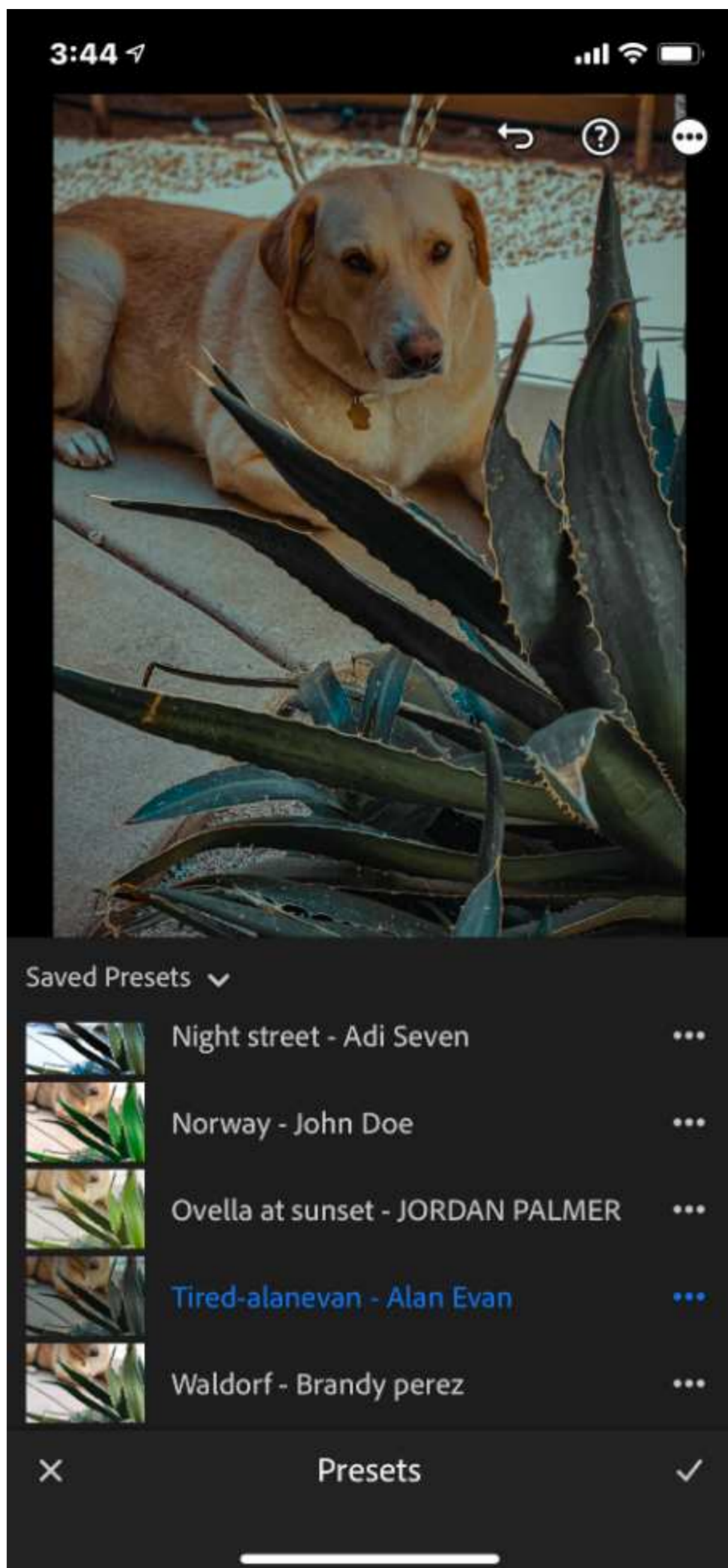
Presets range in price from \$3-\$4 for a single preset, to \$10-\$15 for a set, to \$30-\$40 for "branded" presets (presets offered by known Instagrammers or brands). When it comes to presets, you don't necessarily get higher quality if you spend more. It all comes down to this: does the preset "adjust" the photos in a way you like?

Versatility of presets

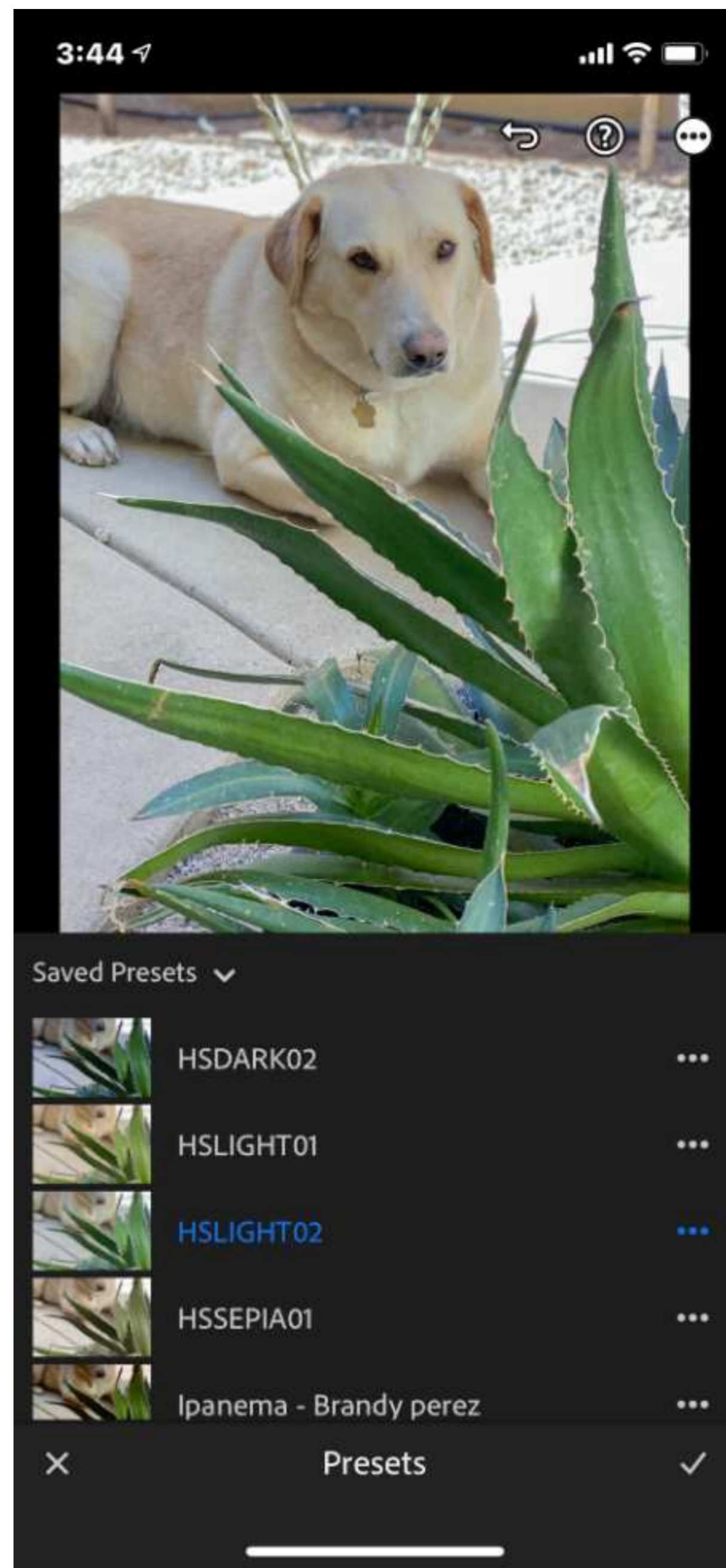
Presets are the key to versatility at your fingertips. A huge advantage of presets is that in a matter of minutes and with a few clicks, you can change the look of your photos!

Take a look at the difference the presets make in the photos on the next couple of pages (set 1-dog) and (set 2-desert scene). You can see in set 1 that preset #1 brings out the red in the color of the dog, while preset #4 looks bright, sunny and even a bit overexposed. What other differences - all created with presets - do you see between the four photos? What different feelings does each photo evoke?

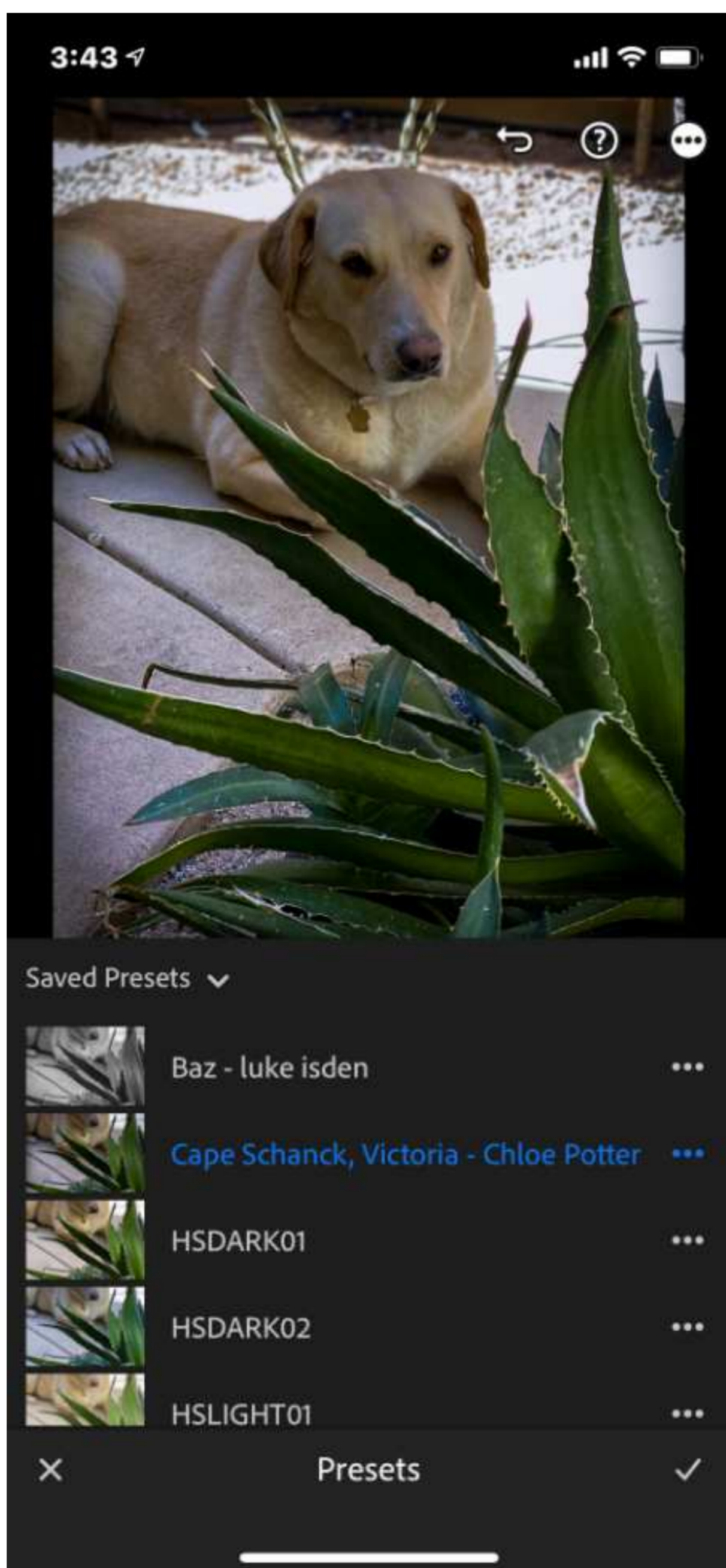
Set 2, on the other hand, further illustrates the versatility of presets and the broad range of looks you can achieve. Not only do presets capture different feelings, but they capture different color schemes. Imagine an Instagram feed of travel photos full of vibrant skies, brightly colored gardens, and golden landscapes. Which preset applied to our desert scene might complement that color scheme? Would you select turquoise or vibrant blue or, maybe, the lilac pastel? Each conveys a different feeling or emotion - and you can select what works best for you.



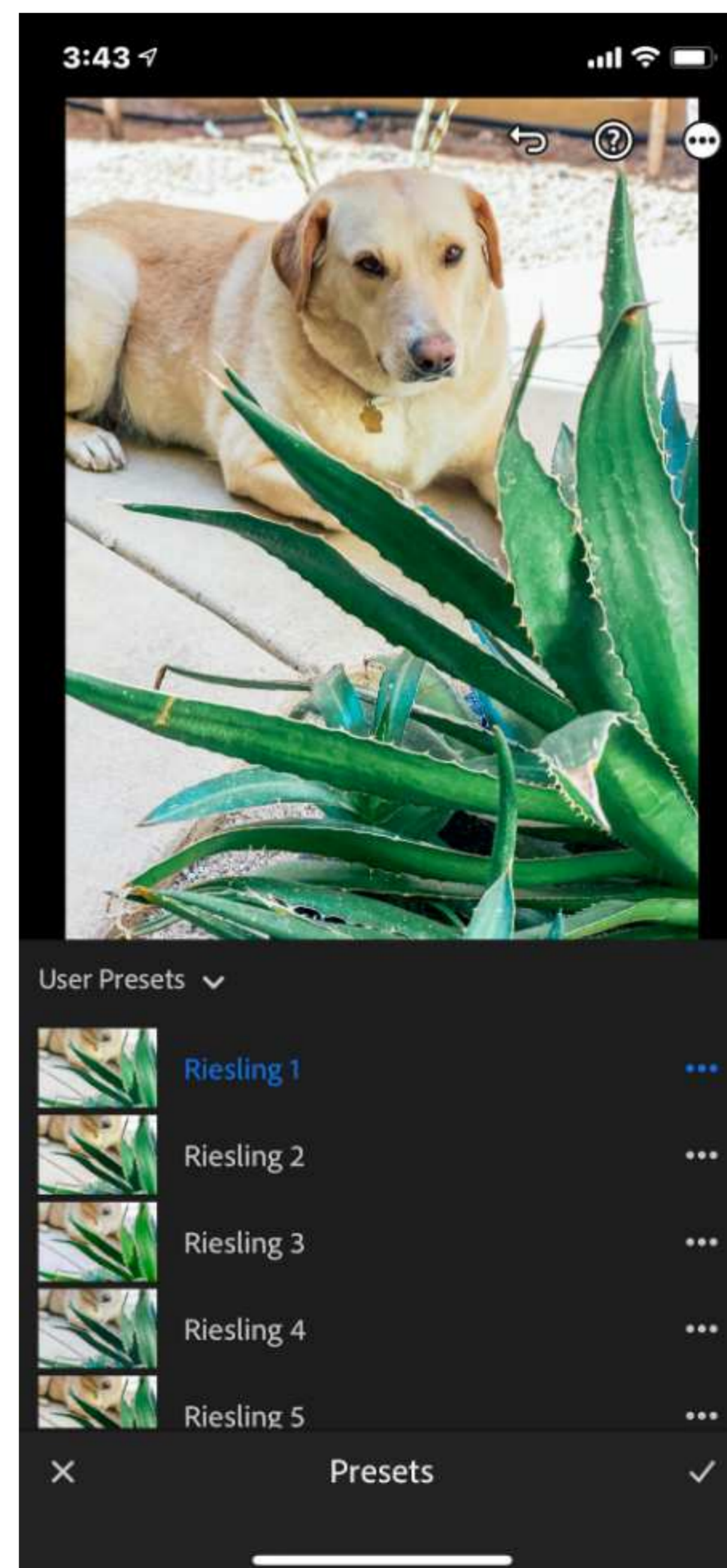
#1 - RED



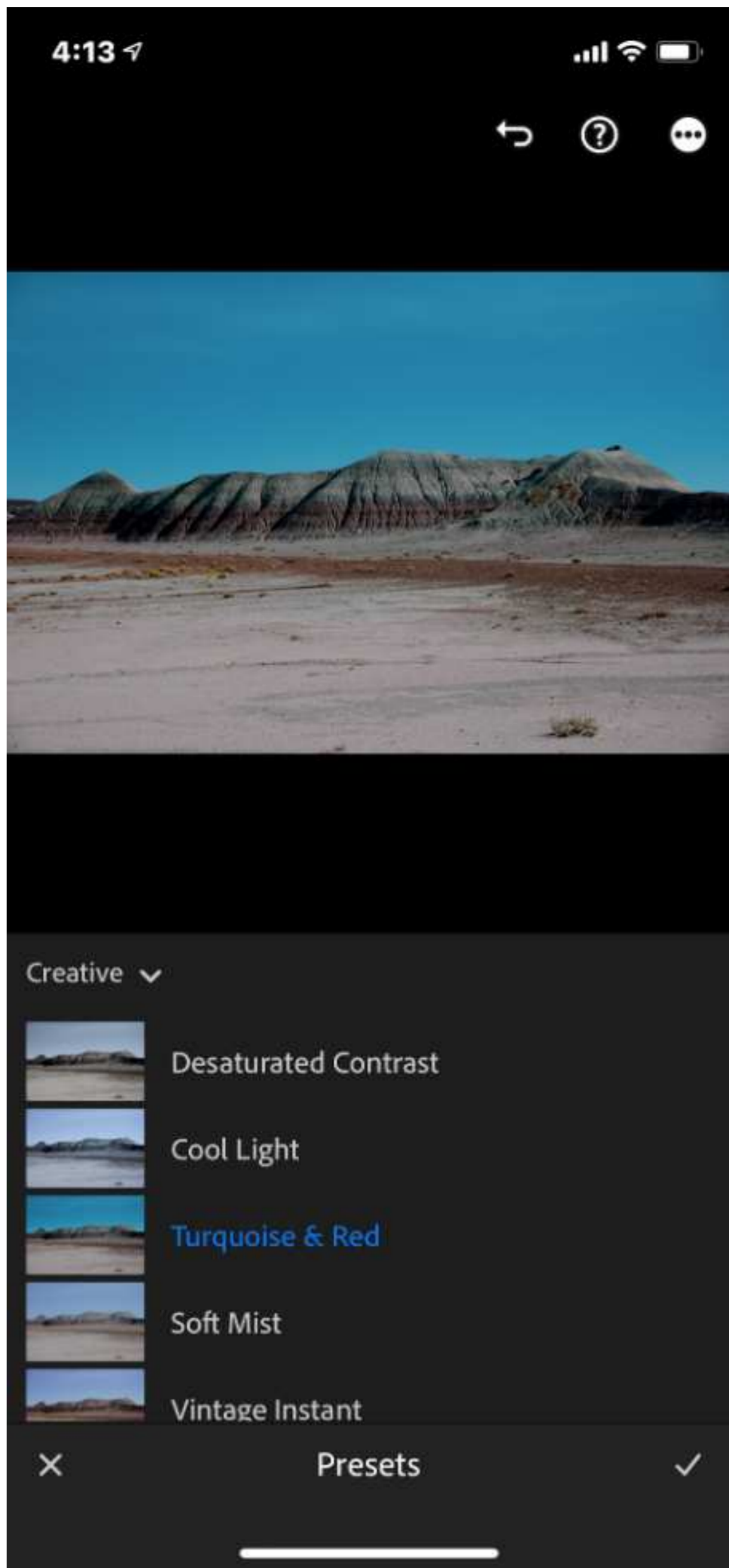
#2 - DREAMY



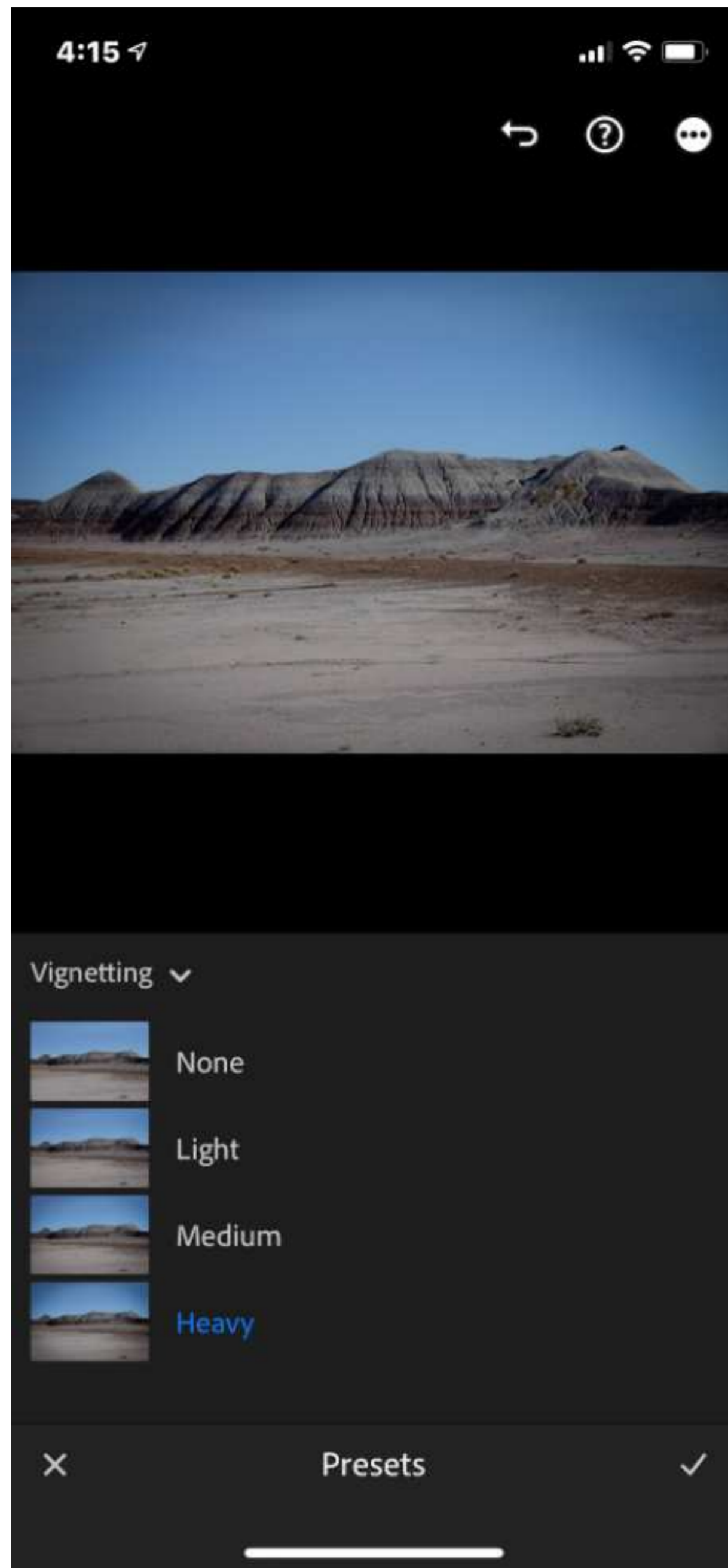
#3 - DARK



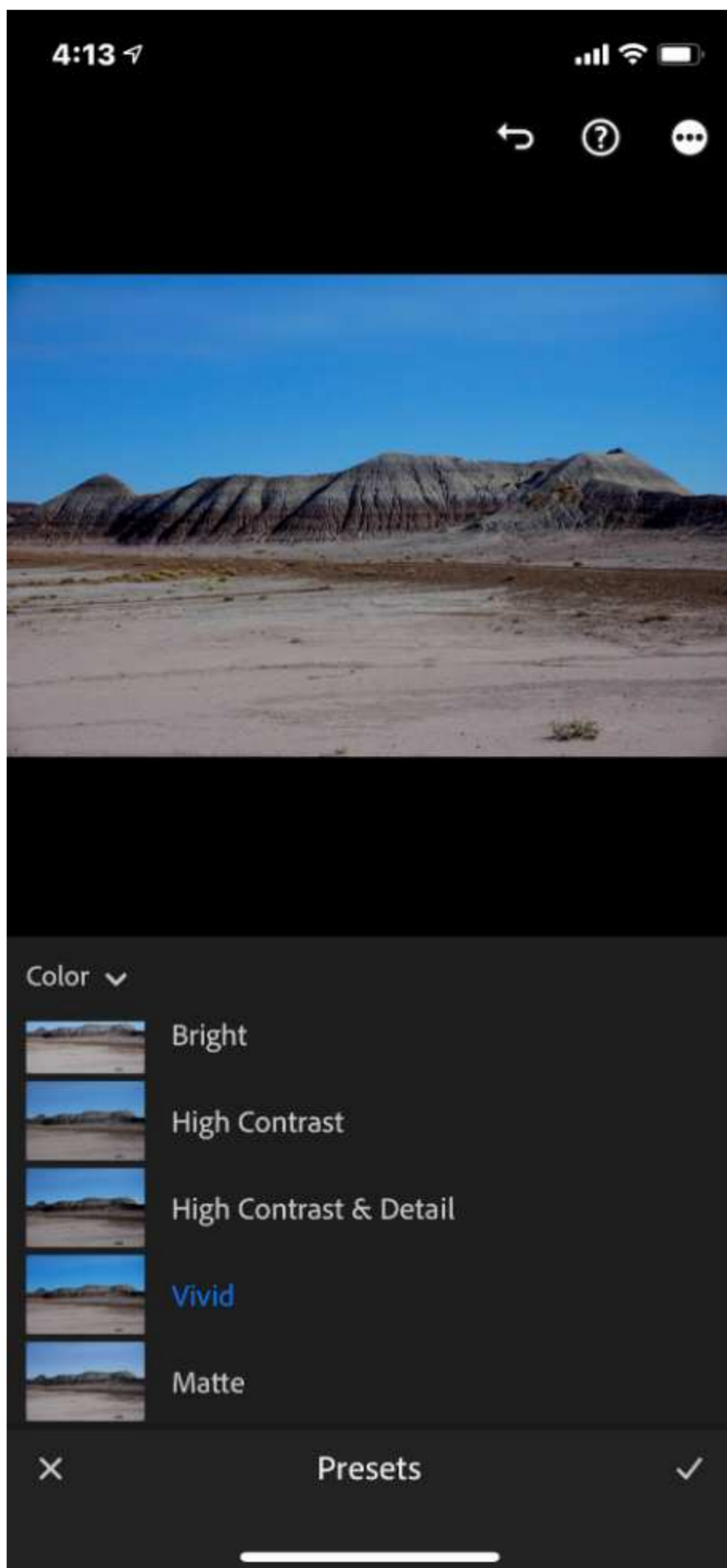
#4 - SUNNY DAY



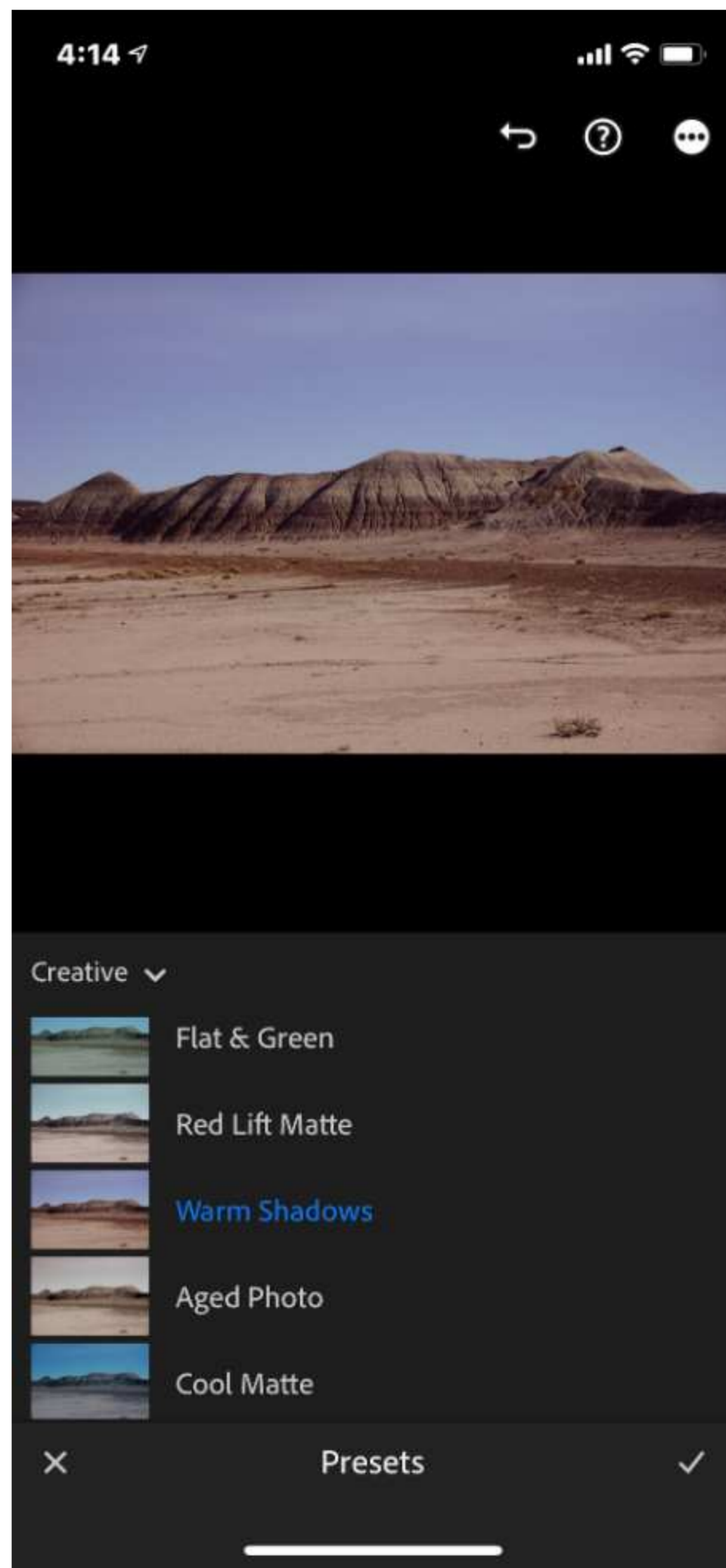
#1 - Turquoise



Heavy Blue (dark edges)



#3 - Vivid blue



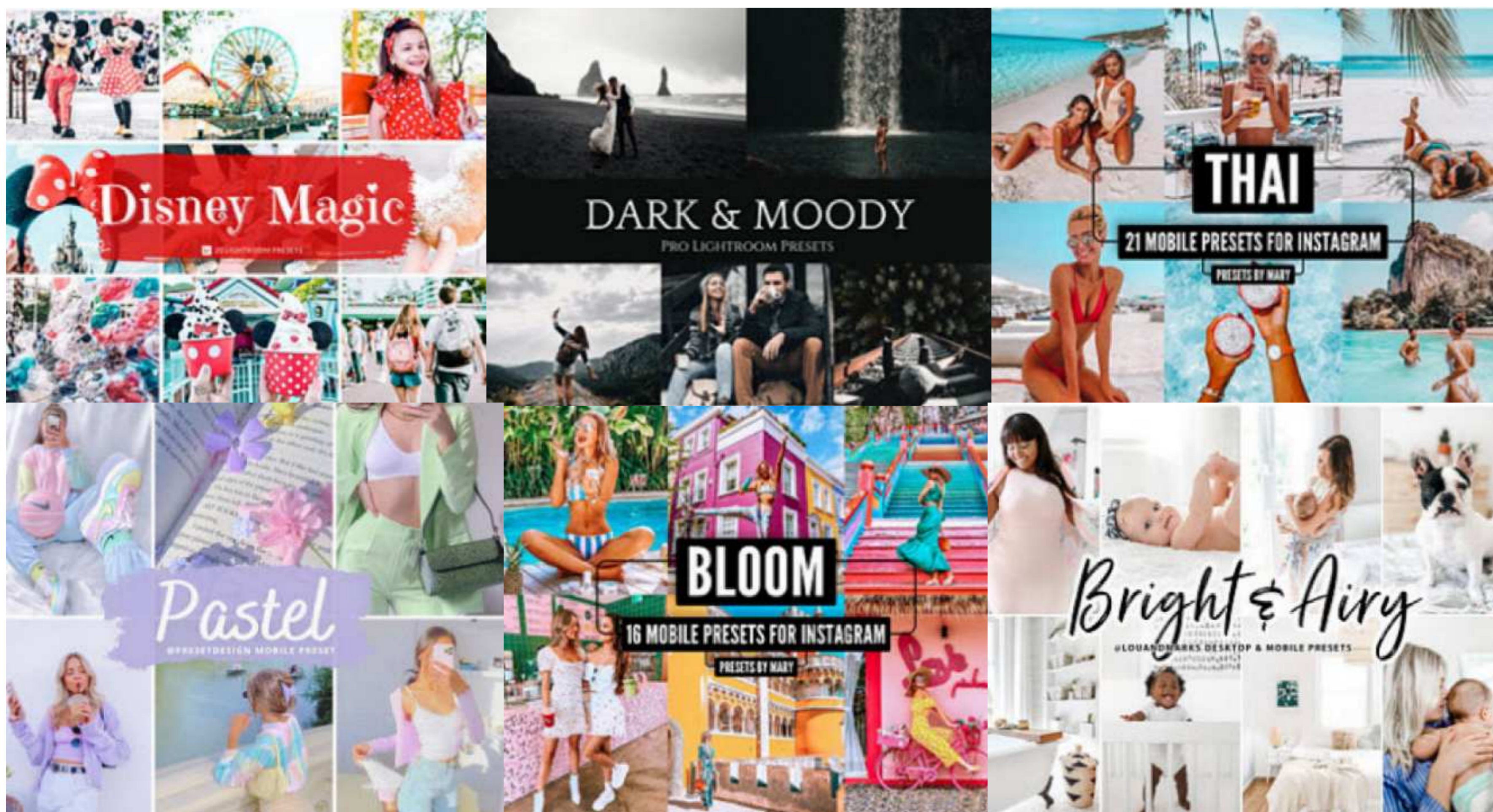
#4 - Lilac


How to select your presets

As you can see, there is practically an infinite number of styles and colors to choose from. So how do you decide? Basically, you want to "match" the feeling of your photos with the feeling of your brand.

Here are some questions or exercises to think about when making a decision on what you want your photos to convey:

- *What feeling, mood or message do you want to convey?* For example: peaceful, serious, playful, inspirational, intense, empowering, feminine/masculine, satisfied, safe, happy, etc. Whatever you select, make sure that the preset(s) that you select, conveys that same feeling or message.
- *Select 5 to 10 presets that you like and feel "right" to you.* Your artistic intuition should play a role in your selections by selecting something you'll feel happy with.
- *Think about the kinds of imagery you'll be using.* You wouldn't want to select a dark, serious looking filter for a garden site that wants to spotlight beautiful flowers.
- *Identify specific things you do NOT want to see.* If you want to avoid, say, a very feminine looking Instagram feed, then you don't want to select a feminine or flowery type of preset.
- *Consider color pallet.* Often the color aspect of the preset is overlooked, but certain presets make a significant color impact. For example, in the presets on the previous page ranged from turquoise to blue to lilac. These Etsy examples of presets will color your photos in a variety of ways.





In short, there are hundreds of presets to choose from. The key to selecting presets is answering this question: What look works best for your style and brand?

Where to get pre-made presets

You can get presets from several sources:

(1) Download presets

You can download both paid and for-free presets both on your computer or mobile from many different sources, including:

- [Creative Market](#)
- [Disney presets!](#)
- [Etsy presets](#)
- [Adobe](#) (These presets ONLY work in the paid desktop version of Lightroom.)
- [Hootsuite](#) (Set of 5 free presets)
- [Shotkit](#)

(2) Lightroom! from Adobe

If you already have Lightroom, did you know you can get free presets right inside of the app? Simply go to the “Discover” tab and you can see both new and old presets. You can even follow people that you find if you love their presets. You can purchase [Adobe Lightroom here](#). (More about Lightroom purchase plans later ... keep reading.)

(3) Individual websites

Most of these are individuals or bloggers that are selling presets they have developed. While some of these are lovely, they do tend to be pricier than what you find in Creative Market and Etsy.

- [Journey Era Mobile and Desktop](#)
- [Jillian Harris](#)

Do you need to purchase a whole pack of presets or should you buy just one?

When purchasing presets, it is generally a good idea to buy a set. Not every preset works well on every picture. Some work better with landscape vs. portrait or dramatic vs. realistic, etc. When you buy a package, often times it will include a variety of presets to cover various needs.

CHAPTER 5 - WORKING WITH PRESETS AND IMAGE FILES

What kind of image files can you apply presets to?

Presets are NOT compatible with all file types. For example, GIFs are not a good choice for photos (because of color restrictions), thus, you won't find presets for GIFs. Instead, presets are created for the most common file formats for photos, including jpg, jpeg, png, and/or RAW. When you purchase the presets, it normally specifies the compatible files for that specific preset.

Can you make changes to your presets?

Yes! You can start with any preset, make edits, and then “save as” with a new name.

Can I make edits to my photos that I've used a preset on?

Yes! You can use your preset and, then, manually tweak the photo and make adjustments any way you like. That way, you have control over the editing of each and every photo ... even those where you use presets!

Types of preset files

If you understand the following terms, it will be less confusing when you purchase your presets. That way, you can make sure you buy what you need.

XMP files (Extreme Memory Profiles)

Let's discuss the need for XMP or “sidecar files”. While some file formats support your photo data, along with the corresponding embedded metadata (such as, photo date/time, etc.), all in ONE file, others do NOT support the embedded metadata. In those cases, a second accompanying XMP file that contains your metadata is, then, partnered with your main file. This secondary file is called a “sidecar file”.

You're most likely to see this when an XMP file works alongside your corresponding RAW file. While the RAW file holds the data/photo, the XMP file is used to process the file and store the metadata.

This is, mostly, a lot of technical gibberish that you don't really need to worry about. However, when you purchase presets, you will see these terms used, so you need to know your file formats to be sure you make the correct purchase.

DNG Files (Digital Negative File)

Unlike file formats that need sidecar files, you will find that DNG files contain ALL the data in just one file. You may even hear that a benefit of “DNG files” is it takes less hard drive space because you don’t need the secondary sidecar file (although others argue that the amount of space it saves is negligible).

Adobe created this open-source RAW file form. That means it is a standard RAW file that anyone can use (vs. being a proprietary file that is used only by your camera manufacturer).

One thing to bear in mind, even though Adobe created DNG files, you do NOT have to convert your files to DNG in order to use Lightroom. You can leave the files in RAW format (and many photographers chose to do that).

In short, there are differing opinions as to whether or not it is wise to convert your files to DNG files. Below are a couple of articles to help you decide whether to convert your own files or not. The second article also provides some insights regarding what other photographers think are the advantages/disadvantages of the DNG files format.

- [DNG vs RAW – Which One is Better and Why](#)

- [RAW vs DNG: What’s the Difference and Why Does it Matter?](#)

If you do decide you want to convert your files to DNG, please see instructions at the end of this document.

What is a “metadata” preset?

Unlike presets that adjust the visual settings in your photos, a “metadata” preset captures and includes data. It is so much easier to add this data in a preset, instead of having to do it manually on each photo which can be time consuming. Metadata information can be added with a preset or, even, upon import. Metadata may include (fields available in free LightRoom version):

File name

Contact information

Copyright and name

Date and time

CHAPTER 6 - USING FREE VERSION OF LIGHTROOM (MOBILE)

How to add copyright information into the free version of Lightroom (Mobile Version)

To help protect your personal photography, you may want to add copyright information into Lightroom that will be applied automatically to all your photos being imported.

How to add copyright automatically

To add copyright automatically to ALL photos being imported:


- > Go to Library main screen
- > In top right-hand corner, click “Settings” gear
- > Click “Import”
- > Under “Meta Data”, click ON the button “Add Copyright”. If you want to customize your watermark, see the next section *“Add copyright manually and how to customize your watermark”*.

How to add copyright manually and how to customize your watermark

If there is no copyright on your photo and you want to add a TEXT copyright, do the following:

- > Go to Library main screen
- > Click “All Photos”
- > Select and open the photo you want to use
- > In the top right corner, click the “Share” icon
- > Select “Export as”
- > Scroll down to “Include Watermark”, click ON the button
- > Make any customizations to your watermark click the "Customize". You can customize as follows:

- Click "T" to select the font you'd like to use.
- Click the White Square or the Black Square to select the color of your text.
- Use "Drop Shadow" if you want to add a shadow to your text.
- Adjust "Opacity" to make your text more or less transparent.
- Adjust "Horizontal Offset" to move your watermark to the left, right or middle of your photo.
- Adjust "Vertical Offset" to move your watermark higher or lower on the photo.

- 
- > To save and export, once you've completed your customizations, click the "back arrow". Then, click the "checkmark" at the top right of the screen.
 - > Your watermarked photo will now download. To save it, scroll to "save image" and click.
 - > You can now go into your photos and you will see your watermarked photo!

CHAPTER 7 - USING YOUR PRESETS

How to use your preset files

When you download your preset files, you're likely to see one of these TWO types of files.

- > DNG Preset files - You will use these if you have converted your photos to DNG file format (when you imported your photos).
- > XMP Preset files - You will use these for any formats other than the DNG file format.

How to download presets into a shared folder

These are instructions for downloading your presets into a shared folder.

- > In Lightroom Mobile, we will use DNG file presets. (Lightroom mobile doesn't allow the use of XMP files.) In the following example, we purchased and downloaded a set of presets named "[Riesling](#)".
- > Download the DNG presets you have purchased, unzip and save them into a shared folder, such as dropbox, box.com, or pCloud. We recommend you create a folder called "Presets" with a sub-folder for each set of presets you've acquired.

CHAPTER 8 - HOW TO CONNECT YOUR SHARED FOLDER WITH LIGHTROOM MOBILE

To add your files in Lightroom mobile, you need to connect your file storage app (box.com, dropbox, pCloud, etc.) to Lightroom mobile, so the files will appear when you search for them. We explain how to do this.

> First, go to Library in Lightroom and select “All Photos”.

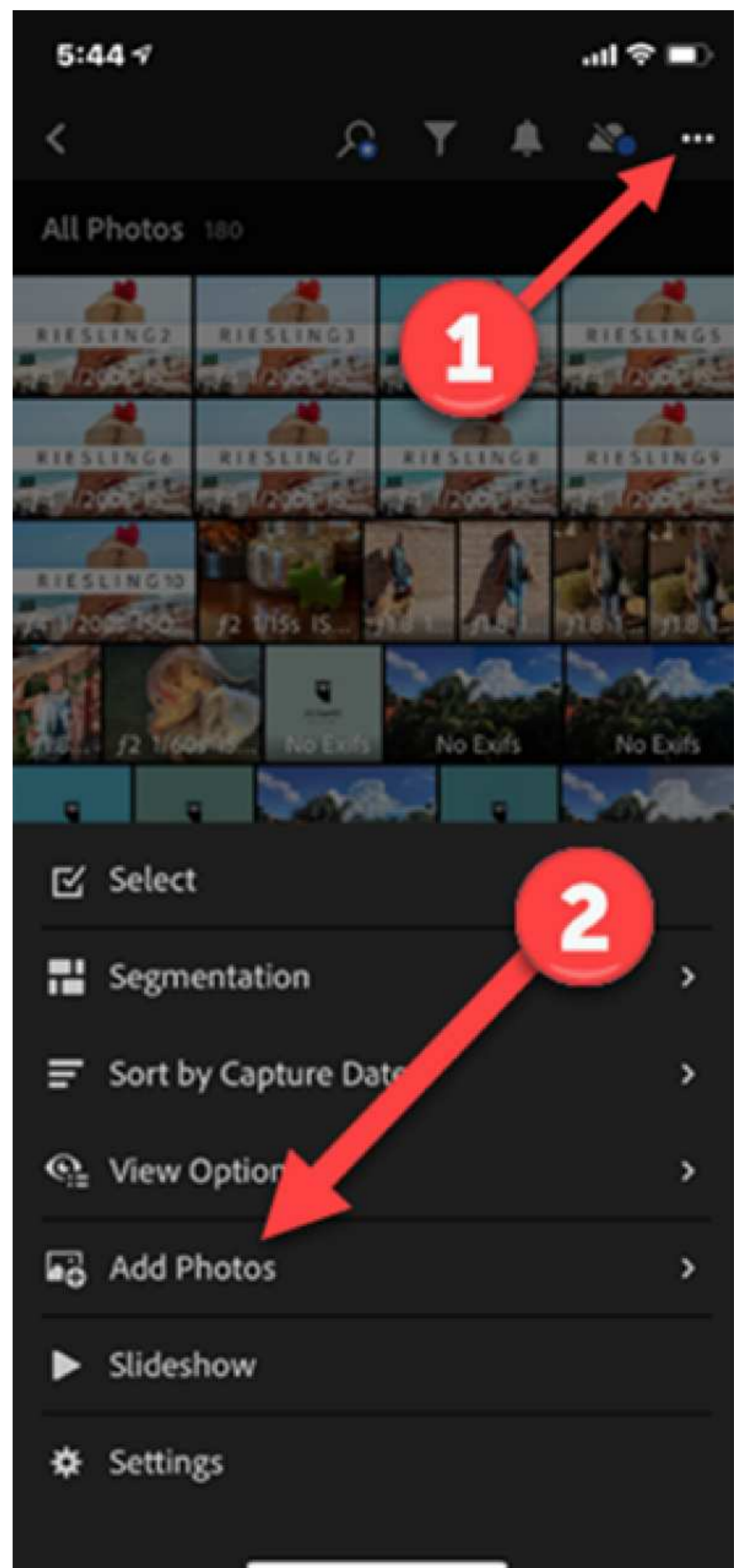
> At right-hand menu, select “...” which will open a dropdown menu. See #1 in illustration.

> Then, select “Add Photos”. See #2 in illustration.

> On the next screen, select “From Files”.

> On the top left-hand side, select “Browse”.

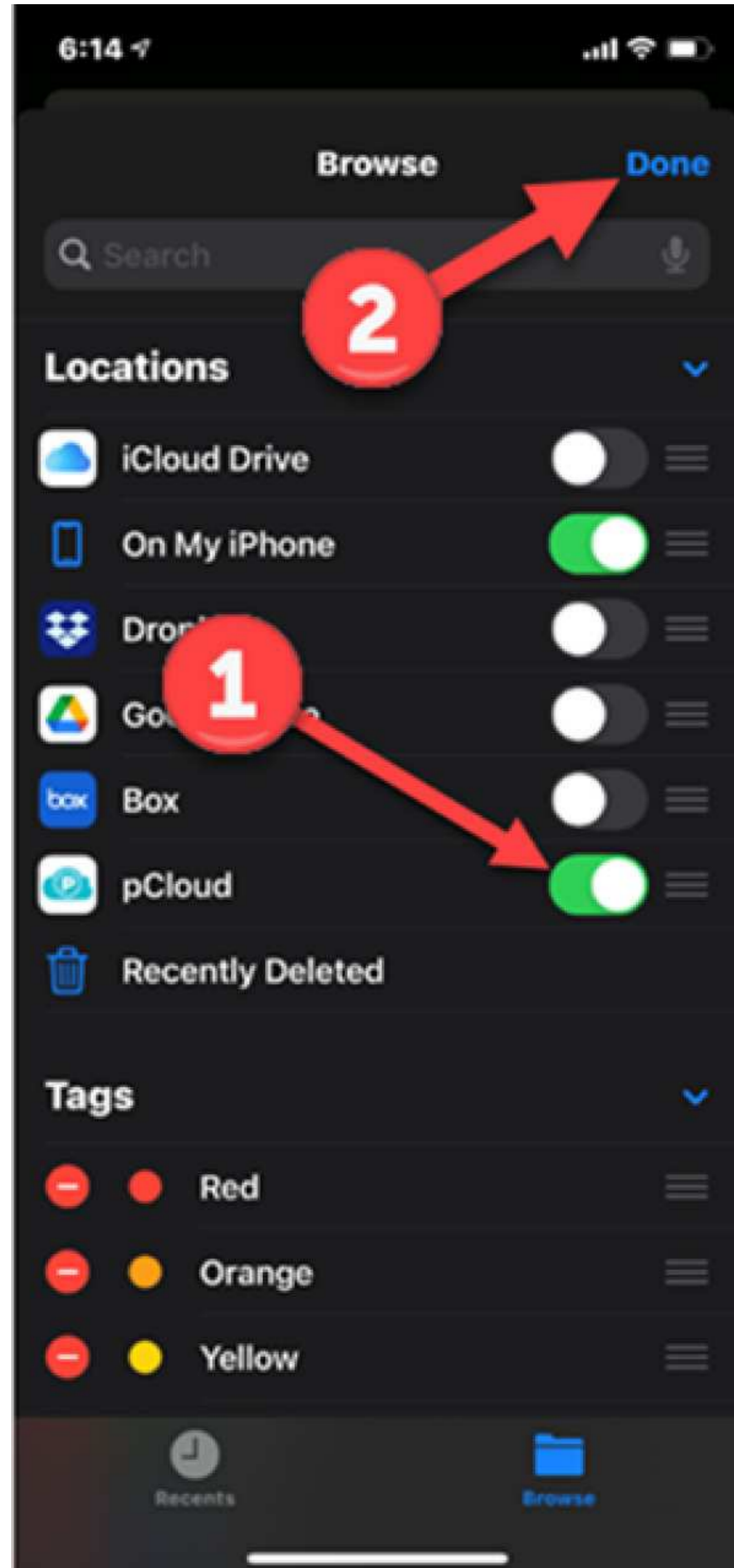
> On the top right-hand side, select “...” and select “Edit”.



> Finally! This opens the screen that says “Browse” and you can activate (turn-on) any apps you want to connect to Lightroom mobile.

> In this example, we put our presets in pCloud, so we will click that button to be GREEN. See #1 in illustration.

> Then, click “Done” at the top. See #2 in illustration.



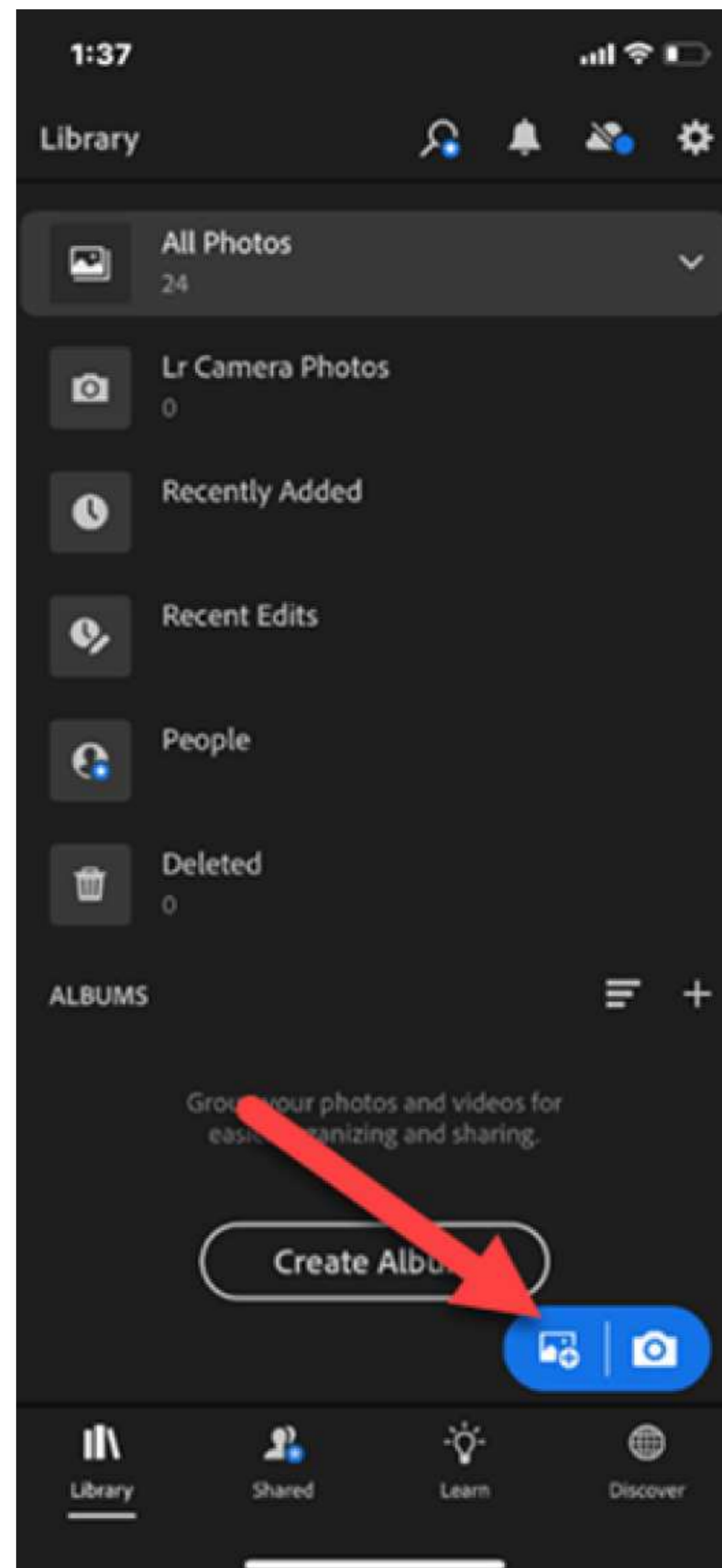
CHAPTER 9 - HOW TO DOWNLOAD PRESETS INTO LIGHTROOM MOBILE

Now that we've connected our shared folder with Lightroom mobile, we need to download our presets directly into Lightroom so we can use them.

> Go to Lightroom mobile, Library page.

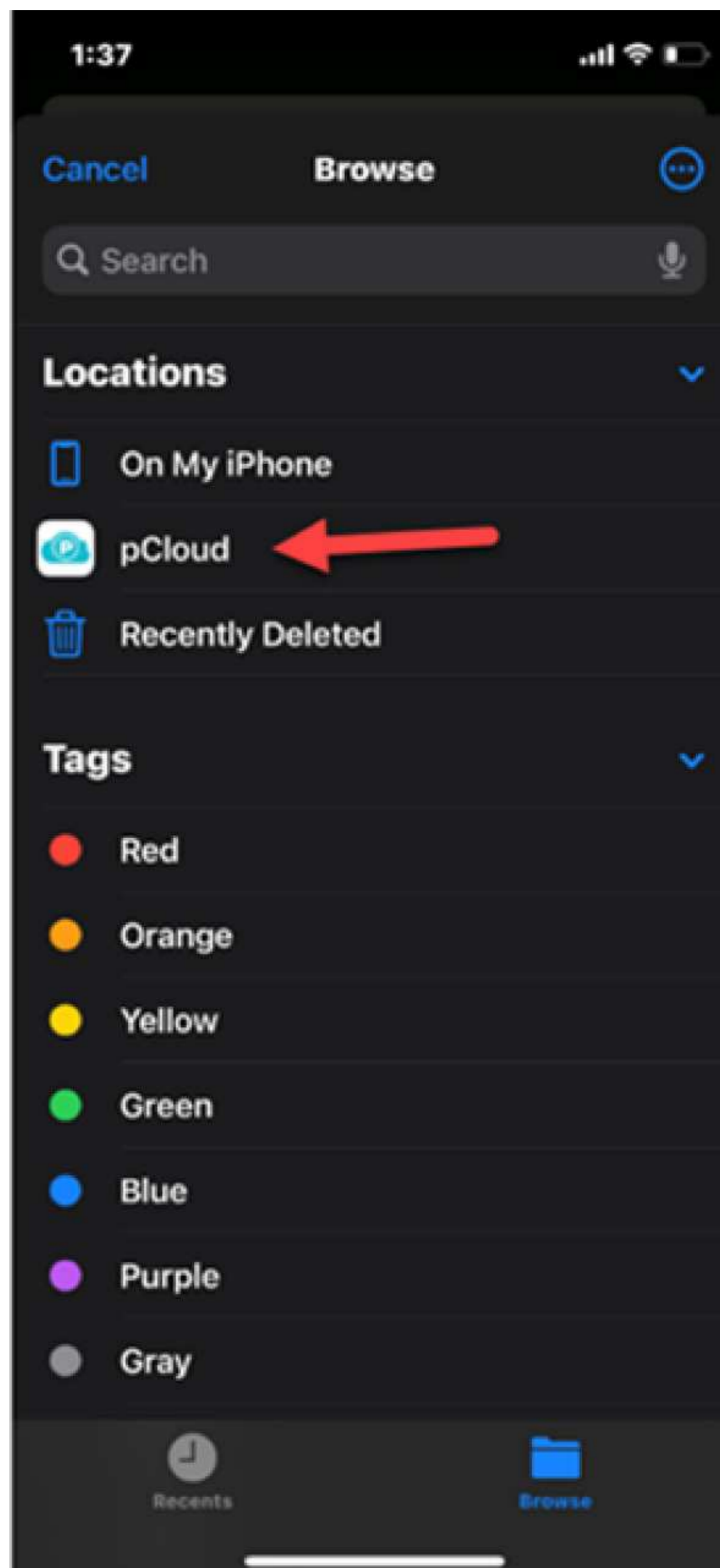
> At the bottom right is a blue icon to either add files or take a photo. Click on the icon to "Add Files". See illustration to the right.

> At the next screen, you can add files from your "Camera Roll" or "From Files". Select "From Files".



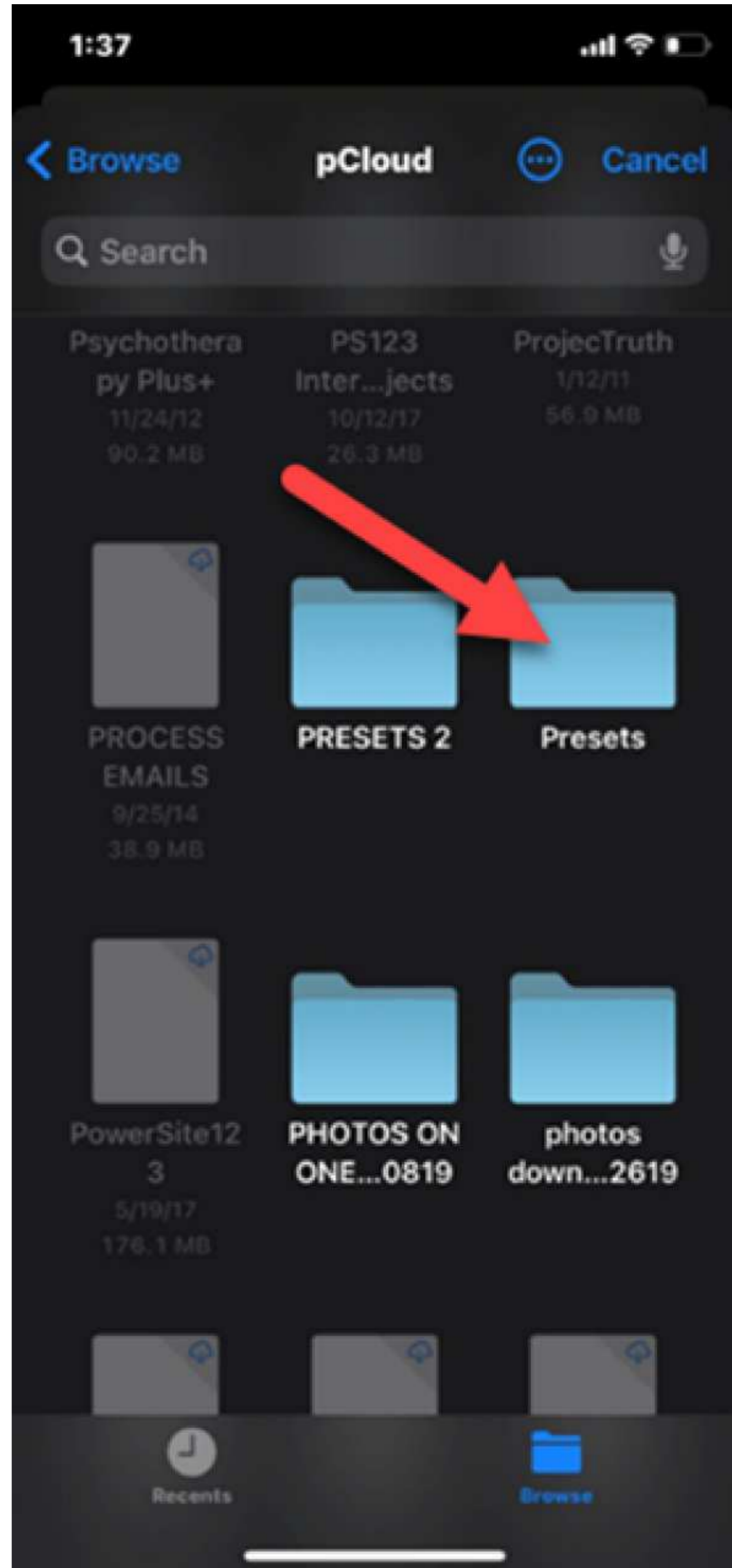
> To find your preset files in your shared folder, click “Browse” in the bottom right corner.

> Find the location where you stored your presets. In this example, we select “pCloud” since that is where we filed our presets.



> The next screen will show all your files in the shared folder. Locate and open your Preset folder.

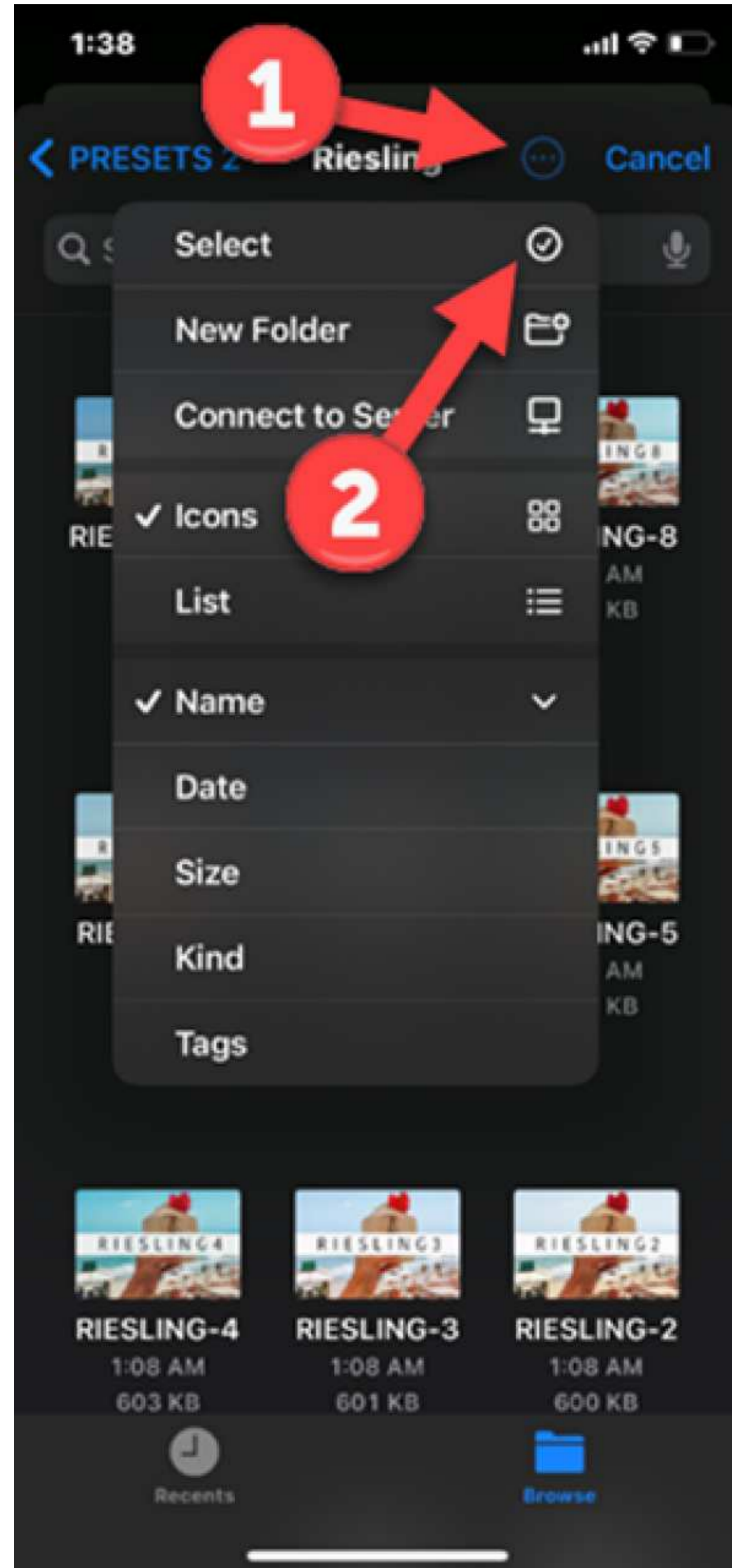
> This illustrates selecting our “Presets” folder located in pCloud.



> Next, locate the sub-folder with the presets you want to add to your Lightroom. In this example, we would select “Riesling”.

>Once that sub-folder is open, go to the “...” at the top right of the screen and click. See #1 in illustration.

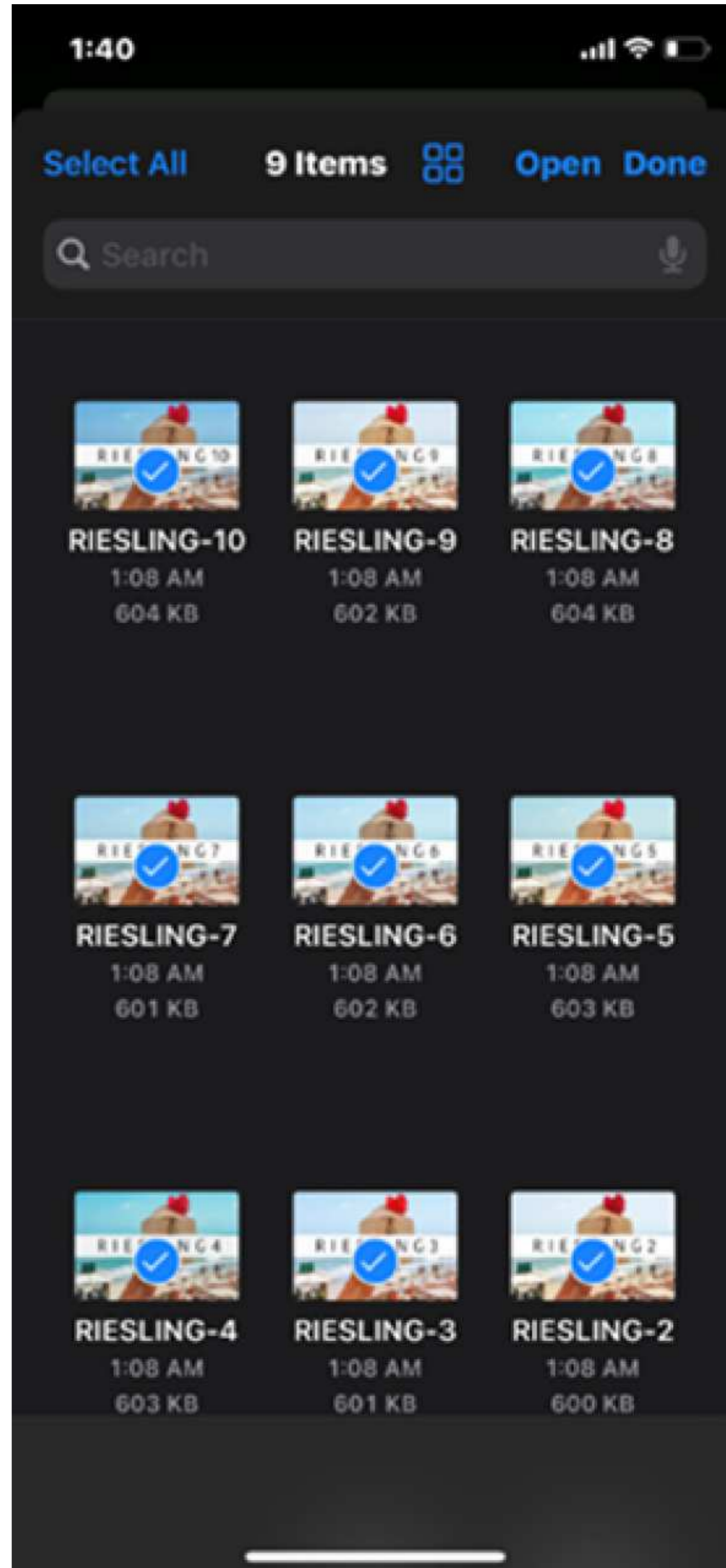
> Next click on “Select”. Click on the “Select” option in this dropdown menu. See #2 in illustration.



> Now you can select all of the presets that you want to add to your User List.

> Once you check all the presets you want to add, select “Open” at the top of the screen.

> All the Riesling files have been selected to be added to my “All Photos” folder.



> Those presets will now be added into your “All Photos” folder in the Lightroom.

> Here you see all the Riesling presets added to the “All Photos” folder.



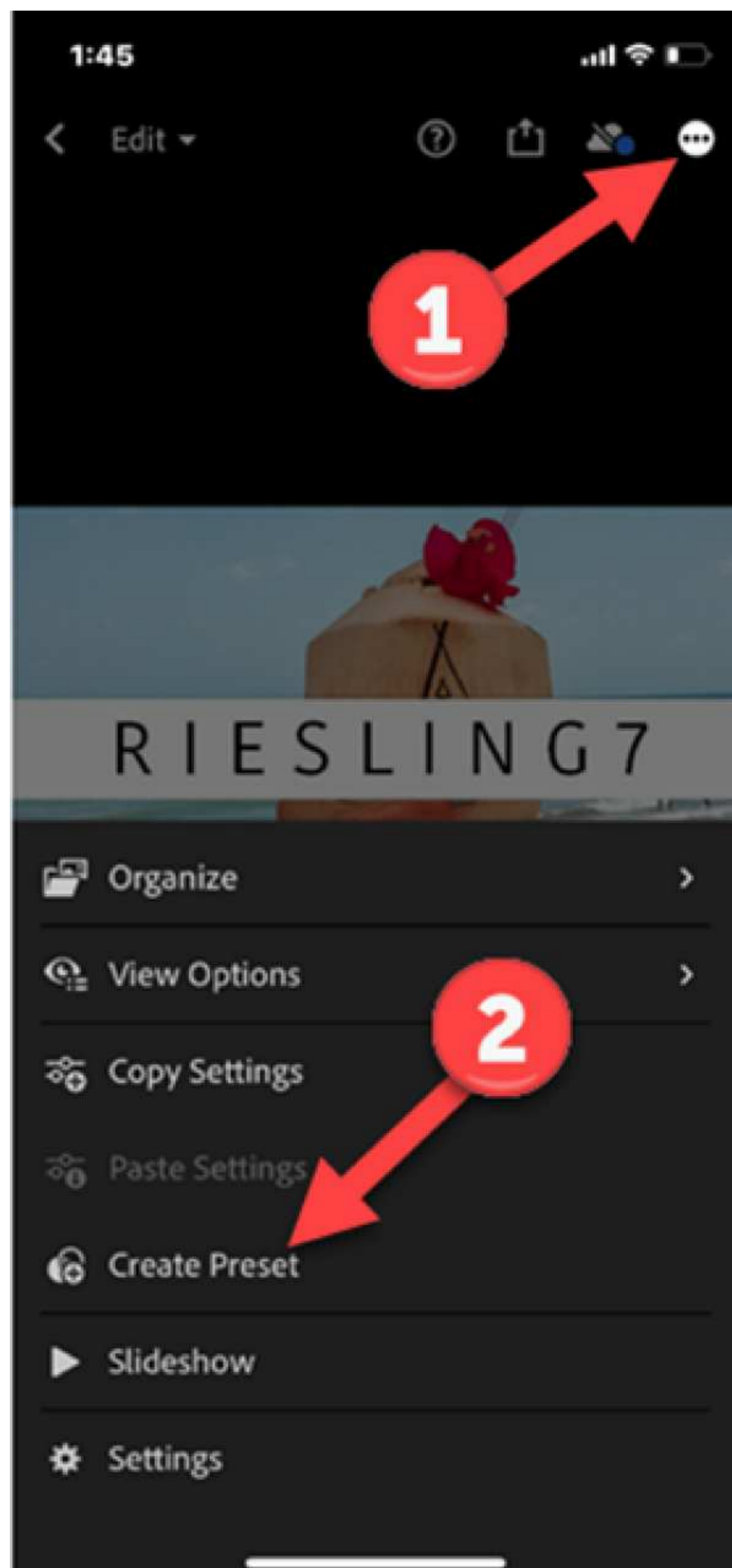
CHAPTER 10 - HOW TO ADD PRESETS INTO YOUR PRESET FOLDER IN LIGHTROOM


The final setup step is to add your presets into the Lightroom mobile Presets folder so you can use them for editing and apply them to your individual photos.

> You need to add your presets one-by-one into your Presets folder.

> Click on the first preset you want add and open it. Then, click “...” at the top right of the screen. See #1 in illustration.

> Then, select “Create Preset”. See #2 in illustration.





> You can either keep the name the preset already has or you can change the name. We have left the name of the preset as it was purchased.

Once you have become more familiar with your presets, you can rename them to reflect how you use them, but initially you may want to just use the purchased name of the preset.

> You can now select your Preset Group. The default when adding a preset is “User Presets”. You can, also, select the down arrow and – at the bottom of the screen – select “Saved Presets”.

Alternatively, you can create a new preset group. If you do different types of photos, you might create different preset groups, such as: travel photo presets, pet photo presets, portrait presets, etc.

> Once you select your Preset Group, just click the checkmark at the top right side.

CHAPTER 11 - HOW TO APPLY PRESETS TO YOUR PHOTOS

You've done all the hard work ... now comes the easy and fun part! Remember, in the free mobile app, you will need to add your presets to your photos one at a time. There is no batch editing in the mobile version of Lightroom.

- > To apply a preset to a photo, go “Library”, “All Photos” and select a photo.

- > Scroll through the bottom menu to “Presets”.

- > Select either “User Presets” or “Saved Presets” at the arrow (or if you have created a new group of presets, you will see that option as well).

- > You can select any of the presets listed and the screen shows your “new” photo.

- > Once you identify which preset you want to use, just click the checkmark in the bottom right corner. Your photo with that preset will now be saved in “All Photos”. You can also select the “share” icon and save the photo to your Camera Roll.

CHAPTER 12 - ABOUT PURCHASING LIGHTROOM

Should I buy a Lightroom Plan or just use the free Mobile version?

If you are an avid amateur or professional photographer with thousands of digital photos OR if you prefer to work on your Desktop when editing photos, you should consider purchasing a Lightroom Plan for Desktop. However, if you are a casual/novice photographer or you are just getting started with using presets, then using the free version is a great way to get your feet wet before you make a monetary investment in Lightroom. If you decide to go with a paid version, see below for Lightroom options.

Where do I get Lightroom and what does it cost?

All the Lightroom options are sold on [Adobe's website](#). Here are the three options:

- > **The Lightroom Plan** includes Lightroom, Lightroom Classic and 1TB of photo cloud storage. \$9.99/month. This plan enables you to access and edit your photos both on desktop and mobile.

- > **The Photography Plan (option 1)** includes Lightroom, Lightroom Classic, Photoshop, Adobe Portfolio, Adobe Spark, Adobe Bridge and 20GB of photo cloud storage. \$9.99/month. The Photography Plan (option 2) includes Lightroom, Lightroom Classic, Photoshop, Adobe Portfolio, Adobe Spark, Adobe Bridge and 1TB of photo cloud storage. \$19.99/month.

- > **The Creative Cloud All Apps Plan** includes Lightroom, Lightroom Classic, Photoshop, Photoshop Fix, Photoshop Mix, Adobe Portfolio, Adobe Fonts, Behance, Creative Cloud Assets, Illustrator, InDesign, Premier Pro, Acrobat Bridge, 100GB photo cloud storage and more. \$52.99/month.

This is for more serious photographers that want to not only access their photography from anywhere, but also want to use the editing power of Photoshop. This plan is for professional graphic artists, designers and photographers.

Our recommendation

The word “on the street” from photographers is skip the plans where you pay for storage. “Storage is cheap,” one photographer said, “and there are plenty of other places to get it cheaper”. On the flip side, most bloggers and/or amateur photographers like the added editing power they get with Photoshop. Thus, our recommendation for the average user is: The Photography Plan (option 1) which includes Lightroom, Lightroom Classic, Photoshop and 20GB of storage. It also includes a few other miscellaneous apps that may or may not be useful for you.
\$9.99/month

STILL not sure which plan to get?

If you are having a difficult time deciding which of these plans you want to use, here are a few articles that may help you decide:

- > [PetaPixel](#)
- > [ShotKit](#)
- > [LightRoom Queen](#)
- > [Creative Market](#)

CHAPTER 13 - HOW TO CONVERT YOUR FILES TO DNG

Some people that work in Lightroom prefer to convert their image files to DNG files before applying the presets. If you are among them, here are two options for converting your files to DNG:

> If you have desktop Lightroom, you can easily convert any photos to a DNG file within the app.

> If you have mobile Lightroom, you need to convert your files to DNG before you download them into Lightroom. You do NOT have the capability to convert the files to DNG within the mobile version.

> You can use Adobe's free converter. [Download the converter HERE](#) and, then, install and convert your files.

CHAPTER 14 - FAQs

What does it mean to "compress photos" and why is it important?

To compress photos simply means you are creating a new file that retains the attributes of the photo but in a much smaller file size. For example, before compression a photo file size might be 9,000 KB and after compression it may be 495 KB. The reason this is important is because, on websites, large files slow down how quickly a website loads. To reduce the file size, two tools we recommend are [SnagIt](#) and [ShortPixel](#).

Can presets be used to compress photos?

Yes and no. The kind of presets we have been discussing are editing presets that control how your photo looks. These presets do NOT compress your photos. But there is also a type of preset called an "export preset" (on the Lightroom Desktop version only). In these presets, you can adjust the size of your file.

Can I use Lightroom (Desktop version) to compress photos?

This is a very detailed topic, but there are things you can do to compress your photos in Lightroom. Here are a couple of resources that can help:

- [JPEG Compression and the Lightroom JPEG Quality Setting](#)
- [Compress Images to Save Time and Space](#)

For questions or comments about this guide, contact us at info@madmarketeer.com.

Not ready to do all this yourself? We'll help you set up a plug-and-play system including identifying the best presets for your needs, creating all the necessary accounts, assisting in app installation, loading and configuring your presets, teaching you how to use the presets, and more. Contact info@madmarketeer.com.

ABOUT THE AUTHOR



Katharine Coles, CEO, Mad Marketeer

Katharine Coles is a self-professed information geek and questioner of everything. Starting in a Navy office as a technical editor and user of such fascinating literature as “Jane’s Book of Ships”, she moved into marketing in the business world with stints at MCI, Stratus Computer, and Women In Technology International.

In those days, her love of the internet mushroomed as she was able to toss file cabinet drawers full of articles, newspapers and documents and, instead, put everything into Chrome and Evernote. With a big heart and a commitment to improving the world, she jumped into the nonprofit world and created thousands of websites, brochures, logos and other marketing “stuff”.

Along the way she also founded Art of Giving Art, Mad Marketeer, and Mumzie Fosters (all about her experiences and learnings fostering dogs). Mad Marketeer now focuses on helping others get up to speed on recent marketing tools, technologies and apps.