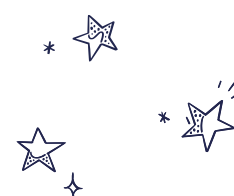




# Green Screen With GotPhoto

The modern solution for school photography



# A Quick Note from GotPhoto

Hello from all of us here at GotPhoto! We are excited that you are interested in our School Photography Guide and want to learn more about how you can be more successful in your photography business. In this guide, we outline what being a volume school photographer entails, and how you can use GotPhoto to reduce admin work by 50% while increasing your sales.

## The main question stands: Why volume photography?

### For you

We believe that a school photoshoot doesn't have to be impersonal, rushed, and run-of-the-mill. When you have an efficient workflow, it gives you more time with each child, which in return enables you to take beautiful photos and create memories that the parents will be happy to purchase. This means that volume photography can be an extremely lucrative business, as either a full time focus or as a side job to your studio work, as well as one that lets you bring out your creative side.

### For us

Though we initially began offering a solution for portrait photographers in general, we realized that our system offers the most value for volume photographers. The daily challenges of volume photographers are different than the ones boutique portrait photographers face. By focusing on this specific group, we make sure that we are able to build the best system for your particular needs. We do this by offering simple workflow solutions with a modern, and user friendly online shop interface that will help you be more successful.

At the end of the day, your success is what matters to us. We only grow when you grow, which is why we are committed to providing you with outstanding service while delivering the best possible workflow and sales solution on the market. Our customer support team will be there to help you every step of the way. Earn more, save time with GotPhoto.

*Your GotPhoto Team*



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# Green Screen in Volume Photography

Many volume photographers choose to use green screen because it is an excellent way to upsell without any additional work. You are able to offer multiple images with only the effort it took for one image - and **more sales opportunities for the same level of effort is a great business decision.** Parents love the option to customize their child's photos to their liking, so you end up with more satisfied customers as well.

## Benefits of using green screen:

- \* Easy way to upsell in your online shop
- \* Simplifies picture day - you only need one setup instead of separate sets for different backgrounds
- \* Parents can customize the photos to their preferences
- \* With the background preview, parents can see what the photo will actually look like



Our customers photograph students of all grades, from preschoolers to high school seniors, as well as dance schools. In all of these groups, offering multiple backgrounds is a bonus that is appreciated but often not provided. Staying on top of the competition is one major advantage to adding green screen to your portfolio. Green screen also allows photographers to work in various segments without having to invest in additional backdrops - especially when photo sites can vary.

If you are a volume photographer and are interested in earning more, making customers happier, all with the same workload, then you should think about incorporating green screen and multiple backgrounds into your product offering.

## What is Upselling?

Upselling allows you to offer additional products to the parents during the shopping process which can help you increase your sales per customer. By using the green screen functionality, you can photograph a single pose only but offer parents the possibility to buy multiple images of that pose with a couple of different backgrounds. You can also upsell offering additional downloads for print packages, or prints for a "download all" package.

# How to Use Green Screen with GotPhoto

Using green screen with GotPhoto is simple. Take a look at these steps and see how it works!

## Before the job goes live

### 1. Upload your backgrounds and set up your job

- \* Decide on the products you want to offer and set up a product portfolio
- \* Upload your backgrounds and assign them to jobs via your price profiles
  - Price profiles can be set up once and then be reused for specific job types e.g. your green screen jobs. Of course, you can always adapt them whenever you want.
- \* Select your preferred lab from the list of our lab partners

#### Use additional features to increase sales:

- **Communication profiles:** Keep parents up-to-date on when photos are available online, when coupons will expire, and when photos will be archived through email and SMS notifications.
- **Upselling in shop for backgrounds and poses:** Create single pose packages that can be upgraded to include multiple poses for an additional fee. You can also create “premium” backgrounds in addition to free backgrounds that can also be selected with a small upcharge.
- **Tiered discounts:** Incentivize higher spending by creating different discount amounts relative to the basket value.



If you do not have any backgrounds so far, don't worry - we provide you with a limited selection. If you need more, feel free to reach out to us and we will get in touch with our partners.

### 2. Upload your backgrounds and set up your job

#### 36Pix Collaboration

GotPhoto has decided to partner with 36Pix for all green screen knock-outs on our platform, because knock-out quality can vary greatly and we are dedicated to providing the best possible service for our customers. 36Pix is a world-leader in green screen technology with over 15 years of experience, and handles over 15 million images per year. Their knock-out service is not only high-quality, but also fast with images returned within 48 hours. With GotPhoto and 36Pix, your green screen images are in good hands. To learn more about 36Pix, visit their website at:

<https://www.36pix.com>



## The uploading process

- \* After the shoot, you can upload your pictures via different methods:
  - Easy Upload (GotPhoto Software)
  - Web Upload (Browser)
  - FTP Upload
  - Lightroom Plugin
- \* You have two options:
  - Uploading knocked out PNGs: If you do the knock-outs yourself, you can upload them into the system directly.
  - Uploading JPGs: Save time and have the knockouts done for you! With one simple click, pictures are sent to 36Pix for editing and automatically uploaded back into the system
- \* Once you approve the knockouts, they will be transferred into the photo management within your job
- \* Start tagging!

## After the job goes live

### 3. Parents order online

- \* Parents log in to their unique galleries automatically created through our system
- \* Parents can select pose and background as they wish based on rules you set, such as:
  - Single pose packs
  - Upselling on poses in packs
  - Upselling from free basic backgrounds to premium paid backgrounds
- \* Parents see picture and background mix as a preview in the shop
- \* Parents can crop the images within the checkout process if they would like (we will show them if there are resolution issues)

### 4. Automated order transfer to your lab

- \* GotPhoto renders the pictures and provides the lab with ready-to-print orders
- \* The orders are then automatically transferred once the orders have been paid by the customers
- \* No worries if you want to include retouching you can also use our manual revision functionality in order to replace pictures.

### 5. Post-sale troubleshooting

- \* Customers place complaints through the GotPhoto system, so all of your customer feedback is organized in one place. Issues concerning labs will be sent to the lab automatically, and help to fast-track getting those issues resolved as quickly as possible.
- \* You can also access the customer complaint tickets, which we recommend so you can stay in-the-know about what questions or concerns your customers are having.





# Our Partners

## Labs



## Other Partners



## Meet us at





## Want to see the best solution for school photography in action?

Give us a call or book a free individual consultation at [www.gotphoto.com/consulting](http://www.gotphoto.com/consulting)

We believe in our system - this is why we offer a free consultation call, demo, and 14-day trial before you are obligated to sign up for a subscription (we offer both free and paid depending on your needs). If you are interested in learning more about how GotPhoto can transform your business, please reach out to one of our customer success representatives or visit us online at [www.gotphoto.com](http://www.gotphoto.com). We look forward to working with you.

### Contact our Team



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