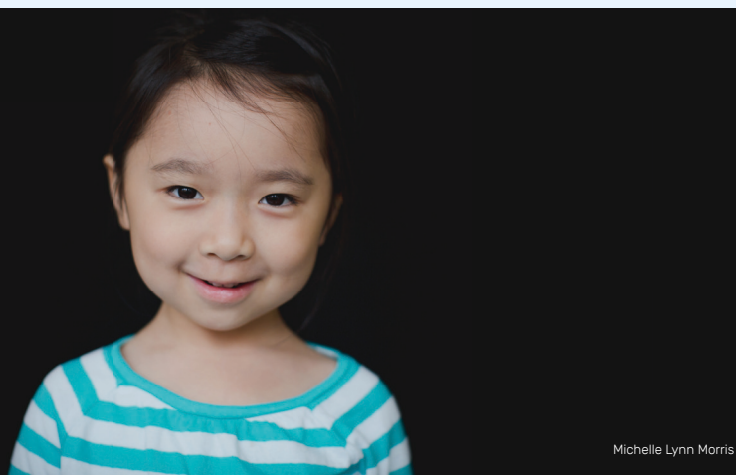




School Photography With GotPhoto

The modern solution for school photography

2nd Edition: Online Proofing Updated December 2019



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



Benedikt



Michael



Marco



Xenia



Matthew



Jana



Melissa



Jenny



Content

School Photography	4
What are the main issues a school photographer faces?	
Who we are	5
Your Online Shop	7
Acquiring Customers	8
Your School Photo Shoot	9
Prepare	
1. Setting Up Your Job with GotPhoto	10
One Time Setup	
Product Portfolio	
Price Profiles	
Upselling	
Communication Profiles	
Before Your Shoot	
Names list	
Pre-registration	
Blank cards	
2. Inform Parents	12
Capture	
Picture Day	
3. Organization on Site	12
4. Taking Photos Using Automated Tagging	13
5. Distribute Access Cards	14
Post Shoot	
6. Preparation and Upload	14
7. Access Code Activation	15
Sell	
8. Job Activation	16
Fulfill	
9. GotPhoto does the Rest	17
Our Partners	18

School Photography

School photography is a segment of portrait photography that deals with photographing students of all school grades, from elementary to high school. Back-to-school picture day, spring photo days, and senior portraits are the main business periods for school photographers. At Got-Photo, we differentiate between photo shoots at elementary, middle, and high schools vs. preschools and seniors photography. If you want to learn more about Preschool or Seniors Photography, check out our dedicated whitepapers on www.gotphoto.com/resources.

The school photography industry possesses many opportunities for photographers looking to grow and expand their businesses.

What are the main issues a school photographer faces?

- * Only having a few seconds to capture a beautiful photo
- * Manual admin work
- * Complex workflow
- * Photo editing
- * Photo sorting
- * Creating password-protected galleries for each student



Erica Morrow



Who we are

GotPhoto is an all-in-one workflow and sales solution for school and volume photographers. We help you save time and earn more by managing your workflow and sales on one easy-to-use platform. Why? Because less time behind the desk means more time for doing what you love.

What sets us apart from the rest?

- * We help you reduce your effort by 50%
- * We provide the best service in the business
- * We see ourselves as part of your team - we are only successful when you are successful

"Switching to GotPhoto has been a game changer! With online proofing, I increased the average revenue per head photographed by 22% in just the first year alone."

-Stephanie McCauley, iSmile Studios, NY

"Since we started with GotPhoto our workflow has become constant and easy. The time it has freed up for us to focus on photographing, generating more accounts, and letting our online storefront provide our customers with a seamless experience, has been invaluable. We photograph almost 1000 HS Seniors, and 30,000 elementary, middle, underclass students, and would not be able to do this without GotPhoto."

-Tim Macdonald, Image Art Studio

Why GotPhoto is the Best Choice for You

- * **More options for your customers:** Offer a wider selection of photos, increasing the likelihood of sales.
- * **Save time:** We believe handling orders doesn't need to be complicated or time-consuming. Make your life easier with automatic orders, payment, invoicing, production and post-shoot delivery.
- * **Automatic sorting of photos:** GotPhoto's intelligent QR-Tagging feature automatically sorts your photos into the correct order according to child and class. With personal access cards, you can guarantee that parents will only have access to their child's photos.
- * **Increase sales with email notifications:** Set up email and text notifications to inform customers when their photos are available to purchase. You can also let them know about deadline dates, seasonal offers, as well as when their coupon is about to expire. Such notifications increase the sense of buying urgency and allow you to directly market to parents effectively. We have also designed email templates that you can customize according to your needs.
- * **Personal onboarding:** Our support team will help you find out how GotPhoto can work for you and your particular business. We offer free demo and consultation calls to show you how our system works, but the support doesn't stop once you decide to sign up with us. We provide customer service for any concerns that may come up along the way, because we want our photographers to feel confident and comfortable using GotPhoto.

Interested in learning what else we offer? You can download a complete list of GotPhoto's features:

<https://www.gotphoto.com/downloads/features-sheet/>

Free Educational Resources

✳ **Webinars:** Attend our regular live webinars where we speak with photographers and other industry experts. We cover topics ranging from shoot set up, lighting, and posing to business planning, pricing and how to work with our system. Find upcoming dates and past recordings here:

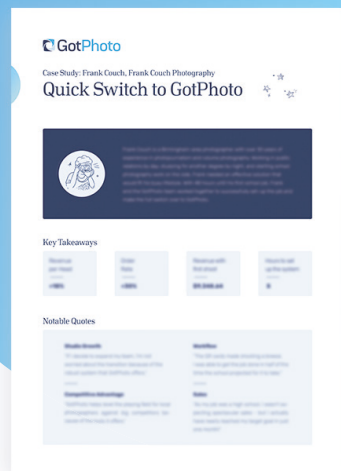
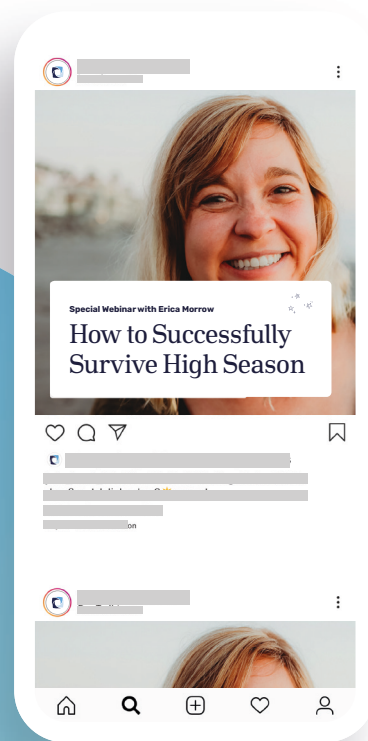
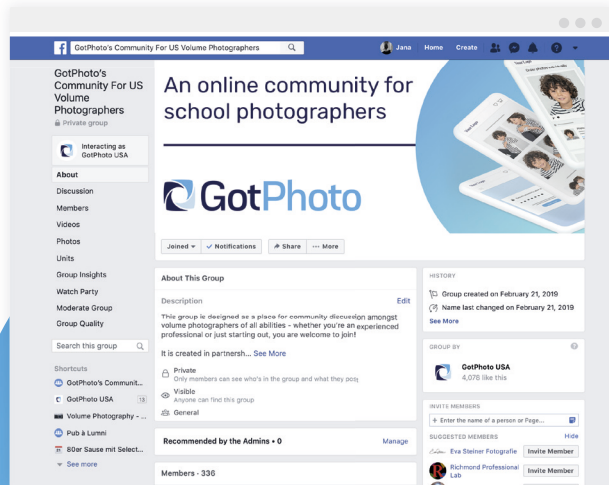
<https://www.gotphoto.com/webinars>

✳ **Whitepapers:** We provide you with numerous in-depth whitepapers containing useful information on topics such as how to grow your photography business and how to fully optimize the use of your online shop. You can find our whitepapers here:

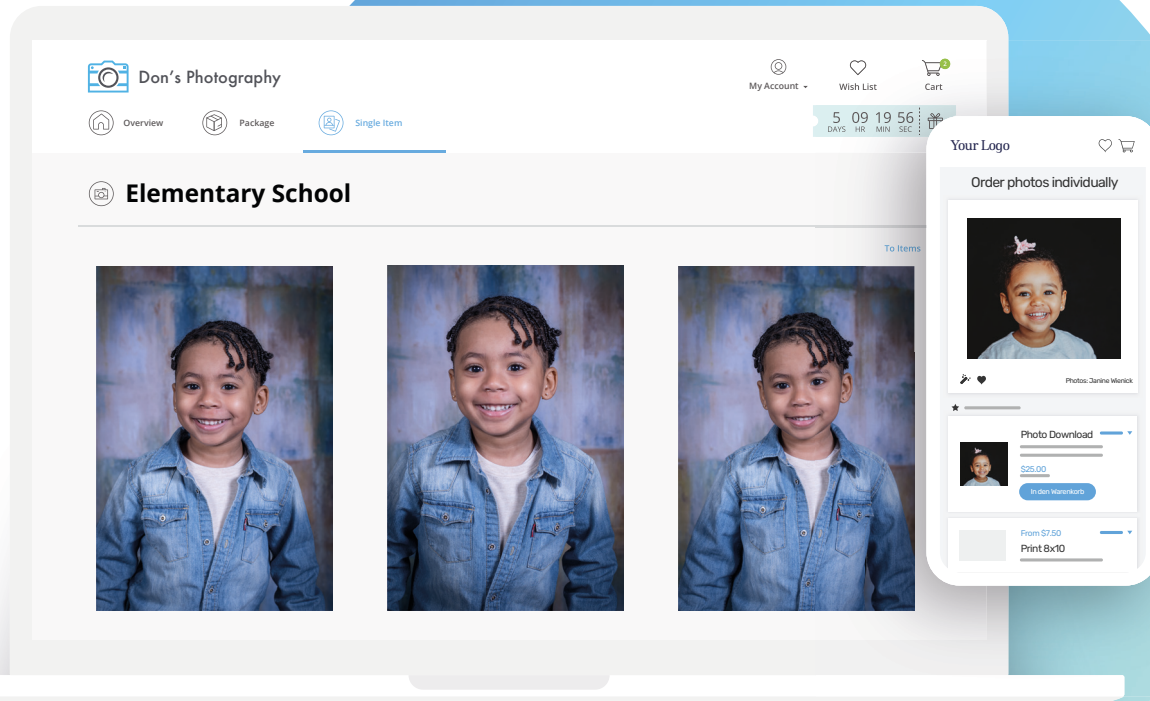
<https://www.gotphoto.com/resources>

✳ **Active Community Group:** Our community group on Facebook is a place where you can exchange and share your knowledge with us and other school photographers that are using or interested in using GotPhoto. It is also a place where we learn from each other every day! Join our group here:

<https://www.facebook.com/groups/gotphoto>



Your Online Shop



The online shop is the core feature of GotPhoto. This is where you present the final photos to parents and showcase your product offerings. This is a key moment in the customer journey for school photography, and is an important milestone where you have the opportunity to “wow” parents. Our updated, modern shop has been designed to provide the best usability possible as well as a high-quality customer experience. Some features of the online shop include:

- * Secure customer access with personal codes
- * Ability to choose from a large set of product options
- * Allow customers to choose favorite photos for year-book and school IDs
- * Photo downloads and package bundles
- * See more on our website:
www.gotphoto.com/features

Acquiring customers

Taking professional pictures for schools is a lucrative business, which is why many schools receive so many emails and phone calls from competing photographers. Here are some useful tips to keep in mind:

- ✳️ **Introduce yourself personally:** Visit the school on location and use relevant arguments for why the school should hire you as their photographer. For example, show them your portfolio, preferably of school photos you have taken previously. Some photographers offer to shoot an additional group photo or give a small product to staff, such as a calendar.
- ✳️ **Explain the benefits of online sales:**
 - **Staff** no longer have to collect money and distribute presale envelopes whilst still being able to fundraise (gain a commission).
 - **Parents** have the freedom to choose and order the pictures and products they like best.
- ✳️ **Use your network of parents:** Let your friends and acquaintances help establish contact with the schools their children attend.



Example post from GotPhoto

- ✳️ **Be active on social media:** Having a professional social media presence is a good way to promote your business online. Platforms like Facebook, Instagram, or Pinterest are powerful tools to showcase your work and get in touch with existing and potential customers. Read more about using Facebook as to support your marketing efforts:

<https://www.gotphoto.com/blog/facebook-without-budget/>

- ✳️ **Use your community power:** As a local photographer, you are part of the community in your town or city. Tell people about your business - word of mouth is still a great way to find new clients. You never know, it could turn out that someone can make an introduction to a school for you.

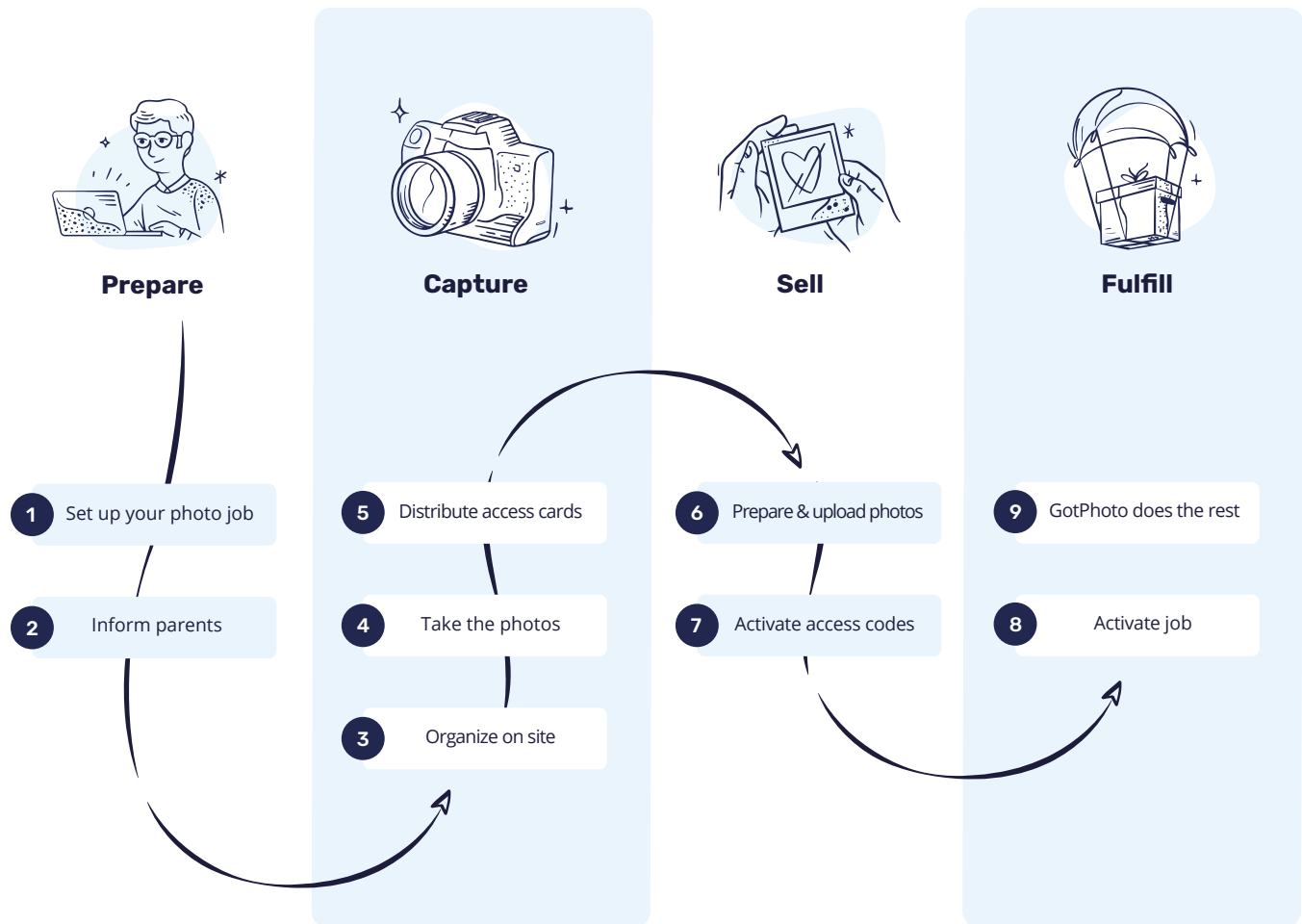
Feel free to reach out to us if you want to discuss your current sales approach. We are happy to help you where we can!



Example post from Slow Road Photo

Your School Photo Shoot

After you have acquired the school and agreed on a date, there are a couple of things you should take care of in order to ensure an uncomplicated and hassle-free photo day for everyone involved.





Prepare

1. Set Up Your Job with GotPhoto

Once you have an upcoming shoot, make sure to put aside some time to prepare and set up your job in the GotPhoto backend (Config). You can prepare multiple price lists and communication profiles for different job types that can be reused for most of your upcoming jobs. Of course, you can always adjust them if needed.

1.1 One Time Setup

Product Portfolio

Product selection and pricing is entirely up to you when using GotPhoto. Our partner labs will produce the photo products and either send them directly to your customers using white-label packaging or, if you choose batch shipping, to your studio or the school.



Tip: Offer your customers more than just traditional prints. Why not try products like mugs, keychains, and more?

Product Packages - A package consists of a combination of various individual products sold at a discounted price. You can set your product packages how you please. Whether all prints, all downloads, or a mix of prints and digitals, you choose how you want them to look and how much you want to charge for them.

With your shop, you can show customers how much they will save with each package rather than purchasing those items individually. These combos often lead to the customer getting a great deal and you higher sales - a win-win opportunity that many competing systems don't offer.



Tip: You can make the purchase of a pack mandatory. With this function, you can prevent your customers from only purchasing individual products (à la carte). This is helpful if you want to offer cheap individual products or to indirectly achieve a minimum shopping cart value for each order. You can activate this feature based on access code or order.

Individual Products / A la carte items - While we normally recommend using our product packages, we understand that you know best what your customers want. That's why we offer you complete freedom over your product portfolio allowing you to also offer individual products. Do not forget to set your minimum order value here as well so that parents cannot just buy one single item.

Price Profiles

Take the time to define price profiles for recurring jobs, e.g. for your preschool shoots. This way you can continue to rely on them without investing time on each job. Alternatively, we have a set of predefined price profiles that you can access and adjust in the GotPhoto backend (config).



Tip: You can choose whether you want to activate a minimum order value per access code or per order. We recommend opting for per access code. This is especially useful if you are photographing siblings and want to avoid having parents who have already met the minimum order value for one of their children to buy only one product of their other child.

Upselling

Our upselling functionalities allow you to offer additional products to the parents during the shopping process which can help you increase your sales per customer. With GotPhoto, you can offer different forms of upselling:

- ✳ **Product Packages:** Create packages across a variety of price points with an array of different prints, products and gifts to suit parents in all budgets.
- ✳ **Upselling on Digitals and Prints:** If you offer a "download all" package, offer prints as an upselling option. If you offer a print package, offer downloads as an add-on.

✳ **Multiple Poses:** Start with a single pose package and offer additional poses using our upselling feature.

✳ **Multiple Backgrounds:** Taking photos using green screen is a great way to offer some free backgrounds but also give parents the option to purchase “premium backgrounds” for an additional charge. You can read more about our green screen functionality in our dedicated Green Screen Whitepaper.



Tip: Tiered Discounts allow you to set multiple discount amounts in relation to the order size. When activated, the discounts available will be displayed in your online shop so the parents can see how much they are saving in real-time, incentivizing a higher spend which ultimately increases your basket size.

Communication Profiles

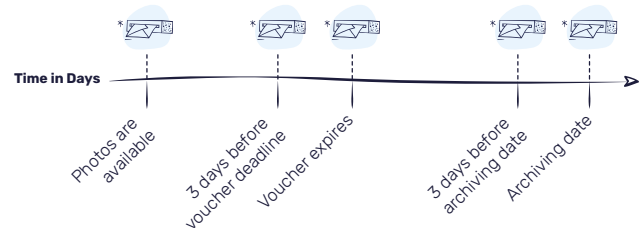
GotPhoto’s communication are predefined automated email and sms notifications which promote sells. They allow you to automate all customer communication by defining specific “events”. Thus, messages will be automatically triggered and sent to selected customers. Besides encouraging them to purchase their photos, this is also a great way for you to build up a long-term relationship with parents as you can incorporate them into your customer database, while also being able to advertise other photo services you can provide, i.e. family sessions.

Main events include:

“Your photos are online!” – Parents may log into your online shop before you have uploaded the photos. GotPhoto will prompt the parent to register themselves for notifications, this way they will receive an alert when the photos are available to view and purchase. The system then saves that parent into your contact database.

“Your coupon is about to expire” – Everyone likes a good deal, and reminding parents of coupon expiration is one way to inspire them to act soon.

“Your photos are about to be archived!” – Remind them of this last opportunity to purchase in order to try and get some last-minute orders.



1.2 Before Your Shoot

“Parents have way too much information to read as it is – and your flyers likely could be one more piece of paper they ignore. So get to the point – and get there quickly – and do it with loud colors and attention grabbing font! This is what I communicate to parents: Announcing the Service, Reminder of Picture Day, Announcing the Proof Release, Reminder of Deadline, Announcing the Delivery.”

– Michelle Morris, *Unpacked, the Catalogue*

Names list

Getting names lists in advance and importing them into GotPhoto directly can make your life easier but is not mandatory. After importing the information, our system can automatically print student names and class information on the access cards which means less manual work for you! You will also need these lists if the school requires a PSPA export.

Having names lists in advance also allows you to utilize our automated email notifications to their fullest potential. These will help you to increase participation by reminding parents of important events like:

- ✳ Picture day
- ✳ Pictures are live
- ✳ Deadlines
- ✳ Coupons

Pre-registration

If the school cannot provide you with a name list, you can use our pre-registration feature. By sending parents to your shop URL, you give them the opportunity to register their child in advance. It is also a useful way for you to gather parents' email addresses and cell phone numbers in order to utilize our powerful email notifications.



Tip: Ask the school or PTA/PTO/HSO to put out notifications with your Shop URL asking parents to register. If you can, have them send out an email in your brand design and include as much information for the shoot as you can. If you have special offers like discounts, include it here as well as a way to incentivize people to sign up.

Blank cards

You have no way of getting the data prior to the shoot? Or just want to be prepared if additional students are present? No problem! You can print blank cards to take with you.

2. Inform Parents

Do not forget to inform the parents prior to picture day so they know which day to prepare their child for the photo shoot.



Tip: Try to obtain a class list from the school and email addresses and possibly cell phone numbers of the parents. These can be uploaded into your photo job which will generate individual QR code cards containing the child's name and class. With emails and phone numbers, you can make optimal use of the communication profiles to inform parents when their photos go live. You can also ask that this information is shared with you as it is needed for the PSPA exports, which most schools require.

If you are unable to gain access to a class list and parent emails in advance - don't worry! Check out our pre-registration feature which allows you to capture students' and parents' data upfront. This ensures that you only print QR cards for the students that will attend picture day. If that is not an option for you, you can always write the names of the children on the QR codes on the day of the shoot and collect the parents email addresses by making them provide it upon login to your shop.

"Besides utilizing email addresses and cell phone numbers, I post to social media groups and hang photo day posters throughout the school with the dates on them."

- Tim Macdonald, Image Art Studio, NJ



Capture

Picture Day

3. Organization on Site

Picture day is here, and you've arrived at the school - now what? We recommend getting staff familiar with how you will work by taking them through your itinerary for the day. They can also help you establish a separate location where you can take the group photos.

Then, locate where you will be taking the photos and get

your mobile studio all set up and ready before the children arrive. Have a helper or assistant with you to write any names that are missing on the access cards.

Setup - How you arrange your setup is entirely your choice. Some photographers like to keep it simple by either having a plain backdrop, a green screen background, or by shooting outside with a nice bokeh effect while others opt for props or even more extensive sets, especially for seasonal or themed shoots.

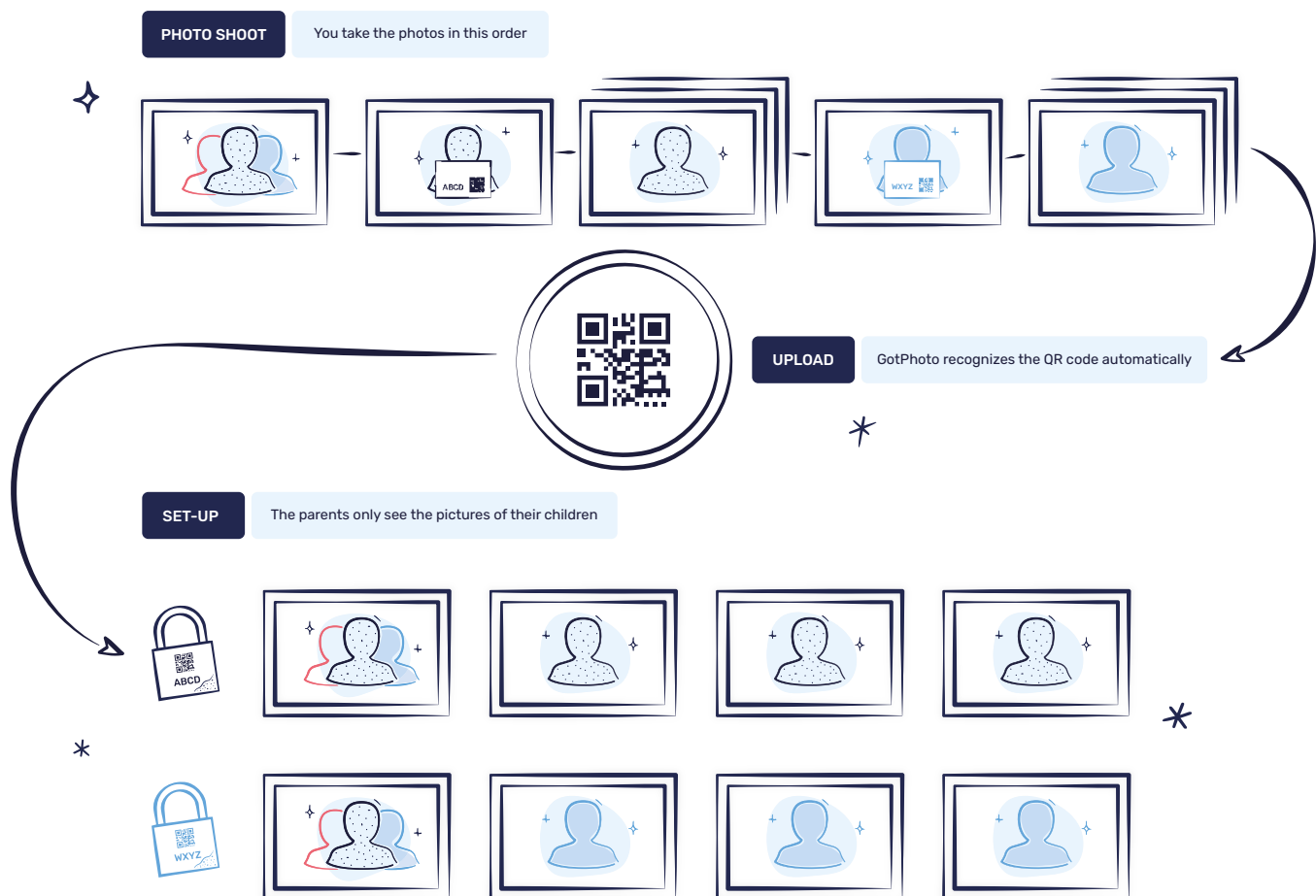
Important: Have a clear concept of how and where you want to take individual photos and group photos so that you can keep the shoot organized and efficient. We usually suggest you begin with the group photos and then continue onto individual portraits. However, if you have the resources, you might also want to think about having two sets set up, where you and your team take group photos of a class with one and individuals of another class simultaneously.

4. Taking Photos Using Automated Tagging

It's picture time! Now that you are all ready to tackle the best part of the job, you should know how to capture the photos using automated tagging to make this process as seamless as possible.

Group pictures - As these pictures will be accessible to all parents of the class, you do not need to use QR cards here.

Individual portraits - The QR cards work as a shoot-in-sequence system. What does that mean? First, you take a photo of the child's access card which includes their individual QR code, their name, and class/group. Then you take the photos of the child - all the photos taken after the access card will be linked to that specific QR code. After the shot, you give each child their access card and move onto the next child by taking a photo of their access card so that a new series is started.



Family or sibling sessions - Offering an additional family or sibling session after the regular school photo shoot is a great way to generate additional revenue. By using custom price profiles specifically set up for these extra sessions, you can make sure that your pricing fits a more boutique, individual photo shoot experience. This is also an opportunity to expand your business and win follow-up customers for in studio sessions.

Additional Info - You already have an automated tagging system in place? Awesome! You can use your current system (e.g. Flow, Timestamp) as long as it has a metadata export function. The metadata file (CSV file) will include the child's access code, name, and all the data you have in your workflow tool. Our system can match the data in the CSV file with the photo filenames and build your unique galleries per child with one click. If you want to learn more about this, please reach out to our team directly - we are happy to help you set this up!

5. Distribute Access Cards



Our customizable access cards fulfill two major functions. First, they serve as a marketing measure giving parents something to remember you by. Second, they provide parents with the access code to securely access their child's individual gallery and buy the photos.

Always make sure to hand these access cards back to the student/teacher after the shoot to pass along to the parents.

Additionally, you should use the following methods in order to inform parents how to access their photos:

- * **Email** - Send the parents the login link via email if you obtained their email addresses in advance.
- * **Contact sheets** - Create contact sheets for each child using the GotPhoto system and have them distributed in the school. These contain a preview image and are a great way to boost sales.

Naturally, you will need some time to upload the photos to your online shop. Parents who log into their album before photos are available will automatically see a registration form in which they can register with name, email address and phone number. This enables you to inform parents via the GotPhoto communication profiles (email or SMS) as soon as the photos are online.

Post Shoot

You are almost done! There are only a few more steps you have to take until you can start selling your photos.

6. Preparation and Upload

Aim to upload ready-to-sell photos within 4 days. Our data shows this is when you will receive the highest revenue per head.



Tip: Don't forget to edit your photos so that they're ready to sell. GotPhoto provides an outsourced editing service if you don't want to do it yourself. If you are interested in using this, please reach out to support@gotphoto.com.

Upload - Choose between four options to upload your photos.

- * EasyUpload (App)
- * SFTP
- * Lightroom Plugin
- * Via browser

We recommend using EasyUpload, which is GotPhoto's own uploader tool. This tool is easy to use and allows you to transfer all your photos at once as well as structure them all into folders of the separate class groups, automatically creating an individual online gallery for each child.

7. Access Code Activation

After you have uploaded the photos to GotPhoto, QR card images are automatically recognized and highlighted. To prepare your photos for selling, complete the following steps:

1. Check sorting of photos

The displayed order of the images is crucial for correct QR code recognition. Once uploaded, make sure each QR code corresponds with the child's photo series. If the order of photos is disrupted after the upload, you can sort the photos by the file name or date.

2. Verify QR code recognition

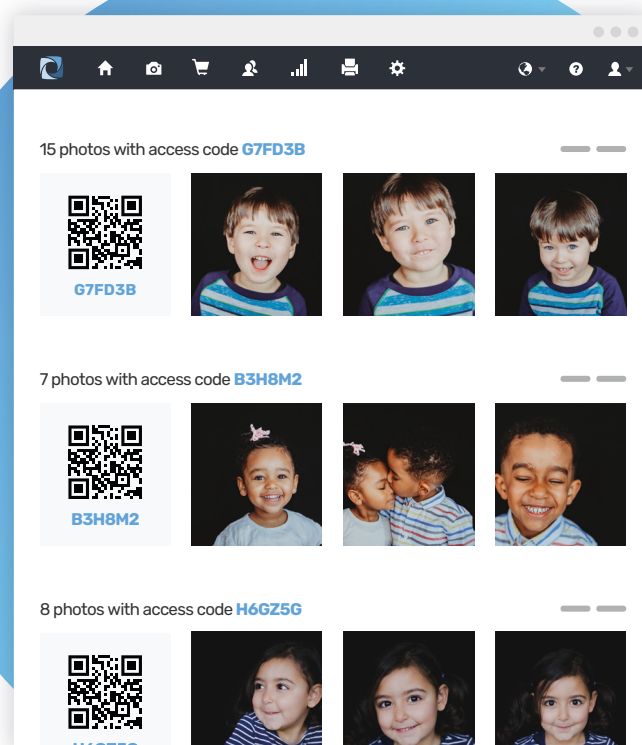
Ensure that all QR codes have been detected and highlighted in green. Please note that, in some cases, the recognition of the QR codes can take several minutes. If you still have undetected QR codes, these must be tagged manually.

3. Activate access codes

Complete the QR code recognition by activating the access codes which will then link to the photos. If necessary, you can still move photographs to another access code after activation.

Common Questions Answered

- ✳ **What if I do not have a QR card for every child that is due to have their photo taken?** Make sure to always bring plenty of blank QR cards. That way, you can handwrite students' information on the card if you missed someone before.
- ✳ **What if some students miss picture day?** Not a problem. You can easily use GotPhoto for your retake shoots, as well making sure the retake photo goes into the same job as the originals.
- ✳ **What do I do for group pictures?** For larger groups, you will take the group photo without a corresponding QR card. That way, the group photo will be available for everyone in that job.



Erica Morrow



Sell

8. Job Activation

Everyone makes mistakes every once in a while, which is why we strongly recommend you double check all of your settings before your move forward. Everything looks good? Great! You can activate your access codes and your job is ready to go live. Simply activate the job and with the help of your communication profiles, customers will automatically be notified about their available images by email.

We want you to understand your jobs' performance. That is why the GotPhoto interface provides you with detailed, real-time statistics for each job. Here, you can monitor KPIs (Key Performance Indicators) such as:

- * **Login rate:** You photographed 150 children. How many people actually login to your shop to look at the pictures?
- * **Buy rate:** How many of the people who logged in end up buying something?
- * **Average order value:** How much does each customer spend on average?
- * **Revenue:** How much money are you making with this job?

You do not understand your KPIs or are not happy with them? Do not hesitate to give us a call and let's discuss how we can work together to make you more successful!

Common Questions Answered:

* **What can I do if job does not perform as expected?**

This could have various reasons. If you see a low login rate, try using our contact sheets with a preview image in order to motivate parents to sign in. Is the buying rate the problem? Give us a call, we would be happy to discuss potential improvements.

* **What can I do to support marketing?** There are several GotPhoto features that can support your marketing efforts. Have you tried the following?

- Contact sheets
- Newsletters
- E-mail & text notifications
- Upselling

Have more questions?

Reach out to us at support@gotphoto.com



Erica Morrow



Fulfill

9. GotPhoto Does the Rest

Order fulfillment has never been easier than with GotPhoto. You have complete freedom to decide how you want to fulfill your orders.

Fulfillment with GotPhoto - Producing your photos with GotPhoto means you don't have to do anything after you have set your job to selling (unless you want to offer manual retouching). Instead, after an order gets placed and is paid successfully, it automatically gets sent to your preferred lab. You don't need to lift a finger!

Batch Shipping - Do you want to offer free shipping as a financial incentive to the customer without taking a hit on the shipping fee for every order? Batch shipping allows you to hold all orders until a certain date, before they get transferred to the lab in a single batch and are then sent to your studio or the school - the choice is yours.



Tip: Some photographers like to add custom frames or packaging to the orders, and since the batch is usually delivered to the photographer, you can easily do this before sending it on to the school!

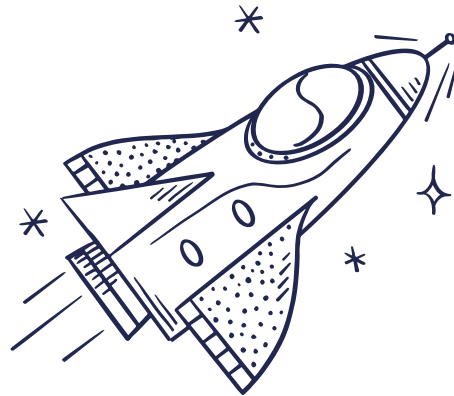
Direct Shipping - If you want the order to simply be sent directly to your customers individually, you can select direct (drop) shipping.



Tip: You can switch from batch to direct shipping at any time. With batch shipping, parents don't have to pay for shipping costs, so by switching to direct at a certain point, you can incentivize parents to purchase earlier when there is no fee.

Vertical Production/Self Fulfillment - Do you handle your production in-house? No problem! GotPhoto allows you to self-fulfill through our system. Just get in touch with us so we can help you set this up.

Customer Feedback Management System - If customers have an issue with their order, they can submit them through our customer feedback management system. This way you don't miss any complaints in your inbox, and labs are notified automatically if they need to remedy an order.



Our Partners

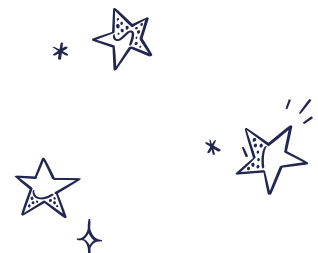
Labs



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

Contact our Team



Melissa



Matthew



Xenia



Michael

Phone | (646) 362 1537

Email | business@gotphoto.com

Website | www.gotphoto.com