



Guide

Nursery Photography

How to Master the Nursery Photography Workflow in 10 Steps

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Nursery photographs are precious memories which parents love to look back on for years to come. As a result, parents are usually willing to spend substantial amounts of money for their photographs. In this guide, you will find out how to get started in the nursery photography business or expand your current business by acquiring new jobs and managing your workflow efficiently.

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The Evolution of the Nursery Photography Workflow

Choose Which Approach Suits You and the Respective Nursery the Best

Before parents were used to shopping online, photographers had to solely rely on proof cards (complicated paper order forms distributed to nurseries) to receive orders for their nursery photographs.

With the increased popularity of the internet, photographers are starting to include online login credentials on their proof card order forms. This means parents now have two

purchasing options: fill out the proof card form manually and return it back to the nursery or simply log-in online and directly purchase their child's photos.

Nowadays, most parents have access to a smartphone or computer. This has caused most photographers to completely take their sales online, in order to further reduce their admin efforts.

Please note: GotPhoto supports both options: handling of the combined proof card + online sales, as well as online sales only.

Workflow Options

	PROOF CARDS	PROOF CARDS + ONLINE SALES	ONLINE SALES ONLY
Revenue potential	Medium	High (higher average order value for online orders, larger selection, email marketing etc.)	High (higher average order value for online orders, larger selection, email marketing etc.)
Effort	High	High to medium (no order entry needed for online orders; less lab interactions needed when done with GotPhoto - p. 7)	Low (You take the photos, GotPhoto does the rest)
Recommended for	Not recommended	Only recommended for: Nurseries that insist on proof card ordering	Recommended for: <ul style="list-style-type: none"> Photographers who further want to reduce admin effort Photographers focusing on a modern approach
Number of photos	1-4	Proof card: 1-4 Online: Usually 8-12 (with small variations)	Usually 8-12 (with small variations)
Who selects photos	Photographer	Photographer / Parents	Parents

Table 1: Comparison between traditional and online sales methods

Workflow for Specialised Photography Companies

Photographing more than 10,000 children a year and have special workflow requirements?

We can support you in this area and many others:

- Integration with your existing workflow software (e.g. Halsys, Litebox or MicroLab)
- Integration of your minilab: automate your production with our EasyLab software
- Extended user rights management

10 Steps to Success



Online sales in short

After taking the photos at the nursery, upload them to your own online shop and set the prices. Parents can then log in with their personal access code and buy photos directly in your shop. GotPhoto can take over the production and shipping of the photos through one of its partner labs. Optimal data security is guaranteed by GotPhoto's QR-Tagging technology.

Part 1: Preparation

1 Acquire Customers

As you know, taking professional pictures for nurseries is financially attractive which is why many of them receive a high amount of commercial emails and phone calls from competitors. If you are just starting to consider going into nursery photography, then here are some useful tips to keep in mind for improving your sales strategies:

- **Introduce yourself personally:** Visit the nursery on location and use relevant arguments for why they should hire you as their photographer. For example: show them your portfolio and if you have children of your own, then make sure to mention it.
- **Explain the benefits of online sales for both the nursery and parents if doing online-only:** Staff no longer have to collect money and distribute proof cards, and parents not only receive their photos quicker but have the freedom to choose and order the pictures and products they like best. With online sales, parents have a maximum product selection to choose from, including the option for downloads.
- **Use your network of parents:** Let your friends and acquaintances help to establish contact with the nursery and promote you.

- **Facebook & Google:** Create a Facebook business page to increase your exposure to people who may be interested in using your service. In addition, we recommend optimising your website using keywords relevant to the field of nursery photography, this way you will boost your SEO and appear higher in Google search results.

Tip: Ensure that the sample photos you bring fit the age group you want to photograph, this way you can show the nursery staff the kind of photos you will take. If you are a beginner in nursery photography, you could offer some family or friends who have children a free photo shoot, in exchange for being allowed to use the photos on your website and acquisition brochures.

Cheat sheet 'Acquisition Special': For more tips on customer acquisition, see our download pack which includes an extra cheat sheet that provides key marketing techniques along with the most important arguments for successfully targeting nurseries and parents:

gotphoto.co.uk/nursery-acquisition-special

2 Inform Parents

When you have acquired a nursery job and have agreed on a date for the shoot, make sure you inform the parents. It is important that parents know which day to prepare their child for the photo shoot. This can be done by hanging one of GotPhoto's customisable poster templates in the nursery. Templates allow you to convey important information such as the date of the shoot, your online shop URL and details of how to access photos. Download the templates here:

gotphoto.co.uk/photoshoot-at-nurseries-flyer



3 Set up a Photo Job in your GotPhoto Admin Area & Prepare the Shoot

Before the photoshoot at the nursery, ensure you do the following:

- Add a new photo job in your GotPhoto admin area and generate and print access cards with QR codes (New to QR Tagging? See page 5 for more information)
- Have everything you need for the photoshoot, such as a nice backdrop or perhaps some kind of prop to stimulate a smile for those less comfortable in front of the camera.
- Set up the appropriate price and communication profiles (see on page 8 how GotPhoto's communication profiles assist in optimising your number of sales).

Tip: Prior to the photo shoot, we recommend that you ask whether it is possible to obtain a names list from the nursery, including the email addresses of the parents. This information can then be uploaded into your photo job which will generate individual QR code cards containing the children's name and group. With the parents' emails, you can then make optimum use of the communication profiles to inform them of when their photos go live.

Part 2: Photo Shoot at the Nursery

4 Organisation on-Site

In the morning, let the staff know the course of the day. This can be done by making a timetable indicating when each group will have their photos taken. It is important that the staff are aware of your time plan and when you may need assistance.

- Build the mobile studio before the first children arrive.
- Let the staff write the name of the children on the password cards. To guarantee privacy, you should write the first name and abbreviate the last name (John S).
- Decide on where to take the group pictures.

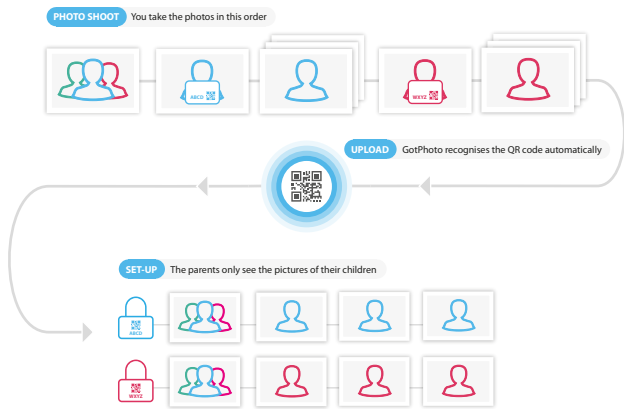
Both studio portraits and group pictures are popular amongst nurseries. As most parents are not able to take studio portraits themselves, they will gladly buy these from a professional photographer.

5 Take Photos with QR Codes

Creating Password Cards

We invented the QR code tagging to free you from tedious tasks. With our QR code recognition system, you no longer need to manually assign photos to the correct child. Creating and using access cards with QR codes is easy. Simply follow the steps below:

- Define the number of children who will be photographed. Each child will need their own access card.
- Set a voucher which will then be printed directly onto the password cards.
- Save your settings to generate the access cards and then download and print the PDF.



If you are unable to gain access to a names list and parents' emails in advance - do not worry! You can always write the names of the children on the access cards on the day of the shoot and collect the parents' email addresses by making them provide it upon login to your shop.

If you managed to upload the names list in advance, then all this data will be inserted onto the cards. Access cards ensure that only parents have access to their child's photos.

Where to start

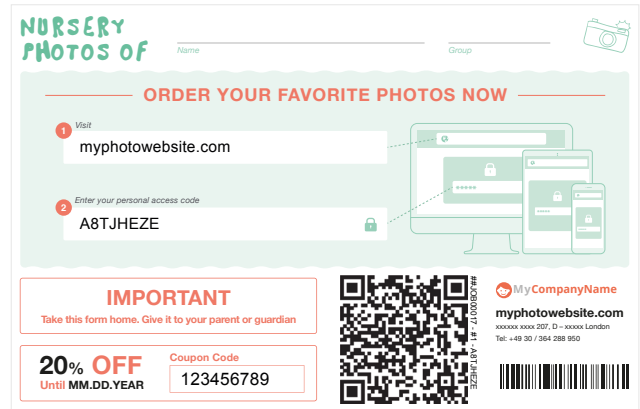
We suggest beginning with the group pictures and then continuing onto individual portraits. If you have time after all the children have been photographed, you can then take friendship pictures. Once you're finished and if the parents request it, you could also take pictures of the family and siblings.

Group pictures: These pictures will be accessible to all parents at the nursery, therefore no QR codes are needed. Our system will make this distinction upon upload.

Individual portraits: First, take a photo of the child's access card which includes their individual QR code and their name. Then take the photos of the child - all the photos taken after the access card will be linked to that specific QR code. When you're done with the shoot, give the staff the child's access card and move onto the next child by taking a photo of their access card so that a new series is started.

Tip: Start with the most eager child for individual shots. The others will then learn and follow suit. Consider letting the child stick out their tongue as this will likely provoke a laugh. Find more ideas and tricks in the professional tips section (see page 11).

Family and siblings pictures: If parents and siblings are also invited for a photo shoot in the nursery, usually in the afternoon, you can simply reuse the child's access card before photographing the entire family, the photos will be automatically stored together in the same gallery which only the parents can access. Alternatively, you can use a new access card.



Example of an access card

6 Distribute Access Codes

There are several ways to inform parents about the password-secured access to their photos in the online shop. These can also be combined:

- Access cards - give the access cards to the staff on the day of the shoot
- Email - send the parents the access code via email if you obtained their email addresses in advance
- Contact sheets - create contact sheets, GotPhoto's on-line-only proof cards, for each child using the GotPhoto system and have them distributed in the nursery. Contact sheets contain the access code and preview images and are a great way to boost sales.
- Proof cards: Please refer to page 7

Naturally, you will need some time to edit and upload the photos to your online shop. During this period, parents who log in will automatically see a registration form. Here, they can register with their name and email address. This allows you to inform parents by email as soon as the photos are on-line (via communication profiles, see page 8).

7 Preparation and Upload

Aim to upload the photos within 2-4 days after the shoot as our data shows this is when you will receive the highest revenue per head. An efficient workflow can be supported by using batch editing programs such as Adobe Lightroom. These can help manage photos, while maintaining the professional quality of your images.

Transfer your photos into your photo management tool and retouch them to give a uniform and professional look. Take advantage of high-volume retouching tools such as Perfectly Clear to retouch all photos at once.

If you have liked the guide so far and would like to continue reading, then click on this link below and download the entire guide free of charge.

[Link to Download](#)