GotPhoto

School Photography 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 school photographer entails, and how you can use GotPhoto to reduce admin work by 50% while increasing your sales.

The Main Question Stands: Why School 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 school 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 school and nursery photographers. The daily challenges of school 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. Put simply: you earn more and save time with GotPhoto.
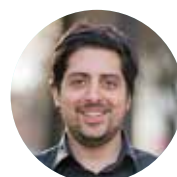
Your GotPhoto Team

Markus

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Alex

Content

Who We Are

GotPhoto is an all-in-one workflow and sales solution for school 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

"GotPhoto does make things a lot more streamlined for my company. The online presence and massive reduction in the administration has meant I can grow my business, make it more profitable and point it more in an online direction."

-Nathan Allan, Nathan Allan Photography

"GotPhoto transformed my business. We moved to GotPhoto in 2016 when we confirmed our first school contract and needed the SIMS and QR code capability. We have never looked back. Their modern, uncluttered system is easy to use and easy for our customers. The team are friendly, helpful and are always looking at developing and growing their systems. But most importantly their automated marketing emails have helped sales almost double. I cannot recommend GotPhoto highly enough."

-Carmel Jane, Carmel Jane Photography

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 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 an unrivalled level of 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? Book a consultation call with our business development manager, Matt.
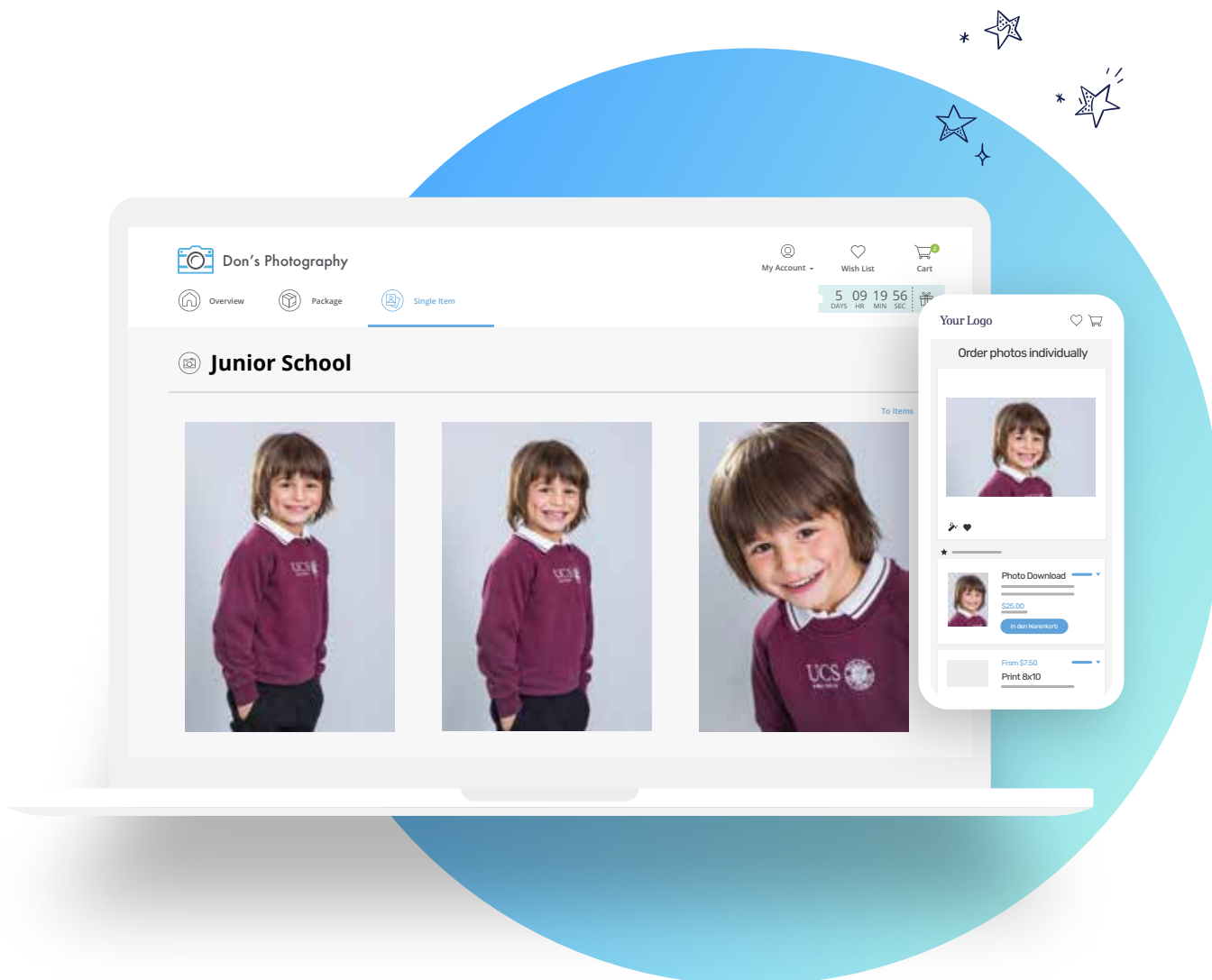
www.gotphoto.co.uk/consultation/

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: **www.gotphoto.co.uk/resources/#webinars**

✳ **Guides:** 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 guides here: **www.gotphoto.co.uk/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: **www.facebook.com/groups/gotphotouk**

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

* Photo downloads and package bundles

* See more on our website:
  www.gotphoto.co.uk/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, handle proof cards and distribute order forms. However, they can still make 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.

* **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: www.gotphoto.co.uk/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 GotPhoto

Example post from Nice Smile Ltd

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](#)