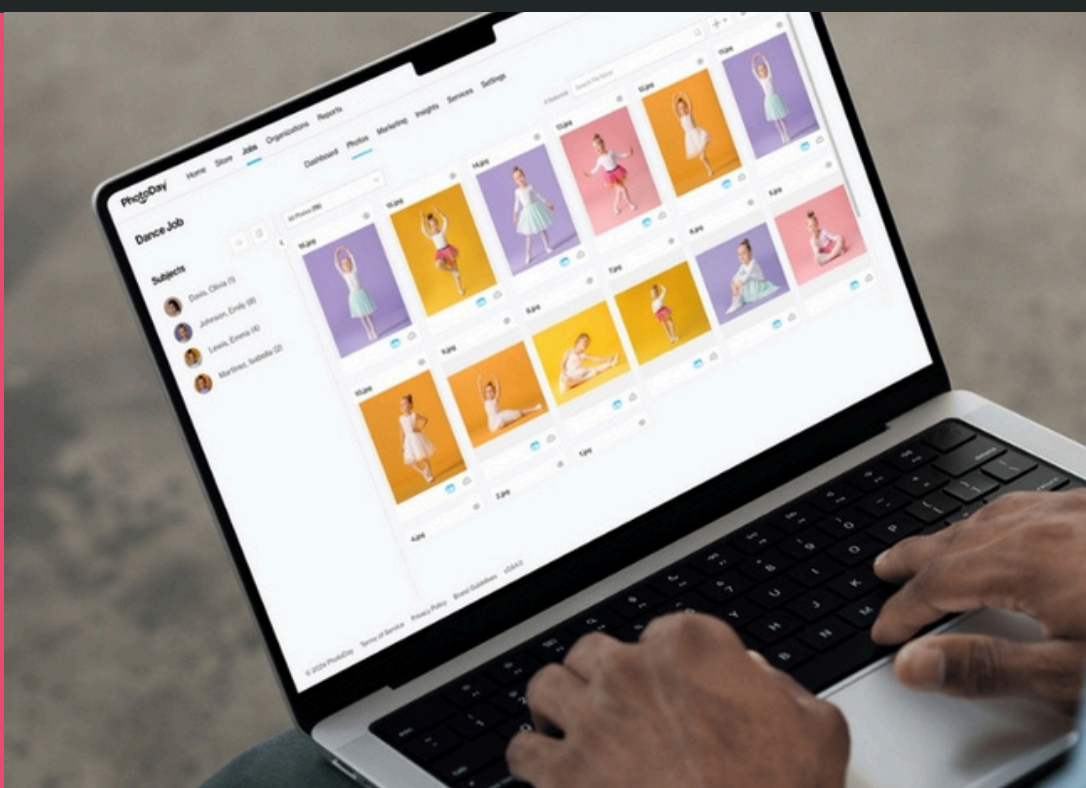
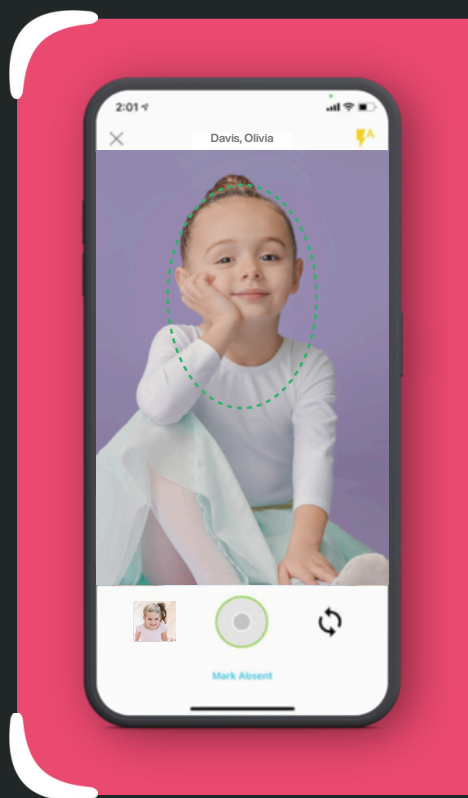


# Resource Guide for Dance & Recital Photography



We make it easy to streamline your volume photography with workflows that help your business succeed. This guide focuses on using private and group galleries for dance photography.

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## *Part One*

# Using Private Galleries

This section will focus on using private gallery jobs  
with subject data and parent emails.

# Picture Day Checklist



Ensure a smooth dance picture day using private galleries. Follow these steps to organize your job, gather data, coordinate your team, and edit photos effectively.

## When the job is booked

### Set up the job.

In the Studio Panel, create a new job and add a price sheet. Think about and prepare for any order urgency methods you may want to use pre and post picture day.

## Four weeks before

### Gather data from the organization.

If you don't already have it, request final subject data from the organization and upload it to the job. This should include first name, last name, and parent email addresses. Other data fields (such as group names) may need to be included if you are creating group composites.

## One week before

### Get parents excited!

Send a manual pre-picture day flyer or turn on AdvancePay to let parents know picture day is coming. This can also highlight any special offers or early-bird discounts you have available. Need extra help on picture day? Don't forget to ask if any coaches, dancers, or assistants want to volunteer to help with posing.

## One day before

### Make sure your staff is ready.

Open the PhotoDay Capture App to sync the data you've uploaded into the job. Invite additional staff as users in your account and train them on using Capture for check-in.

## Picture Day

### It's go time!

Set up your equipment and create a check-in station for parents and dancers. Take a moment to go over the day's schedule with your team. Provide training for any volunteers regarding the tasks they will handle throughout the day.

## After Picture Day

### Edit and upload the photos.

Upload the final images to the job and publish. All email addresses from your data will be notified that their photos are ready! If you're not using auto campaigns, you can send a manual flyer. Remember to thank any volunteers you had and give them a special offer code as a token of appreciation.

**Need Help? Schedule a call with us!**

**Note:** This checklist outlines a suggested best practice workflow. Your specific workflow might vary based on your unique requirements and circumstances. Adjust as needed to ensure a successful dance picture day.



# PhotoDay Capture App

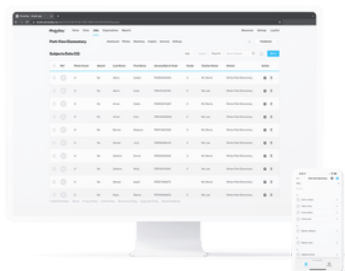


**Say goodbye to manual matching with PhotoDay Capture. It requires no additional equipment—just download the app to your phone or tablet.**



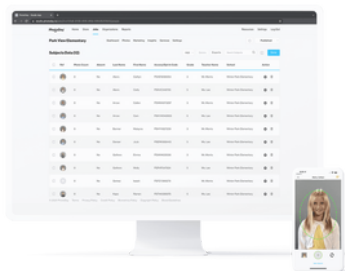
## How It Works

Our PhotoDay Capture app enables you to create private galleries of your dancers by automatically matching subject data with your professional photos using our facial clustering technology, FaceFind.



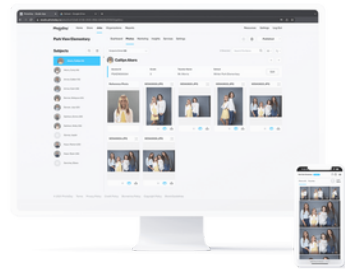
## Map Data Dynamically

Add subject data to PhotoDay before picture day or on the go. Each subject gets a unique access code to a private gallery. On location, you'll have all the information you need on your mobile devices through Capture. Didn't receive any data in advance? No worries—you can always add or update data on picture day directly in the app.



## Capture Reference Photos

Say goodbye to barcodes and timestamps. On picture day, simply open Capture and snap a picture of the subject to check them in—before, during, or even after you take their photo. The app doesn't require cellular data or a wifi connection, and adding users is easy and free. PhotoDay Capture frees you up to create more images without the worry of jotting down image numbers.



## Data Matching with FaceFind

This is where FaceFind works its magic ✨ PhotoDay Capture syncs the reference photos and data to PhotoDay, so all you have to do is upload your professional photos and watch FaceFind match the right face to the right data.

[Read More About PhotoDay Capture](#)

# Marketing with Private Gallery Jobs



Communication is crucial for successful online sales. Ensure your customers have clear instructions on how to access their gallery to place orders.

## Auto SMS & Email Campaigns

Automatic Email campaigns are available in private jobs and are our suggested method for communicating each private access code. As customers view their galleries, you'll begin to get opt-ins to receive automated SMS reminders. You can preview each automated message inside the **Job > Marketing > Active Messages** to see when it was or will be sent according to the job's gallery status and current settings (offers, expiration, shipping type, etc.).

*Note: The Post-Picture Day Series and Expiration Series email campaigns are on by default, while the AdvancePay Series is off by default.*

## Manual Flyers

PhotoDay also provides a built-in solution for promoting galleries to your customers via manual flyers. Flyers are a great way to promote and get the word out about picture day and published photos through print and/or email. Private gallery flyers will auto-populate with each unique private access code. Additionally, there are filter choices available for sending flyers to specific groups, like subjects whose galleries have not been viewed or have not made any purchases yet.

## Other Marketing Ideas

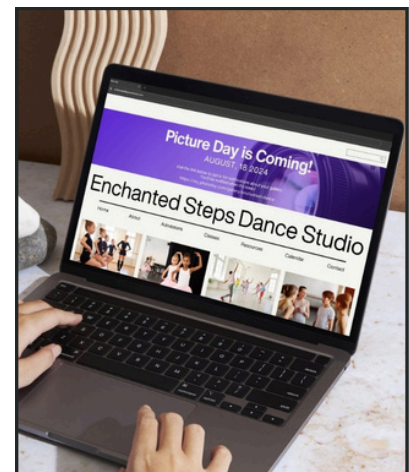
Marketing tips using the Job URL:



Reminder Cards



Posters



Web Banners

[Read More](#)

# Exports and Services



## Service Item

This will export your subject data as a **.csv** file with the featured photo associated with each subject. This export can be used for various products needed such as programs, social media posts, using photos as reference photos in a new job, etc.

[Read More](#)

## Compositing Data

This will export a pre-formatted data-only CSV file that works with common automated compositing workflows. It includes subject data with a separate row for each matched image.

[Read More](#)

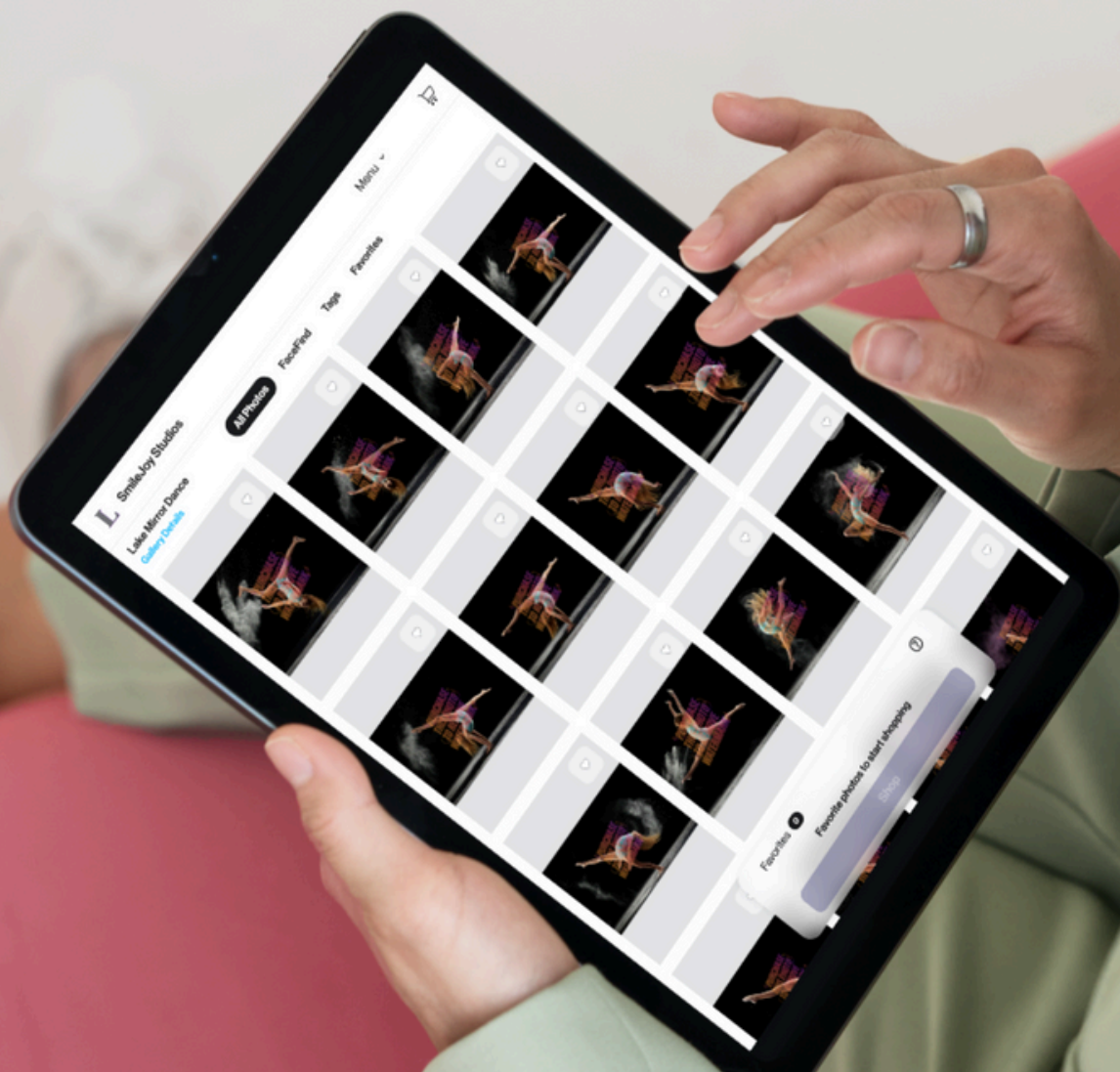


## Knockouts

PhotoDay Knockouts lets you easily remove backgrounds from photos, giving you extracted images ready for any custom background you want to use.

[Read More](#)





## *Part Two*

# Using Group/Public Galleries

This section will focus on using group and public gallery jobs with no subject data or parent emails. Group and public jobs are typically used when photographing recitals and events so attendees can easily find their photos using a single access code.



# Picture Day Checklist



Ensure a smooth dance picture day using group/public jobs. Follow these steps to organize your job, coordinate your team, and edit photos effectively.

## When the job is booked

### Set up the job.

In the Studio Panel, create a new job and add a price sheet. Think about and prepare for any order urgency methods you may want to use pre and post picture day.

## Four weeks before

### Gather information.

If you haven't done so already, confirm how many individuals and groups the studio has. Decide if you will be requiring AdvancePay to be photographed or if you will photograph everyone. Prepare marketing materials to get opt ins and AdvancePay purchases.

## Two weeks before

### Get parents excited!

Share marketing materials with the parents and studio to begin getting opt-ins! This can also highlight any special offers you have available or if you are requiring AdvancePay as a sitting fee to be photographed. Need extra help on picture day? Don't forget to ask if any coaches, dancers or assistants want to volunteer to help with posing.

## One week before

### Share a schedule of picture day.

Remind the parents and studio that picture day is coming. If necessary, this can also include reminders of required AdvancePay. Share a final schedule of how picture day will go.

## Picture Day

### It's go time!

Set up your equipment and create a check-in station for parents/dancers. Take a moment to go over the day's schedule with your team. Provide training for any volunteers regarding the tasks they will handle throughout the day.

## After Picture Day

### Edit and upload the photos.

Upload the final images to the job, create tags, and publish. All opt-ins will be notified that the photos are ready! Share a gallery link with the studio contact to add to their website or social media. Remember to thank any volunteers and give them a special offer code as a token of appreciation.

[Need Help? Schedule a Job Review](#)

**Note:** This checklist outlines a suggested best practice workflow. Your specific workflow might vary based on your unique requirements and circumstances. Adjust as needed to ensure a successful dance picture day.

# Marketing with Group/Public Gallery Jobs



Communication is crucial for successful online sales. Ensure your customers have clear instructions on how to access their gallery to place orders.

## SMS Campaigns

Customers can subscribe to a gallery by texting their access code to 90738 and/or by clicking "Subscribe" in the gallery when viewing on a mobile or desktop web browser. Once your customer is subscribed to the gallery, they will receive a confirmation text and varying series based on the status of the gallery, any special offers, etc. You can preview each automated message and see when it was or will be sent according to the job's status and current settings (offers, expiration, shipping type, etc.) inside the **Job > Marketing > Active Messages**.

*Note: The SMS campaigns are automatically sent for all jobs in PhotoDay. These SMS series cannot be disabled.*

## Manual Flyers

PhotoDay also provides a built-in solution for promoting galleries to your customers via manual flyers. Flyers are a great way to promote and get the word out about picture day and published photos through print and/or email. Manual flyers will auto populate with the gallery access code.

## Other Marketing Ideas

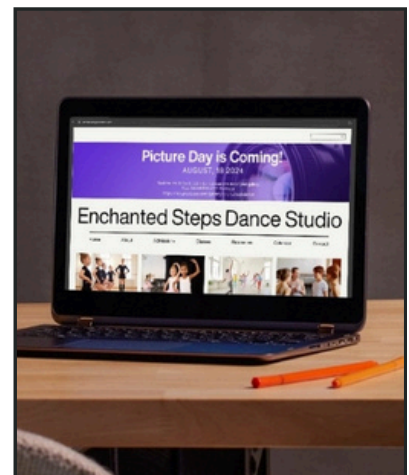
Marketing tips using the Job URL:



Reminder Cards



Posters



Web Banners

[Read More](#)

# Search Options



There are three ways for customers to find their photos on PhotoDay: **FaceFind**, **Tags**, **All Photos**. Studios have the freedom to choose any combination of these search options to use for a particular job.

## Gallery Search Options

Select how you want your customers to search for their photos. By default, they will be able to search using all three methods listed below unless otherwise specified.

- ☒ All Photos
- ☒ FaceFind
- ☒ Tags

## All Photos

Customers can view every photo uploaded into the gallery. Once a photo of the subject is found, they can select “Find Similar” to use FaceFind and view all photos of that person.

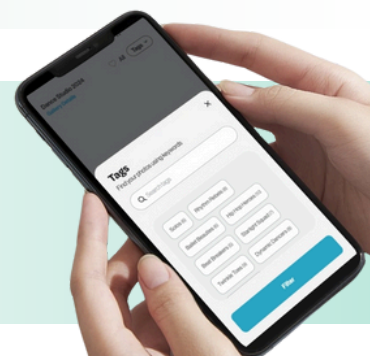


## FaceFind

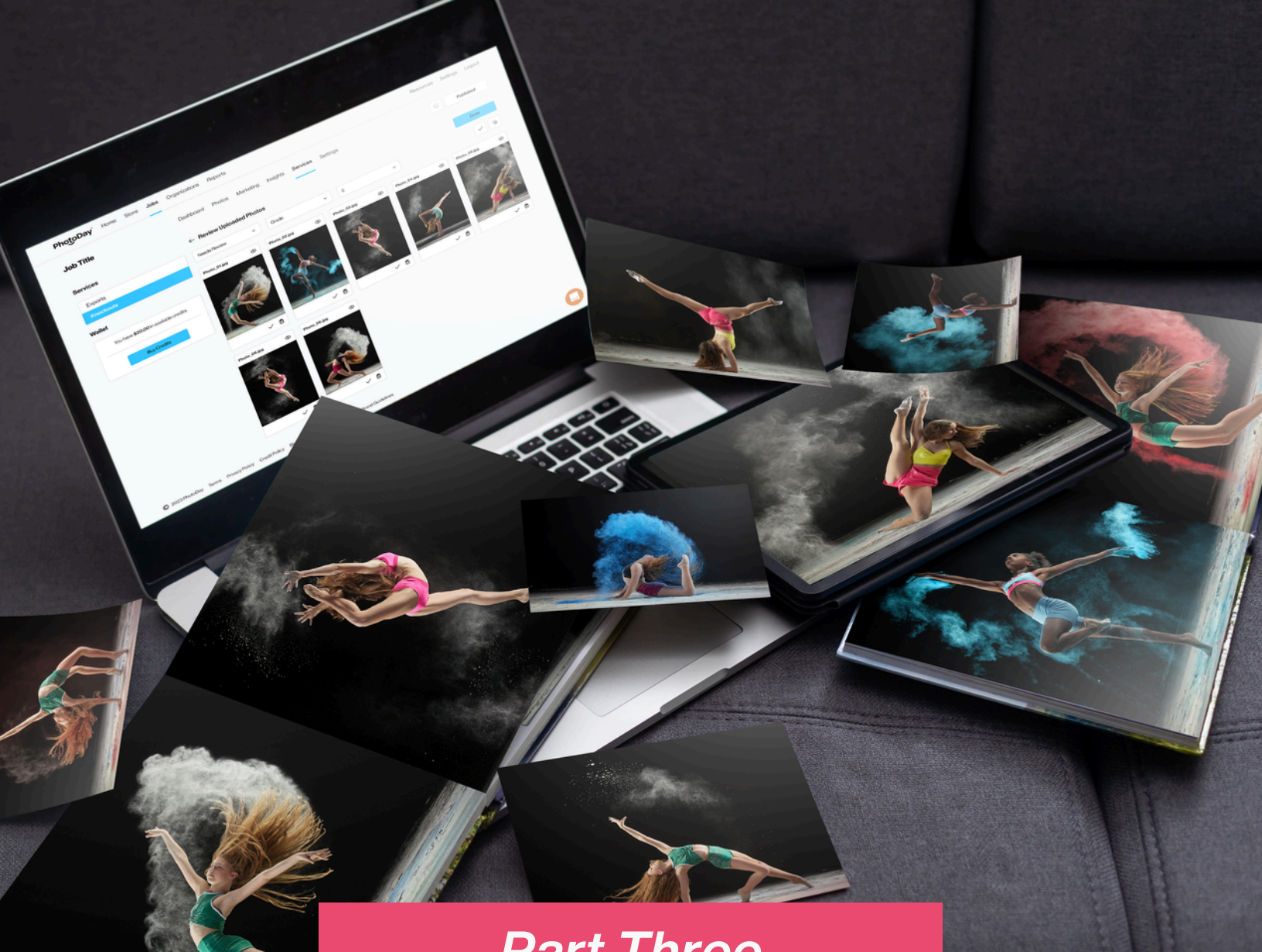
With FaceFind, customers can upload a photo of their desired subject to quickly view a gallery of photos only containing that subject.

## Tags

Tags allow your customers to narrow their search by selecting categories that you create (e.g. team, dances, etc.).







## *Part Three*

# Tips for Any Gallery

The information in this section can be used  
across any of our three job types:  
Private, Public, and Group.



# Sample Price Sheet



Below are some top selling products and packages to help you get the most out of your price sheet!

## PACKAGES

### SHOWSTOPPER PRINT + DIGITAL PACK

1 - 8x10  
2 - 5x7  
Gallery Wrap 11x14  
3 - High-Res Downloads

**\$149.99**

### PIROUETTE PRINT + DIGITAL PACK

2 - 8x10  
2 - 5x7  
4 - 4x6  
8 Wallets  
1 - High-Res Download

**\$89.99**

### EN POINTE PRINT PACK

1 - 8x10  
2 - 5x7  
2 - 4x6  
8 Wallets

**\$59.99**

### SIMPLE STEPS PRINT PACK

2 - 5x7  
2 - 4x6  
4 Wallets

**\$44.99**

## PRO TIP!

### Package Descriptions

Create unique package descriptions by relating them to the specific type of photos you're capturing or highlighting their popularity. Be sure to include how much the customer will save by purchasing the package.

#### Example Description:

*Save 60% on our Showstopper Pack! Includes 3 high-res downloads, prints, and an 11x14 gallery wrap. Perfect for showcasing your child's dance journey. Mix & match poses however you'd like!*

## PRODUCTS

### A LA CARTE

1 - 16x20	<b>\$64.99</b>	1 - Gallery Wrap 16x20	<b>\$229.99</b>	1 - Coaster (set of 4)	<b>\$39.99</b>
1 - 11x14	<b>\$59.99</b>	1 - Gallery Wrap 11x14	<b>\$179.99</b>	1 - Coffee Mug 15oz	<b>\$32.99</b>
1 - 10x13	<b>\$29.99</b>	1 - Gallery Wrap 8x10	<b>\$149.99</b>	1 - Ornament 3" Circle	<b>\$29.99</b>
1 - 8x10	<b>\$24.99</b>	1 - 8x10 Acrylic	<b>\$69.99</b>	1 - Magnet 4x5	<b>\$21.99</b>
2 - 5x7	<b>\$24.99</b>	1 - Metal Print 8x10	<b>\$62.99</b>	1 - Metal Keychain	<b>\$21.99</b>
2 - 4x6	<b>\$21.99</b>	1 - 5x7 Acrylic	<b>\$49.99</b>	1 - Metal Magnet	<b>\$21.99</b>
		1 - Metal Print 5x7	<b>\$44.99</b>		

### TIERED DIGITALS

1	<b>\$39.99</b>
2 to 3	<b>\$35.99</b> per download
4 to 5	<b>\$31.99</b> per download
6 to 7	<b>\$26.99</b> per download
8 to 10	<b>\$21.99</b> per download

# Organization Pages

Organization Pages in PhotoDay allow photographers to set up and share a single link to all of an organization's galleries.

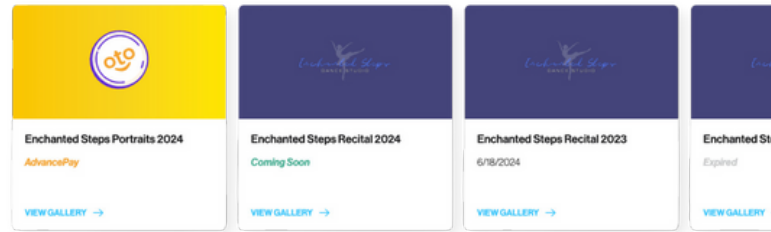
An Organization Page acts as a central hub for all photography jobs related to the dance studio, making it easy for the photographer and the studio contact to share on their social media pages and website.

## How to Set Up Organization Pages

## Enchanted Steps Dance Studio

Photographed By:  
Smile Joy Studios

### Galleries



### USE CASE #1

Share the Organization Page link with your contact(s) so they can easily grab gallery links to share when parents ask where to view photos from current or previous years.

### USE CASE #2

Create a landing page on your business website for customers to locate their organization and easily find all galleries from the current and previous years.

**!** You can also control how customers access group galleries from the Organization Page. In each Organization's settings, select "Access Code Required" for an extra security step or choose "Access Code Not Required" to allow open access.

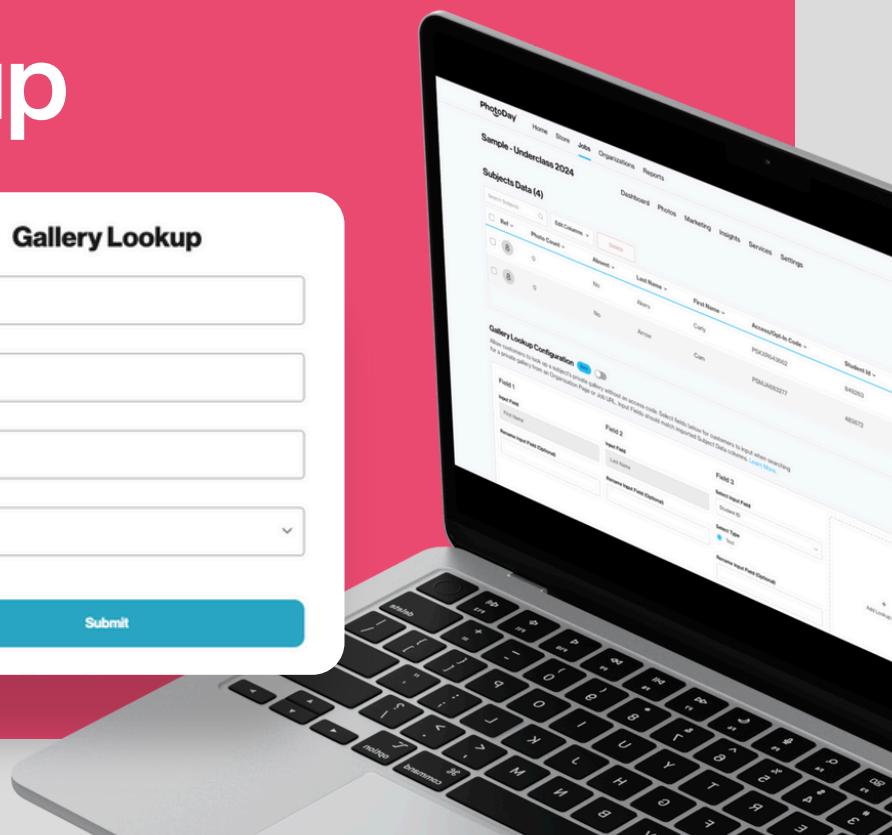
For Private Galleries

# Gallery Lookup

With Gallery Lookup enabled, customers can easily locate their galleries without needing an access code while still maintaining security. Provide an Organization Page link or Job URL where customers can enter their information to access their photos.

Read More

### Gallery Lookup



# Tips to Drive Order Urgency



Explore these strategies to effectively promote your dance photo galleries and drive orders.

## 48 Hour Free Social Download

Add a free social sharing download to all packages for the first 48 hours after publishing the gallery. This freebie can entice customers to buy a whole package instead of just a single print. Downloads cost your studio nothing, making them a great investment for encouraging quick upsells.

## Time-Sensitive Gallery

Expiring a gallery creates a whole different sense of urgency—once the gallery is no longer available, parents will have missed out on not only your best prices but also the chance to order their photos.

## AdvancePay

Use AdvancePay to create urgency before picture day by offering credits that customers can use when the gallery is published. Here are some suggestions tailored for dance photography:

1. **Required per dancer:** Have each dancer buy an AdvancePay credit before picture day. This ensures coverage for every dancer and guarantees a minimum purchase.
2. **Required per outfit:** For events with multiple costume changes, require a credit for each outfit. This ensures commitment and helps manage sales better.
3. **Optional with an offer:** To encourage early purchases, offer your biggest discounts with AdvancePay credits compared to any later promos.

## Time-Sensitive Offers

Create a time-sensitive offer (free shipping or percent/dollar amount discount) just for customers who order by a specific date. You could also try the “friendly competition” tactic of only making the offer available to the first 50 customers to encourage them to act even faster so they don’t lose out.

## Offer Free Shipping

Offer Free Bulk Shipping in any Private Gallery using a Miller’s Lab bulk price sheet. Unlike free shipping codes, bulk shipping provides free shipping for both your customer and you if the \$15 lab order minimum is met.

[Read More About Offers](#)

# Photography Tips



**Here are some helpful tips to keep in mind while setting up and taking photos on picture day.**

## **Capture More, Sell More!**

When photographing dancers, aim for variety in poses and expressions to create a range of sellable images. Include full-body, half-body, and close-up shots, different expressions, and group photos. Encourage sibling and even buddy photos. Your images are your inventory, so the more, the better!

## **Posing**

If you're not well-versed in dance, it might be beneficial to ask a dance instructor or an experienced dancer from the studio to assist with posing. They understand how each pose should look and can efficiently use dance terminology to position or correct the dancers.

## **Lighting**

Use soft, even lighting to highlight the dancers without creating harsh shadows. Rim lighting or a hair light can help separate the dancer from the background, preventing clothing and hair from blending in. This is particularly useful if you plan to knock out backgrounds for customizable .png files.

## **Capture Movement**

Use a fast shutter speed (at least 1/500 second) to freeze motion and capture sharp, dynamic dance moves. This works well for both portraits and recital candids. For an artistic effect, try using slower shutter speeds to incorporate motion blur, which highlights the fluidity of the dance.

## **Angles and Composition**

Experiment with various angles to add depth and interest to your photos. Low angles can emphasize jumps and lifts, while high angles can capture formations and patterns. Frame your shots to include space for movement, giving a sense of direction and flow.





# Editing and Uploading Tips

Effective editing is key to producing high-quality dance photos. Use these tips to streamline your workflow and ensure the best results.

## Editing Tips

When uploading photos, crop them to a **4:5 aspect ratio**. This ensures they can be printed in various sizes without the default crop cutting off important parts.



### 4:5 Crop

The default crop is suitable for both 8x10 and 5x7 prints in this scenario. Customers are not required to make any adjustments; they can simply add the item to their cart and proceed with payment. This same ease of use applies to most other print sizes. However, certain specialty items, such as buttons or keychains, may still require customer adjustments.



### Original 2:3 Crop

In many instances, the default crop for both 8x10 and 5x7 prints does not align properly when images are uploaded to the gallery with a 2:3 ratio. This results in parts of the subject being cut off by default, forcing customers to make additional adjustments before adding the item to the cart. Sometimes, the image may not even fit on the print size, requiring customers to choose which part of the subject to leave cut off.

## Uploading to PhotoDay

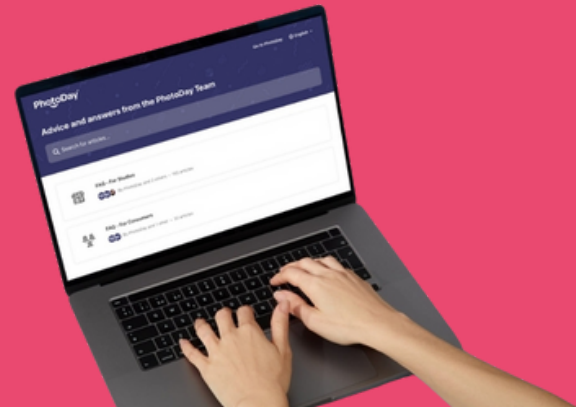
### File Requirements and Suggestions

- Files must be in a JPG/JPEG or PNG file format.
- Files must be in RGB color space (not Gray or CMYK), and the embedded color profile must be sRGB.
- File size must be between 30K and 15MB.
- Files must be 8000px or less in either height or width.
- File names can have a maximum of 31 characters before the file extension.
- File bit depth must be 8-Bit.

The above requirements are for files uploaded directly to the photos tab of a job. If you are uploading to a Post-Processing job for Knockouts or Color Correction please check [these requirements](#).

Read More

# Resource Links



Below are links to resources that may be helpful as you begin setting up your first dance job in PhotoDay.

## Private Gallery Jobs

WEBINAR



Private Galleries & Capture

ARTICLE



Using the PhotoDay Capture App

BLOG



Bulk Shipping Made Easy with PhotoDay

ARTICLE



Private Gallery Lookup

## Group/Public Gallery Jobs

WEBINAR



Start Selling Fast with Group and Public Galleries

ARTICLE



Tagging Best Practices

ARTICLE



PhotoDay's FaceFind Feature

ARTICLE



Customer Search Options

## All Job Types

WEBINAR



Rose Coleman's Dance Photography Gold

ARTICLE



Create Flyers to Promote Galleries

BLOG



Promoting Picture Day with AdvancePay

BLOG



Guide to Offers and Promotions

WEBINAR



Elevate Your Marketing

BLOG



Sell More with Digital Bundles

WEBINAR



The Secrets to Selling Online

BLOG



Boost AOV with AdvancePay

## Looking for other tools to add to your workflow?

WEBINAR



LVL UP Your Next Picture Day

BLOG



Manage Clients with ShootAssist

BLOG



Post-Processing Services

ARTICLE



Composites with PhotoDay and Pixnub

# Thank You!

We hope you've found a lot of great information in this resource guide! We've taken a look at consumer habits, trends, industry standards and what works best on our platform to put together this resource guide that we think will help you rock your photography business.

Remember, some of the information presented here is only a suggestion. You may need to adjust it to fit your specific needs, workflow, and business model.

We're stoked to be on this journey with you and can't wait to see you succeed! If you have any questions or need any help, feel free to message the bubble or schedule a time to meet with us.

-Studio Success Team

[Need Help? Schedule a call with us!](#)

**PhotoDay**<sup>®</sup>

