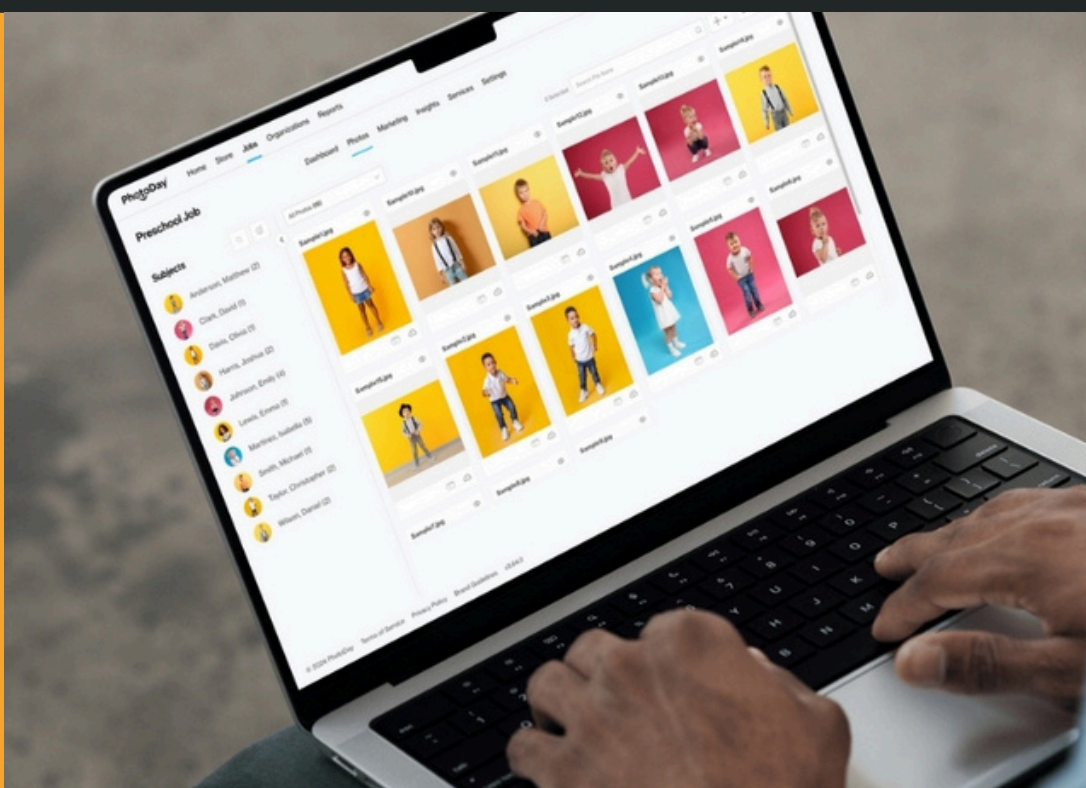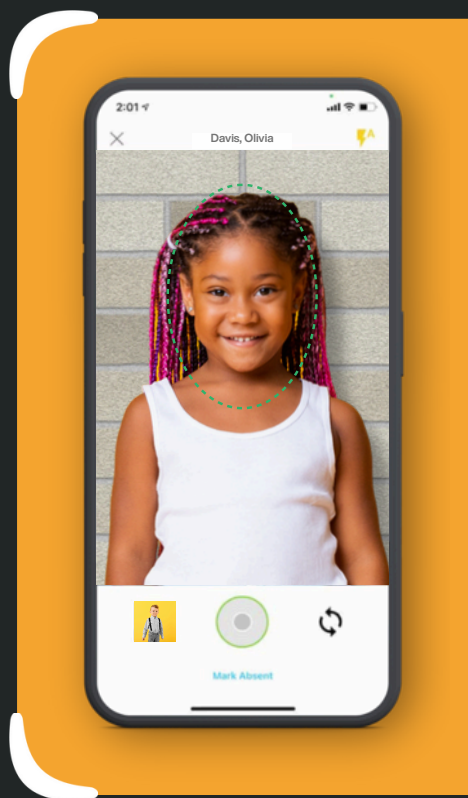# PhotoDay®

Resource Guide for
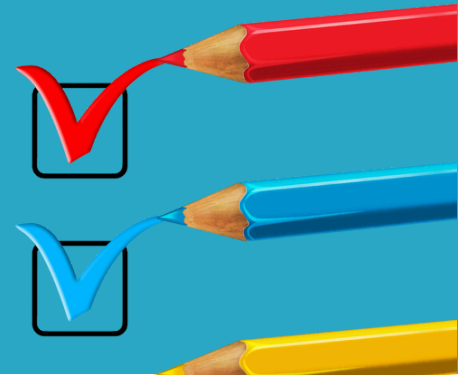# Daycare & Preschool Photography

We make it easy to streamline your volume photography with workflows that help your business succeed. This guide focuses on using private gallery jobs and parent emails for preschool and daycare photography.

Updated July 2024

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Contents

Picture Day Checklist

Ensure your preschool Picture Day is a success!

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 school.

If you haven't already, request the final subject data from the school or daycare and upload it to the job. This should include first and last names, class or teacher names, and parent email addresses. Don't forget to confirm their preferences for handling sibling photos on picture day.

One week before

Get parents excited!

Send a manual pre-picture day flyer or turn on AdvancePay to notify parents that picture day is coming up. 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 parents are willing to volunteer! It may also be a good idea to pack a kit with wipes, combs, noise makers, etc.

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 staff and students. 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. Discuss effective methods for interacting with each age group.

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 photos are ready! If you're not using auto campaigns, you can send a manual flyer. Remember to thank any volunteers 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 Picture Day for your daycare or preschool.

Sample Price Sheet

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

PACKAGES

SWEET MEMORIES PRINTS + DIGITAL PACK
2 - 8x10
4 - 5x7
16 Wallets
1 - High-Res Download

$69.99

GIGGLES & GRINS PRINTS + DIGITAL PACK
1 - 8x10
2 - 5x7
2 - 3.5x5
4 Wallets
1 - High-Res Download

$59.99

PLAYFUL MOMENTS PRINT PACK
1 - 8x10
2 - 5x7
4 Wallets

$49.99

LITTLE LEARNER PRINT PACK
2 - 5x7
8 Wallets

$32.99

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:
Bring home the smiles of your little ones with the Playful Moments package. This choice includes high-quality printed photos, perfect for keeping or sharing. Enjoy a 25% discount on this delightful collection of memories.

PRODUCTS

A LA CARTE

1 - 10x13	**$21.99**	2 - 4x5 Magnet	**$19.99**
1 - 8x10	**$19.99**	1 - Acrylic Block	**$39.99**
2 - 5x7	**$19.99**	1 - Vivid Keychain	**$15.99**
4 - 3.5x5	**$19.99**	1 - Metal Luggage Tag	**$19.99**
8 Wallets	**$19.99**	1 - Metal Print 8x10	**$59.99**
		1 - Metal Print 4x6	**$39.99**

TIERED DIGITALS

1 Download	**$29.99**
2 to 3 Downloads	**$27.99** per download
4 to 5 Downloads	**$24.99** per download
6 to 7 Downloads	**$21.99** per download
8 to 10 Downloads	**$19.99** per download

Price Sheet Best Practices
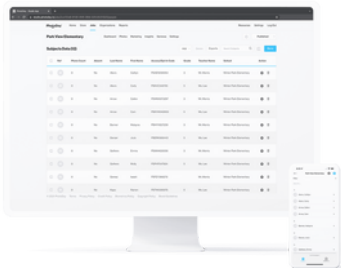
PhotoDay Capture App

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 preschoolers 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 PhotoDay Capture. Didn't receive any data in advance? No worries—you can always add or update data on picture day directly in the app.
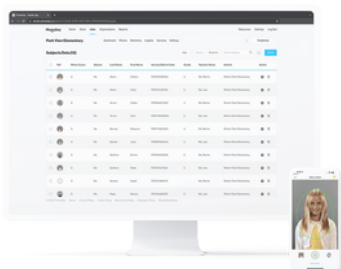
Capture Reference Photos

Say goodbye to barcodes and timestamps. On picture day, simply open PhotoDay 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.
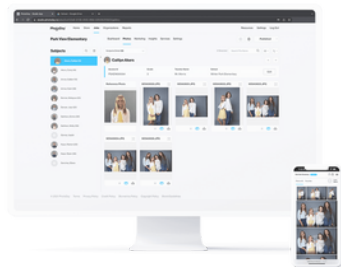
Data Matching with FaceFind

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

Organization Pages

Organization Pages in PhotoDay allow photographers to set up and share a single link to all of a school's galleries.
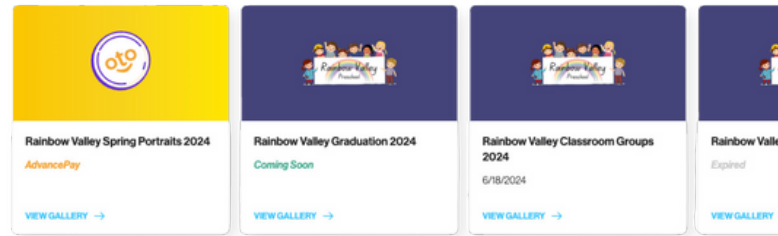
An Organization Page acts as a central hub for all photography jobs related to the school/daycare, making it easy for the photographer and the school contact to share on their social media pages and website.

How to Set Up Organization Pages

Rainbow Valley Preschool

Photographed By:
Smile Joy Studios

Galleries

Rainbow Valley Spring Portraits 2024
AdvancePay
VIEW GALLERY →

Rainbow Valley Graduation 2024
Coming Soon
VIEW GALLERY →

Rainbow Valley Classroom Groups 2024
6/18/2024
VIEW GALLERY →

Rainbow Valle
Expired
VIEW GALLERY

USE CASE #1

Share the organization page link with the school secretary 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 find their organization and easily locate all jobs 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.*
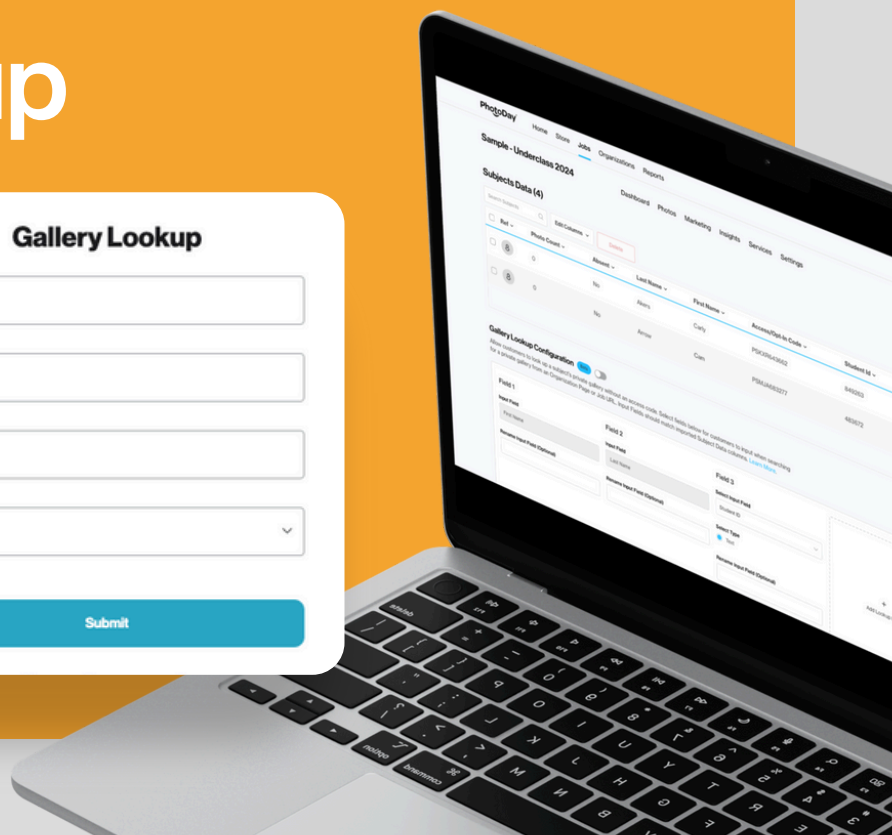
For Private Galleries

Gallery Lookup

Allow customers to easily locate their galleries without needing an access code while maintaining security. Provide an Organization Page link or Job URL where customers can enter their information to access their photos.

Read More

Gallery Lookup

First Name

Last Name

Student ID

School

Submit

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 is our suggested method for communicating each private access code. As customers view their galleries you'll begin to get opt-ins to receive the 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 galleries that have not been viewed or have not made any purchases yet.
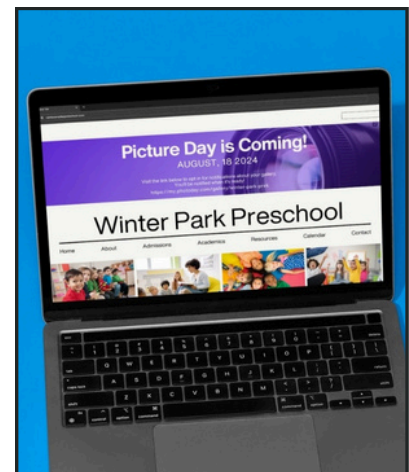
Other Marketing Ideas

Marketing tips using the Job URL:

Reminder Cards
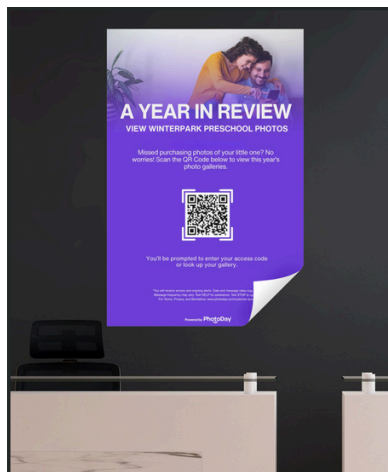
Posters

Web Banners

Read More

RESOURCE GUIDE: DAYCARE & PRESCHOOL PHOTOGRAPHY

Tips to Drive Order Urgency

Explore these strategies to effectively promote your daycare & preschool photo galleries and drive orders.

48 Hour Free Social Download

Add a free social sharing download as a bonus item to all of your packages for the first 48 hours after publishing the gallery. Customers who were planning to purchase a single print may see this freebie and decide to buy a whole package instead. Downloads are a fantastic item to offer for free because they don't cost your studio a thing—you're investing zero dollars to encourage a fast upsell.

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.

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 at all. Another effective route is to expire your best prices or all package offerings. If parents know they need to purchase by a specific date to get the best product prices or to be able to buy any discounted packages, they'll feel even more motivated to spend early for the best savings.

Offer Free Shipping

Offer free bulk shipping with Miller's Lab. You can do this in any Private Gallery with a Miller's Lab bulk price sheet attached. The difference between just creating a free shipping offer code and using bulk shipping is that bulk shipping with Miller's and PhotoDay is free for your customer AND for you if the order minimum is met! With free shipping offer codes, you are responsible for the shipping costs on the orders using that code.

AdvancePay

Use AdvancePay (AP) to create urgency before picture day. This allows your customers to purchase credits before picture day, which they can then use when the gallery is published. Anyone willing to pay early is already motivated to buy products, and most people who purchase AP credits spend even more once they see the amazing final images. Make sure AP offers are the biggest discounts when compared to any additional promos you decide to offer later on.

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 preschoolers, aim for variety in angles and expressions to create an assortment of sellable images. Include full-body, half-body, and close-up shots, different expressions, and group photos. Encourage sibling and even family photos. Your images are your inventory, so the more, the better!

Tips for Photographing Based on Milestones

Photographing little ones can be trickier than you think due to their varying developmental stages. Understanding these developmental milestones is crucial for capturing the best images. Here's a guide to help you create appropriate and engaging photos for each age range.

0-3 Months:
- No head support; ensure baby is supported.
- Limited vision; keep props and camera close.
- Speak softly to avoid startling the baby.

3-6 Months:
- More head support; incorporate tummy poses.
- Smile at the baby to encourage responses.
- Use clicking noises; babies may mimic them.

6-9 Months:
- Able to sit and roll on their back; capture various angles.
- Utilize toys and props to keep their attention.

9-12 Months:
- Standing while holding onto something; capture standing poses.
- Use furniture or props they can hold for stability.

18+ Months:
- Walking independently; shoot action shots of movement.
- Recognize strangers; allow time for the baby to get comfortable.

2-5 Years:
- Playful and energetic; engage in games to capture genuine expressions.
- Use the "opposite game" to get reactions. ("Don't you sit on that chair!")
- Incorporate toys like teddy bears and bouncy balls.
- Use funny words like "turkey" to get smiles.

To Do:

Assemble a picture day kit with essentials like combs, baby wipes, noise makers, etc., so you're ready for any situation!

Editing &
Uploading Tips

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

Editing Tips

When taking photos, consider the final crop for uploading to your gallery. A 4:5 aspect ratio is ideal for your final images since it prevents the default crop from potentially cutting off vital parts when customers shop for different print sizes. If images cannot be easily ordered in various print sizes, customers might have to crop their own images or risk receiving final prints with essential parts missing.

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

Exports
for any occasion

Staff IDs, Class Composites, Art Projects...oh my!
Don't worry! We've got you covered with a variety
of export options tailored for school pictures.

School Admin Software

This will export your subject data as a **.txt** file with the resized featured photo associated with each subject for the school to import into their management software.

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 for the school such as staff ID cards, archive stickers, class composites, art projects, etc.

STAFF
ID# 466123

Giggle Garden Preschool
Teacher: Rosie Rainbow
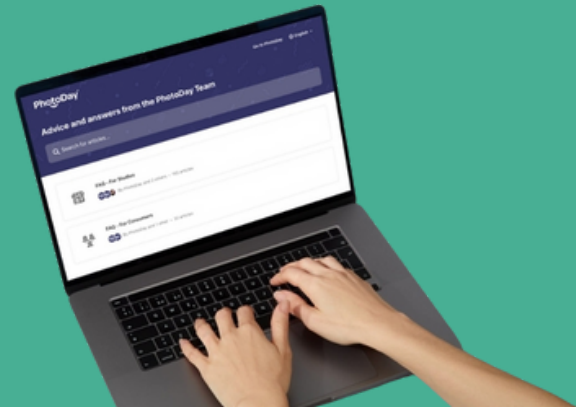
Resource Links

Below are links to helpful resources as you begin setting up your first Daycare & Preschool Job in PhotoDay!

Webinars

| Private Galleries & Capture ⬈ | Sell More with Digital Bundles ⬈ |
| Elevate Your Marketing ⬈ | Driving Order Urgency ⬈ |

Blog Posts

| Boost AOV with AdvancePay ⬈ | Bulk Shipping Made Easy ⬈ |
| Creative Solutions for Early Sales ⬈ | Price Sheet Best Practices ⬈ |

Support Articles

| Using the PhotoDay Capture App ⬈ | CSV Best Practices ⬈ |
| Using Emails and Flyers ⬈ | Private Gallery Lookup ⬈ |

Looking for other tools to add to your workflow?

| WEBINAR | BLOG | BLOG | BLOG |
| LVL UP Your Next Picture Day ⬈ | Manage Clients with ShootAssist ⬈ | Post-Processing Services ⬈ | Where to Find Backgrounds ⬈ |

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®