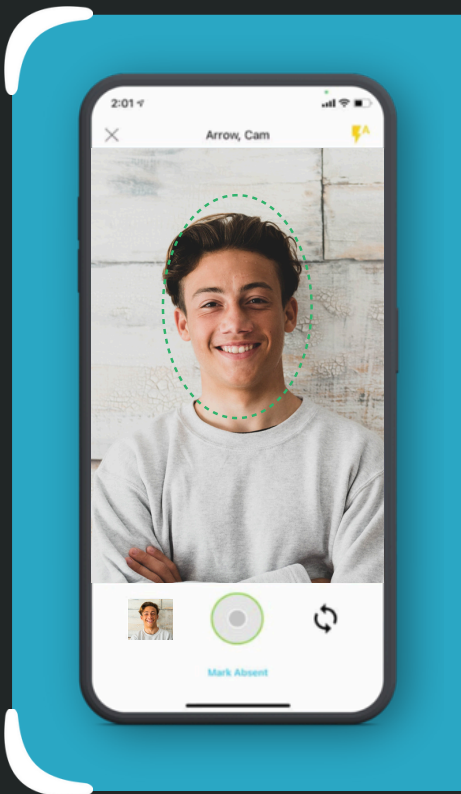


Resource Guide for High-Volume Senior Photography

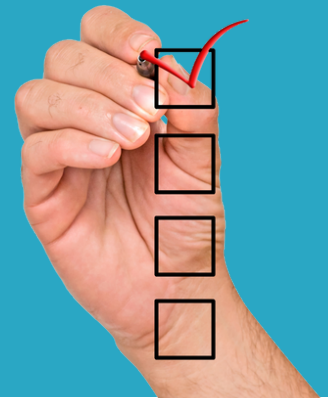


We make it easy to streamline your volume photography with workflows that help your business succeed. This guide focuses on using private jobs and parent emails for high-volume senior photography.

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Picture Day Checklist



Ensure your Senior 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. Consider and plan for any order urgency strategies you might want to implement before and after picture day. Toggle on Yearbook Selection and Gallery Lookup if you plan to offer these services.

Four weeks before

Gather data from the school.

If you don't already have it, request final subject data from the school and upload it to the job. This should include first name, last name, ID number, and parent email addresses.

One week before

Get parents excited!

Send a manual pre-picture day flyer or toggle on AdvancePay to let parents know picture day is coming. This can also include sharing any information or offers related to an order urgency method you may be using.

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 equipment and create a designated information and check-in station for parents and seniors. Review the day's schedule with your staff, ensuring they know where to guide seniors throughout the process.

After Picture Day

Edit and upload the photos.

Upload final photos 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.

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 school.

Price Sheet Suggestions



Here are unique product suggestions and package name ideas for High School Seniors. Prices and contents will vary by location, photo variety, and agreements with schools or counties.

A LA CARTE

APS

Die Cut Wallets
4 Pose Collages
Canvas Gallery Wraps
Magnets
Tassel Frame
Metal Float Mounts
Banners

BAY PHOTO

Wallets
Mounted Prints
Ready to Hang Prints
Canvas Wraps
Magnets
Acrylic Blocks

MILLER'S

Wallets
Double Print
Magnets
Acrylic Blocks
Thank You Cards
Folio
Tassel Frame
Framed Prints
Gallery Wraps
Banners

REEDY

Die Cut Wallets
4 Pose Collages
Thank You Cards
Canvas Gallery Wraps
Magnets
Tassel Frame
Banners

RICHMOND PRO LAB

Die Cut Wallets
4 Pose Collages
Magnets
Framed Prints
Tassel Frame
Graduation Cards
Banners

WHCC

Wallets
Magnets
Metal Prints
Acrylic Prints
Gallery Wraps
Banners

PRO TIP!

Package Names & Descriptions

Create unique package names and descriptions by relating them to the specific type of photos you're capturing or by highlighting their popularity.

Be sure to include how much the customer will save by purchasing the package.

Example Package Description:

Celebrate your soon-to-be graduate with our Senior Spotlight Pack! Enjoy stunning prints in various sizes, all at an amazing 35% off!

Example Package Names:

- Senior Spotlight
- The Graduate Collection
- Memory Lane
- Picture Perfect Senior
- Senior Vibes
- The Elite Experience

PhotoDay Capture App

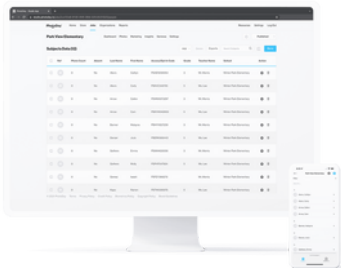


Say goodbye to manual matching with PhotoDay Capture. It requires no additional equipment—just download the app to your phone or tablet.



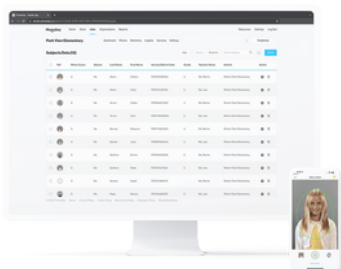
How It Works

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



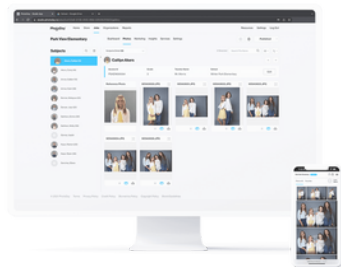
Map Data Dynamically

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 photos without worrying about jotting down photo 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](#)

Exports for any occasion



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

Yearbook — PSPA

Export your subject data as a .txt file with the resized featured photo associated with each subject into a formatted PSPA archive. This archive can then be sent to yearbook publishers so they can map the names and photos onto the yearbook pages.

School Admin Software — SPOA

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

Export your subject data as a .csv file with the featured photo associated with each subject. You can select from a list of crop templates or customize the crop. This export can be used for a variety of products needed by the school such as ID cards, archive stickers, class composites, etc.

[Read More About Exports](#)

Organization Pages

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

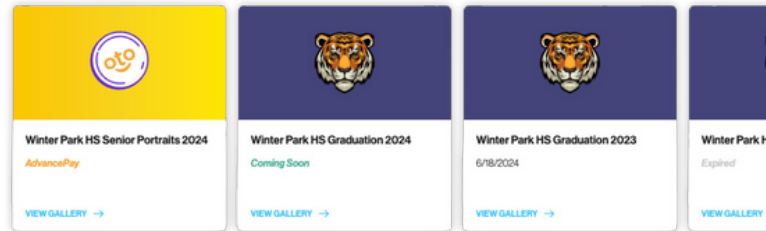
An Organization Page acts as a central hub for all photography jobs related to that specific school, making it easy for the photographer and the school contact to share on their social media pages and website.

How to Set Up Organization Pages

Winter Park High School

Photographed By:
Smile Joy Studios

Galleries



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 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

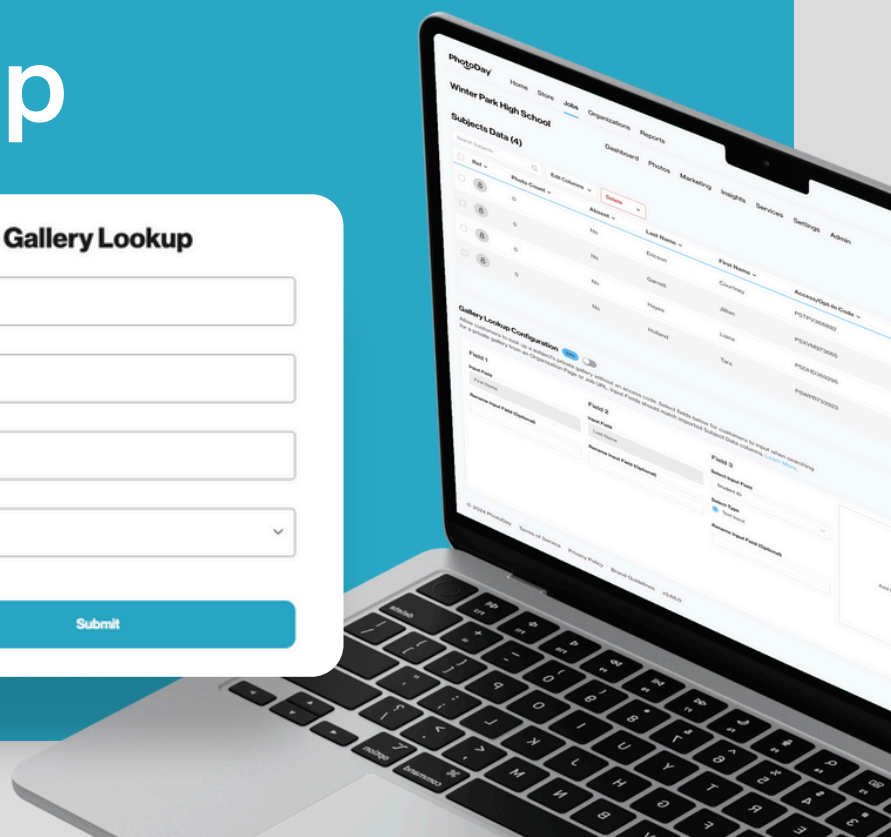
Gallery Lookup

With Gallery Lookup enabled, customers can easily locate their galleries without needing an access code while still maintaining security.

Simply share an Organization Page link or Job URL where customers can enter their information to access their photos.

Read More

Gallery Lookup



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, they will start opting in 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 subject's unique private access code.

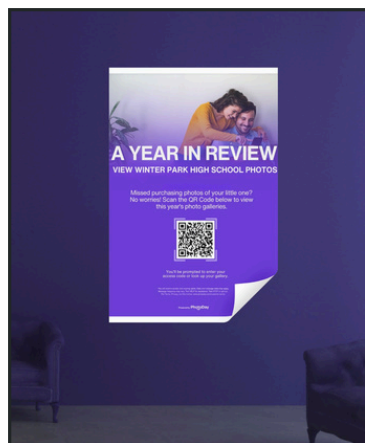
Additionally, filter choices are available for sending flyers to specific groups, like subjects whose galleries have not been viewed or have not made any purchases yet.

Other Marketing Ideas

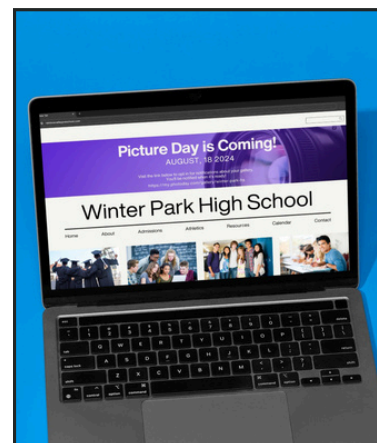
Marketing tips using the Job URL:



Reminder Cards



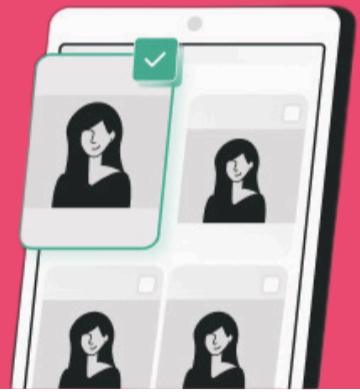
Posters



Web Banners

Read More

Yearbook Selection



With Yearbook Selection, you can easily set up, communicate, review, and export customer selections all within PhotoDay.

Give Customers the Power to Choose

Once you enable Yearbook Selection in a private job's settings, customers are guided to select their yearbook photo(s) in their PhotoDay gallery.

Instead of driving customers outside of the gallery or asking them to complete more steps, you can keep parents in their gallery every step of the way.

Not only will parents and students love having the power to choose their favorite poses, but it's one less task for you to handle.

Clear, Effortless Communication

Everyone accessing their gallery will be greeted with the Yearbook Selection option, but customers can still view and shop their photos before selecting.

Just in case they shop first and forget to go back and choose—or delay visiting the gallery at all—an automated text and email series helps ensure that everyone remembers to make their selections before the due date. The deadline information is also added to PhotoDay's standard Post-Picture Day Email & SMS Series.

More Galleries Viewed = More Sales Made

With online selling, driving customers to view their galleries is an essential step. Simply put, more galleries accessed means more photos viewed and more orders placed. While "View your photos" is an effective call to action, an additional "Last chance to select a yearbook photo!" acts as the perfect amount of urgency to nudge them into action.

Review and Share with Ease

What happens if a customer misses the deadline or chooses a black-and-white edit instead of the required color version? Not to worry! You're still in complete control of the final photo selections.

From the PhotoDay Studio Panel, you can view and adjust customer choices and apply bulk actions to all subjects with missing selections.

Simply use the Yearbook Selections as primary photos for your Yearbook - PSPA exports, then share with the school like normal.

Here's the Rundown:

- **Enable** Yearbook Selection for a private gallery job.
- **PhotoDay guides customers** through the simple selection process in their gallery.
- **Automated email and text reminders** are sent until your chosen deadline.
- **Review, edit, and export** the selections right from your PhotoDay Studio Panel to send to the school.

[Read More](#)

Tips to Drive Order Urgency



Explore these strategies to effectively promote your senior photo galleries and encourage early 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 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.

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 photos. Make sure AP offers are the biggest discounts when compared to any additional promos you decide to offer later on.

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 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! However, with free shipping offer codes, you are responsible for the shipping costs on the orders using that code.

[Read More About Offers](#)

Photography Tips



Here are some helpful tips to keep in mind while setting up and taking photos on Picture Day.

Multi-Pose Galleries

Incorporate multiple poses for each senior to boost your photo inventory and increase sales opportunities. Showcase a variety of poses (half-body, headshot, full body) and expressions (smiling, serious, fun).

Adding creative variations like black and white, or even group shots with friends, provides more options for parents and students to choose from, enhancing their experience and your sales potential.

Set Up

Set up the check-in table near the entrance so parents and seniors can easily find where to go and receive important information for their session. Position backgrounds to keep waiting subjects behind them, giving the current senior more privacy during their shoot. Ensure there's a designated space for quick and private changing for yearbook tux and drape attire.

Lighting

Use a hair light/rim lighting to help separate your subject from the background to avoid hair and clothing blending in. This also helps produce a higher quality extraction if you are knocking out backgrounds to allow parents to choose their own on a .png file. Experiment with lighting styles to create different looks, like a moody, dramatic vibe or a bright, high-key effect!

Eliminate Glass Glare with these simple tricks:

- Tilt your subject's head down or move side to side. Be careful not to tilt too far, making them look uncomfortable.
- Position the back of the glasses higher on their ear to cause a slight tilt without having to tilt their head.
- Move your light to the side or up and down until you see the glare disappear. Be sure not to move the light too much that it causes bad shadows or a change in exposure.
- Take a photo of the subject with AND without glasses so that the glare can be photoshopped before final upload.

Cropping & Aspect Ratio

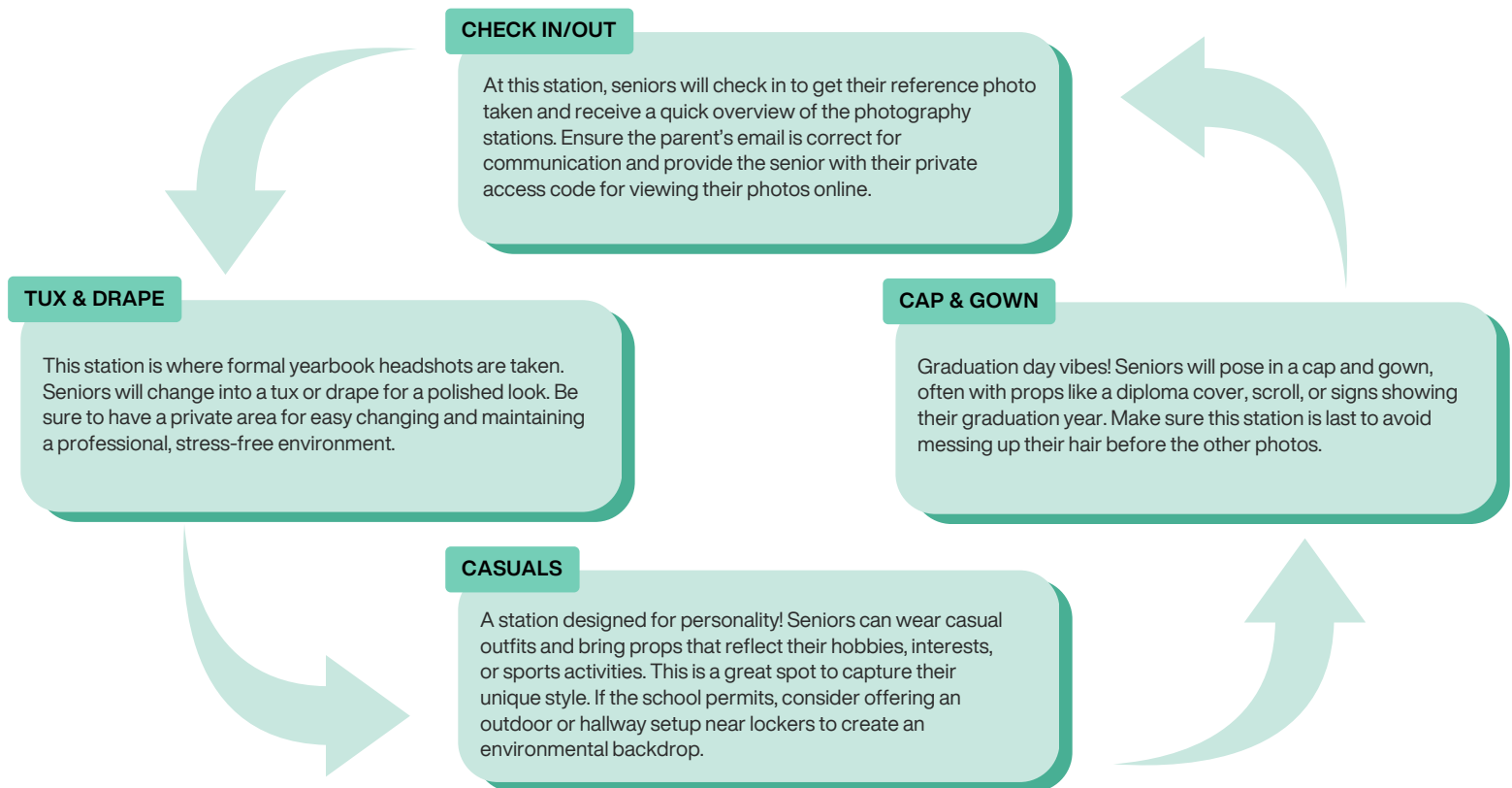
Before uploading photos, consider how the final crop will appear. A 4:5 aspect ratio with space around the subject is ideal to prevent the default crop from cutting off important parts when customers select different print sizes. If photos cannot be easily ordered in various print sizes, customers might have to crop their own photos or risk receiving final prints with essential parts missing.



**A Beginner's Guide to
Understanding Photography Lighting**

Volume Senior Multi-Pose Sample Workflow

In addition to complimentary yearbook poses, some photographers use AdvancePay to offer additional photo options like casual or cap and gown photos. Seniors love expressing their personality with their own outfits and props, while parents value the opportunity to get a head start with cap and gown photos for graduation announcements.



Editing and Uploading Tips

Effective editing is key to producing high-quality senior 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. Be sure to leave some space around the edges of your subject to avoid any key details being cropped out during printing.



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 photos 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 photo may not even fit on the print size, requiring customers to choose which part of the subject to leave out.

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 helpful resources as you begin setting up your first high school senior job in PhotoDay!

Webinars

[Private Galleries & Capture](#)[Sell More with Digital Bundles](#)[Elevate Your Marketing](#)[Driving Order Urgency](#)

Blog Posts

[Boost AOV with AdvancePay](#)[Ultimate School Photography Guide](#)[Solutions for Early Sales](#)[Senior Portrait Tips](#)

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

[LVL UP Your Next Picture Day](#)

BLOG

[Manage Clients with ShootAssist](#)

BLOG

[Post-Processing Services](#)

BLOG

[Where to Find Backgrounds](#)

Thank You!

We hope you've found this resource guide packed with useful information! We've researched consumer habits, trends, industry standards, and what works best on our platform to create a guide we know will help you take your photography business to the next level.

Keep in mind, some of the suggestions here may need to be adjusted to suit your specific needs, workflow, and business model.

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

-Studio Success Team

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

PhotoDay[®]

