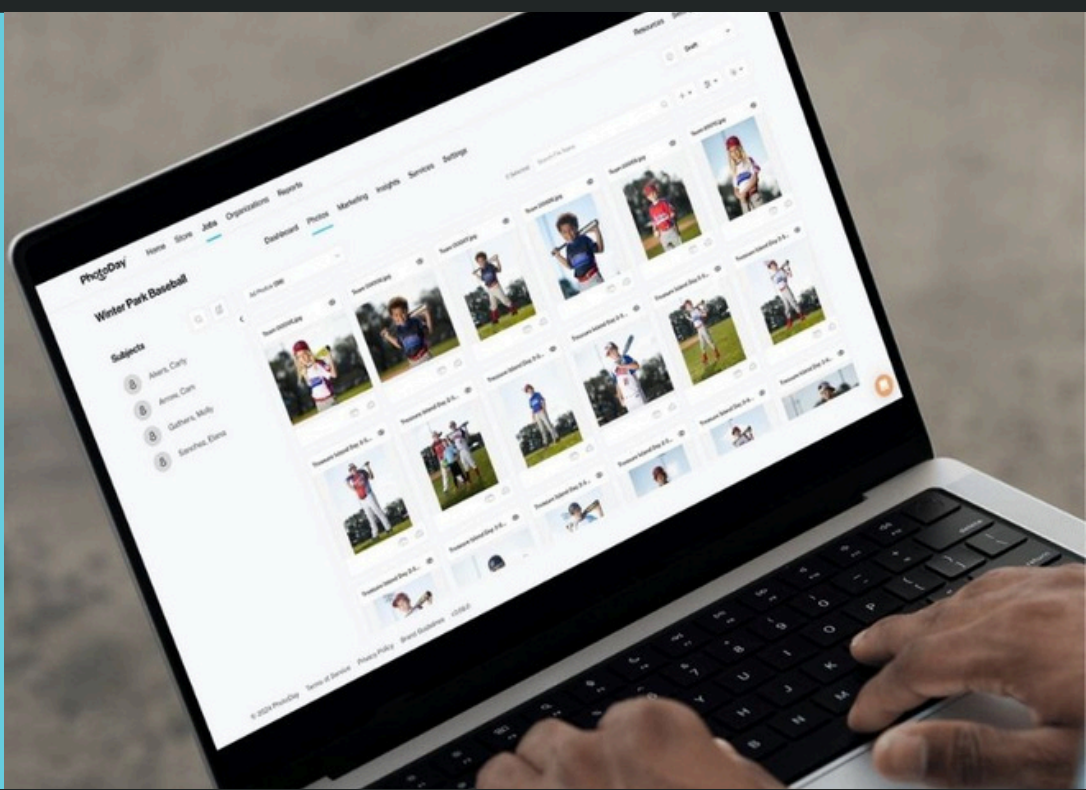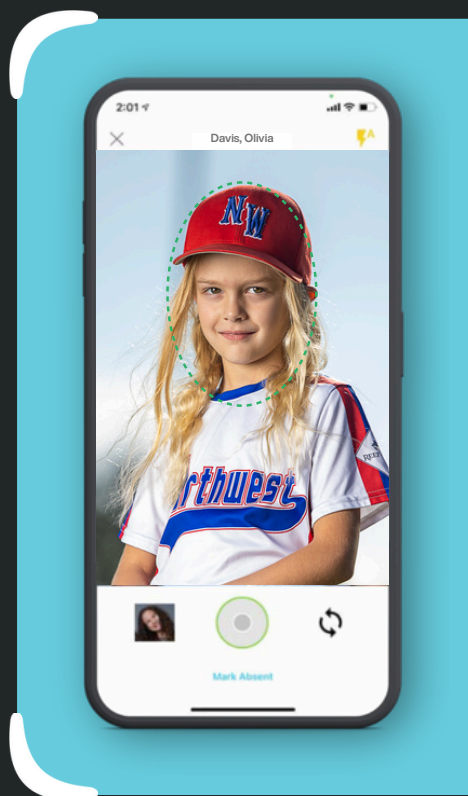# PhotoDay®

Resource Guide for
Volume Sports Photography

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

Updated November 2024

Table of
Contents

Part One

Using Group & Public Galleries

This section will focus on using group and public access types without subject data or parent emails. Group and public galleries are typically used when photographing team and individuals so photographers can easily share the gallery with the organization and parents using a single access code.

PhotoDay®

Picture Day Checklist

Ensure a smooth picture day with your teams using group or public access types. 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 athletes/teams you'll be photographing. 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 coaches 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? Ask your contact if they have any volunteers that could help with tasks such as crowd control or check-in.

One week before

Share a schedule of picture day.

Remind the parents and organization 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/athletes. Display marketing materials for parents to opt in while they wait. 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 photos to the job, create tags, and publish. Everyone who opted in will be notified that photos are ready! Share a gallery link with the organization 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 sports picture day.

Marketing with
Group & Public Galleries

Effective communication is key to 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 subscribed, they will receive a confirmation text and varying reminder series based on the status of the gallery, any special offers, etc.
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 SMS campaigns are automatically sent for all jobs in PhotoDay. These SMS series cannot be disabled.

Manual Flyers

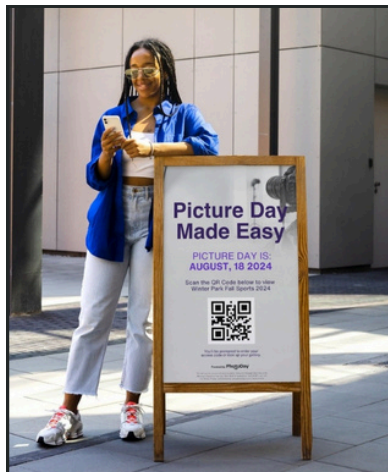PhotoDay also provides a built-in solution for promoting galleries to your customers via manual flyers.
Flyers are a great way to get the word out about picture day and published photos through print and/or email.
Manual flyers will auto-populate with the gallery access code.

Other Marketing Ideas
Marketing tips using the Job URL or access code:
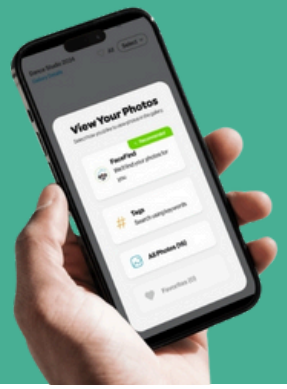

Reminder Cards

Outdoor Signs

Marketing Videos

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.
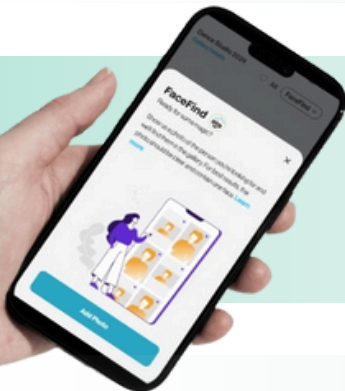
FaceFind

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, division, etc.).

Using Private Galleries

This section covers the use of private galleries with subject data and parent emails. You can also opt to use a private gallery solely for data collection to support compositing needs, then upload the completed composites and publish them in a group or public gallery.

PhotoDay®

Picture Day
Checklist

Ensure a smooth picture day with your teams by 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 compositing the group photos.

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? Ask your contact if they have volunteers who could help with crowd control or check-in tasks.

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 athletes. 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 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. 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 sports picture day.
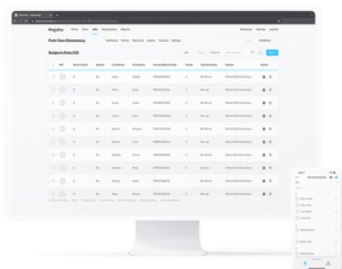
PhotoDay Capture App

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 players 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.
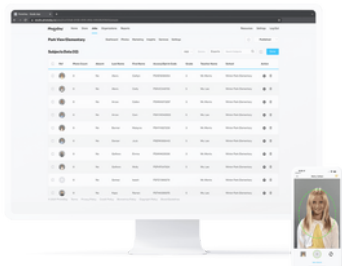
Capture Reference Photos

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 photos without the worry of jotting down file numbers.
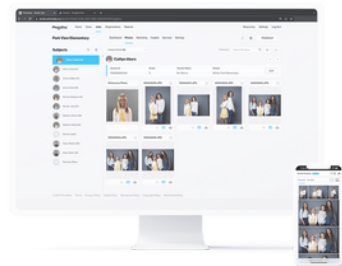
Data Matching with FaceFind

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, 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.
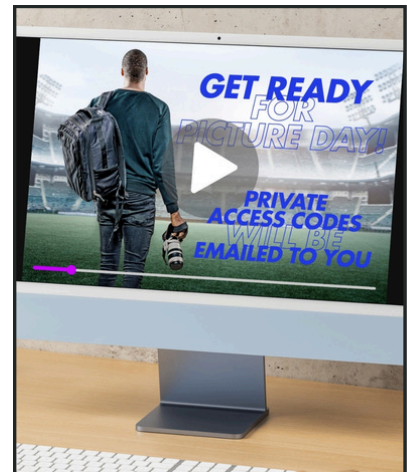
Other Marketing Ideas

Marketing tips using the Job URL with Gallery Lookup or private access codes:

Reminder Cards

Outdoor Sign

Marketing Video

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 photo.

Read More

Knockouts

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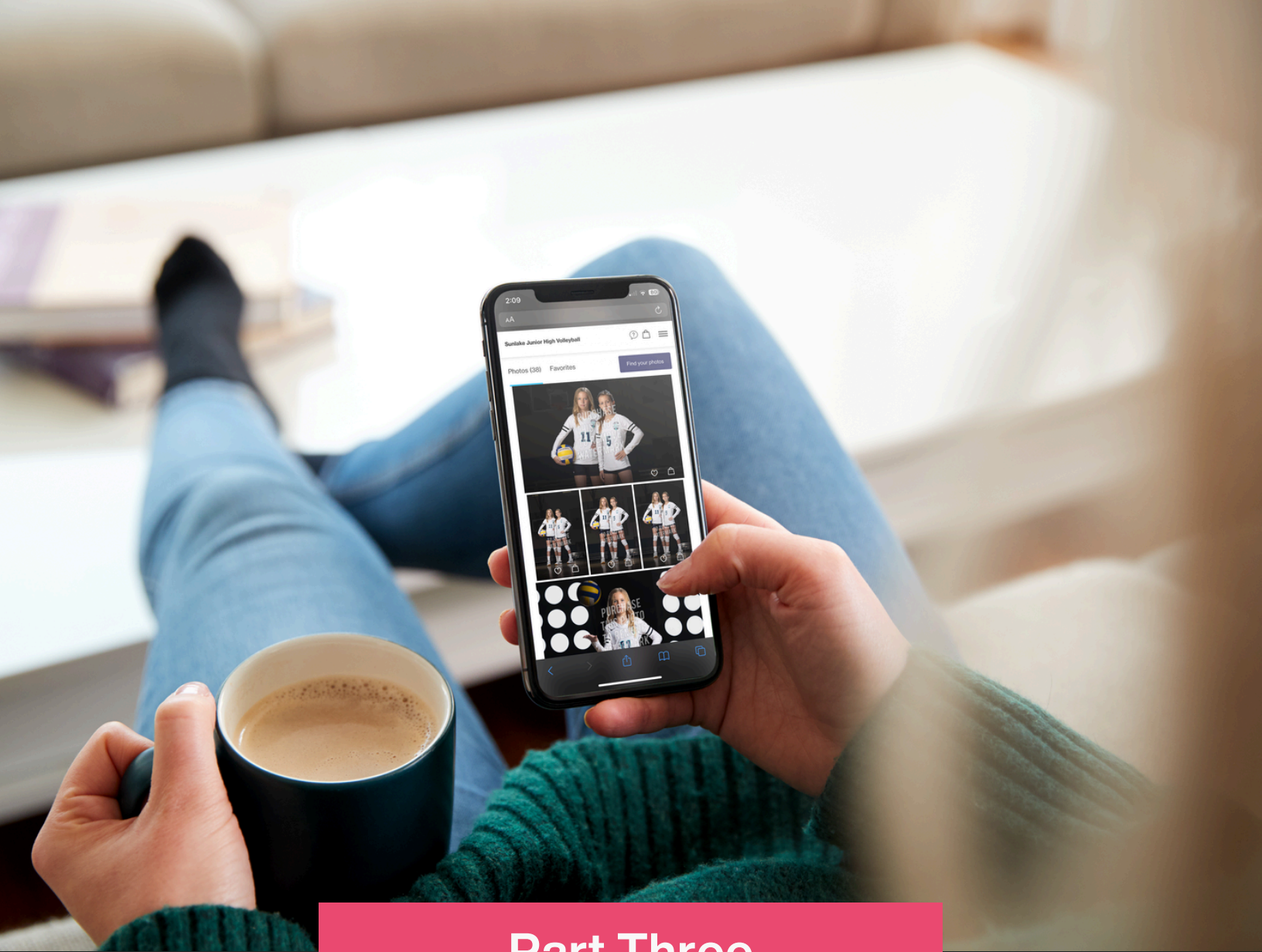
Read More

Tips for
Any Gallery

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

PhotoDay®

Sample Price Sheet

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

PACKAGES

UNSTOPPABLE PRINT + 3 DIGITAL BUNDLE

1 - 5x7
1 - 5x7
1 - 5x7
1 - 5x7
1 - Memory Mate Vertical 8x10
3 - High-Res Downloads

$82.99

ULTIMATE ATHLETE - PRINT/DIGITAL BUNDLE

1 - 8x10   1 - 3.5x5 (Pack of 2)
1 - 5x7   1 - 3.5x5 (Pack of 2)
1 - 5x7   1 - 8 Wallets
1 - 5x7   1 - High-Res Download
1 - 5x7

$64.99

THE WINNING STREAK - PRINT/DIGITAL BUNDLE

1 - 8x10
1 - 5x7
1 - 5x7
1 - 5x7
1 - 5x7
1 - High-Res Download

$54.99

SPORTS PRO - PRINT BUNDLE

1 - 8x10
1 - 5x7
1 - 5x7
8 Wallets
1 - 3.5x5 Magnet

$41.99

PRO TIP!

Package 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 Description:

From the field to the wall, this sports package is a slam dunk. 25% off and make your memories count. ⭐ Be sure to select your team photo as one of your package prints! ⭐

PRODUCTS

A LA CARTE

1 - 8x10	**$15.99**	1 - Memory Mate (8x10)	**$17.99**	1 - Can Wrap	**$17.99**
2 - 5x7	**$15.99**	1 - 10x8 Group Photo	**$15.99**	1 - Dog Tag	**$19.99**
2 - 3.5x5	**$15.99**	2 - 3" Button	**$15.99**	1 - Keychain	**$15.99**
8 wallets	**$15.99**	2 - 4x5 Magnet	**$15.99**	1 - Statuette (5x7)	**$34.99**
1 - 10x8 Pro	**$15.99**	1 - Magazine Cover	**$15.99**	1 - Statuette (8x10)	**$49.99**
1 - 7x5 Pro	**$15.99**	8 Trading Cards	**$19.99**	1 - Luggage Tag	**$19.99**

TIERED DIGITALS

1	**$34.99**	
2 to 3	**$29.99**	per download
4 to 5	**$24.99**	per download
6 to 7	**$21.99**	per download
8 to 10	**$19.99**	per download

Price Sheet Best Practices

Organization Pages

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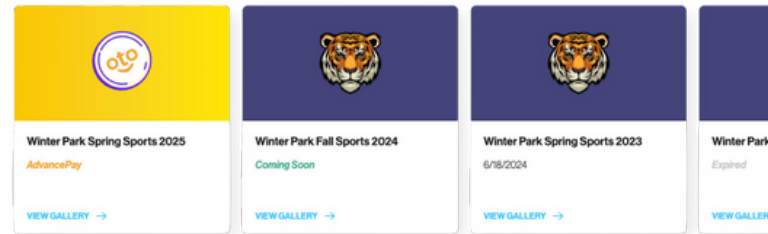
An Organization Page acts as a central hub for all photography jobs related to the league or organization making it easy for the photographer and the organization contact to share on their social media pages and website.

How to Set Up Organization Pages

Winter Park Sports League

Photographed By:
Smile Joy Studios

Galleries

Winter Park Spring Sports 2025
AdvancePay
VIEW GALLERY →

Winter Park Fall Sports 2024
Coming Soon
VIEW GALLERY →

Winter Park Spring Sports 2023
6/18/2024
VIEW GALLERY →

Winter Park
Expired
VIEW GALLE

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.*
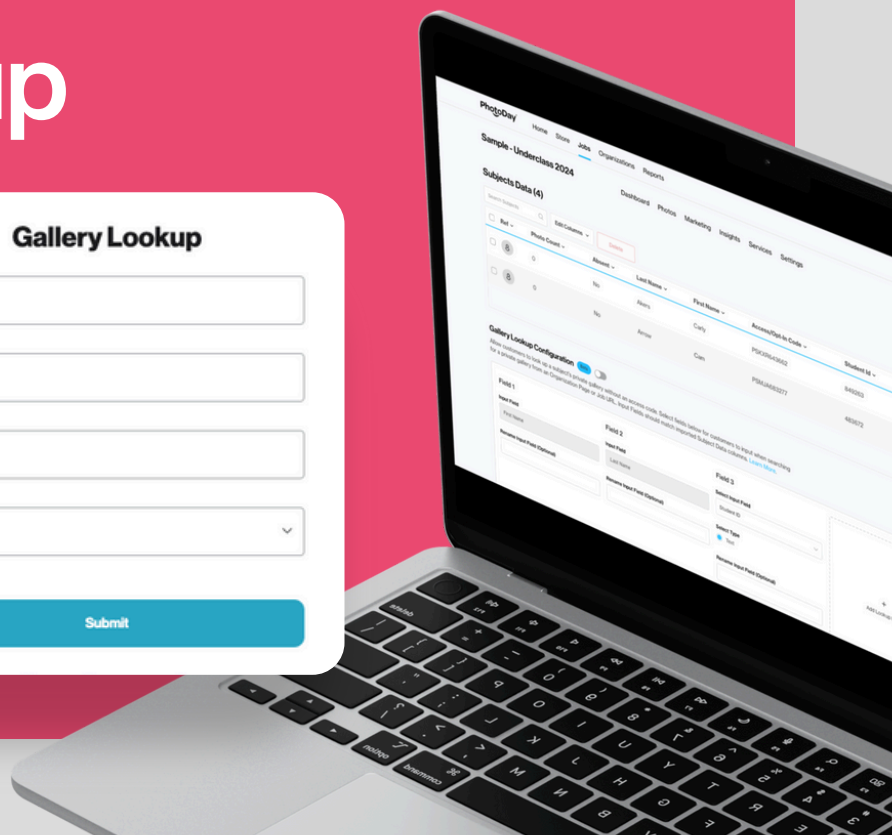
For Private Galleries
Gallery Lookup

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

Simply share 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

Tips to Drive Order Urgency

Explore these strategies to effectively promote your 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 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.

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.

AdvancePay

Want to ramp up excitement before picture day and boost your sales? AdvancePay is the way to go. It allows your customers to purchase credits before picture day, which they can then use when the gallery is published.

1. **Require AdvancePay for Each Athlete:** Have each athlete purchase an AdvancePay credit before picture day as a required sitting fee to get their photo taken. This ensures every athlete photographed has committed to buying photos, guarantees a minimum purchase, and maximizes your sales potential.
2. **Offer Optional AdvancePay with Offers:** Encourage customers to buy AdvancePay credits by offering your biggest discounts upfront. This motivates early purchases, boosts your pre-sales, and gives customers the best bang for their buck. Just make sure AdvancePay 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.

Posing

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

Streamline picture day by organizing poses and props in a logical sequence —avoid removing a prop only to use it again later. Develop a set pose guide for you and your assistant to ensure a smooth, efficient workflow. This approach saves time and keeps the line of subjects moving quickly.

Lighting

- Position edge lights high and angled down at approximately 45 degrees to prevent harsh shadows on the athlete's neck, shoulders, and uniform. This is especially effective for subjects wearing bulky gear like football pads or catcher's equipment.
- Underexpose the background for a dramatic look by underexposing ambient light by two to three stops; this technique works with natural light or artificial light and enhances focus on the subject.
- Use hard light, like bare deep-focused reflectors, to emphasize an athlete's physique. Position the lights downward to create catchlights in their eyes or face mask, adding intensity to the portrait. Add a fill light to soften shadows as needed, using either a reflector or a strobe with a softbox or umbrella.
- When working with a backdrop, feather your lights by angling them away from the background to avoid harsh shadows and overexposure.

Capture Movement

Use a fast shutter speed (at least 1/500 second) to freeze motion and capture the sharp, dynamic movements of your athletes. This works well for both portraits and game-day candids. If you need to shoot at a shutter speed beyond your camera's sync speed, use high-speed sync. Keep in mind that this will reduce flash power, which you can compensate for by using more powerful lights, raising your ISO, or moving lights closer to the subject.
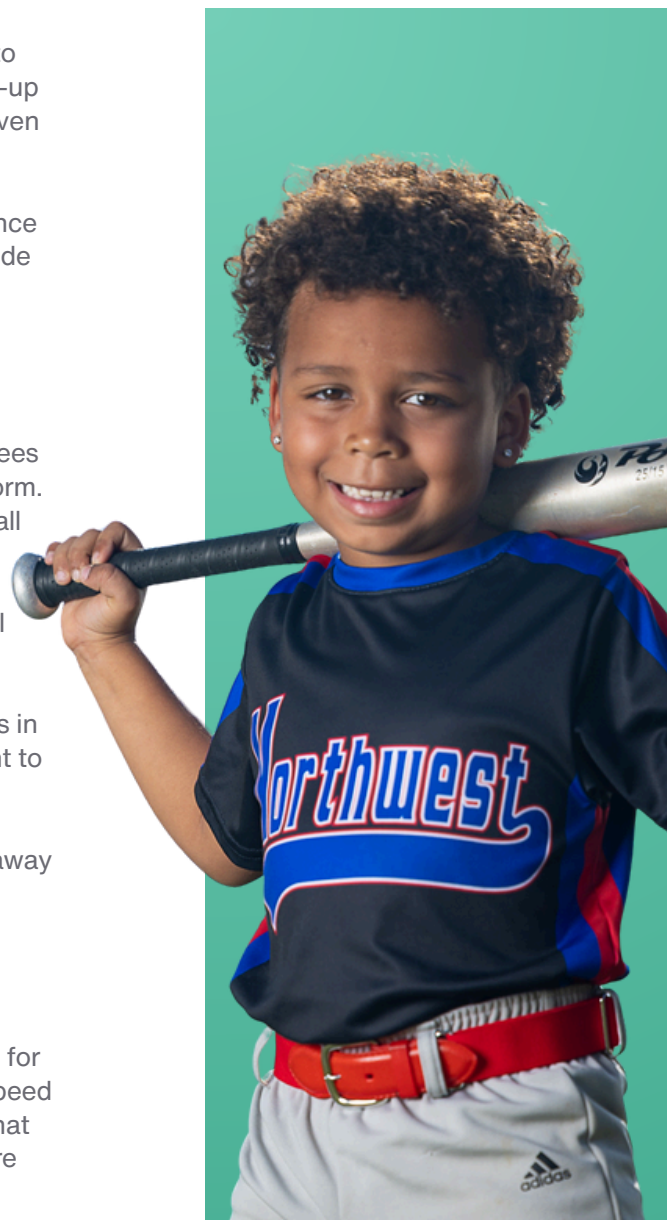
Editing and Uploading Tips

Great cropping makes all the difference when customers are shopping. Follow these tips to improve their experience!

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 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 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

New Theme Collection!

3RD CREATIVE

Designed by Don Ward of 3rd Creative

MILLER'S PROFESSIONAL IMAGING + **PhotoDay**®

Read More

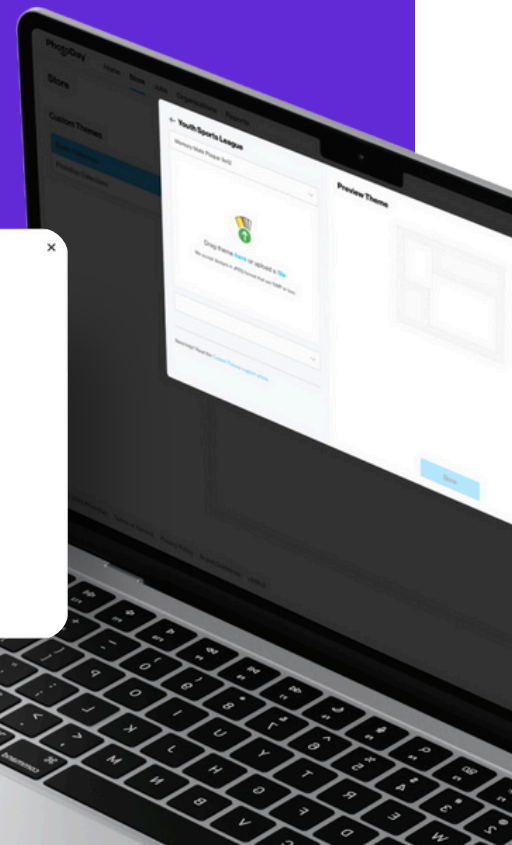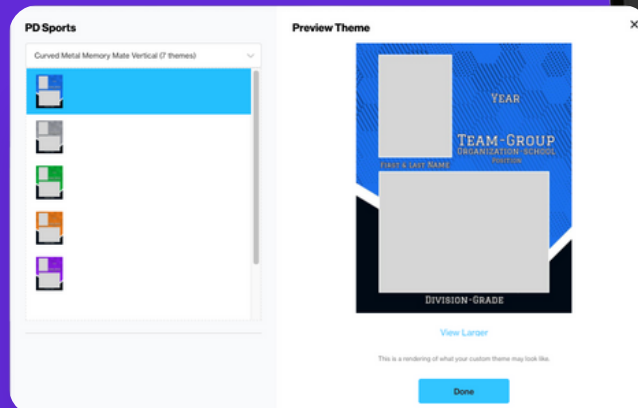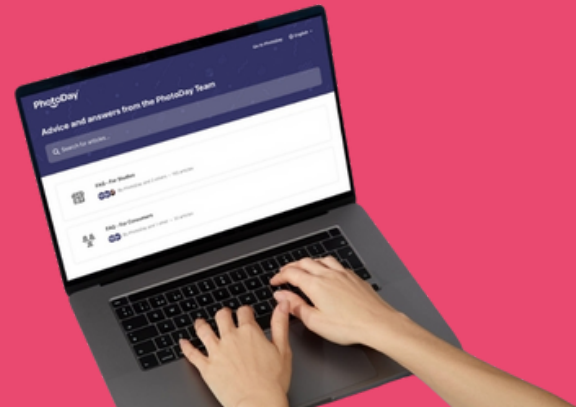With Richmond, Reedy, and WHCC

Custom Themes

PhotoDay offers a variety of custom theme options, and studios can also design and upload their own to match a team or organization.

This personal touch is a great way to make a lasting impression on customers and organizations!

Setting Up Custom Themes

Resource Links

Below are links to resources that may be helpful as you begin setting up your first sports 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

ARTICLE
Create Flyers to Promote Galleries

BLOG
Sell More with Digital Bundles

BLOG
Boost AOV with AdvancePay

BLOG
Guide to Offers and Promotions

WEBINAR
Elevate Your Marketing

WEBINAR
Remarkable Photos. Extraordinary Sales.

WEBINAR
Insider Tips with Carinna & Rose

WEBINAR
Transforming Success with Brian and Beth

Looking for other tools to add to your workflow?

WEBSITE
Graphics and Post-Processing Resources

BLOG
Manage Clients with ShootAssist

BLOG
PhotoDay Knockouts and Color Correction

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®