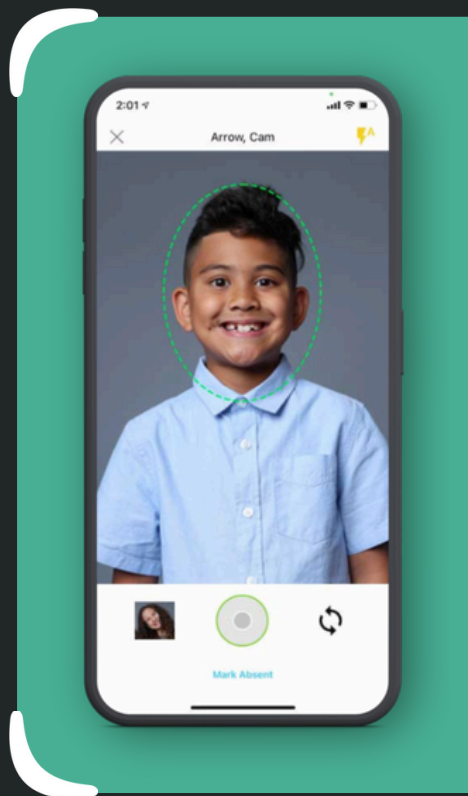


Resource Guide for Underclass School Photography

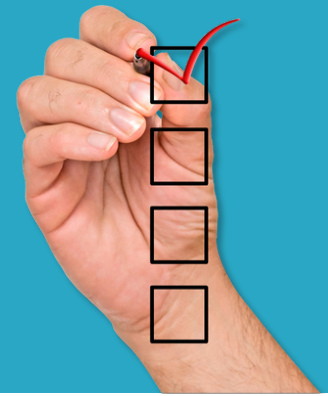


We make it easy to streamline your volume photography with workflows that help your business succeed. This guide focuses on using private jobs and parent emails for underclass school photography.

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Picture Day Checklist



Ensure your underclass 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 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, grade, class/teacher name, 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 may also include sharing any information 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 your equipment and prepare an area to be used as a check-in station for staff and students. Go over the day's flow so your staff knows where to direct students.

After Picture Day

Edit and upload the photos.

Upload 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.

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.

Sample Price Sheet



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

PACKAGES

CLASS ACT PRINT + DIGITAL PACK

- 1 - 10x13
- 2 - 8x10
- 6 - 5x7
- 16 Wallets
- 4 - 3.5x5
- 1 - 4x5 Magnet
- 1 - Vivid Keychain (Rounded)
- 1 - High-Res Download

\$99.99

FAMILY SHARING PRINT + DIGITAL PACK

- 2 - 8x10
- 4 - 5x7
- 8 - 3.5x5
- 12 Wallets
- 2 - High-Res Download

\$79.99

HEAD OF CLASS PRINT PACK

- 1 - 8x10
- 2 - 5x7
- 2 - 3.5x5
- 1 - 4x5 Magnet
- 1 - High-Res Download

\$49.99

STAR STUDENT PRINT PACK

- 1 - 8x10
- 2 - 5x7
- 2 - 3.5x5
- 4 Wallets

\$35.99

SCHOLAR BASICS PRINT PACK

- 2 - 5x7
- 8 Wallets

\$26.99

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:
Celebrate your star student with our Head of Class Pack! Snag beautiful prints in different sizes, all at a cool 35% savings!

PRODUCTS

A LA CARTE

- | | | | |
|-----------|---------|----------------------|---------|
| 1 - 10x13 | \$19.99 | 2 - 4x5 Magnet | \$15.99 |
| 1 - 8x10 | \$15.99 | 1 - Acrylic Block | \$39.99 |
| 2 - 5x7 | \$15.99 | 1 - Vivid Keychain | \$15.99 |
| 4 Wallets | \$15.99 | 1 - Metal Ornament | \$29.99 |
| | | 1 - Metal Print 8x10 | \$44.99 |
| | | 1 - Metal Print 4x6 | \$32.99 |
| | | 1 - Tumbler Vertical | \$27.99 |

TIERED DIGITALS

- | | |
|------------------|----------------------|
| 1 Download | \$29.99 |
| 2 to 3 Downloads | \$26.99 per download |
| 4 to 5 Downloads | \$24.99 per download |

PhotoDay Capture App

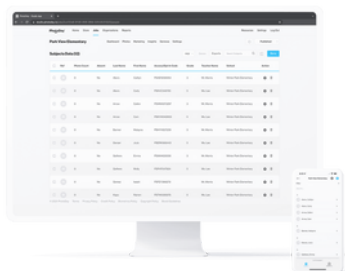


Say goodbye to manual matching with PhotoDay Capture. It requires no additional equipment—just download the app to your phone or tablet.



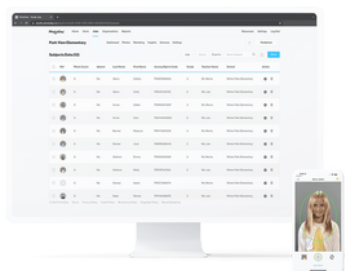
How It Works

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.



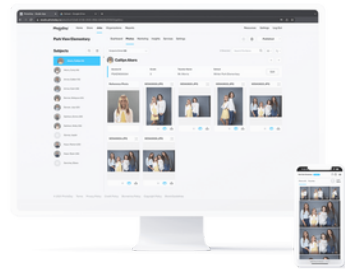
Map Data Dynamically

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 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](#)

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

This will 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 images onto the yearbook pages.

School Admin Software — SPOA

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. 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.

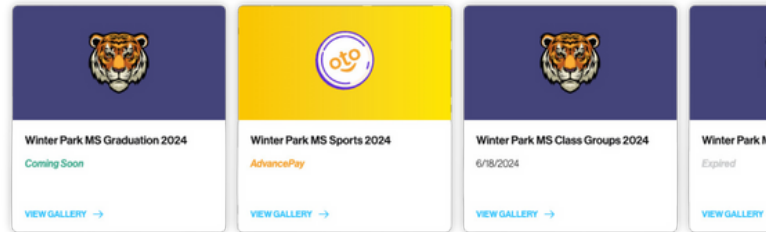
An Organization Page acts as a central hub for all photography jobs related to the school, making it easy for the photographer and the school contact to share on their social media pages and website.

How to Set Up Organization Pages

Winter Park Middle 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.

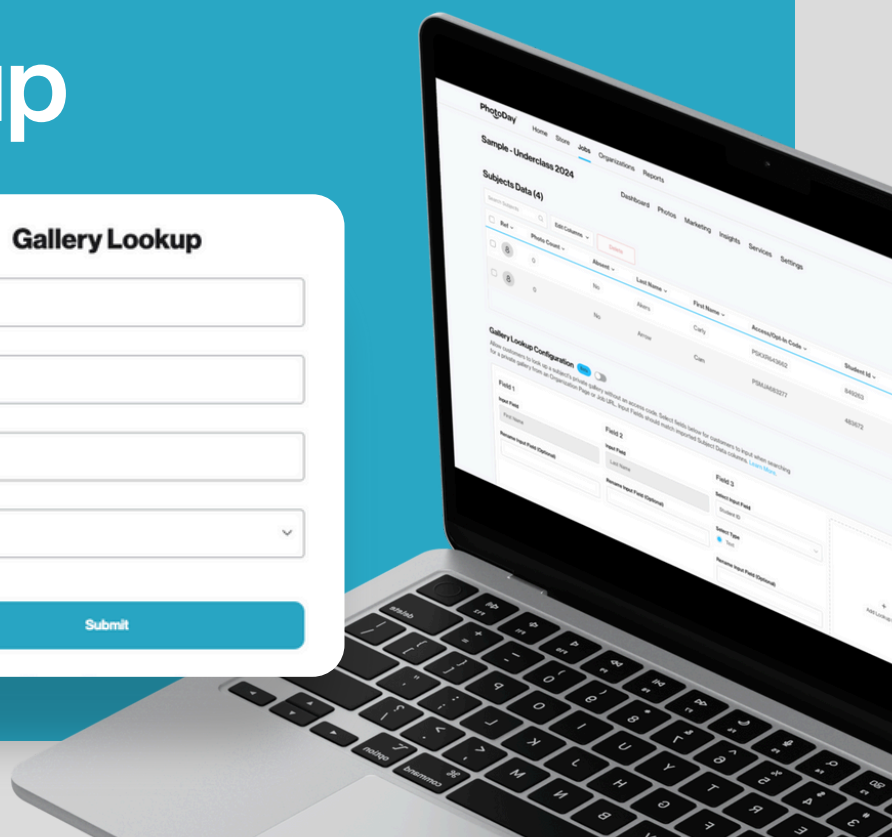
For Private Galleries

Gallery Lookup

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

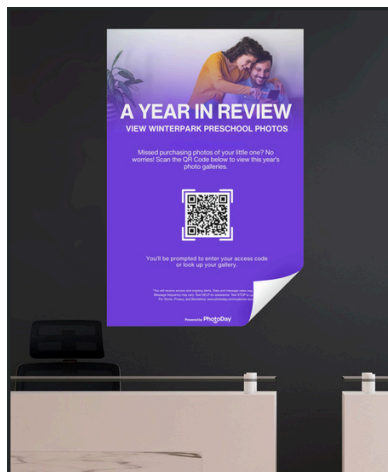
PhotoDay also provides a built-in solution for promoting galleries to your customers via manual flyers. Flyers are a great way to promote and get the word out about picture day and published photos through print and/or email. Private gallery flyers will auto-populate with each unique private access code.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

Tips to Drive Order Urgency



Explore these strategies to effectively promote your underclass 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 images. 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

Provide multiple photos of the same subject (4-6 images) to increase sales opportunities. These multiple options can include different poses (half-body, headshot, full body), expressions (smiling, serious, silly), and variations like black and white or group photos.

Set Up

Position your background so that the subjects waiting in line will be behind it. This allows the subject that you're photographing to have a little more privacy and avoids kids making funny faces at each other!

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.



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

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.

A Beginner's Guide to
Understanding Photography Lighting

Editing & Uploading Tips

Effective editing is key to producing high-quality underclass school portraits. 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

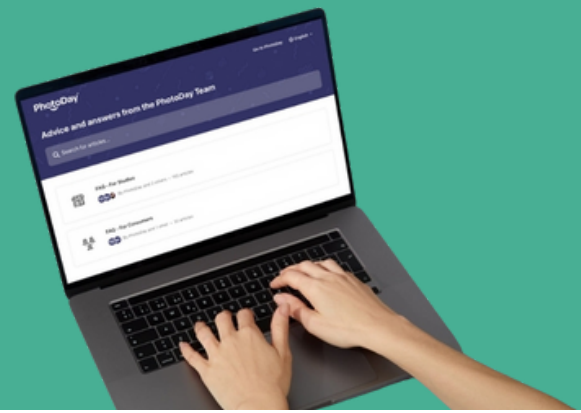
File Requirements and Suggestions

- 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

Resource Links



Below are links to helpful resources as you begin setting up your first Underclass 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](#)



[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

[LVL UP Your Next Picture Day](#)



BLOG

[Manage Clients with ShootAssist](#)



BLOG

[Post-Production Services](#)



BLOG

[Where to Find Backgrounds](#)



Thank You!

We hope you've found a lot of great information in this resource guide! We've researched consumer habits, trends, industry standards, and what works best on our platform to put together this resource guide that we know 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[®]

