



Mini Sessions:



A Money Making Masterpiece with GotPhoto



What Are Mini Sessions?

Mini sessions are portrait photography sessions that combine the more personalized and intimate experience of traditional portraits with the shorter time frame and higher number of subjects that are part of volume photography.

Branching into mini sessions is easy for volume photographers since you already have the skills (and clients!) needed to be successful! They can be an excellent supplement to your studio's portfolio and revenue stream. And with automated marketing tools, a storefront, coupons, special price profiles, and personalized packages, GotPhoto will help you maximize your mini session bottom line!

Mini sessions can be set up several different ways:

- * Have a session fee that includes a certain number of edited images. Additional images and prints can be purchased after the photo session.
- * Have an all inclusive session fee that includes all edited images.
- * Have a session fee that only includes time with the photographer. Images and prints are purchased after the photo session.
- * Have no session fee. All images and prints are purchased after the photo session.



GotPhoto + Mini Sessions

Whichever way you set up your mini sessions, GotPhoto is there to help bring efficiency and value. Here are a few GotPhoto Pro tips on how to maximize the potential of your mini sessions:

1 Offer Coupons as a Package Credit

If you charge a session fee, let's say £75, you then offer a £75 coupon to apply to your GotPhoto store. This puts your customer in the "buyer mindset" and encourages them to purchase prints and products. And even if you include all the digital images with your session fee, set a value to your downloads. With a coupon for the amount of the All Downloads product, the client still gets the downloads included, but that coupon now creates stronger opportunities for upsells.

2 Utilise Packages

Clients always love a good deal. Setting up packages encourages buyers to spend a bit more while still getting a great value.

3 Offer Special Gift Items

Offering special gift options is always a great way to upsell your images, especially if you do holiday mini sessions. GotPhoto partners with a number of professional photography labs, each offering different gift options such as ornaments, wall decor, and more!

4 Automated Marketing Campaigns

GotPhoto allows you to set up automated marketing campaigns that will trigger depending on specific dates and deadlines. These are proven to raise the number of client purchases, and allow you to offer incentives to help raise the bottom line with no additional effort! It also allows you to target pre-existing clientele, maximizing your potential mini session turn out!

5 Upsell! Upsell! Upsell!

It's so simple, but the most effective way to maximize revenue for your mini sessions. With an easily configurable store, GotPhoto makes it easy to upsell with the above strategies! The easy and intuitive gallery and store experience for the client makes their process enjoyable, creating additional purchasing opportunities.

Less Time Behind a Desk = More Time Behind a Camera

GotPhoto helps you reduce your tedious post mini session work! With QR codes for easy client tagging, all you have to do is upload your edited images to your mini session job, choose your price list, automate the marketing campaign (which can be created and saved as presets), and go live with your store. It's as easy as that!

Contact Us!

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