

Case Study: Stephanie McCauley, iSmile Studios

Success Using a Contactless Workflow: Comparing Fall 2019 vs. 2020



Founded in 2008, iSmile Studios is a full-service photography studio located in Albany, NY. The company offers sessions in-studio, at schools, and at on-location events, photographing over 13,000 heads per year as of 2020. Studio owner Stephanie McCauley switched her business to an online workflow and sales model with GotPhoto back in spring 2019, as a way to scale and grow her operations. Thanks to switching to a contactless workflow during the COVID-19 crisis, iSmile Studios was able to remain successful in 2020 and even earn more than the previous fall season.

Key Takeaways

+ 28

school jobs

+13.8%

order rate

+ 4.6%

**average
order value**

+ 19%

**revenue
per head**

+ 64.5%

**total
revenue**

≥ 30

**hours saved
for each
average size
school in post-
production
work**

Notable Quotes

Workflow

"GotPhoto has streamlined our workflow from beginning to end, eliminating steps at every turn to make us more profitable with way less work."

Acquisition

"We get calls WEEKLY from new schools who have heard from their peers that we have the best system out there."

Multi-pose online selling

"There are so many "wins" with this - happy parents, a more fun experience for the kids, higher average sale due to more choices, and hardly any retakes!"

Flexible growth

"We have also branched out into so many other volume areas because GotPhoto makes it so easy to cover different types of events."

Interview with Stephanie

1 What changes have you seen in your business over the last two years since switching to GotPhoto?

GotPhoto's platform makes us look like a national company! As professional as our paper envelope order forms were, it was still a clumsy interface that was rife with human errors on all sides. We have also branched out into so many other volume areas because GotPhoto makes it so easy to cover different types of events. For instance, we now do headshots at colleges, graduation photos, proms, event photos, posed and action sports, even taking tableside pictures at the fanciest restaurant in town on holidays! The sky's the limit because GotPhoto makes it easy to shoot and sell.

2 2020 was a challenging year for many industries, but especially school photography. What helped you be successful during this time, despite the challenges your business faced?

Definitely the ability to pivot and roll with changes as they came along. Cancellations, rescheduling, moving inside to outside and vice versa, accommodating remote learners and entire remote schools, and making sure schools knew we could give their students a small semblance of "normal", at least

with school pictures. This was all made possible by the flexibility of GotPhoto, which allowed us to manage what we offered without having to change our systems.

3 What has the time saved meant for your studio in terms of growth?

GotPhoto has streamlined our workflow from beginning to end, eliminating steps at every turn to make us more profitable with way less work. We are able to take on ten times the volume with the same core team and still do a great job by utilizing GotPhoto's system. GotPhoto has put us on the map in our area as the go-to school photography studio. We get calls WEEKLY from new schools who have heard from their peers that we have the best system out there.

4 What GotPhoto feature has made the biggest difference to your business?

If I had to pick just one, I would say it is the ability to take multiple poses of kids and give parents a choice for their portraits. We could never do this without GotPhoto. There are so many wins with this - happy parents, a more fun experience for the kids, higher average sale due to more choices, and hardly any retakes!

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