



Simplephoto

by  Fotomerchant[®]

simplephoto.com

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Join a winning team

Simplephoto has provided innovative e-commerce solutions for the professional school, volume, and sports photographer for 22 years now. And since joining the Fotomerchant family almost a year ago, our team and our capabilities have expanded.



Our customer-focused support team will partner with you to create a branded storefront and build mobile-optimized shopping carts devised to sell more. Members of every level receive free setup, customization, and support. Whether you're just starting out or an experienced volume photographer, you will benefit from Simplephoto's trusted know-how and robust features proven to help grow your online photo business.

Simplephoto offers an e-commerce system flexible enough to meet your needs while providing fulfillment automation with a large network of labs. We do not require you to change your sales workflow. Simplephoto allows volume photography businesses to sell online using the workflow that suits them best, in a cost-effective way.

Customer success stories

300%

increase in sales with
prepay text message marketing

30%

abandoned cart conversion

\$7K

in canceled check fees saved

Integrations

Simplephoto is integrated with many of the software solutions volume photographers use every day to simplify their workflow, including DP2, DRUMS, and Timestone. Don't see your shooting software on the list? Simplephoto supports a variety of XML and CSV-based data formats.

Simplephoto partners with photography labs around the world to provide e-commerce solutions to thousands of professional photographers. We work with everyone from small, family-owned labs that service a handful of photographers to large, volume labs that have multiple fulfillment facilities.

Our Simplephoto Alliance Labs offer a variety of workflow solutions: from a self-service, photographer-managed workflow to a fully-automated lab-managed workflow. Let our support team know, and we'll introduce you to a lab directly for info on services and pricing.



Help Center

Simplephoto's Help Center is designed to assist you in setting up your account to make the most of all that Simplephoto has to offer and to provide you with a complete self-service support option. If you can't find an answer, you can submit a request with your questions to our knowledgeable support team.

Help Videos

We've added new video tutorials to the Simplephoto Help Center to help you better understand features within your account! Check the help center often as we continue to release new videos.

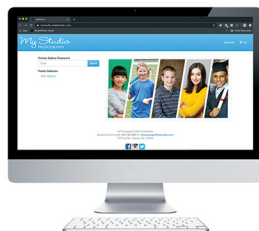
A green speech bubble icon with a white outline, containing the text "NEED HELP?".

**NEED
HELP?**

Tools to empower your business

Simplephoto's extensive features and customizable workflow are an essential part of any photographer's toolkit. Before or after photo day, selling online has never been easier. Whether you're a school, sports, event, or volume photographer, we've got you covered.

Customized Branding - Your Simplephoto account is designed to match your branding to seamlessly integrate your storefront and shopping cart with your website. Embed your gallery login page into your current website, or even use it as your landing page!



Mobile Optimized Shopping Carts - Make buying online simple for even the most offline moms and dads. Sell physical and digital photo products anywhere your customers are with an e-commerce system that's optimized for smart devices.

Payment Processing - With Simplephoto, you collect your own money from your customers at the time of the sale using Authorize.net, PayPal, Square, or Stripe.

Image Security - Simplephoto protects your images with a custom watermark. If you don't have one, our design team can make one for you. All images are right-click, print, copy, and save disabled. We take security seriously.

Sell what you want, how you want

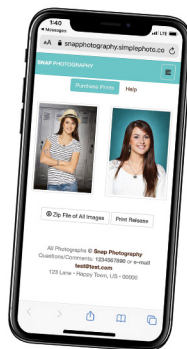
Sell a combination of prints and products, from single or multiple poses, to offer your customers the best deals. Customers can easily build custom packages or composites online.

- Single, Multi, and No-Image Products
- Multi-Pose Composites/Collages
- Multi-pose packages containing a designated number of prints, digital images, composites and/or photo products
- Single or Multi-pose "Build Your Own" packages allowing customers to select the items they want from a set number of units
- Package Add-ons (Single or Multi-pose)



Expanded Digital Downloads Products

Hi-res or low-res digital downloads can be sold as a la carte products, package products, package add-ons, composites or threshold products, available at no additional cost to all Simplephoto members. Each digital download can be delivered directly to customers via text message and email. A customized copyright release form is automatically generated with your studio's branding.



Green Screen Digital Downloads - Deliver instant digital downloads with the customer's selected background applied to knocked-out PNG images.

Custom Digital Delivery - Simplephoto now offers an efficient and simple solution for instantly delivering customized digital products to your customers. After finalizing work in Photoshop or your tool of choice, upload and send the digital file via text and email. Some examples of custom digital products include retouched images, personalized images with name and year, images with backgrounds *and* foregrounds, class composites, multi-pose collages, holiday-themed images, images with added school/sport logo, magazine covers, memory mates, coloring pages to print from home, and more!



Prepaid Digital Downloads - Simplephoto has several integration options to automatically fulfill prepaid digital downloads when galleries are uploaded. This solution requires that high-resolution download-ready images are uploaded to Simplephoto and a package code or other indicator is passed through the uploaded gallery data to Simplephoto. Contact our team to see if prepaid digital downloads are compatible with your current importing workflow.

Email & Text Marketing

Automate communication with your customers using our date and behavior-driven notification features. Send notifications to your customers when their images are posted and keep them up to date on current promotions.



Gallery Notifications

Don't miss a sale because the proof envelope never made it home. Notify parents via email or text as soon as galleries are posted online, and send out a reminder notification about expiring galleries.

Date-triggered Messages

Send email or text messages to all customers (or specifically non-buyers) before or after key dates like gallery creation, prepay picture day, or yearbook pose deadline.

Scheduled Emails

Set up targeted email campaigns ahead of time, using filters for folder, price list, buyer, non-buyer, no yearbook pose selected, and more!

Abandoned Cart Emails

Simplephoto can automatically send customers an email reminder to complete their order. We have found that, on average, customers click on 11% of these emails, and 5% of our automated abandoned cart emails result in orders.

Marketing Analytics

Track campaign effectiveness across scheduled, date-triggered, and behavior-driven email and text message notification features.

Guestbook

Gallery guestbooks are integrated into our email and text marketing features to increase communication and sales. The guestbook feature can be required or optional.

Sales and Promotions

Your Simplephoto account will enable you to stimulate sales with time-tested techniques that provide added value to your products or services and increase customer demand.



Discounts and Coupons

Boost sales with special discounts. Our team will consult with you on how to increase sales with various marketing strategies. Try out our latest free shipping discount feature, which will cause any available shipping option associated with a price list to be free.

Gift Certificates

If schools are temporarily closed or sports/events are canceled because of Covid-19, gift certificates are an excellent opportunity to promote sales when business is slow. **ProTip:** Offer a discounted gift certificate to encourage customers to buy now and shop later!

Threshold Products

Allow customers to purchase exclusive items once a pricing tier has been reached. Offer threshold products for free or at discounted prices to add easy revenue to your bottom line.

Scheduled Products

Set it and forget it! Create a sense of urgency with limited-time promotions by assigning start and end dates to automatically activate and deactivate various products, packages or entire categories at a specific date and time.

Tiered Pricing - Buy More, Save More!

Encourage customers to purchase more by lowering a product's cost as the quantity ordered increases.

Enhanced Order Reporting

Our robust advanced order reports provide studios with more information to know what people are buying, when they are buying, and how much they are buying!

- Compare sales by day, month, season, year, event or type of photography, such as school versus sports. NEW! You can now view the sales total and total order count for folders and top-level folders in your account.
- Track which product or package in a price list is selling best or see which background is most popular. Download product sales stats by folder or price list in CSV format.
- Download a detailed prepay CSV export of your customers' orders for a prepay event or entire folder of events.
- Download a basic reorder CSV export of your customers' image gallery orders for a folder. Check back in the coming months as we add additional product types to this report!

Self-fulfilled Product Alerts & Report

Our "Self-fulfilled Product" feature allows photographers to receive a special notification when a specific product is ordered and run a separate report to manage these orders. This is useful if you are currently using a lab to automate fulfillment from Simplephoto but have some products you want to fulfill yourself, or if you simply want to be notified when a product is ordered.

Multiple Accounts

For easy organization and reporting, studios can have multiple Simplephoto accounts at no extra charge. This is helpful for multiple studio locations or different branches of your business.



Multiple Account Administrators -

Set up a unique username and password with different access controls for each team member who needs to utilize your Simplephoto photographer control panel.

Direct Gallery Links

Make it easy for customers to access their galleries and events with direct gallery links, bypassing the need for a password or locating the event in a list. Increase traffic to your cart by sharing gallery links with schools, organizations, and leagues to post on their websites. Links can be for a single gallery, a list of related galleries, or made into a QR code for printing on proofs.

Prepay Online

Ordering before picture day is easy for parents with Simplephoto's online prepay feature. Increase sales and streamline your picture day workflow by printing detailed reports of your customer orders the morning of the shoot that include background and package selections.

Event Schedules

Our scheduling capabilities allow you to set a date to activate or deactivate galleries, switch price lists, and change shipping options. Easily disable galleries soon after posting to drive quick sales and set a date to re-enable in the future for additional sales opportunities.

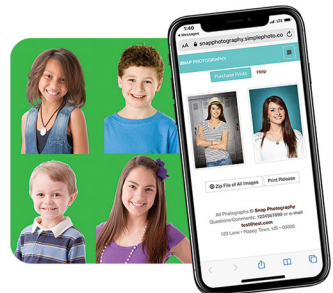


Batch Orders

Our Queued Orders feature allows studios to batch submit a school's orders to one of our integrated labs. Spend less time at the computer, and more time behind the camera!

Green Screen

Customers can view and select green screen backgrounds online when pre-ordering or reordering their photos. Simplephoto's green screen module will perform an instant knockout preview for JPG images with a green background. PNG images with transparency are recommended for the highest quality preview results.



Yearbook Pose Selection

Allow customers to easily submit one or more yearbook poses online, with or without a purchase. Yearbook advisor reporting capabilities allow for school administrators to download a report of students who have, or haven't, selected their pose.

Group Photos

Group, team or class products can be limited to only group gallery images when this custom setting is enabled.

Gallery Privacy and Expiration

Galleries can be password protected or easily accessible to the public. Control how long your galleries are online.

Favorites

Customers can easily save and share their favorite images. Favorites lists make checking out a breeze.

Membership without the strings

- Up-front, competitive pricing with no long term contracts.
- Support, setup, customization, and training.
- No per-image fees or software to buy.

Lite
\$10/month

15% Commission

FREE 30 DAY TRIAL

No Commitments • Activate at any time

Pro
\$100/year

12% Commission

Premium
\$50/month

5% Commission

Volume Discounts

Prepay only 3%

Visit simplephoto.com to find out more.

Partnerships

(a sim-pəl fō-tō spe-shəl-tē)

Join a trusted team that will consider you a partner. We're friendly with volume studios, photo labs, and now, with some awesome Aussies (*still not sold on the vegemite*).

see also: 20+ years of expertise

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