

Top 5 Picture Day Mistakes and How to Avoid Them




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PHOTOGRAPHERS

Make Picture Day your favorite day!

Picture Day is much more than a camera and a smiling face. It's the chance to capture the milestone of each grade while showcasing each student's personality.

So, Picture Day is a big deal! It requires careful planning and it's important to have an expert to guide you. If Picture Day isn't planned well, your school community will not have a good experience. Nobody wants that!

To ensure your next Picture Day is a success, we've put together a list of the most common Picture Day mistakes and how to avoid them.



Trying to juggle parent questions?

Let's face it. Parents ask lots of questions!



When you choose a photography company that doesn't have a customer care team, be prepared for an overwhelming number of questions from parents and wasted time. A photography company with a resourceful customer care team guides parents through a successful Picture Day experience, from fielding questions to online ordering.

Not getting the word out about Picture Day?

If your photographer doesn't share Picture Day details with parents — such as date, time, and how to prepare — they'll get confused and ask questions, making the process frustrating. Sending out impactful marketing materials highlighting Picture Day specifics, like an email or a flyer, is an easy way to help your school community prepare.



Accepting mediocre portraits...

Who doesn't want beautiful portraits of their children? Anything less than exceptional means disappointed parents. Capturing outstanding pictures of students requires creative photographers who are independent thinkers, and cutting-edge technology to ensure each photograph is picture perfect.



Not meeting your school's unique needs...

There are lots of photography companies out there, but you need one that understands your school's needs. Choosing a photography company that doesn't meet your school's needs is a mistake often made.

For example, if your school has lots of students, a small photography company won't be able to answer the high volume of parent questions. If your school is small, a large photography company will be too big to provide the personalized services you need.



A good photography company hires qualified, adaptable, local photographers who understand your needs and supplies state-of-the-art equipment for stunning portraits every time.

Working with old-school ordering forms...

Are you still using old-school paper order forms? Times have changed drastically! Today's parents value a quick and easy online ordering experience. When they can't order confidently, they're likely to be unsatisfied with their purchase, resulting in complaints and wasted time for everyone involved.



Team up with us!

School pictures capture milestones and celebrate the tradition of preserving memories for students and their parents to enjoy for years. From skilled photographers to easy online ordering, Picture Day is about making your school community smile. By avoiding these top five Picture Day mistakes, you can make your school's Picture Day a success.



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