

# Triple Sales Through Endless, Custom Options for Customers by Modernizing Your E-Commerce Way of Business



## Leading Central Florida Studio, Dean Stewart Photography (DSP), Saw Revenue Nearly Triple with Targeted Holiday Sales Campaign by Implementing ImageQuix and PhotoLynx

*Looking to centralize the various software they accumulated, DSP began using ImageQuix and PhotoLynx in 2019 after listening to one of ImageQuix's customers speak about their experience at SPAC (School & Sports Photographers Association of California). Through the all-in-one platform offering, DSP improved photo turnaround time by 50%, and increased the types of customer products offered on their website thus leading to increased sales.*

If DSP is known for anything today, it's their innovative and creative offerings around their high school senior photos, including a look-back product from grades 9-12 that is wildly popular among parents. Without the help from ImageQuix and PhotoLynx, this offering wouldn't be feasible. While the studio has always prided itself on being highly organized and having saved the data of all subjects over the years, the ability to sync through Blueprint's Smart Workflow capturing software has brought this unique idea to life. Additionally, ImageQuix's e-commerce platform and seamless lab integrations has reduced delivery time of photos down to roughly 48 hours, compared to

weeks previously. Parents are bringing their children to the studio for a shoot and are walking out the door with the proofs already in their hands - via their smartphone device, of course. The ImageQuix platform allows for the sending of customers a dedicated email link directly to their phones to instantly view their images.

## A Vision for the Future

DSP had long been at the forefront of adopting digital modernization of their studio back in the early 2000's using proprietary software. DSP saw the potential, not just with what it could do for the business but also for their employees. They wanted to change how they work and provide an environment where leadership can accommodate the lives of their employees. Happier workers meant better productivity and innovation when it came to the studio's potential. Having grown from just 4 employees at its starting in 1987 to over 50 servicing 170 schools in central Florida, DSP is now the most recognized name in their area for specializing in high school senior portraits.

## Innovation Delayed Due to Time Constraints & Lack of Software Centralization

Despite DSP's efforts to modernize, they were still struggling with a software that didn't quite meet their needs and expectations. DSP's proprietary software was suitable for the early 2000's, a time when most studios still had no digital presence. When in-house, custom built software was just hitting the photography industry, DSP had started to see the limits of what it could do. They began shopping for

add-on software that could potentially fill the gaps. Some of these worked for a time, while others lacked both product function and customer support. While DSP did find that using these add-on software products reduced turnaround time from 4-8 weeks down to 2-3 weeks, the reality still had customers pre-paying for images they wouldn't see until much later.

## Consolidation is Key

Needing to find a solution that would reduce the turnaround from weeks to mere days, DSP looked to ImageQuix and PhotoLynx. In January of 2019, DSP attended SPAC Conference where they listened to testimonials from other studios of similar size, who had found success using the all-in-one platform. With the two brands operating as one, they were able to provide the solutions needed for DSP to streamline their workflow and e-commerce efficiently, and take the next steps with their marketing and advertising efforts.

## A Thanksgiving to Remember

“There is no comparison to what Blueprint can do...The opportunities are endless and there is nothing I found that I haven't been able to sell.”  
-Luke Stewart, Owner of Dean Stewart Photography

With the newly implemented Blueprint Smart Workflow and e-commerce platform, the DSP team was ready to launch their first ever Pre-Black Friday Sale in 2019. Bringing in over 500 orders within the first 72 hours, DSP had to make a tough call to pause

the remainder of the sale in order to ensure they were able to print and fulfill the orders in house.

“After watching the orders fly in, I met with my team and we had to make a tough decision to call off the rest of the Black Friday Sale because we physically could not print, pack orders, and guarantee holiday delivery like the email promised. Right then, I knew that with the help of ImageQuix, we would also have to think about partnering with a lab because our in house printing could not withstand the volume we were about to endure.”

With their new awareness of the power of ImageQuix, the DSP team prepared accordingly for the following year’s sale. Moving away from their proprietary software and in-house printing operation to being fully integrated with ImageQuix and one of their pro labs partners, Richmond Professional Lab, it allowed DSP to see a revenue increase from \$68K in 2019 to \$250K in 2020.

## ImageQuix and PhotoLynx Solutions



### Targeted Sales & Marketing Campaigns

ImageQuix’s Premium Marketing Service allows DSP to build cohesive, custom tailored marketing campaigns showcasing their voice and brand for the company. Previously, the time spent on manual processes and the limitations of their old e-commerce software meant that promotions were piecemeal and limited because of time restrictions around other business processes. With ImageQuix’s Premium

Marketing Service, DSP has access to two dedicated IQ team experts (Client Success Manager and Marketing Strategist) who share workflow strategies & insights, increase online sales with advanced digital marketing, and serve as their go-to source for any questions along the way. The ability to freely update/change price sheets, create specialty products, and implement a custom marketing campaign unique to DSP all within a short space of time was what allowed DSP to continuously meet the needs and demands of their customers.



### Automated High-Volume Processing

ImageQuix and PhotoLynx’s integrated workflow and Blueprint Smart Workflow provide the most efficient and comprehensive automated systems for high volume photographers in the market today. With a combined company history spanning over 40 years of school photography experience powering the software, every stage of the life of an image is managed in one place - from the initial data management and capture through to a 12+ month sales lifecycle. With a workflow that keeps everything efficient and integrated, DSP was able to get pictures in front of parents within hours instead of weeks, stimulating a 10% higher buy rate and a 10% higher average order value.



### Cashless Payments

Moving to a completely cashless system with the help of ImageQuix’s Blueprint, DSP was able to eliminate manual errors, reduce turnaround time, and offer additional products and packages. The ability to now

provide their customers with upsells like build your own packages, digital downloads, multiple poses, backgrounds, and more, they were able to increase their average order value by 10%.



### Custom Products

Finding ways to continuously remarket to your customers can be tricky, but DSP has found some unique ways to entice their customers. Using ImageQuix's My Design feature and completely customizable marketing campaigns, they can create custom, seasonable specialty items that every parent loves. Lab offered products like mugs, cards, calendars, yard signs, key chains, and more, are now able to be remarketed for each holiday.

## ImageQuix and PhotoLynx Results



### High Visibility Sales & Marketing Campaigns

DSP utilized ImageQuix's Premium Marketing Services to be more strategic in their marketing and branding efforts. DSP tripled their normal pre-Black Friday sales, and found they had to expand their scope and offering to accommodate the amount of orders the following year. Being able to quickly put targeted campaigns together they saw increased engagement from customers, who were more likely to click on prompts to buy or re-order more products than they normally would have.



### Turnaround Time Significantly Reduced

Using their proprietary software, DSP took 4-8 weeks

to get orders in the hands of parents. DSP reduced that time to 2-3 weeks with disparate add-on software, but still dealt with customer pushback on pre-paying for images they couldn't view in real time. Now with Blueprint, DSP is able to get the images into the subjects' virtual shopping carts as they're walking out the studio door, allowing parents to order and get their images printed within a few days, usually somewhere between 24-48 hours. Being able to provide parents with proofs within a short period of time allows you to capture their attention, creating excitement and desirability with each order.



### Increased Revenue

After two years on the ImageQuix and PhotoLynx platform, DSP saw a 59% YOY increase in revenue. DSP leads the high-school senior market in central Florida, with 15% joining in the past two years. During a time where most businesses lost revenue, DSP saw growth and expansion by streamlining their e-commerce efforts. Continuously adding new, in demand and customized products allows DSP to develop new communication strategies to maximize and extend the lifetime value of every subject photographed.



### Make Way for Innovation

With the help of ImageQuix and PhotoLynx, DSP is offering products such as Lookback Reviews of students throughout the years, and more. Additionally, with the automation ImageQuix and PhotoLynx offers, DSP employees are now free to focus on new ideas, as well as enjoying a greater work-life balance.