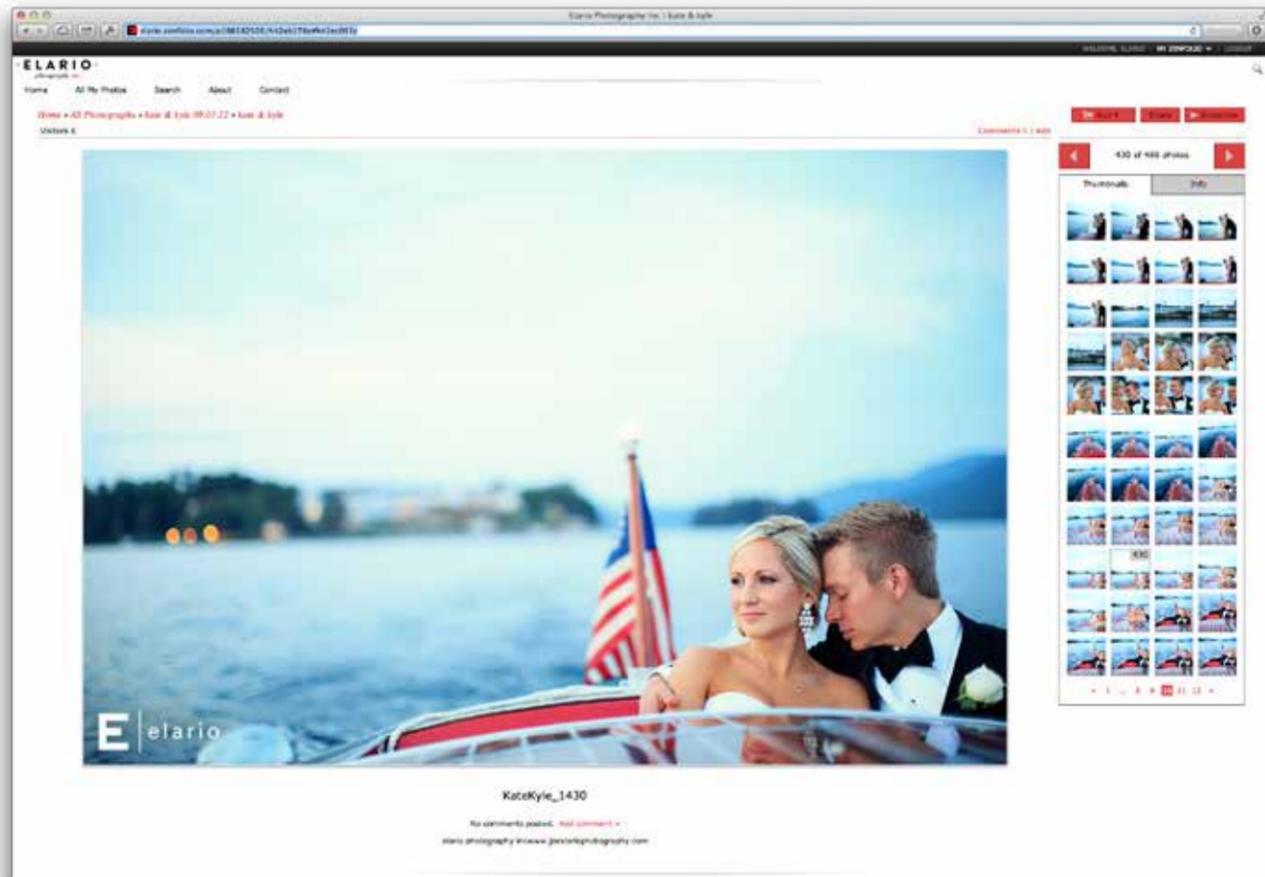


# MAKE MORE OF YOUR PICTURES

Use Zenfolio to make a customized storefront offering your clients prints, cards and other photo products that make memories last.



Create a beautiful portfolio site with Zenfolio's themes, soundtracks, configurations and page options, but don't stop there. Zenfolio offers so many ways for you and your clients to bring photos to life. Customize an elegant and cleanly designed storefront by choosing product options and prices. Once you've uploaded images to a gallery, you and your clients can order the products you've decided to offer: prints, digital downloads, cards, canvases, magnets and other pro-quality novelties. Because Zenfolio partners with the best fulfillment brands in the industry (Mpix, MpixPro

and Miller's Lab), allows photographers to select their favorites and also use self-fulfillment options, photographers don't have to give up the relationships they've already cultivated.

Wedding photographer JP Elario, based in Albany, New York, likes the proofing galleries. "I can let my clients see their images large and unobstructed, which in the end, results in great print sales for me," he says. "I have always used Miller's Lab, so I love that I can offer their products through Zenfolio's beautiful customizable interface."

Elario has lived around photography

Photographers love the proofing gallery's unencumbered view of each image. By looking at each image at a large size, they can better choose which ones will best translate to cards and other photo products.

his whole life. "My father Joe started his extremely successful wedding photography business back in 1984 when I was three years old, so I guess you could say I was born into photography. What sets us apart is that we treat our clients like friends and family, not a dollar figure. This goes a long way toward building real relationships and trust."

JP and Joe get rave reviews for their



Top: A blank template under construction. Above: Template options for a "Thank You" card.

work on theknot.com, wedding wire.com and every other site that features wedding vendors. "They have a way of capturing you as a couple along with every detail of your wedding day perfectly," says one. "Their work speaks for itself, but above that, they have amazing personalities and are supremely professional," gushes another.

The family business has a solid reputation, and Elario counts on the foolproof prints and products offered through Zenfolio to represent the standards their clients count on. He discovered Zenfolio in 2010 at the WPPI Conference and Expo and has been using the company's digital products ever since.

"I want my clients to be able to use the pictures I make on cards, and our studio has designed card templates that clients can use through Zenfolio. All of these are fulfilled by MpixPro, so I know they'll turn out great. Once a client selects an image from the gallery that will become the card, the templates automatically pop up and show how the image will be contextualized once you make a template selection. From

**"EVERYTHING I DO WITH ZENFOLIO IS GREAT FOR MY BUSINESS."** —JP ELARIO

there, you enter names, dates and any other words that need to be included."

"It makes the buying process more efficient for the client to know what their finished product will look like before they've selected a template. Even for photographers who don't want to create their own templates, Zenfolio already has a lot of gorgeous templates and fonts that clients will respond to," says Elario.

The flexibility of Zenfolio's offerings means that photographers can use them as business tools in whatever way they like. Elario gives all his clients a print credit, so they can enter his virtual storefront with money to spend. "I make this print credit through the admin side of my Zen site for whatever dollar amount I'd like to use. My clients are very happy that they have dollars to spend off the bat," he says.

Orlando, Florida-based wedding and portrait photographer Anna Powers uses Zenfolio to provide her clients with prints

and downloads, and she's found more innovative ways to inspire sales.

The first is by encouraging clients to circulate proofing galleries to wedding guests. "I've found that guests want to see all the images from the wedding, and want the opportunity to order them. When my clients share the Zenfolio gallery link to their wedding photographs, friends and family can purchase their favorite portraits as a cost-effective, easily displayed memento. My print sales have grown because of this practice," she says.

Another product she has capitalized on are Zenfolio's custom-template magnets. "They are a great product for photographers to use as an upsell with wedding clients. Clients love the idea of sending engagement save-the-dates as a keepsake magnet instead of just mailing their guests a paper card," she says. "The magnets are also perfect birth announcements. Everyone puts photos of new babies on the fridge anyway. The magnet connects the dots."

The customer-friendly shopping cart allows for quick and simple ordering.

