



CAPTURING SUCCESS

What JONDO UK can do for the
School Photography Industry

April 2024



INTRODUCTION

Welcome to “**Capturing Success**” an essential guide for School Photography businesses looking to discover new opportunities for growth and innovation.

School Photography plays a pivotal role in preserving memories and JONDO UK has been in the business of turning magic moments into lasting memories for decades.



A person in a white shirt is seen from behind, holding a camera. In the background, a group of graduates in blue and red gowns are seated on a lawn in front of a building with arched windows.

NAVIGATING CURRENT TRENDS

The landscape of School Photography is evolving. Parents and extended family now expect innovative and personalised photographic products, reflecting a significant shift from just a few years ago. The entry of amateur photographers with sophisticated gear has intensified competition. Yet, this era also presents a unique opportunity for differentiation through quality and creativity. Leveraging new technologies allows for the delivery of new products and services, such as canvas printing, to counter the 5% School Photography decline.

INCREASING YOUR PRODUCT PORTFOLIO

JONDO UK offers a diverse range of products that resonate with current demands, from gallery-quality canvas and vibrant metal prints to personalised mugs. Our canvas prints offer a premium finish that elevates every photo, while our metal prints bring a modern, durable touch to classic memories. Our products meet the demands of consumers today including increased quality, value, choice and in the sustainability of the materials we use.

These School Photography products also meet and exceed the changing demands we see across the broader industry at JONDO UK.





RAPID DELIVERY AND REVIEWS

A number of our customers in different sectors describe the dramatic increase in sales when items are marketed as 'next day delivery' or are 'speed badged'. This is obviously a market wide phenomenon; Amazon now offers food deliveries within the hour! Rapid delivery is now an expectation.

In parallel, businesses increasingly rely on the number and score of reviews to propel their business (poor reviews can of course kill businesses as quickly as good reviews can fuel businesses). JONDO UK provides next-day canvas prints among other rapid delivery options, ensuring that every captured moment is quickly transformed into a tangible, memorable masterpiece. We also employ sustainable and robust packaging. Together these all provide exceptional customer satisfaction, alongside great reviews.





LEVERAGING TECHNOLOGY FOR SEAMLESS OPERATIONS

Integration with JONDO UK is seamless, ensuring that your venture into new product lines complements your existing operations efficiently. The integration of JONDO UK's cutting-edge apps into your workflow is a game-changer, streamlining the ordering and fulfillment processes. This frees you to focus on what you do best: capturing stunning photographs. With JONDO UK handling the backend, products are delivered swiftly and efficiently, ensuring customer satisfaction and repeat business.

Through our innovative platforms, we offer a partnership that extends beyond mere product provision; we offer a collaboration that frees you from production, packaging and courier headaches.

INCREASING PURCHASING OCCASIONS AND BASKET VALUE THROUGH EFFECTIVE MARKETING

While in the digital era, the essence of marketing still lies in storytelling and engagement. For school photographers, social media and email marketing emerge as powerful channels to weave the narrative of the school year, showcased through your lens and enhanced by JONDO UK's product range and service. These platforms allow you to display the uniqueness of your offer.



By effectively marketing existing and new products and services, you create a compelling reason for customers to return and expand the number of purchase and gifting occasions, especially Christmas, and increase the value of each of these baskets. You also start to engage with extended family members and even more purchase occasions.





FUTURE-PROOFING YOUR BUSINESS

Staying ahead in School Photography demands constant innovation and adaptability. With JONDO UK's commitment to cutting-edge products and services, you're equipped to meet evolving market demands, ensuring your offer remains relevant and sought-after. Whether it's adopting new technologies or exploring emerging product lines, your willingness to adapt is your ticket to enduring success. With JONDO UK, you're not just keeping pace; you're setting the pace, ensuring your business is well-equipped to meet the demands of tomorrow.



IN CONCLUSION

The School Photography market is experiencing a challenging 5% downturn. To counteract this trend and capitalise on new opportunities, it is essential to consider the following strategic changes:

- **Competition from Amateurs:** The rise of amateur photographers with advanced gear is notable. While they capture market share, their limited ability to turn digital captures into keepsakes represents an exploitable gap.
- **Growing Demand for Personalised Products:** Increased interest in diverse, high-quality personalised wall decorations and home accessories has surged, partly fueled by lifestyle changes during COVID-19.
- **Expanded Opportunities:** This demand broadens the occasions for purchasing and gifting, enhancing the potential market for School Photography products.
- **E-commerce Expectations:** Customers now expect rapid delivery services, ideally by the next day, which significantly influences sales volumes.
- **Impact of Customer Feedback:** Reviews on product quality, service, packaging, and delivery speeds are increasingly influencing business reputations positively or negatively.
- **Digital Marketing Significance:** The role of effective digital marketing campaigns in attracting and retaining customers has never been more crucial.
- **Integration with Current Operations:** Seamlessly incorporating these strategies can boost revenue, enhance profitability, and provide a competitive edge in the School Photography sector.

By adopting these strategies, School Photography enterprises can reverse the current downturn and position themselves for success.



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