

CASE STUDY:

Optimizing Your Workflow with an Integrated Print Lab



Profile: Kevin Mullins

Multi-award-winning wedding photographer

Kevin Mullins is a wedding photographer based in the UK whose unique documentary-styled shots set him apart from other traditional wedding photographers. Since 2008, Mullins has been capturing the unposed, unique moments that only occur on a couple's wedding day. Shooting primarily in black and white, Mullins uses One Vision Imaging lab, one of the largest professional photographic laboratories in the UK, where clients can trust the quality and quick delivery of their prints and products.

For more on Kevin Mullins, visit his website at: <http://www.kevinmullinsphotography.co.uk>.

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CHALLENGE: Avoid wasting time and money that is spent manually fulfilling and shipping orders.

Mullins' career began like many others: he did everything himself. Aside from shooting dozens of weddings a year, Mullins was also handling all the orders, from fulfilling to shipping them, which took away precious time from handling the other facets of his business. Dealing with 20 large orders a month, he quickly grew tired of handling this menial work, which was costing him time and money.

"It was painful, and in terms of time/cost, very expensive," he says. "If you consider a profit per hour model for a business, simply standing at the post office for half an hour was eating into my bottom line."

So, Mullins decided to try a UK-based fulfillment provider, but it came with a hefty price tag at £65 per month. Not only was it expensive, the service offerings were limited.

"The actual service was excellent, but the range of services offered and price was abhorrent compared to what I use now. During this process, I was handling maybe 20 large orders a month, and when I was self-fulfilling, this was taking up perhaps a day and a half of my time per week."

SOLUTION: Zenfolio client galleries with integrated shopping cart and lab.

Mullins decided to give Zenfolio—the all-in-one website service for photographers to elegantly display, share and sell their work online—a try. He uses it for all of his clients' online proofing and ordering as well as for creating beautiful slideshows. His brides can place orders directly through his site, and they are automatically fulfilled by One Vision Imaging. This instantly freed him from spending hours processing orders and going back and forth to the post office. And at £150 per year, the switch was a no-brainer.

"The transition was completely transparent to my clients. I immediately sent out a newsletter with an introductory code to my new 'online shop', which encouraged them to visit and see the great new range of products I now had online," Mullins says.

“With more than 500 products to choose from, my orders increased dramatically to **three-fold** of what I was selling before.”

"Because the Zenfolio system is very simple to use, coupled with great product offerings from OVI, I have seen a definite increase in orders of items such as large frames and canvases. I would perhaps

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get one or two large-format orders per quarter, and now I get around seven or eight," Mullins says. And because Zenfolio has integrated marketing tools, such as coupons, gift certificates, and regular print and product sales, it gives clients more incentive to buy.

“ I send a discount out at Christmas time to encourage a revisit to the online store, and that always yields a nice Christmas bonus. ”

In addition to increased orders, Mullins was finally freed of the day-and-a-half process of fulfilling and shipping orders.

“Now I can concentrate on other facets of my business,” he says. And, clients love the easy-to-use online store that Zenfolio provides.

“I speak to a lot of clients post-job, and many of them have mentioned how painless the process of ordering was, and how great the products from OVI are too.”

With the intuitive reporting system, photographers can keep track of how their business is performing. At the end of each quarter, Mullins exports his sales reports and sends them to his accountant. “Zenfolio has really streamlined a large portion of my back office,” Mullins says.

RESULTS: By the numbers

	Cost for Service	Time Spent Fulfilling Orders	Average Online Order	Large Format Orders	Extra Income
Improvements with Zenfolio	Saving £630 per year	Saving 1.5 days per week	3x increase	4x increase	Sales and Discounts, Christmas Bonus

CONCLUSION

Zenfolio is integrated with the best quality labs in the industry, including: One Vision Imaging, Mpix, MpixPro, NuLab, NuShots and many others that provide quality products directly to clients with an impressive turnaround time. Streamline your workflow with an integrated shopping cart and lab, so you can focus on your photography. Start a two-week free trial today at www.zenfolio.com.