# Case Study

Wedding photographer Corrado Amenta worried that hiring a partner for his post-production work would mean he would have to sacrifice quality. He also knew he needed a better solution for delivering his images to his clients in a more timely manner. He could edit the images exactly as he wanted, but it was taking longer as he got busier, and he found that he needed the time to focus on other areas of his business in order to grow as he envisioned.

> **"How could someone who was not at the wedding ever understand the emotions and feel of the day? I thought it was impossible until I found ShootDotEdit."**

## Corrado Amenta

Company: **Onkei Photography**

**www.onkeiphotography.com**

Location: **Miami, FL**

Avg. Number of Weddings: **15-20**

Number of Years in Biz: **5 yrs**

Fun Fact: **DotMan was my hiking partner 19k feet of elevation up Mt. Kilimanjaro**

Corrado took the leap and started his journey by searching Google for "wedding photographers post-processing companies." He went through the results and narrowed it down to a list of companies to try, a list that included ShootDotEdit. To assess, he sent over the same wedding to all companies to edit. This allowed him to compare all aspects equally. Corrado found that ShootDotEdit came out on top in every area. First to determine ease of sign up, he referenced how long it took to setup an account on each site and send over an event to be edited. He was able to sign up and submit his first wedding in less than half hour with ShootDotEdit, by far the fastest and easiest. He also measured the ease of event submission, and he found ShootDotEdit was the leader in this category because of the ingenious Color Profiles and extremely easy to use Web Uploader.  Finally, Corrado took into account turnaround time and quality of edits. The fact that ShootDotEdit knows how important it is to get images back fast and to get the color corrected consistently every time made the them the best decision for his company.

As a final check, Corrado asked his wife, who is also his business partner, to choose her favorites between edits from ShootDotEdit against ones he had made himself, without telling her which was which. She consistently chose ShootDotEdit's changes, with each and every image. The decision was made.

## Corrado's must haves in a Post-Production Partner:
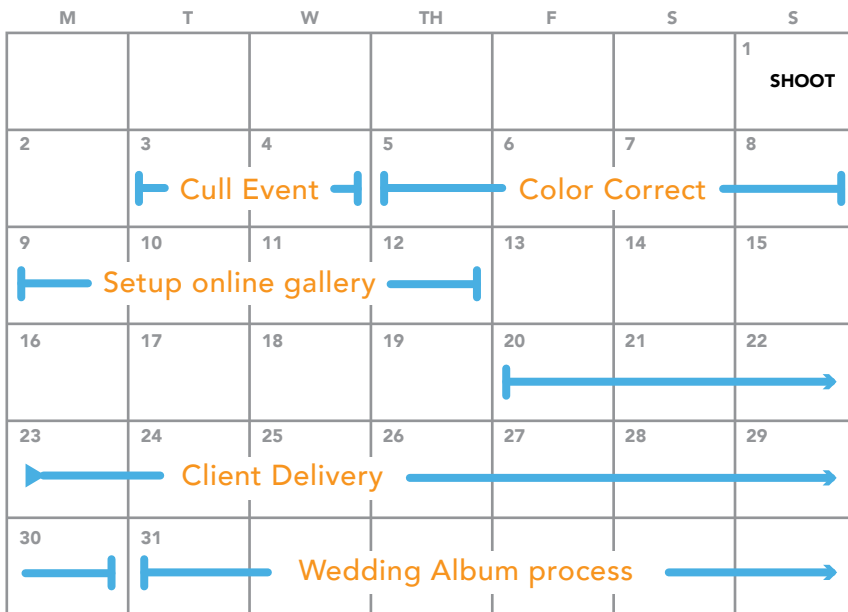
- Simple sign-up process
- Easy event submission process
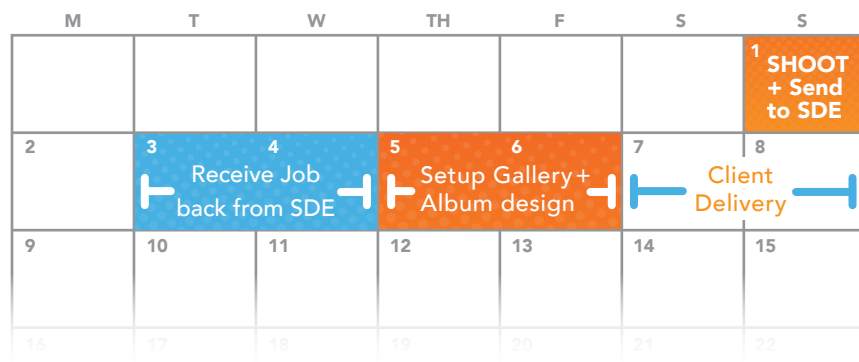- Fast Turnaround Time
- Good quality edits

# Case Study: Corrado Amenta

Once the partnership with ShootDotEdit was established, Corrado got time back to invest in his business. Compare his timelines below for his workflow timing before and after implementing ShootDotEdit into his workflow.

| M | T | W | TH | F | S | S |
|---|---|---|---|---|---|---|
| | | | | | | **1** SHOOT |
| **2** | **3** | **4** | **5** | **6** | **7** | **8** |
| | ⊢ Cull Event ⊣ | | ⊢ Color Correct | | | ⊣ |
| **9** | **10** | **11** | **12** | **13** | **14** | **15** |
| ⊢ Setup online gallery | | | ⊣ | | | |
| **16** | **17** | **18** | **19** | **20** | **21** | **22** |
| | | | | ⊢ ───────→ | | |
| **23** | **24** | **25** | **26** | **27** | **28** | **29** |
| ▷ Client Delivery ───────→ | | | | | | |
| **30** | **31** | | | | | |
| ⊢ ⊣ | ⊢ Wedding Album process ───────→ | | | | | |

## Before:

Day of event: shoot and backup files

2-3 days after event: wedding culled

4-8 days after event: wedding color corrected

8-12 days after event: client online galleries setup and final client package prepared

20-30 days after event: client delivery

**30+ days after event: work with client on wedding abum design and order**

| M | T | W | TH | F | S | S |
|---|---|---|---|---|---|---|
| | | | | | | **1** SHOOT + Send to SDE |
| **2** | **3** Receive Job | **4** back from SDE | **5** Setup Gallery + | **6** Album design | **7** Client | **8** Delivery |
| **9** | **10** | **11** | **12** | **13** | **14** | **15** |
| **16** | **17** | **18** | **19** | **20** | **21** | **22** |

## Now:

Day of event: shoot event, backup files, send to ShootDotEdit (SDE) for cull and color corrections

2-3 days after event: receive job from SDE, review and make minor tweaks

3-4 days after event: client online galleries setup, album predesign done, final package prepared

**5-7 days after event: client delivery and pre-designed album presentation**

Prior to ShootDotEdit, Corrado's turnaround time was a minimum of a month, and sometimes longer during the busy season. With ShootDotEdit, his new turnaround time is typically one week. This has led to numerous benefits with his clients, some of them unexpected.

*"We live in a fast world. Our clients no longer think they should have to choose between fast or best. Whether they realize it or not... they expect both. They want their images fast, without compromising on quality. They want to brag about their wedding with professional photos days after their wedding... not months."*

This quick turnaround has impressed his clients so much that almost all of his current weddings are referrals from past clients. The increase in interest has allowed Corrado to be much more selective in the weddings he books, ensuring that the couple truly fits with Corrado's style and vision. He is shooting half of the weddings he was booking prior to partnering with ShootDotEdit, yet his revenue has more than doubled.

In addition, Corrado found the UNLIMITED Plan to be the perfect fit. Being a business person as well as a photographer, the UNLIMITED Plan just made sense to him. Knowing that post-processing is a fixed monthly cost regardless of how many events he sends over allows him to budget and plan for the future. For Corrado, removing complexity was the key in being able to trust and partner with ShootDotEdit.

## "*Don't Let Fear Stand in Your Way*"

Knowing how overwhelming the thought of outsourcing can be, Corrado suggests easing into the process when trying to decide on a partner. For example, send an event in when business is slower, so you can take the time to go through the process. When he began working with ShootDotEdit, he worked very closely with the Customer Experience Team to help him to understand everything. He still does not hesitate to contact them when he has a question or suggestion.

Shoots 50% less & earns 2x the revenue

He attests that working with a partner is not an "all or nothing" scenario. Customizing the relationship with ShootDotEdit is the solution he has found for achieving the results he demanded without giving up his time. He also recommends joining the ShootDotEdit Pro2Pro Facebook Group. He has found the group to be a chance to discuss with other professionals just like him, ones at the top of their game, ready to jump in and help each other out. He not only found a partner in ShootDotEdit, but a community.
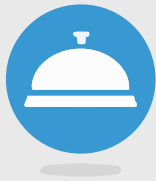
Turnaround time decreased from 30 days to 1 week

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# Fast is Best!

Are you interested in color correction as fast as 48 hours?

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shoot**dot**edit ®

Fast is Best

## CONCIERGE APPT.

Make an appointment with us as we are always happy to serve!

**MAKE APPOINTMENT**

## PRICING PLANS

Simple and easy plans to cure the pain of any pro wedding photographer.

**SIGN ME UP**