

New Email Photo Service Helps Professional Photographers Beat the Slump

Tonsho has launched a new email service, 'Tonsho Photo', to help professional photographers maximise their sales in a time when bookings and sales are down. Photography is at the luxury end of disposable income spending and many photographers have reported a decline in business during the recession. Distinguishing itself from web-based solutions, Tonsho Photo utilises Tonsho's large file sending technology to enable photographers to share photographs via email rather than via a webpage. This enables photographers to maintain more of a personal touch while at the same time harnessing the power of e-sales.

Bristol, United Kingdom ([PRWEB](#)) September 10, 2009 -- Tonsho has launched a new email service, [Tonsho Photo](#), to help professional photographers maximise their sales in a time when bookings and sales are down. Photography is at the luxury end of disposable income spending and many photographers have reported a decline in business during the recession.

[Tonsho Photo](#) uses the power of email to enable professional photographers to increase the audience for their photographs in a time-efficient manner. Managing Director, Edward Ross reports, "For example, after a family portrait session, a photographer needs to get the proofs in front of as many family members as possible in order to maximise sales. This can be time-consuming but with Tonsho Photo this can be achieved in one step".

To share their photographs all a photographer has to do is send an email as normal from their address to their customers' and attach the photos, Tonsho does the rest:

- Automatically generates web-based thumbnail galleries
- Automatically generates watermarked preview images
- Provides customers with an online ordering facility
- Password protects the original photos

The clients receive the email with the [large photo attachments](#) replaced by a link and a password to the web page containing the photo gallery. This stops the email from 'bouncing' because it is too large. The customer selects which photos they want from the gallery and the size and fills in some contact details, which are then emailed to the photographer for a quote. The email from the photographer can also be forwarded on to any other interested parties who may want to purchase prints.

This differs from conventional website solutions in several important ways:

- No special web interface has to be used to upload photographs saving the photographer time.
- No separate 'invitation to view gallery' email has to be generated, removing a step in the process, and further saving the photographer's time.
- The email that the client receives is direct from the photographer and is not generated by a photo gallery website. This means that the client can hit 'reply' if they have any questions and contact the photographer directly.
- Photo orders are not automated and impersonal. By the customer requesting a quote the photographer can still provide a personal service and meet any client needs that cannot be met by a list of tick box options.

Edward Ross adds, "Tonsho Photo harnesses the business power of the internet but still maintains the personal touch which customers crave. In any business setting this results in higher customer loyalty and ultimately



better sales. If we can help photographers weather the current economic climate then it is a job well done".

To celebrate the launch of this new service Tonsho is offering a 1 month free trial until 30th November 2009. This is in addition to their standard 2 month no-quibble customer satisfaction guarantee. Photographers can benefit from this offer by signing up and entering marketing code: 15557

For further information visit the [Tonsho website](#).

Contact: Sam Ross, Marketing Executive, +44 (0)1275 331 913

Notes to Editors:

[Tonsho](#) was launched in 2008 as a large file sending service. It has users from a wide variety of business fields including the media, the finance sector and engineering. Tonsho Photo is its latest product, offering a specialised service to meet the needs of photographers.

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Online Web 2.0 Version

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