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Launch of 'ZoomIn Pro Program'

Did you know that the Indian wedding industry is estimated at Rs 1,25,000 crore (Rs 1,250 billion) and growing at a rate of 25 per cent per annum!?

This can only mean one thing for the wedding photographer - an increasing number of events to cover while managing to keep track of which pictures belong to whom and how fast he can get those captured memories to his customers. Traditionally, the process is relatively long drawn out and delivery of event photographs to customers is normally delayed, much to their dismay. The issue at hand is the fact that a professional photographer is most busy during this season and often finds it difficult to manage his multiple assignments with timely deliveries.

However, the Internet and technology are now coming to the rescue. ZoomIn, one of India's leading photo sharing and printing sites has announced the launch of the ZoomIn Pro Program - a customized online hosting, printing and marketing solution for professional photographers. Using the ZoomIn Pro Program, a professional photographer can now offer an online service to his customers by uploading their photos on ZoomIn.com. For the customer this spells convenience - they can now share their wedding memories with a wide range of friends and family and all their wedding guests without the cumbersome issues of inviting people home to see the album or the time consuming task of uploading their own photos online. More importantly, they won't have to wait for a couple of months before they see their pictures.

The Pro Program offers professional photographers with the following benefits:

Increased Sales

Residual income that goes beyond the immediate event sales

Additional reprint income from friends of customers

Professional Online Presence

Photographers get listed in the online ZoomIn Pro Directory

Their online portfolio in the ZoomIn Pro Directory would be a powerful marketing tool for them

The Pro is always in charge

Owns the customer and all future reprint revenue

Widest Product Range

Widest range of products and services

Prints, Slideshows, Photobooks, Mugs, Greeting Cards and other merchandise

No Hassle

ZoomIn handles - credit cards, security, printing and shipping across India and in the US.

All in all, the platform is one that allows professional photographers to go online, widen their client base, increase revenues while focusing on the core business of taking photos. With more and more photographers migrating from film to digital photos, the platform offers the right opportunity to leverage the power of the internet to showcase and sell their work.

Link:

<http://www.agencyfaqs.com/main1.html>