

Carlisle Photography Business Goes from Strength to Strength thanks to Superfast Broadband



Carlisle based freelance photographer: Emma Stoszkowski, creates and captures bespoke photography specialising in Weddings, Lifestyle and New-born.

The superfast Cumbria team caught up with Emma to talk about how superfast broadband has been an asset to her business.

Emma explained that communication is key to the success of her business and having different forums to communicate is vital. "Having a faster broadband enables me to communicate with clients via my website, email, social media and most recently via FaceTime, Zoom calls & Business WhatsApp which has recently been added as a contact button through Facebook which is amazing."

Emma said: "Having a fast and reliable broadband service means I can respond to my enquires and comments in real time. I regularly upload current work / images to Facebook & Instagram which also attracts and creates new work and enquiries. I also manage my own website which means I can log in and out to update."

I strongly believe that word of mouth and recommendations are the most successful way to advertise alongside social media which enables people to view my work in the comfort of their own home before contacting me. I also love chatting to clients on the phone as not everyone is comfortable communicating via email or social media. Having a strong social media presence means I also reach out to a wider audience."

Emma added: "Clients are keen to see their photographs as soon as possible, so I try not to keep my clients waiting too long for them to be edited and turned around. I give each client a secure password to view their collection of images online at their leisure. I also ask every client if it is ok to showcase their images on social media at a later date. It is not for everyone so I always respect client's privacy if this is not for them."

As well as providing photography for Weddings, Lifestyle and Newborn there is an option for clients to purchase prints and products including canvas and bespoke albums. Emma told us "having the faster broadband allows speedy uploads and timesaving for making albums with a quick and efficient turnaround."

Emma went on “what you don't see, behind the scenes, is all the home office work vital to the running of my business which includes editing photographs, emails, administration work, regular social media updates, reviews, internet banking and online ordering. I also spend a lot of time keeping in touch with clients, especially couples who are planning their weddings over the intricate details to support them in achieving their dream day.”

Emma would love to see other businesses across the county upgrade and update their service to superfast.

"Being online is essential for so many businesses for so many reasons, having the superfast speed to drive what I do has honestly made my life stress free and easier to manage; what a positive difference".



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