



## Barrow Based Entrepreneur reaps the benefits of being online to support her businesses Shot@:Photography and Cumbria Artisans



From her work base in Barrow In Furness, Amelia Reid runs the successful businesses of Shot@:Photography and Cumbria Artisans which provide an array of bespoke photography packages and make custom designed and personalised earrings, cake toppers and charms to customers near and far.

We caught up with Amelia, the photographer, designer and entrepreneur behind these great local businesses to find out how her broadband connection supports what she does.

Amelia said: “Having fast, reliable broadband is the backbone of being able to run my businesses effectively. My broadband service brings my customers closer, allowing me to open up my products and services to a much larger client base and communicate and interact with them as if we were in the same room.”

“Social media plays a big part in the way my products and services are shared and in reaching the attention of prospective customers. Using my broadband service, I can update my social media pages regularly and respond to any comments or enquiries quickly and efficiently. My social media pages enable clients to contact me and receive a response at a time which is good for them. In my experience it is important to be as accessible as possible and having the access to reliable broadband speeds means this is always possible.”

“One of my biggest accomplishments to date is the set-up of my online Etsy shop. Etsy has provided my Cumbria Artisans business with a worldwide selling platform and really opened up my prospective customer base. Since launching on here I have made well over 1,000 sales to customers who I believe would not have found me was it not for me popping up via their search criteria on here. Having a fast broadband speed gives me a reliable, consistent and safe service which is needed to make my partnership with Etsy possible.”

“My Etsy shop offers a secure ordering and payment system so customers can have confidence in their online purchases. I also track delivery of orders and my online service allows me to monitor the order from point of postage through to safe arrival using online checks.”

“My photography business Shot@:Photography is something which I am really passionate about and love capturing special memories for my clients whether that be lifestyle, studio, wedding or parties. My broadband service really supports this strand of my business in many ways, it allows me to communicate with my clients, allows me to

showcase my work on my self-run website which I regularly update and supports many behind the scenes tasks including the safe saving of photographs to the cloud, sharing negatives with clients, and the ordering of photographic products. I do quite a lot of travelling with my photography work whether that be to an event or special location for a shoot. When I am out and about I do rely heavily on my 4G mobile connectivity to stay connected via my mobile device which I can use as a means of communication, as a sat nav, or to check in on any aspect of my business on the move. A consistent 4G service is really important across Cumbria, and indeed further afield. If we are connected then we feel safe, whether I chose to use that connection or not, having it there is really important to me.”

“I am currently holding a New Year sale for the month of January giving clients a great opportunity to take up my photography services at a discount price. If this is something that you are interested in then I would love to hear from you.”

“From a back-office perspective, my broadband service allows me to carry out a wide range of functions which would be difficult without. Tasks such as internet banking, processing orders, online forms and general market research on products and raw materials are just some of the tasks which are made so much easier.”



“I think we possibly take for granted all the tasks we now carry out online and the efficiencies this brings in terms of time and ease for completion. I for one would definitely not like to be without the service I have.”

Amelia would encourage other businesses to check the availability of improved connectivity to them. “There are so many talented businesses across Cumbria who have so much to offer, get online and find out just how successful you could be.”

To find out more about Shot@:Photography and Cumbria Artisans:

Visit their studio and shop at 65 Scott Street, Barrow in Furness LA14 1QE

Visit the Cumbria Artisans [Facebook](#) page

Visit the Cumbria Artisans [Etsy Shop](#)

Email [Cumbria.artisans@gmail.com](mailto:Cumbria.artisans@gmail.com)

Visit the Shot@:Photography [Facebook](#) page

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