

about babyphotographer.com _____

what we do


Babyphotographer.com is a vertically integrated portrait photography company incorporating portrait photography, framing, and custom card design. We have a team of photographers trained in our exclusive style who travel to our customers. And we have a team behind the scenes to focus on all of the “businessy” stuff so our photographers can focus on taking great photos. Simply put, we make it convenient for parents to get professional baby photos and products with the contemporary look they want, without ever leaving home.

our story

Babyphotographer.com was founded in 2003 by Bethan Brome Lilja. Bethan started photographing babies in 1997 for a national portrait studio in Seattle. In 2000, she went to Babson to study entrepreneurship and figure out how to build a better business model. Bethan launched babyphotographer.com in 2003 and quickly had too much business for one person. The company was re-launched in 2007 with a team that now includes Bethan’s husband Jonathan Lilja, graphic designer Kim Morrisseau, and photographers Mark Dostaler, Grace Parkhurst, Caryn Posnansky, and Lauren Abeles. Babyphotographer.com is headquartered in Needham, MA.

why we are better

Parents cringe if you mention baby photos. They think of tacky backgrounds at mall photo studios or hard-to-work-with and expensive “artsy” photographers. We have spent years listening to what parents want and built our business around their ideas – in-home photos, online ordering, framing, and letting them own their digital images on CD. **See how we set ourselves apart from our competition in the chart below.**

		other photographers	mall photo studios
in-home shoots	\$265	\$150 - \$3000	<input type="radio"/>
experts in baby photography	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
online ordering	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
high res. photo cd 50+ photos	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
100% satisfaction guaranteed	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

always available sometimes available not available