

AMAZOWL TRAINING

Amazon Core Content

Get the Jump on your Competition with these Covert Industry Techniques

Cheat Sheet

Types of Listing Imagery you Should Know About

1. Lifestyle Imagery

First up is the lifestyle image. The lifestyle image is essential to any detail page. Lifestyle images show features, give the shopper a sense of scale, and arguably most importantly, how will you live with this product in your life. Lifestyle images provide clarity and can say a whole lot without any words.

2. Image Call-Outs

The next type of image is the image call-out. This type of image works the best when paired with a lifestyle image. The image should do most of the talking, the call-out just reinforces and drives the selling point home. A call-out ensures that people understand the selling point you are trying to communicate.

3. Charts

Charts, while not visually exciting, tell you a lot about a product in a small amount of space. For the clothing space, it really makes sense to have a measuring guide chart in order to minimize the risk of returns due to ill-fitting clothes.

4. Perspective Images

Next up is the perspective image, an essential to telling the full story on your product. Perspective images show the shopper the scale and dimensions of your product. This can be done in 3 ways:

- The first is the silhouette image. Silhouette images are often used for smaller items such as watches and wristbands. Silhouette images gets across the message just fine but that being said, it is not very interesting. What gets missed is placing your product in context.

- The next perspective image is the simple product shot with dimension call outs. This type of image is very straightforward and clear but the problem is, it makes you think. Not everyone can easily picture in their head what x number of inches or centimeter looks like. If you can, add in an additional object that people know the scale of (for example, an iPhone).
- Lastly is the lifestyle perspective image which the best option because it gives your product context. You get to show the shopper how the product can live in their home or their life. You can photograph your product next to the size of well-known objects to show, not tell, scale. For example, if you are selling an espresso maker, you could include a coffee mug in the picture to help tell a story as well as show how large the machine is.

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