



# High Converting E-Commerce Product Image Strategy Formula

Built for

- **Amazon Sellers**
- **Dropshippers**
- **Shopify Stores**
- **Funnel Hackers**
- **E-Com Marketers**

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PACKAGE

WHAT'S INSIDE?

- Ear Phones
- Dock Station
- Extra Buds
- Secure Hooks
- USB 3.0 to USB-C
- Sport Hooks



**Portable: Groove on the Move**



Store Secure Hooks



6 Hrs Battery Life



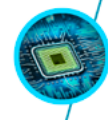
IPX5 Water Proof



WORRIED ABOUT DISTANCE?  
WE GOT YOU COVERED.



**XL SOUND  
DRIVERS**



**SWITCH BETWEEN  
XS EQ PRESETS**

**DOUBLE TAP:**

- Balanced
- Bass Booster
- Vocal Booster
- Treble Booster
- Enhanced Sound

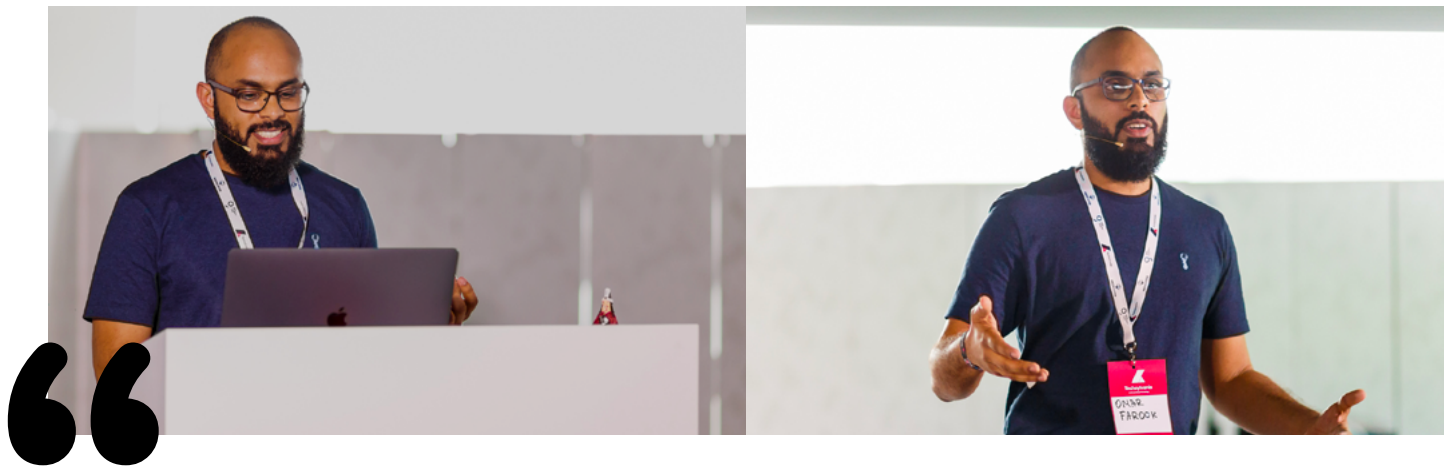
**RIGHT EARBUD  
TOUCH CONTROL**

**This pdf contains our  
winning formula called  
Product Image Strategy  
that will take your  
e-commerce business to  
the next level,**

whether you are an Amazon seller or Ecommerce business owner on Shopify, WooCommerce, Etsy, BigCommerce (Or any other platform!) These strategies will allow you to make yourself stand out with engaging imagery and become perceived as a trustworthy and dependable authority in your niche. We guarantee that if you apply these techniques aptly, you will become the next best seller in your niche!

# How do we know that these strategies work?

## Let's ask our founder Omar Farook



The strategies in this ebook are part of the key ingredients of why we were able to scale multiple Amazon businesses to 7 figures within a short period of time. These results are not speculative guess work, but have solid ground and measured by a/b testing of conversion rates.

The process we are about reveal is my most cherished in-house tactic that we used for many clients of my ecommerce design agency; Mozayc. If, 3 to 4 years ago, you asked me to share these with you, it just wouldn't be an option for me. They are a big part of my secret recipe book to creating high converting product images.

Product Image Strategy is our go-to framework when we create any sequence of product images. By applying these correctly, we can guarantee that you can expect a high ROI and in many cases overnight conversions.

### **But let me first tell you how I learned all of this.**

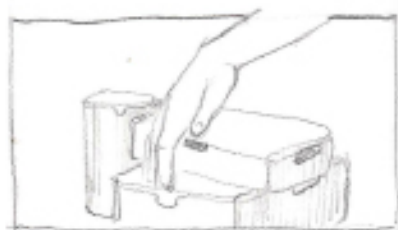
My name is Omar Farook, and I am a motion designer from London.

Around 6 years ago, I was a designer working in the broadcast industry. I decided to use some of my spare income on setting up a side business. So I jumped into the Amazon FBA





model and became a part of that community. The advantage I had over all other entrepreneurs was that I was able to create my own images myself. **In 2015 I made an order of 1000 units and launched my own product, and guess what... I sold my first batch within the first month.**



**The reason I was able to do this was because as a motion designer, not only was I able to design highly engaging images, but I also knew the impact of story-telling and communicating a message. To me, every image in a carousel was a like a frame in a storyboard.**

As someone who often buys stuff in the jungle that is Amazon, I asked myself - what lead me to buy a product, especially when there are 100's of options to choose from, with all of them looking pretty much the same; the product's that stood out from the crowd were the ones that not only had a highly receptive brand, but also engages the viewer as they skip through the carousel image by image, like a comic book, soaking in the nuances of the product: **the why, the what, the how and more...**

Word got around within the Amazon community which led to many entrepreneurs seeking out my design services till it eventually outgrew my Amazon business! Since I loved design much more, it was a no brainer for me to sell my Amazon business and grow my agency.

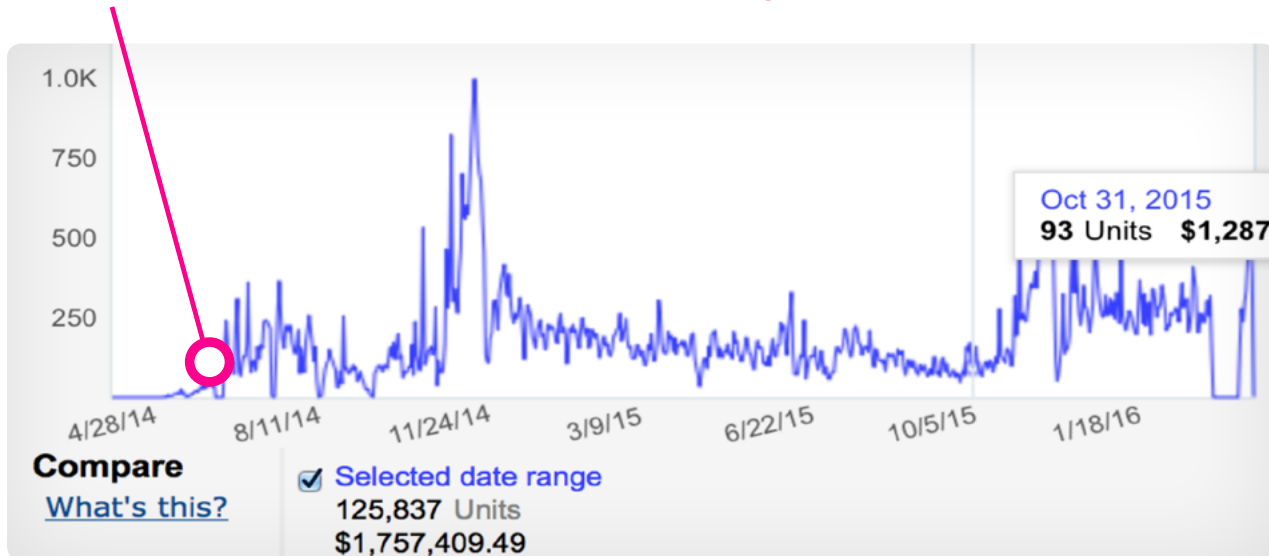
As my agency Mozayc scaled, we eventually changed our model from serving dozens of e-com startups, to literally a few selected 7-figure e-com businesses.

We attracted larger clients for one reason and one reason alone. We built a process that helps us not only create a highly receptive brand, but also create a sequence of story driven images. **We called this process Product Image Strategy.** These clients would commission us

anywhere from £5000 to £20,000 just to create their images, as what we created produces results!

Here is a graph of one of our clients. At the exact point we optimized their images you can see a spike in their sales.

### Point at which we improved a client's images



## Where can Product Image Strategy be applied?

These strategies have been primarily made for product image carousels within **marketplace listings, for example: Amazon, Wish, Ebay, Etsy etc...**

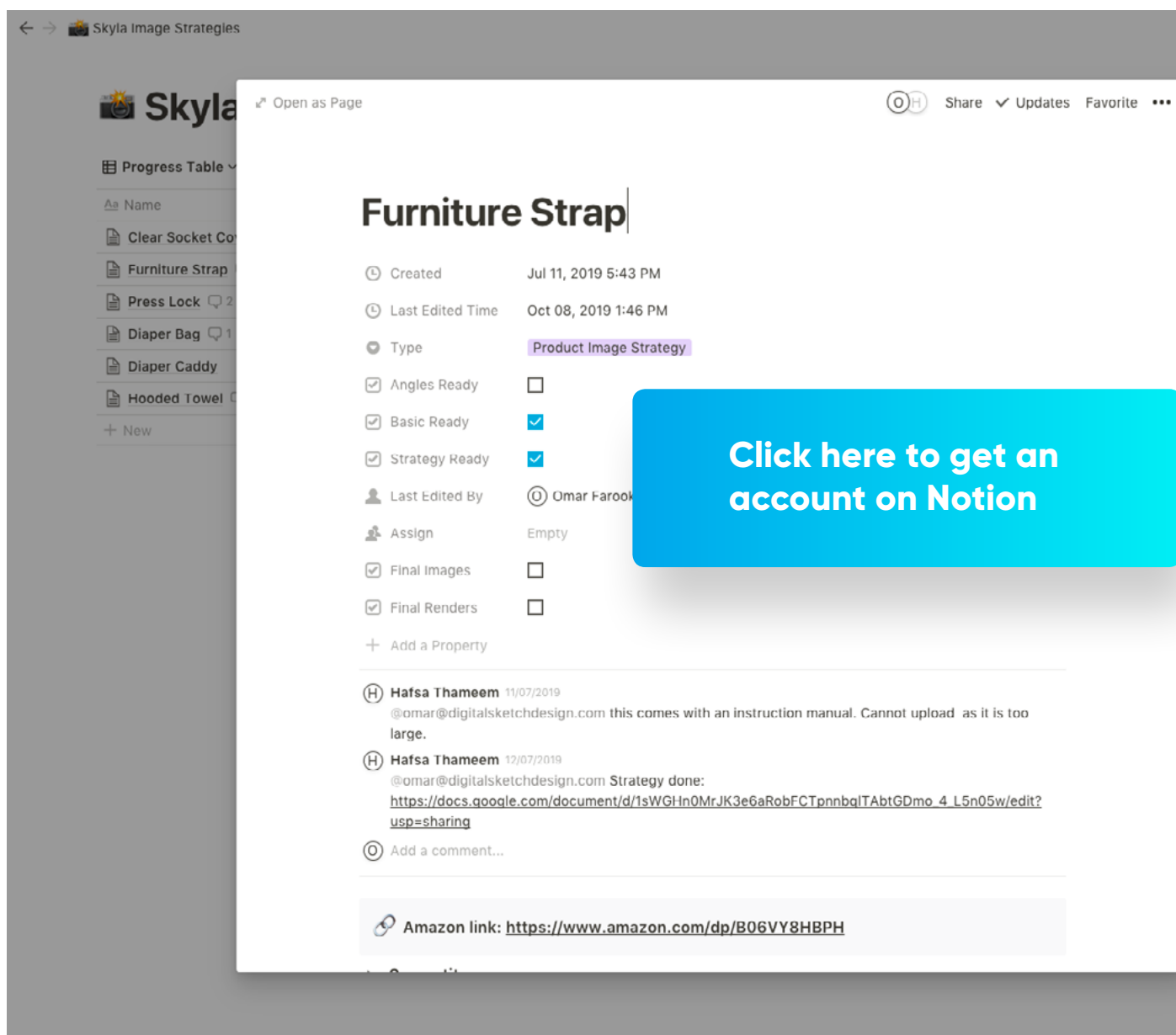
However, you can also re-package and apply these same strategies within **print material (such as packaging design), custom-built websites, social media image carousels and more.** We have applied these strategies in single product funnels, online stores and even in Instagram feeds. We will show you how to re-apply and reconstruct Image Strategy for any particular context later on in this ebook.

First it is very important that you make sure that you fully understand image strategy before you even begin to delve into my 10 techniques within this ebook. **So let's get straight to it!**

# The 6 milestones to Product Image Strategy

1. Discovery & Research
2. Differentiation Through Perceived Value
3. Differentiation Through Branding
4. Customer Journey & Image Ideation
5. The Medium: Photography or 3D Renders
6. Image Design & Execution

I prefer to use the productivity tool Notion, to create my documents and project manage the process whilst my team and I hit every milestone in the strategy. I also use a notepad to sketch ideas when necessary.



Let's get into to them one by one.

## 1. Discovery & Research

Discovery & research requires you to analyse the market deeply, so that you can start to create and design content that is highly receptive to your most ideal buyers of your product.

**The first place to start is your competitors:**

- Where are they selling?
- Who is their main target audience?
- What does their brand look and feel like? Example: Style. colors, typography, message,

imagery.

- How have they presented their product?
- What are their reviews like: pros and cons from real buyers?
- What are their points of differentiation? Example: A unique exclusive feature, a bonus complimentary product, unique brand or positioning.
- Where are they lacking? Example: communication of features, poor brand design

There could be more research points depending on the product.

## **What I do is take the braindump approach;**

Search for the most common keywords used to find your product, on the platform it is most likely to be found on, for example:

- Marketplace platforms: Amazon, Ebay, Wish, Etsy, Ali-Express etc...
- Search Engines (if it is not google then you're a caveman that's off-grid... just saying...)
- Publications: Forbes, Entrepreneur, TechCrunch

Don't be overwhelmed with an overload of information, it's not about using all of the data. It's more about having an overarching rough idea of the market, and being able to pull information whenever it is necessary – this research document will be a reference point as you move through the strategy milestones.

## **2. Differentiation Through Perceived Value**

Differentiation, as with all forms of businesses, is really important for you to stand out against the crowd and build a following.

There are of course many obvious ways of doing this; bonus products, freebies, customer support, unique features and the list goes on.

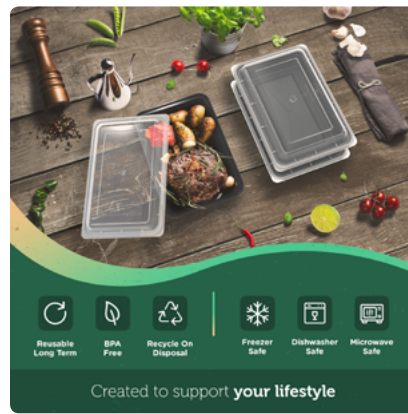
But with Image Strategy, the main focus is not about adding more physical value to the product itself, but it's more about differentiating by how the product is presented online. And this method is all about using a powerful image sequence to increase what we call perceived value. The best part of this is that unlike physical addons to the product, differentiating using perceived value alone bares no additional cost of production to the product!

To start the process, you will need a document with detailed specs of the product you are creating the image sequence for.

**Make sure each similar or related feature and benefit of the product is grouped together under a relevant heading. Example:**

### **Materials**

- Strong high-grade plastics
- Non-toxic BPA free
- Heat resistant.



**Stack away  
your prepared  
meals in the fridge**

Mould creates a snug fit for  
stacking sealed containers



**Nest away  
once your done**

Fits perfectly into a compact nest  
for easy and minimal storage.



**What is increasing  
perceived value  
exactly?**

**Increasing perceived  
value of a product is  
simply presenting it in**

**it's most  
glorious  
state,**

**and showing off it's  
features in a profound  
way or in a way that is  
boldly different.**

On the left is an example of part of a product image sequence we did for a client, of simple everyday plastic food containers.

We increased the perceived value of the product by simply using higher quality 3D rendered imagery rather than photography. We also communicated the exact same features as the competitors, except we did it by using graphics that almost seem more high-tech than the product deserves - this builds more perceived value and builds trust towards our images and brand.

With this milestone you are simply taking your research in conjunction with the product specs, and brainstorming potential ways you could increase perceived value. Once you get through this ebook you will have more tools and ideas to do this.

by Emerald Living



737 customer reviews



## Is it ethical?

Some people have questioned whether this is an ethical way to promote a product, as it may seem like we are exaggerating the product to be more than what it is. However If you think about it, by increasing a product's perceived value you are not changing anything internally within the product itself in your presentation – that would be completely wrong.

**You are simply finding ways to mesmerize the viewer by glorifying your product whilst communicating it's features in a unique but effective way than your competitors.** And the 10 image strategies that will soon follow in this ebook will talk more about mesmerizing your audience through imagery. For now simply understand the concept of differentiating through increasing perceived value.

Here is another way of explaining it.



### Me many years ago when I was a hippy...

- Same brain
- Same physical body
- Brand: mmmm.... psychedelic?
- Perceived Value: ooof...



### Me today, a passionate designer and entrepreneur

- Same brain
- Same physical body
- Brand: creative entrepreneur
- Perceived Value: hopefully more than when I was a hippy – just a bit ;)

## 3. Differentiation through Branding

Whether you are improving a brand or developing one from scratch, the 2 biggest factors to a brand that has long-term impact on the business's growth are:

1. Bold Differentiation / Innovation
2. Audience Receptivity

## **Bold Differentiation:**

This is simple. To do this well you want to **play with ideas that almost scares you.**

As contemporary branding expert, Marty Neumeier, says in his book: the Brand Gap



Being bold requires you to stand out in every way possible. You need grab attention like the new kid on the block with a swag unseen by the locals. It's not just the style, but even the colors, typography, imagery etc...

## **Audience Receptivity:**

Now, whilst innovation is great, you still must make sure it works. It needs to feel at home for the customers you are targeting.

## **So how do we reconcile between to being bold and being common?**

You might think that these are two completely polar opposite characteristics. And quite frankly they are. But we just need to look and search a little deeper...

The balance is about finding a widely accepted style gap within the product market and honing in on that one area that others are not.

And as you develop the brand, for further validation you can speak to individuals that could be an ideal customer of the product, and get their insight on the design direction.

Here are some examples of where we were able to do this powerfully.

## Emerald Living: Brand for Meal Prep Food Containers

### Average Competitor's Style:

- Raw Hardcore Bodybuilding
- Clean Minimalistic Kitchen

### The Style Gap:

Our research showed that many of the same people who bought the competitor products also enjoyed healthy / clean eating and organic food and whole food culture.

### Our Direction:

We took the brand towards a more organic and rustic theme, which was something that was not seen in this space. This attracted both segments of audiences that the competitors were targeting.



## Skyla Homes: Brand for Baby Safety Locks

### Average Competitor's Style:

- Technical Minimalistic Home Product – almost like Ikea

### The Style Gap:

Our research showed that many of the same customers were looking for a reliable trustworthy brand that gave them peace of mind, almost like a loving babysitter.

### Our Direction:

We made the Skyla logo and brand like a soft comforting entity and let that entity into all of the product images.



## 4. Customer Journey & Image Ideation

By this milestone you should have all of the following:

1. **Market research:** A good insight of the market
2. **Increasing perceived value:** Differentiating by glorifying the product and it's most important features
3. **Differentiation through branding:** finding a style gap that makes you stand out whilst being highly receptive to the target audience.

You can now start ideating the customer journey or flow. This will be the final concepts of your imagery. get a notebook out, and start sketching away. You know your product and it's competitors more than anyone. So it's about taking your ground work and applying it into a story-driven sequence.

### How to create a story-driven sequence.

As mentioned, every image – whether it is flicking through a carousel or scrolling down a funnel page – is like a frame in a storyboard or comic book.



Think about a Comic book and how it's structured:

1. **It has a cover page** – grabs your attention
2. **It has an introduction** – gives you a little background story or snippet – drawing you in to continue
3. **It has a plot that intensifies** – the story begins and unravels surprising you at every corner
4. **The story starts to calm down** – As more of the story get's unravelled, your mind enters into the calm of the known, you now know what to expect.
5. **It has a happy ending (at least in our version!)** – It leaves you with a positive feeling at the end of it with a sense of closure that you don't need any more information.



In the same light, you will want to structure your Product Image Sequence in this format.

## What to avoid

Don't ever do the following:

- **Avoid Feature stuffing** - stuffing a load of features in one image won't allow your customers to process them. Instead separate related features and present them in 1 image.
- **Don't add too much text** - communicate as much as possible with 1 heading text, bullet points and icons. It's more about the product.
- **Don't over do the graphics** - depending on the product, try to add the appropriate amount of graphics to spice up the presentation. for example: a kid's products will have more decorative shapes than something like an electric shaver.

Here is an example of one that we did:



As you can see, each image is sketched like a storyboard frame.

- **1 - Cover Page**
- **2 - Introduction**
- **3a to 3e - The plot:** consists of a series of images with each image speaking about 1 feature / benefit or related features / benefits.
- **4. The calm** - The information has been delivered, it's now time to relax and breathe in a summary image. Typically just the product and a reminder of it's contents.
- **5. A happy ending** - maybe one last feature, that is not major nor insignificant. Or just a simple lifestyle image of a person using the product can fit in perfectly here.

Sketching ideas out for every frame really helps map out your sequence. Without it you are pretty much doomed, as you will not have a reference point to go back to.

## 5. The Medium: 3D renders or Photography



There are 2 main mediums for images of physical products.

### 1. Photography

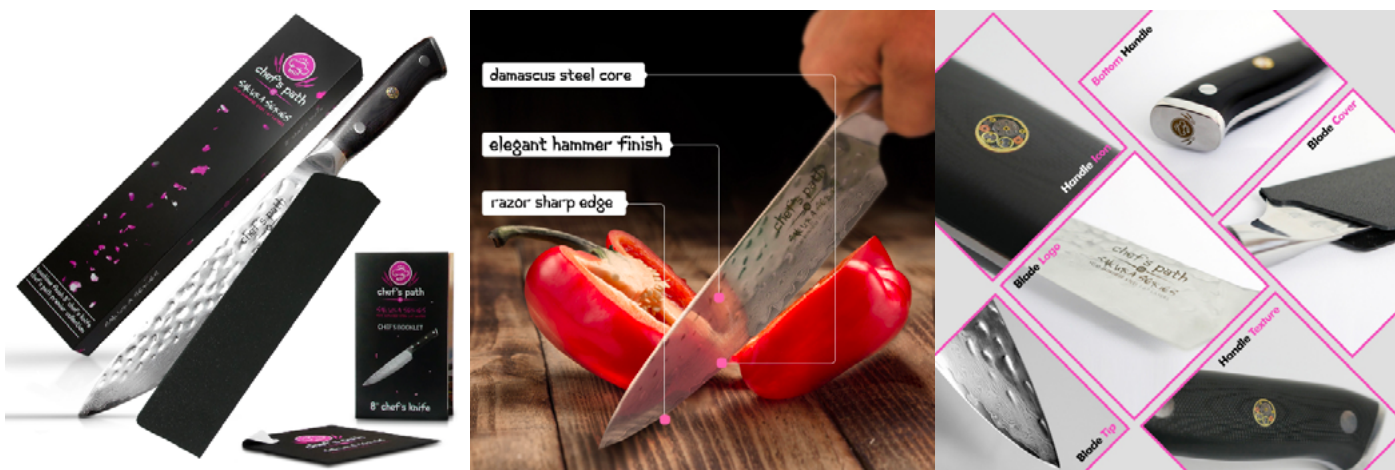
### 2. 3D renders

For digital products or service-based products you have more options such as illustrations, mockups and more. The advantage here is that you can be more free and sometimes even abstract with your images in conveying the features and benefits of your product.

As we are focussed around e-commerce, we are going to look more at physical products, even though many of the strategies in this ebook can also be applied to other product types.

## What is the difference?

### 1. Photography:



Photography will always have that sense of photo-realism and almost organic feeling that 3D renders will not. Even if it's just a 1% difference (as 3D renders can be extremely hyper-realistic) there can still be a subconscious feeling when looking at real photographs of a product that makes you relate to it more than a 3D render. The advantage of photography is that the realism creates a familiar feeling. But it can of course be expensive to produce, especially if you need props and specific angles of your product.

## 2. 3D Renders:



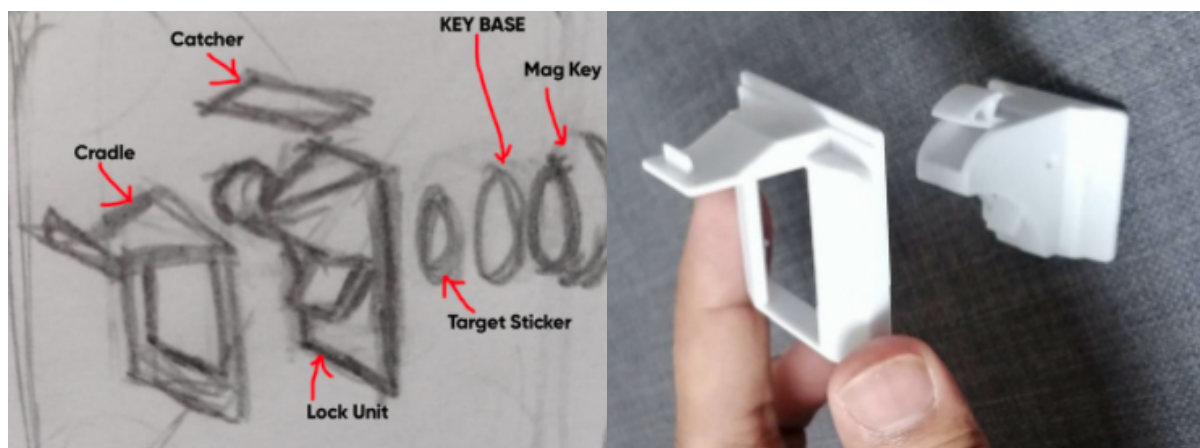
3D renders requires an expert to create a 3D model for you and then take your specifications in your ideation so that they can render out the final images. As mentioned 3D models can be hyper realistic but at the same time have that sense of surrealism that pulls it away from reality. It almost feels too clean, sharp, crisp and perfect to be real. Though this feeling may not work for some products, such as food, clothes, etc... It is perfect for products such as electronic gadgets, tools and devices in general. The real advantage of 3D renders is that once the model is created, that model becomes an asset and you can capture images whenever you like, in angles that would be really difficult to achieve with photography.

## Which medium do you choose?

As mentioned, most of the time it really comes down to the product; for example photography is great for fashion as you need live models to wear the clothes etc... 3D renders can be great for electronic devices such as mobile phones, laptops and other computer accessories.

## The Brief

So if you are briefing a hired photographer or 3D modeller, you will need your sketches. It is important for you to make sure you get the exact result you want, so make sure every frame is accompanied by a brief description explaining what you want for the image, as sketches can sometimes be confusing. Another way to avoid confusion is also accompany the sketch with a photograph showing the position and angle you want the product in, this is how I prefer to work. Here is an example:





## 6. Image Design & Execution

This is the last and final step.

You want to make sure that with any image sequence, your designs must have complete consideration for the brand style or theme of the product. Never go off theme, it just won't be receptive to your customers.

### Consider the following:

- Colors
- Typography
- Shapes & Decoratives
- Images
- Textures

Depending on the theme of the product and brand, all these components will be affected in terms of **intensity, boldness, scale and more.**

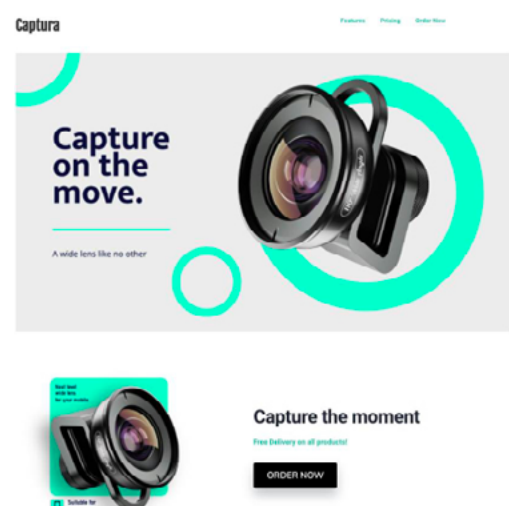
### What platform are you designing for?

It is very important to consider which type of platform you are designing an image strategy for.

**If it is for a marketplace listing,** you will want to use the square space in an optimum way and spread your content to give it enough breathing room so that the information is easy to consume. Make sure text is legible on both desktop and mobile devices as thumbnails, not fullscreen images.



**If it is for a landing page,** you will need a hero banner for your main cover image, followed by product images for the rest of your sequence; these will need to have graphics that are more airy and open so that it is not completely closed off or isolated and should flow as you scroll down the webpage.





# Congratulations! That's it! You have made it through this ebook!

It's extremely important that you apply these techniques to the best of your ability as shown in this guide. Make sure you keep this ebook at hand so that you can always refer back to it when you whip up your product images.

**With that said, thanks again for jumping into this E-Book.**

## If you enjoyed this ebook, then I encourage you to check out our design software **Glorify App:**

It's an easy-to-use design tool with 1000's of design templates for e-commerce businesses!

It is my mission to deliver the best e-commerce design tool in the market, and I am super excited for you guys to check it out, **it will help you create beautiful high-converting designs in minutes!**

**CHECK IT OUT NOW!**



Omar Farook  
Founder of Glorify



**NOTE:**

Feel free to take inspiration from our image designs within this ebook – however it would be highly appreciated if you avoid copying them exactly as they are – besides that is against our terms!