

# SOP-602: Product Image Strategy and Photography Brief

## Nurise Listing Optimization

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### Purpose

Plan and brief high-converting product images that tell a compelling story, differentiate your product, and maximize click-through and conversion rates. This SOP guides WHAT images to create and WHY, complementing the AI Image Creation Guide which covers HOW.

### When to Use

- Planning images for a new product launch
- Briefing photographers or designers
- Redesigning underperforming image galleries
- Competitor image analysis
- Before creating AI-generated images (use with AI Image Creation Guide)

### Prerequisites

- ☐ Product selected and validated (SOP-202)
  - ☐ Competitor research complete
  - ☐ Target audience defined
  - ☐ Product features and benefits documented
  - ☐ Budget for photography determined
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## Part 1: Understanding Image Strategy

### The Shopper's Journey on Amazon

SHOPPER DECISION PROCESS

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1. SEARCH → Sees main image in results

└─ Decision: Click or scroll past? (CTR)

2. CLICK → Lands on product page

└─ Decision: Explore further or leave?

3. BROWSE → Views image gallery

└─ Decision: Continue reading or bounce?

4. EVALUATE → Reads bullets, reviews

└─ Decision: Add to cart or compare?

5. PURCHASE → Clicks Buy

└─ Goal achieved!

### Key Metrics Images Impact

Metric	Which Images Impact
CTR (Click-Through Rate)	Main image (search results)
Time on Page	All gallery images
Conversion Rate	Entire image sequence
Return Rate	Accurate representation images

## Part 2: The 7-Image Framework

### Image Sequence Strategy

Amazon allows 7+ images. Each should have a specific purpose:

Position	Image Type	Purpose
1	Hero/Main	Stop the scroll, generate clicks
2	Journey Starter	Hook interest, show main benefit
3	Feature Showcase	Highlight key features (FAB)
4	Social Proof/Comparison	Build confidence
5	Use Case/Lifestyle	Show product in action
6	Technical Details	Answer common questions
7	Call to Action	Push toward purchase

### Detailed Image Breakdown

#### Image 1: Hero/Main Image

**Requirements:**

- Pure white background (RGB 255, 255, 255)
- Product fills 85%+ of frame
- No text, logos, or graphics
- Must be mobile-optimized (looks good at 100x100px)

**Strategy:**

Element	Goal
Angle	Most appealing product view
Composition	Clear, uncluttered
Scale	Largest reasonable size
Quality	Ultra high resolution

**Test Ideas:**

- Product alone vs. with key accessory
- Straight-on vs. 3/4 angle
- With packaging vs. without

### Image 2: Journey Starter

**Purpose:** Immediately communicate your #1 benefit

**Format Options:**

Format	Best For
Infographic	Products with measurable benefits
Lifestyle shot	Emotional products
Before/After	Problem-solving products
Bold statement	Differentiated products

**Example:**

Hot Tub Filter:  
 "3X MORE FILTRATION" with visual comparison

Air Mattress:  
 "NEVER-FLAT TECHNOLOGY" with demonstration

### Image 3: Feature Showcase (FAB)

**FAB Framework:** Features → Advantages → Benefits

Feature	Advantage	Benefit
Triple-layer filtration	Removes more particles	Crystal clear water
Memory foam top	Conforms to body	Wake up pain-free
Stainless steel construction	Won't rust or corrode	Lasts for years

**Visual Format:**

- Callout boxes pointing to features
- Icons with feature labels
- Comparison to standard versions

### Image 4: Social Proof/Comparison

**Options:**

Type	Content
Comparison chart	Your product vs. competitors (without naming)
Review highlights	5-star quotes as graphics
Awards/Certifications	Any legitimate badges

Before/After	Transformation results
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**Comparison Chart Example:**

	OURS	OTHERS
Filtration	3X	1X
Durability	✓	✗
Value Pack	✓	✗

**Image 5: Use Case/Lifestyle**

**Purpose:** Help customers envision owning the product

**Show:**

- Product in realistic setting
- Target demographic using product
- Multiple use cases if applicable
- Scale reference (human hand, common object)

**Setting Guidelines:**

Product Type	Ideal Setting
Kitchen items	Modern kitchen, prep scenarios
Outdoor gear	Nature, adventure scenarios
Home goods	Styled living spaces
Fitness	Gym or home workout setting

**Image 6: Technical Details**

**Include:**

- Dimensions with visual scale
- Materials and specifications
- What's included (all parts)
- Compatibility information
- Care instructions if relevant

**Format:**

WHAT'S INCLUDED:
• 6x Filter Cartridges
• 1x Storage Bag
• 1x User Guide
DIMENSIONS:
4.2" H x 3" D
Fits Type VI Systems

**Image 7: Call to Action**

**Final image should:**

- Reinforce key benefit
- Create urgency if possible
- Summarize value proposition
- Make the decision feel easy

#### Examples:

- "Join 10,000+ Happy Customers"
- "100% Satisfaction Guaranteed"
- "Order Now - Limited Stock"
- Product hero shot with key benefits listed

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## Part 3: Competitor Image Analysis

### Research Process

**Step 1:** Identify top 5 competitors in your niche **Step 2:** Screenshot their complete image galleries **Step 3:** Analyze using this template:

Competitor	Main Image	Gallery Theme	Strengths	Weaknesses
ASIN 1				
ASIN 2				
ASIN 3				

### What to Look For

Element	Questions
Main image	What angle? Product only or with items?
Infographics	What claims do they make? What format?
Lifestyle	What settings? What demographics shown?
Comparison	Do they compare? How?
Technical	What specs do they highlight?

### Differentiation Opportunities

Look for:

- ☐ What competitors DON'T show
- ☐ Claims you can make that they can't
- ☐ Better visual presentation of same features
- ☐ Unique angles or perspectives
- ☐ Lifestyle scenarios they missed

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## Part 4: Creating a Photography Brief

**Brief Template**

PRODUCT PHOTOGRAPHY BRIEF

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PROJECT OVERVIEW

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Product Name: \_\_\_\_\_

ASIN: \_\_\_\_\_

Launch Date: \_\_\_\_\_

Budget: \_\_\_\_\_

TARGET AUDIENCE

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Demographics: \_\_\_\_\_

Psychographics: \_\_\_\_\_

Pain Points: \_\_\_\_\_

Desires: \_\_\_\_\_

SHOT LIST

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[See detailed shot list below]

BRANDING GUIDELINES

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Brand Colors: \_\_\_\_\_

Font (if needed): \_\_\_\_\_

Logo Usage: \_\_\_\_\_

Tone/Mood: \_\_\_\_\_

TECHNICAL REQUIREMENTS

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Image Size: Minimum 1600x1600px (2000x2500 recommended)

File Format: JPEG or PNG

Background: Pure white (RGB 255,255,255) for main image

Color Space: sRGB

REVISIONS INCLUDED

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Number: \_\_\_\_\_

DEADLINE

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First Drafts: \_\_\_\_\_

Final Delivery: \_\_\_\_\_

**Detailed Shot List Template**

SHOT LIST

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#### IMAGE 1 – MAIN/HERO

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Shot Type: Product only  
Angle: [3/4 view / Front / Top-down]  
Background: Pure white  
Props: None  
Notes: Product fills 85%+ of frame, mobile-optimized

#### IMAGE 2 – BENEFIT HEADLINE

-----  
Shot Type: Infographic  
Content: "[Main benefit statement]"  
Callouts: [Feature 1, Feature 2, Feature 3]  
Style: [Clean/Bold/Technical]  
Notes: \_\_\_\_\_

#### IMAGE 3 – FEATURE SHOWCASE

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Shot Type: Product detail shots  
Features to highlight:  
1. [Feature 1] – [Callout text]  
2. [Feature 2] – [Callout text]  
3. [Feature 3] – [Callout text]  
Style: Callout boxes with arrows  
Notes: \_\_\_\_\_

#### IMAGE 4 – COMPARISON/SOCIAL PROOF

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Shot Type: [Comparison chart / Review graphic / Badge]  
Content: \_\_\_\_\_  
Notes: \_\_\_\_\_

#### IMAGE 5 – LIFESTYLE

-----  
Shot Type: Product in use  
Setting: [Kitchen / Outdoors / Home / etc.]  
Model: [Demographics if needed]  
Action: [What they're doing with product]  
Notes: \_\_\_\_\_

#### IMAGE 6 – TECHNICAL/DIMENSIONS

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Shot Type: Specifications graphic  
Include: Dimensions, materials, what's included  
Scale reference: [Yes/No]  
Notes: \_\_\_\_\_

#### IMAGE 7 – CALL TO ACTION

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Shot Type: [Hero reprise / Benefit summary / Trust badge]  
Content: \_\_\_\_\_  
Notes: \_\_\_\_\_

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## Part 5: Working with Photographers/Designers

### Finding Photographers

Source	Pros	Cons
<b>Fiverr</b>	Affordable, fast	Quality varies
<b>Upwork</b>	Professional, reviews	Higher cost
<b>99designs</b>	Competition model	Time-consuming
<b>Local studios</b>	High quality, control	Most expensive
<b>AI (ChatGPT 4o)</b>	Fast, cheap	May need refinement

### Questions to Ask

Before hiring:

1. Can you share similar product photography work?
2. What's included in your package?
3. How many revisions are included?
4. What file formats will you deliver?
5. What's your turnaround time?
6. Do you have experience with Amazon requirements?

### Revision Feedback Template

REVISION REQUEST

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Order: [Order number]

Image: [Image 1/2/3/etc.]

CURRENT ISSUE:

[Describe the problem]

REQUESTED CHANGE:

[Describe exactly what you want changed]

REFERENCE:

[Attach reference image if helpful]

PRIORITY:

[ ] Critical – Must change

[ ] Important – Strongly prefer change

[ ] Nice-to-have – Optional

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## Part 6: Pre-Testing Images

### Before Finalizing

Test images before publishing:



### Method 1: PickFu

- Poll real shoppers
- Cost: ~\$50-200
- Results in hours

### Method 2: Intelliviv

- Amazon-focused polling
- Detailed feedback
- Higher cost but Amazon-specific

### Method 3: Social Media Poll

- Free
- Less reliable
- Good for quick feedback

### What to Test

Test Type	Question to Ask
Main image preference	"Which product would you click on?"
Gallery flow	"After viewing these images, would you buy?"
Infographic clarity	"What's the main benefit of this product?"
Lifestyle appeal	"Does this product fit your lifestyle?"

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## Part 7: Image Checklist

### Before Upload

#### Technical Requirements:

- ☐ Main image: 1600x1600px minimum (2000x2000 preferred)
- ☐ Pure white background (main image)
- ☐ Product fills 85%+ of frame
- ☐ sRGB color space
- ☐ File under 10MB
- ☐ No watermarks or text on main image

#### Content Requirements:

- ☐ No competitor brand names
- ☐ No pricing information
- ☐ No promotional text ("Sale", "Free shipping")
- ☐ Accurate product representation
- ☐ All text legible on mobile

#### Strategy Checklist:

- ☐ Main image optimized for CTR
- ☐ Clear benefit in image 2

- ☐ Features well explained
  - ☐ Social proof/comparison included
  - ☐ Lifestyle images show target audience
  - ☐ Technical specs answered
  - ☐ Strong call to action in final image
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## Part 8: Example Image Strategy

### Case Study: Hot Tub Filter (Type VI)

**Target Audience:**

- Hot tub owners (Bestway/Saluspa)
- Value-conscious buyers
- DIY maintenance preference

**Key Benefits:**

1. Superior filtration (cleaner water)
2. Value pack (6 filters)
3. Perfect compatibility
4. Easy replacement

**Image Plan:**

#	Type	Content
1	Hero	Single filter on white, 3/4 angle
2	Benefit	"3X LONGER LASTING" comparison graphic
3	Features	Triple-layer filtration callouts
4	Comparison	"Ours vs. Others" chart
5	Lifestyle	Hot tub with crystal clear water
6	Technical	6-pack contents, dimensions, compatibility
7	CTA	"Complete Maintenance Kit" + key benefits

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### Success Criteria

- ☐ 7-image strategy documented
  - ☐ Photography brief created
  - ☐ Photographer/designer selected (or AI guide ready)
  - ☐ Reference images collected
  - ☐ Pre-testing method determined
  - ☐ Timeline established
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### Related SOPs

- Previous: [AI Image Creation Guide](#) (HOW to create)
- Listing: [SOP-304: Listing Builder Complete Guide](#)
- Testing: [SOP-1102: Post-Launch A/B Testing](#)

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**Time Estimate:** 2-3 hours for strategy and brief creation **Difficulty:** Intermediate **Last Updated:** 2026-01-23

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*Nurise Listing Optimization SOP v1.0*