SOP-602: Product Image Strategy and Photography Brief

Nurise Listing Optimization

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

Part 1: Understanding Image Strategy

The Shopper's Journey on Amazon

```
SHOPPER DECISION PROCESS
========================
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

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

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

Part 4: Creating a Photography Brief

Brief Template

```
PRODUCT PHOTOGRAPHY BRIEF
=========================

PROJECT OVERVIEW
----------------
Product Name: _____
ASIN: _____
Launch Date: _____
Budget: _____

TARGET AUDIENCE
---------------
Demographics: _____
Psychographics: _____
Pain Points: _____
Desires: _____

SHOT LIST
---------
[See detailed shot list below]

BRANDING GUIDELINES
-------------------
Brand Colors: _____
Font (if needed): _____
Logo Usage: _____
Tone/Mood: _____

TECHNICAL REQUIREMENTS
----------------------
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
------------------
Number: _____

DEADLINE
--------
First Drafts: _____
Final Delivery: _____
```

Detailed Shot List Template

```
SHOT LIST
=========

```

IMAGE 1 — MAIN/HERO

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

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

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

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

IMAGE 7 — CALL TO ACTION

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

Part 5: Working with Photographers/Designers

Finding Photographers

Source	Pros	Cons
Fiverr	Affordable, fast	Quality varies
Upwork	Professional, reviews	Higher cost
99designs	Competition model	Time-consuming
Local studios	High quality, control	Most expensive
AI (ChatGPT 4o)	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
================
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
```

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: Intellivy

- 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?"

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

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

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

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

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

Nurise Listing Optimization SOP v1.0