



Your Ecommerce Product Photo Guide

Learn which product photos you need to launch and grow your online store.

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INTRODUCTION

Whether you're just starting your online store or adding new products to an existing store, it's important to have the right types of product photos for your business.

One of the common misconceptions about product photos is that they have to be done professionally. The truth is, you don't have to start off with a professional photographer to have amazing product photos for your business. Early on, many brands are able to "DIY" their product photos until their business grows and they are able to hire a professional.



Product photos are not "one size fits all". When creating and choosing the right photos for your business, the main factor to consider is placement.

Are your product photos going on your website, social media, printed materials, etc...?

Knowing the answer to this question will ultimately guide you in planning any product photoshoot.

In this guide, you will learn about the importance of product photography, not only to showcase your products, but also to help you achieve your business goals.



TYPES OF PRODUCT PHOTOS



ECOMMERCE

Best Used: Product Pages

Ecommerce photos typically have a plain white or solid colored background. They showcase product details from various angles and are typically used on product pages in your online shop. The main focus is showcasing the products clearly.



LIFESTYLE

Best Used: Social Media

Lifestyle photos show your product being used in a real-life scenario. Models are typically used to demonstrate how the product should be used. Choosing a model and scenario that appeals to your target audience is ideal.



STYLED/EDITORIAL

Best Used: Ad Campaigns

Styled/Editorial photos display products in a creative way. Brands may use props, models, and specific product placement to convey an overall message or align with certain marketing and advertising objectives. It's important to clear visual brand guidelines before planning any styled/editorial photoshoot.

KEY ELEMENTS OF:

ECOMMERCE PRODUCT PHOTOS

LIGHTING

01.

Whether you're taking your own ecommerce product photos or hiring a professional, lighting should be bright enough to see the entire product. The final images should not have any darkness or shadows on the actual product itself.



POSITIONING

02.

Products should be positioned so that your potential customers can see all of the most important details. This may require your products to be positioned at multiple angles.

Some important details to highlight when positioning your products in photos include: packaging design, texture, color variations, and functionality.

PACKAGING

03.

It's important to make sure that your packaging is photo-ready before taking your ecommerce photos. Wiping products with a microfiber or lint-free cloth is a must. Having dust or debris on your products while they are being photographed can cause increased editing times or may even require a reshoot of the products.

KEY ELEMENTS OF: **LIFESTYLE PRODUCT PHOTOS**

MODELS

01.

Models are one of the most important elements of a lifestyle product photo. They should fit the physical description of your target customer to help them visualize themselves using your product.



SETTING

02.

When choosing a setting for your lifestyle product photos, it's important to think of the setting(s) where your product will be used. Consider how someone would incorporate your product in their daily routine and recreate that setting in your photos.

Pay special attention to details such as; time of day, physical setting (indoor, outdoor, urban, rural), props, and other tools or products that compliment, but don't compete with your products.

DEMONSTRATION

03.

You want your model to demonstrate using your product in a way that is appealing to your customer. This is your chance to show how your product should be used.

Keep an eye on your product labels to make sure they are visible while being used.

KEY ELEMENTS OF: **STYLED PRODUCT PHOTOS**

AESTHETIC

01.

Choosing the look and feel of your styled product photos is a key decision. Your aesthetic will influence everything from props and models, to set design and lighting. Moodboards are a great way to plan and communicate your aesthetic. It will also serve as a reference point during your shoot.



CHANNEL

02.

When planning your styled product photoshoot always think of the channel where your photos will be displayed.

Decide if these photos will appear on your website, social media, paid advertising or other channels, and then create your photos to best suit the intended channel.

It's always good to have vertical and horizontal versions of each photo. Websites tend to favor horizontal photos while social media ads tend to favor vertical photos.

PHOTOGRAPHER

03.

Choosing the right photographer for your styled product photos is key. While DIY methods may work well for your ecommerce and lifestyle photos, editorial/styled shoots are a time to hire a professional.

Review the portfolio of any photographer that you're considering to be sure that their work aligns with your aesthetic.



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