



## How to create High Converting Photos and Infographics

Hey, guys, Mario here. On a video on how to create a highly converting photos and infographics for your listing, okay?

We were using this example on the last video on how to do the bullet points.

Now, this, we're going to use this example as well on how to create high converting photos.

So your hero image is your first image, okay. It's the most important image and that's what people are going to see before they even click on your item. So you want to make sure that this is a very, very high quality photo.

Your product needs to take up at least 80% of the box, okay, and it needs to be on a white background. Okay, these are as per Amazon's terms of service, that's what they want you to do. So that first hero image needs to be really bright, really high converting, really nice.

As you can see, this one is very clear. You can zoom in on this and you can see everything quite well, all right?

The second photo is a nice little infographic. So basically it's telling you it's made out of high quality rubber.

Basicall,y the things that are in your bullet points, they're just reiterating it somehow inside your infographic. So you want to put some important features about the products.

There's the holder there. The next product, it's showing you how big it is, so certain doorways and certain doors might be higher from the ground than others, okay?

Here's another infographic. To me, to be honest, my opinion, you don't need a hundred infographics. One or two is fine. I would really concentrate more on the product, okay, getting different angles, close up views of your product so people can see the quality of it.

Infographics, one or two tops. I wouldn't go too crazy with it.

I would put at least six to seven photos in your listing.

The hero image needs to be amazing. Like I said, takes up 80% of the box. Okay, a couple of infographics.

A couple of action shots, the product in action. Doing what it's doing, under a door, stopping a sliding door or something like that. They got to be close up and they got to be really good images. They got to be professionally done.

To be honest with you, I don't recommend doing it with your cellphone unless you're really good at it and you can get good resolution with it. I would just take it to a photographer

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because it's an investment for your products. I mean, I would invest a couple of hundred dollars on getting, \$200 or \$300 on getting the pictures done properly, because it's investment for your product.

So when you do decide to launch it, you're going to see that main image there and that's what important. So here you go.

There's another list, a little infographic, shows you different floors that they use it on, tile and rug. Okay, wood and cement.

That's basically it. So that's how you create high converting photos, okay? Just like that, guys.

If you have any questions, you can reach me on Base Camp or email me whatever you need.

We'll get into this a little bit deeper in the future but this is just the basics on how you do it and how to do it right. I'll see you in the next video, guys.



**Mario**