

A photograph of a modern, minimalist workspace. It features a white desk with a black upholstered chair, a white storage unit with two drawers, and a large green plant in a teal pot. A semi-transparent red box with white text is overlaid on the center of the image.

PRODUCT LISTING IMAGES THAT SELL



Welcome

Welcome to the ultimate guide on how to use product photos effectively to drive sales on Etsy.

As you know, Etsy is a highly visual platform, and captivating product photos can make all the difference in attracting potential customers and converting them into buyers.

In this guide, we'll delve into the essential elements of creating compelling product photos that tell a story, engage your audience, and ultimately boost your sales.

Remember, success on Etsy requires dedication and effort, but the results will be worth it.

So, let's get started...

Your Product Listing Images

Product photos for your digital products are essential to customers' buying decisions; they're the most important factor in deciding to buy.

A poor image could prevent you from making a sale, even if you have the most awesome product.

High quality product photos for digital products are essential. They should:

- Grab the attention of customers and compel them to click
- Clearly display the product so that customers know exactly what they're buying
- Display information about size, colour, and materials
- Illustrate how the product can be used
- Help customers to imagine the product in their lives
- Share great reviews
- Be branded with your Etsy shop brand personality
- Use blank space to be clear and clutter-free

Use Mockups

As I sell digital items from both of my Etsy shops, I like to make creating the product images as simple as possible.

To do this I use mockups.

And this way you don't have to worry a bit about photography skills. You can still make your images look realistic but by using mock-ups it's clear to your customer that they are buying a digital product.

For example, using shadows can make a pdf look like it's printed on paper. eBooks can be displayed on iPads. Also, a website template can be displayed on a computer screen. Using mockups makes it easy to update an image too, should you need to change your products in any way.

Etsy gives you 10 photos to showcase your products. This guide will describe each one of these in detail.

Key Steps to Product Images That Sell

Understand Your Customer's Perspective

Put yourself in your customer's shoes. By understanding your audience's needs and pain points, you can tailor your product photos to address their concerns directly.

Treat Your Product Photos Like a Sales Page

Imagine your product photos as a standalone sales page. Each image should serve a purpose and convey vital information about your product, just like a sales page.

Capture Attention with Stunning Visuals

Capture your audience's attention by using high-quality images that are visually appealing. Invest in professional mockups to showcase your products perfectly.

Highlight Key Benefits

Use your photos to highlight your product's key benefits. Use close-up shots to emphasize details and lifestyle photos to demonstrate the product in action.

Tell a Story

Storytelling can be a powerful way to connect with your audience. Create a narrative that enables your potential customers to see how your product fits into their lives.

Provide Social Proof

Incorporate social proof into your product photos by including customer reviews and testimonials. This builds trust and confidence in your products.

Use Clear and Informative Text

Incorporate easy-to-read, concise text overlay in your photos, providing essential information such as product dimensions, materials, and any unique selling points.

Create a Cohesive Brand Identity

Ensure your product photos align with your overall brand aesthetic, so customers can easily recognize your products across Etsy.

Image 1: COVER IMAGE



The cover image will appear as a thumbnail in the Etsy search page and is the key to capturing potential buyers' attention and driving sales. Aim to:

Use a bold title: Use powerful words to explain your product and its main benefit. For example, "Coaching Planner - Streamline Your Sessions and Elevate Results!"

Show-off your reviews: Incorporate the total number of reviews your product has received to act as social proof. For example, "★★★★★ (100 Reviews)".

Give a big offer: Consider applying a time-limited shop-wide sale to create urgency and encourage action. For example, "50% Off Everything Today!"

Include a bonus: Include an extra item or offer a special bonus to entice customers to choose your product. For example, "BONUS: Free Digital Planner with Every Purchase!"

Take the time to perfect this cover image, as it can make or break your success on Etsy. Regularly update it with promotions to keep it fresh and appealing to customers.

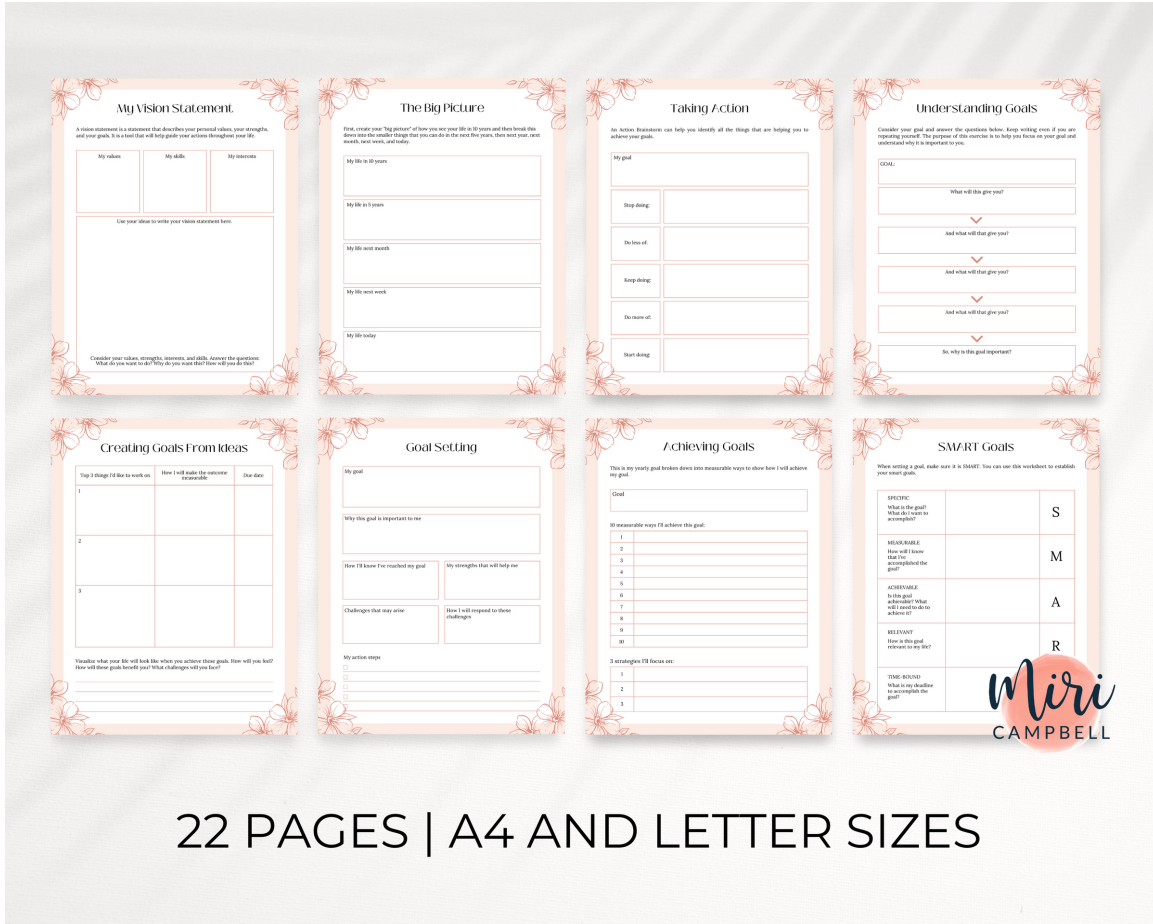
Image 2: EXPLAIN WHAT IT IS



The "What It Is" photo is an opportunity to provide potential buyers with a clear understanding of the benefits of your product. By highlighting the advantages of your product, you create a stronger connection with potential buyers, as they can see how the product will positively impact their lives. This approach helps customers understand the value and relevance of your digital product, making them more likely to make a purchase. Use a short and straightforward caption to describe the product's function. Also, continue using badges and bonuses from the main product thumbnail to reinforce these important messages.

By providing a crystal-clear explanation of what your product is and what it does, you eliminate any potential doubts or questions customers may have. This image should complement the main product thumbnail and work together to tell a compelling story about your offering.

Image 3: EXPLAIN WHAT'S INCLUDED



22 PAGES | A4 AND LETTER SIZES

In this image show what is included in your digital product. You don't need to include every page or template as this could be overwhelming. Instead give your customer an overview of what they can expect to receive. Also, include information about sizing here. This helps customers understand what they are getting and helps them make an informed decision.

Image 4:

WHY YOU NEED THIS



The "Why You Need This" photo is another opportunity to highlight the benefits of your product and demonstrate how it can improve your customers' lives or solve their problems.

Highlighting the benefits of your digital product, helps buyers understand its value and why they need it. Benefits like solving problems, saving time, being convenient, easy to use, and getting real results make people more interested. It meets their needs and makes them more likely to buy it.

Image 5: INSTANT DOWNLOAD



Highlight that the digital product is an instant download and available immediately.

When you highlight that your product is an instant download, it means your customers can get right it away without waiting for shipping. It's super convenient! They don't have to deal with delays or waiting for it to arrive. It's perfect for those who want things right now and makes their experience as a customer quick and easy.

Image 6: SHOWCASE THE LIFESTYLE OUTCOME



The "Lifestyle Outcome" photo is a tool to visually demonstrate the real-life impact and results that customers can achieve with your product. Create an image that highlights the value and transformation your product offers so your customer can imagine it in their own life. You could try before and after images or simply show your product in use. Aim to convey a specific atmosphere or feeling you want your customer to experience with your product in their life.

Image 7: HOW IT WORKS



Explain how it works with a simple diagram. Don't assume that your customers know how to order online. Perhaps this is the first time they are making an online order of a digital product. To help them, create a clear diagram that simplifies the process. Answer the questions that your customers might have before they ask them.

Image 8:

REVIEWS AND SOCIAL PROOF



The "Reviews" photo is a great way to build trust with potential customers. Displaying concise customer testimonials can reinforce your reputation as a reliable seller and encourage others to make a purchase.

Choose to share some 5-star reviews for your digital product. Highlighting these reviews with your potential buyers provides social proof and gives potential buyers insights into others' experiences with your product, helping them make informed decisions. Positive reviews create confidence, increase conversions, and establish credibility for your brand.

Image 9:

BEHIND THE SCENES / MEET THE SELLER



"Welcome! I'm Estelle, your personal coach dedicated to helping you conquer your goals, boost confidence, and create a life you love!

With my digital products you can save time and money, so you can focus on achieving your dreams.

WELCOME - IT'S LOVELY TO MEET YOU

The "Meet the Seller" photo is an opportunity to establish a personal connection with potential customers, sharing the story behind your brand and giving them a glimpse into your world.

By adding a behind-the-scenes photo and providing insights into your vision and values, you create a sense of authenticity that fosters trust and loyalty. Include a candid photo of yourself working or in your workspace. This allows customers to see the person behind the brand and feel more connected. This photo should leave a lasting impression, making customers feel like they are not just buying a product but becoming part of a meaningful journey.

Image 10:

SHARE A PROMOTIONAL VOUCHER



Give your customer a promotional voucher to encourage them to buy your digital product.

Providing them with a promotional voucher is a great idea because it creates an incentive for them to make a purchase. It creates a sense of value and excitement, encouraging them to take action. Additionally, this technique can attract new customers, boost sales, and foster customer loyalty.

Product Photos Checklist

- Use a WOW factor to grab customers' attention and compel them to click.
- Show all the benefits of the product and why your customer needs it
- Make images simple and bold.
- Create images that are in a 4:3 aspect ratio with the shortest side being at least 2000px and resolution at 72 ppi.
- Clearly display product so customers know what they're buying.
- Display information about size, colour, and materials.
- Illustrate how the product can be used.
- Help customers to imagine the product in their lives.
- Brand with your Etsy shop logo and branding.
- Use blank space to make image clear and clutter-free.
- Make use of mockups to make image look realistic.
- Include a Meet the Seller / Behind the Scenes photo
- If making an image for a multi-page ebook, only choose 2 - 3 pages to display in the image.
- Use all of the 10 image slots Etsy provide in your listing.
- Make use of text in images to explain features and benefits of your products.
- Highlight that the product is an instant download
- Include positive reviews to showcase your product
- Share promotional vouchers and offers

PRODUCT PHOTOS THAT SELL

Product Image Templates

CANVA TEMPLATE LINK



[CLICK HERE TO ACCESS TEMPLATES](#)