

PrimStera Marketing

Product Photo Information Form - Please note that we will provide a quote after reviewing the form. Please fill out this form, save, and submit as an email attachment to aaron@primsteramarketing.com.

Client Name:

Email:

Phone:

Product Listing URL

(Please provide the URL of your existing listing. If you don't yet have a listing, skip and continue filling out this form)

Describe your product (Product Title and Main Selling Points - Give your product a title and basic description):

Photo 1: "Main Photo" – this is a photo showcasing the product with a plain white background. There can be no additional text or "props" in the photo except what is included with the product. We normally lay this photo out showing what's in the box, and the packaging itself behind it (if applicable). Is there a particular layout you'd prefer for this photo? If so provide a link to a competitor photo or describe this layout below:

Photo 2: "Why you need this product" – This photo showcases your product's strongest selling point. Options for showcasing are:

- Showing the product in use
- An infographic pointing to a special feature (for example: "strongest material available")
- Showcase a benefit (for example: get brighter, clearer skin - include a photo of a person's face with the product in the lower corner). What is your product's strongest selling point and is there a particular way you'd like us to showcase it?

Photo 3: “What’s Included” Photo – This is an infographic photo showing what’s included. It is usually several views of the product with a white background and lines and text pointing to the included elements of your product. (For Example, does it come with an instruction manual and 2 cleaning cloths?). If your product is simple and only comes with one item, we can highlight the features of the product (for example, lines pointing to each element of the product describing their benefit (extra strong handle, smooth-rolling ball). What is included with your product? Is there a free item? What would you like us to include in this photo?

Photo 4: “Get this product in your life!” For this photo, we like to show the product in use in its environment. For example, if it is a face cream let’s show a person putting on the face cream looking with the product branding in the corner and maybe a text title that says “radiant youthful skin” Where is your product used and how? Please include any specifics you’d like in the photo.

Photo 5: “How to use or Why to Use” – We like to include instructions for use or dimension of the product in a photo. Does your product need instructions for use? If so, what are they? Will people care about the dimensions of your product? If so, what are they?
Does your product need instructions for use? If so, what are they? Will people care about the dimensions of your product? If so, what are they?

Photo 6: “Additional Uses or Guarantee” Photo – If you have a special guarantee like a lifetime guarantee, we like to show that in a photo showing the exceptional quality of the product. If you don’t have a guarantee, we can show the additional uses of the product in a photo. For example, can you use this

product in the kitchen, bathroom and bedroom? Indoors and outdoors? Would you like the guarantee photo or additional uses photo? Please describe your guarantee or additional uses you'd like to showcase.

Photo 7: Gift or other Photo – We like to show the product as a gift, with an “oh yeah, this would be an awesome gift” idea. If your product does not make a great gift, we can simply add another bonus photo with one of the above photo options (instructions, uses, show it in use, another view of what's included, etc). Would you like the gift photo or a different bonus photo? If you choose the bonus, please tell us what specific bonus photo from the above options you choose, and the details of your choice.

Provide at least 3 links (URLs) to Competitors Products:

Why should people buy your product instead of your competitors?

What differentiates your product? We will tell this story in the photos. Please include any additional info here:

Provide the URL of a drive with your logo files or other stock photos you want us to use.
(Not required, but helps us make your brand look even better.)

Anything else you'd like us to know or consider?

Please submit this form to aaron@primsteramarketing.com.