

# BEST PRACTICES: HANDMADE PRODUCT PHOTOGRAPHY

*A list of must needed product photography shots needed when selling handmade items online.*

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# Welcome Maker!

I'm Julie Siomacco, owner and designer at Southern Charm Wreaths where we make beautiful wreaths and teach you how to make and sell them. I've been teaching thousands online the art of wreath making and how to create quality designs for over 10 years.

After quitting my job in the financial industry to be a stay-at-home mom, I tried hard to make my home holiday-ready, but we were on a single income budget. I wanted 'all the things' for holiday decorating but our family budget had no room for extras like wreaths, garlands, arrangements, etc.



With my 'I can make that' attitude, I started crafting my own designs.

Soon my neighbors were asking me to make wreaths for their own doors and one time my neighbor, Stacy, mentioned I should make and sell my wreaths online and then asked if I had heard of Etsy?

That's all it took. I dove deep into teaching myself how to make and sell wreaths on Etsy and can now afford to pay for the extra things in my family like sports equipment, dance lessons, Christmas and family vacations. But more importantly, I'm able to donate and tithe as I've never imagined.

One thing I've learned while selling on Etsy over the years is how important it is to put yourself in the shoes of a buyer. What would a buyer search and click on to make a purchase?

Think about when you buy online, what is it that makes you click to open and read more about the product? First, it's the photo..

In this pamphlet, I want to review with you the top 7 product photos you can use when listing your handmade products online to sell, whether it be on Facebook, Etsy or Shopify.

# ALL ABOUT LISTING PHOTOS

Once a buyer discovers your listing, your photos communicate your product and brand. Listing photos are a major influencer on purchase behavior. And if your items get views from shoppers but are not converting into purchases, majority of the time, it's the photos.

Most platforms can have up to 10 photos on each listing, and that first photo is super important — that's what gets you the click! Then, the rest of your photos can help you get the sale.

When taking your listing photos, ensure they:

- Grab attention: Often, your listing is appearing next to much competition. You want to compel shoppers to click yours!
- Display the product clearly.
- Give information about size, color, and materials.
- Capture both the purpose and feeling of the product.
- Help shoppers imagine the product in their lives.

## ESSENTIAL PRODUCT PHOTOS

Using a variety of photo styles can convey a variety of information about your product. In this Lesson, we'll go over seven types of listing photos that we see perform well on Etsy.

## 7 ESSENTIAL TYPES OF PRODUCT PHOTOS

1. Studio shot
2. Lifestyle shot
3. Scale shot
4. Detail shot
5. Group shot
6. Packaging shot
7. Process shot

These seven photo types will give shoppers a well-rounded understanding of your product. Let's review these photo types in more detail.

### STUDIO SHOT

A studio shot shows your product on a plain background with plenty of light.

This is typically what Etsy suggests for the first listing photo. It'll be quick to communicate what the product is and will look good in the eyes of Google Search, during their ranking process.

A studio shot is a clear way to show potential customers what you're selling. When shoppers browse thumbnail images, they're drawn to clear, bright photos that show off the product.



Clear photos help set a realistic expectation of what a customer will be receiving in the mail, helping you to avoid the hassle of returns and exchanges.

This is a good shot style to use for more than just one of your listing photos, to help you hit filling all of your photo slots. Just try it from a different angle!



### **LIFESTYLE SHOT**

This is your product looking good in its natural habitat.

A lifestyle shot helps people imagine what their lives would be like if they owned your product. This aspirational style of photo creates a scene illustrating the product being used that can help sway shoppers to make a purchase.

If you sell complementary items, such as garlands and wreaths or wreaths and bows, in the same color palette, try photographing them together to encourage additional purchases.

This is another shot style to have more than just one of. This type of photo can help sway those more on the fence buyers!

### **SCALE SHOT**

The objective for this shot is slightly different – it's not really about how it looks on or in its intended space, it's more about communicating size or dimensions – how big (or small) it is.

Shoppers want to know:

- What that wreath will look like on an exterior door;
- If that knit hat fits an infant or an adult;
- Or, if a ring covers most of the finger.



### **DETAIL SHOT**

A close-up photo that highlights your product's features from different angles.

Close-up shots show off the quality and texture of the materials and zoom in on important details (i.e. the texture of an ornament, stitching of the ribbon, texture of a leaf, binding of a book, etc.)

This detail shot of one of my bows shows off the softness of the picks as well as the rough glitter texture of the ribbon

## GROUP SHOT

Your products clustered together. There's power in numbers!

- Group shots are especially good for documenting products sold in multiples, such as sets of wreaths on double doors, craft supplies, bangle bracelets, etc...
- Products available in different colors, finishes, or materials (such as buffalo plaid in black or red, hydrangea wreaths in various colors available, rings available in silver and gold metals, or signs painted in different color options) also benefit from the group shot.
- Grouping can be a good way to depict depth, variations, and different sides and angles of the product in one compelling image.



## How OAK (one of a kind) sellers use this shot style in their product photos?

By making various pieces that match or enhance each other. An example would be garland with a wreath, wreath with lantern bow, table arrangement with matching the smaller arrangement, etc.



## PACKAGING SHOT

An image of your product's packaging – knowing how your product is packaged gives customers a better sense of your branding and what to expect in the mail.

A beautiful packaging shot can also help to convey that your item makes a great gift. (This is where it pays to splurge on tissue paper, twine, branded stickers, handwritten cards, etc.)

Altogether, it can create a little bit of hype and excitement – good for converting those on the fence buyers.

## PROCESS SHOT

Your product being made. This reminds shoppers why they are shopping handmade.

A process shot can be used to emphasize the level of workmanship that went into a particular item. These types of shots are also handy for promoting your business on social media.

*TIP: If you're unable to have someone take a process shot of you creating, try using a shot of the supplies gathered and lined up on your worktable before you make your product.*



**Listing photos are one of the top influences on purchase behavior and while the number of images you upload won't directly impact search ranking; it does help to convince a shopper to make the purchase.**

## **EQUIPMENT**

Don't worry, you don't need an expensive, fancy camera to take quality photos! I use my iPhone to take square photos using filtered sunlight. If you sell jewelry, you can use a lightbox to help take bright photos or set up a table in front of a window with morning sunlight.

These are the 7 photo shots that have worked for my online handmade business. Give these a try to see if they help with your own handmade business.

For more assistance selling your handmade items online, check my free articles [on my blog here](#) and to get started selling on Etsy, you can download my [Etsy Quickstart Guide here](#).