

Mobile Optimized Imagery for FMCG Products



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Description

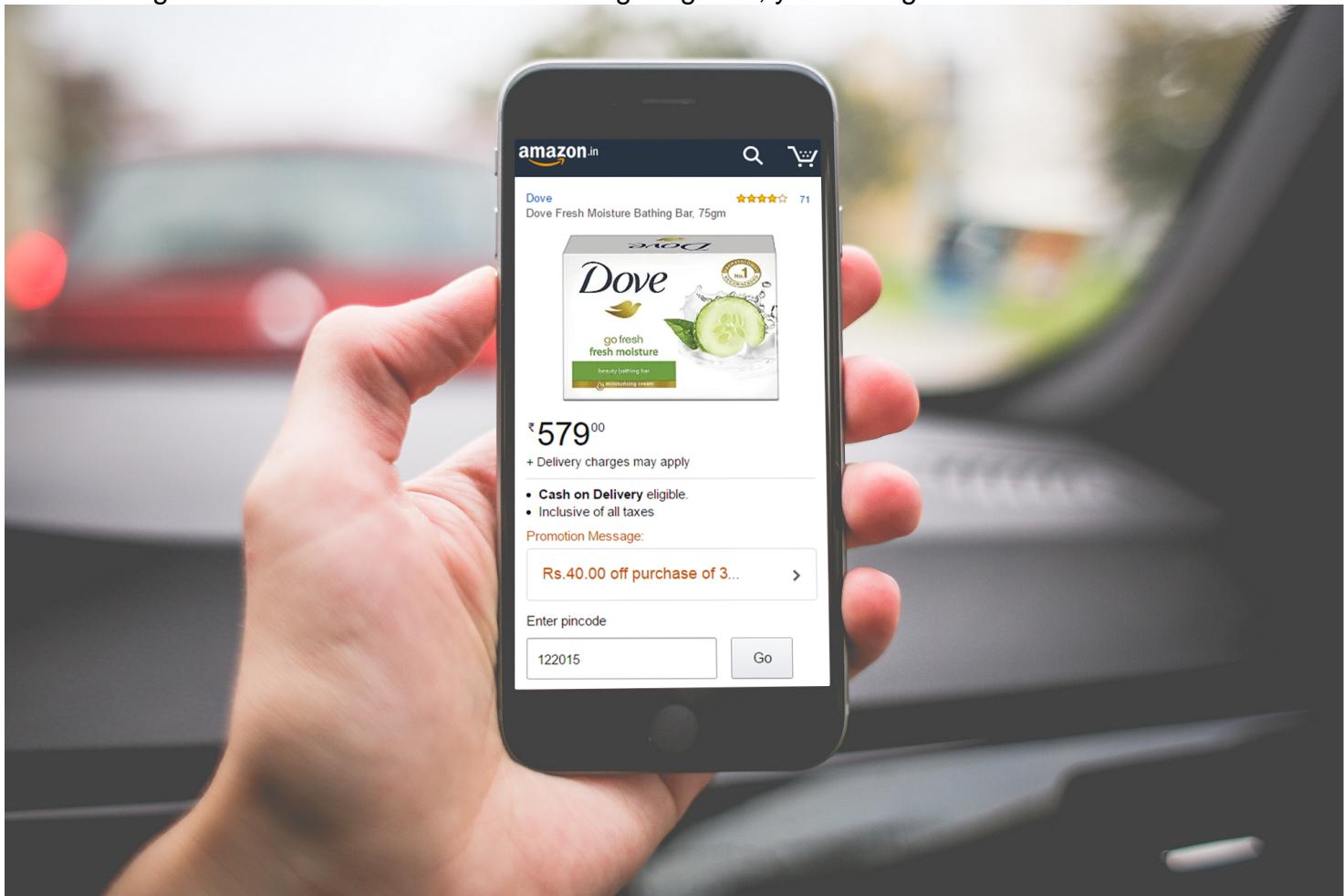
When it comes to selling FMCG products online, images play a very important role. Customers rely more on images rather than written content to relate with the products quickly.

It is quite surprising that a large number of manufacturers underestimate the power of product images and fail to make a connection with customers. With the tremendous increase in online marketplaces, it has become very crucial to keep your product content up-to-date.

Just as your looks creates the first impression. In the same customers create different opinions about your product through image in the following ways-

- Shoppers might avoid the product having incorrect images
- Shoppers might think the product is expired if it shows crumpled pack or old pack-shots
- Shoppers might think the product to be out of stock if a product is having missing images

You can actually imagine yourself as a consumer and decide which product would compel you- one with no image or the one with the attractive image. I guess, you have got the answer!!



As 1/3 FMCG sales are on the mobile device, therefore it is vital to have a mobile optimized imagery. Shoppers like me tend to spend less time while shopping for grocery items, therefore, they would focus less on the product description but more on images.

Here are some of the ways which can help you in optimizing the images for mobile app–

- 1) Use of high-resolution images to ensure the readability of text written on the pack
- 2) Use the pack shot which displays the key message without taking up the screen
- 3) Make sure image can scale for different screen sizes
- 4) Ensure multiple images have the same aspect ratio so that as customers flick through, all images are the same size
- 5) Display key benefit along with the pack images as customers might not look at the product description

- 6)Display nutritional information or important details of the products in the form of images.
- 7)Customers want to know what is inside the pack rather than the packaging of the product. Design the image in such a way that customers get to see the contents of the packs too.
- 8)Rename your images with relevant keywords which will help in SEO.Try using Google Keyword planner tool for finding out best possible
- 9)Add images of for each product from various angles and dimensions
- 10)Test your images on different screen sizes before uploading them.

Last and Most important tip- Implement these ideas and get the most out of it!!