## Mobile Optimized Imagery for FMCG Products



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## **Description**

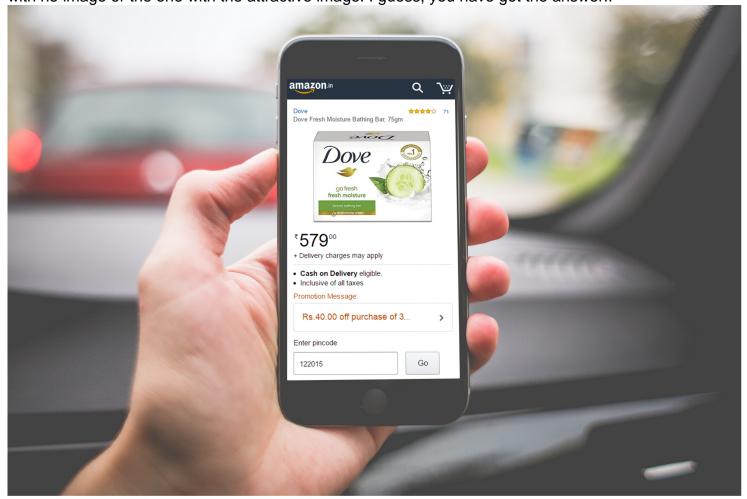
When it comes to selling FMCG products online, images play a very important role. Customers rely more on images rather than written content to relate with the products quickly.

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!!