



AMZ.PHOTOGRAPHY

Discover How This
eCommerce Seller
**GENERATED 40%
MORE SALES**
In One Day with
**BETTER PRODUCT
PHOTOS**



**If you run an e-commerce business,
you know **how tough the competition**
is these days.**

Ecommerce ad costs have risen dramatically.

It is no longer enough to drive traffic to half-baked product pages.

You need to optimize everything.

Even though there are a lot of things on your product page that can be optimized... including design, product description, and bullets...

...there's one thing that **makes or breaks
your conversions.**

It's product photos.

Here's why.

When a potential customer visits your product page....

They don't read your bullets or the boring product description...



The first thing they do is scan through your product photos.

And while they're scanning those photos, they're visualizing using your product as if it were a part of their everyday life.

So unless your product photos can pull them in visually...

they'll hit 'X' and buy from your competitors.

But here's the problem with most e-commerce product photos.

They All Scream “Me Too”

Most e-commerce sellers use simple photos of the product on a white background or just photoshop their product into stock photos.

Such photos feel inauthentic and end up hurting your sales.

Since your customer has probably seen such photos before...

Your product screams “me too”.

It becomes a commodity, ready to be sold at the lowest price.

The customer thinks, “oh, I’ve seen one of these before. This probably isn’t any good. How can I be sure?”

Your product fails to stand out and grab their attention.

And you’re forced to compete on price with thousands of similar “me too” products!

But you can avoid all that with quality photos.

How Lance Tripled His Sale in a Week!

This is how one of my clients, Lance Mostert, reached **40% extra sales on the very first day** after uploading my lifestyle photos.

In fact, the photos were so game-changing that his sales **DOUBLED from the second day onwards.**

As you can see from the screenshots below...

January

	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Total Order Items
	256	18.40%	319	16.92%	99%	102	39.84%	\$1,722.89	94
	695	49.96%	982	52.10%	99%	67	9.64%	\$2,466.72	67
	293	21.06%	376	19.95%	98%	3	12.29%	\$1,000.00	36
	123	8.84%	175	9.28%	97%	11	8.94%	\$117.65	11
	24	1.73%	33	1.75%	100%	8	33.33%	\$105.84	4

Conversion Rate
9.64%

UNITS SOLD
67

February

Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Total Order Items
257	19.41%	347	18.61%	99%	93	36.19%	\$1,559.93	80
689	52.04%	1,003	53.78%	99%	77	11.18%	\$2,828.84	77
201	15.18%	267	14.32%	100%	25	12.44%	\$700.00	23
52	3.93%	70	3.75%	100%	9	17.31%	\$113.77	8
25	1.89%	35	1.88%	100%	9	36.00%	\$111.61	7

Conversion Rate
11.18%

UNITS SOLD
77

March

Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Total Order Items
236	18.45%	330	17.61%	99%	98	41.53%	\$1,638.99	68
698	54.57%	1,040	55.50%	99%	59	8.45%	\$2,174.71	59
74	5.79%	109	5.82%	98%	37	41.89%	\$380.00	26
0	0.00%	0	0.00%	0%	17	0.00%	\$622.83	17
194	15.17%	288	15.37%	100%	17	8.71%	\$471.36	16

Conversion Rate
8.45%

UNITS SOLD
59

JAN	9.64	94
FEB	11.18	77
MAR	8.45	59
APR	10.10	62
MAY	3.07	84
AVERAGE =	9.84	75

Lance was getting an average **9.84 conversion rate** and selling **75 units** from January through May.

But when he uploaded the new lifestyle photos in June, things changed!

He went from selling 75 units to 215 units in just 6 days.

His sales increased by 286%!

June

Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Total Order Items
1,522	77.85%	2,329	78.84%	100%	215	14.13%	\$7,920.28	215
201	10.28%	286	9.68%	100%	98	48.76%	\$1,600.00	75
90	4.60%	119	4.03%	98%	22	24.44%	\$326.32	22
91	4.65%	140	4.74%	98%	10	10.00%	\$285.32	10

Conversion Rate
14.13%

UNITS SOLD
215

Yes, he almost *tripled* his sales.

As strange as it may sound...

The sales were so high that he was worried of running out of stock.

As Lance says, "Just 5 days after I uploaded my pictures, I was on Skype with my supplier in panic mode, ordering more units and begging them to finish early".

The question is...

How were Lance's photos any different from the rest of his competition?

It probably isn't what you think.

So let me explain...





Lifestyle Photos Stir Their Imagination

While most sellers slap their product photos on a white background and call it a day...

I helped Lance get an edge over his competition using **custom-made lifestyle photos.**

The lifestyle photos I create are starkly different from your run-of-the-mill product photos that you can get on Fiverr.

I hire **professional models** and rent **high-end, million-dollar locations.**

This allows you to **show the product in use** while increasing its **perceived value**.

If your customer can imagine using the product, you've already won them over.

Plus, models can add a human touch to the photos that set you apart.

This is how Lance sold so many more units.

Not only that...

For every product shoot, I build **a delightful story** around your product that immediately hooks the customer.

Why?

People may forget every shiny thing you show them...

But they'll never forget a compelling story.

The story elevates the user experience.

It's like buying a suit from a thrift store versus a high-end designer like Tom Ford.

The difference is night and day.

The bottom line is...

People don't buy anything without seeing it.

They want to touch it, hold it, or take it for a spin.

Since you can't do those things online, you need to bring your products alive via high-end photography.

You need to show your photos in context so that the customer can imagine using it.

The results can be game-changing.

If Lance could increase his sales by almost 3x... **you can potentially increase your sales by 30%, 50%, or even 100%.**

You can finally **stand out** in an ocean of me-too brands and sell many times more than your competitors.

Customers also share high-quality product photos more often. This **decreases your advertising costs** while spreading word of mouth.

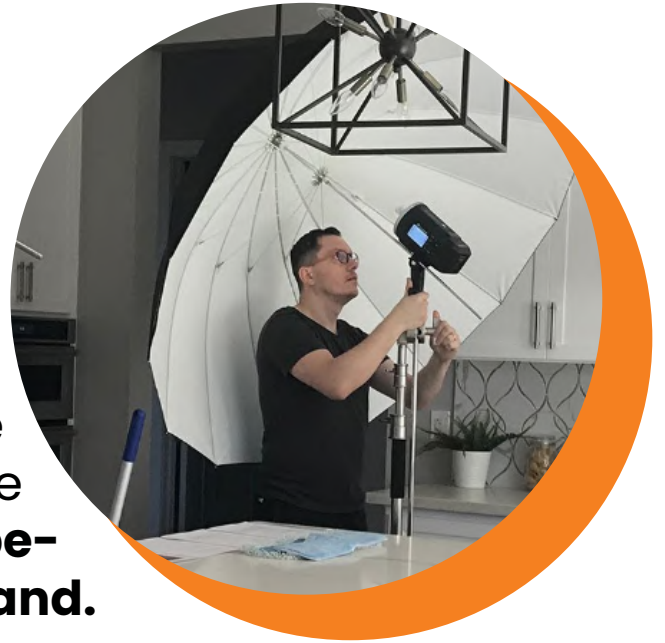


Who Am I?

If you're wondering who the person is behind these results, allow me to introduce myself.

I'm Marius Serban.

As a lifestyle photographer, I've helped dozens of ecommerce sellers **stand out from the competition and become a leading brand.**



I've helped sellers **increase sales** by anywhere from 40% to 300%, often in a matter of days.

Lifestyle photography helped them position themselves as a premium brand **without additional ad spend.**

No matter how good your sales have been lately, my photos can give you the ammunition to reach the next level.

If you're serious about implementing this strategy in your business, take the first step and book a call below.

➤ **BOOK A CALL** ◀

Hear it From **Other Sellers Like You**

"I have experienced a **drastic increase in sales** since I uploaded my images. On the first day I sold an **extra 40 percent** right out the gate. From the second day onwards I have sold **100 percent more** than my normal sales! To be honest, I'm still in shock."

– **Lance**

"His **dedication** to get the job done perfect is second to none. He combines two great talents—**photo shooting and graphic design**—together with his enthusiasm to bring the project to its **utmost satisfaction**. I will be back very soon with our next project!"

– **Benjamin**



Hear it From **Other Sellers Like You**

"I was **blown away** by the images Marius created for us – the lifestyle images and scenes he created are **simply amazing**, and really capture our product beautifully. It was **extremely easy to work with Marius**, I just roughly explained what I was looking for, and he did the rest. I would highly recommend him for your project."

– **Richard**



"We just received the final photos from Marius. We went for the Platinum package. The results are **absolutely astonishing**. We worked with lots of photographers and designers so far, none reached the quality delivered by Marius. During our collaboration, Marius **proved to be patient, analytical, understanding** towards our expectations and a very good advisor. Our photos are intended for e-commerce and **his expertise** for the industry was very useful. I absolutely recommend his services."

– **Raul**

Hear it From **Other Sellers Like You**

"I have just completed a project with Marius. Quality of pictures were **outstanding and exactly how I wanted them**. 100% recommend. Great customer service with an **efficient process** from beginning to end. Looking forward to working with him for future projects!"

- Amrit

"Super satisfied. **The quality is amazing!** Your reputation exceeds you! Thank you again and I look forward to working with you again. Nobody else will do!"

- Kay

"The quality of the pictures and the overall service is better than I expected, Marius pays close attention to details and deliver amazing results. amz.photography is on the top of my list for e-commerce images services, especially life-style images."

- Andres

Hear it From **Other Sellers Like You**

"Marius was a **true professional** and a pleasure to work with on my Amazon photos and videos. He followed all my instructions while adding his own **expertise and creative touch**. The guy was even willing to go pick up and assemble a bookcase from Ikea to be used as a prop! Look forward to our next project together!"

-Edward



➤ **BOOK A CALL** ◀