

# soona

## ecomm content checklist 🔥 to get more clicks 🔥

	<p><b>QUALITY</b></p> <p>the quality of your content is make or break. you're giving your product the best chance of being purchased without a high-quality first photographic impression.</p>
	<p><b>MOVEMENT</b></p> <p>show how your product works IRL. show off its best features through video. stop-motion. or GIF.</p>
	<p><b>CONTEXT</b></p> <p>there's no better way to convince shoppers that they need your product in their life by showing it being used IRL. paint the picture of how much better their lives will be once they've purchased your awesome product.</p>
	<p><b>ANGLES</b></p> <p>give your product the chance to show off its best angles through photos and videos. this is another great way to show customers how your product will fit into their lives. even better: add a model to give your content a boost.</p>
	<p><b>COLOR</b></p> <p>not every ecomm image has to be on a boring white backdrop. make your product pop in colorful ways.</p>