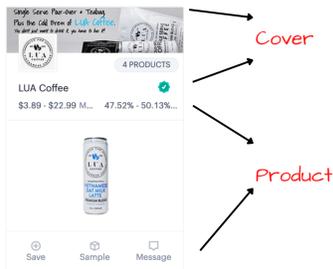


How to attract buyers with a Cover image.

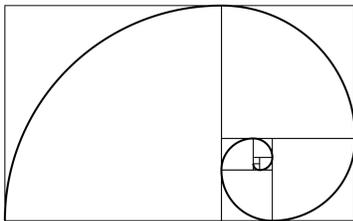
There are two parts to a brand card that a buyer first views. They see the cover image and the cover product.



If you have a product that is worth their attention, it's important to build a cover image that captures that attention.

Let's get started with the Golden Ratio. The golden ratio is a principle of design that helps designers achieve balance for the viewer. This practice applies to your cover image.

<https://www.canva.com/learn/what-is-the-golden-ratio/>



It's good to think of your brand card with this ratio in mind.



Now with the rules out of the way, let's dive into cover image design. Here is an easy formula to build an effective cover image.

What is your product? (Title)

How do you sell your product? (subtitle or visual lifestyle or informative image)

Visualize it (the product or brand image)

Social proof (certification, awards, trends)

1 ← **Small Plants for the Healthy Choice**

2 ← Standing only one to three inches in height, microgreens also pack a nutritional punch that rivals mature vegetables as they are arguably one of the most nutrient-rich foods we can eat!

Los Angeles, California USA → **3**

4 ←

cdfa DVBE MBI USDA ORGANIC ORGANIC CERTIFIED

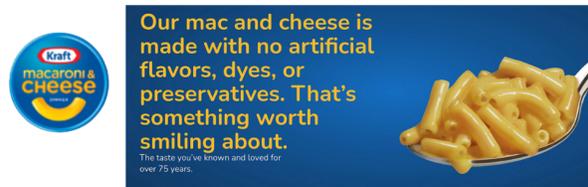


How do you sell it (Title)

There are over 100 ways to build a great title. I'm going to give you 2.

1. Explain what you do

When your product or brand is unique you have to explain what you do.



2. **Own your niche** - Write with conviction the solution you offer.



How do you sell your product? (subtitle or visual lifestyle or informative image)

There are two approaches to this either you say it or you show it. This is going to give the buyer the value you provide. There are 1000s of ways to do this I suggest only using the one that gives you the best success.



Visualize it (the product or brand image)

This is a simple one, have what you are selling on your page. Please note to make sure the product fits the dimension. Oversized images or images that are cut off look unprofessional. Remember your target audience are professional buyers that expect brands to live up to their reputation.



Social proof (certification, awards, trends)

If your brand holds any key certifications, awards, or claims put them on your cover image as you would your label. Buyers read 1000s of labels a day and the number 1 way to learn how to position a brand is through proof.



Highest quality traditional Japanese food materials and functional health foods.



しまね有機ファーム株式会社



The All-Natural Migraine Relief Supplement

Created by a headache subspecialized physician

MiGuard is the all-natural Doctor-approved nutritional headache supplement that may stop migraine headaches before they start.


Increased energy


Improved sleep


Better brain function


Better overall health



100% drug free non-habit forming & non-GMO.

Dr. Benjamin Taimoorazy
Renowned Headache and Pain Management Subspecialist.



Created by a Headache Subspecialist Physician.

Celebrating **30** years

Quality mats and rugs made of natural fibers and recycled rubber

OUTDOOR
PERSONALIZED
INDOOR
KITCHEN

featured on





One Last thing

You don't have to recreate the wheel. Use existing marketing material from your website or social media. It's better for the buyers to view a marketing material that connects with your other marketing material. If you need help creating marketing materials you can connect with marketing specialists through Rangeme services.

If you need help putting it all together please reach out to your CSM specialists.