

What is Lifestyle Advertising Photography?

Lifestyle Advertising Photography is about telling the stories behind your products. Since people want to feel or know what they can experience when using your products, they love stories.

Lifestyle photography is not about a focus on your product; it's about a kind of customer who buys the product being sold. Although lifestyle photography can showcase your product, *its aim is to capture people in situations and real-life events.*

Lifestyle advertising photographs are shoot on location where the product is captured being used in real life.

Where Is Lifestyle Advertising Photography?

Lifestyle advertising photography is most effective when use on:

- Social media platforms,
- Banner images,
- A blog or website,
- Emails
- Ads

Why Lifestyle Advertising Photography?

Draw Attention and Drive User Engagement

The more your content engages followers, the more likely they will buy your product, come back for more, and recommend your brand to friends and family.

Gain Customer Trust with Authentic Content

Studies have shown that authenticity is the key to customer trust and loyalty. If you use lifestyle photography, you can deliver an authentic look.

Focus on Selling a Lifestyle

With a great number of options on the market, customers don't care about a brand or product until it can solve their problems. Lifestyle photographs should focus on selling a lifestyle, not just products.

Create an Emotional Connection with Followers

It's believed that 95% of purchase decisions are based on emotional factors. Lifestyle images are aimed at creating an emotional bond with consumers.

Five basic emotions to use when creating authentic lifestyle product photos:

- happiness
- sadness
- fear
- anger
- empathy

Explain Product Features

With lifestyle photography, you use the 'show, don't tell' technique.

<https://instasize.com/blog/why-lifestyle-photography-helps-to-sell-more-on-instagram>