

BASIC MARKETING PACKAGE



Partner with Ingredients Online and market your products to thousands of North American buyers.

We leverage the most current marketing strategies to generate engagement and traffic on our platform. Our primary marketing channels include email campaigns, videos, webinars, social media, google ads, tradeshow, conferences, and more.

The Basic Marketing Package Includes:

A product listing page for each ingredient sold on Ingredients Online. Each listing page features:

- Downloadable QA/QC documents
- Real-time U.S. inventory
- Price trend feature to help buyers plan purchases
- Tiered pricing for Seller Direct listings
- Factory of origin

Access to the Seller System, giving you control over your online sales. The Seller System allows you to:

- Add products to your Ingredients Online catalog
- View in-depth analytics of your sales and performance
- Manage high volume bids and negotiate pricing with customers
- Download the IO Seller app and manage your account from anywhere

When you add a new product, you'll receive:

- A spot in the "New Ingredients" section on our homepage for 30 days
- Featured placement in a New Factory or New Ingredient email sent to over 15,000 supply chain members
- A presentation of your product by our QA/QC Manager to our sales and customer service teams
- Promotion on Ingredients Online social media channels
- An immediate announcement to internal IO team members

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