

Listing Creation & Management SOP: ASIN Creation

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Who is this for: Brand Team



Objective: Create listings with existing ASINs, with UPCs already on Amazon and from scratch

ASIN Creation

Once the Game Plan is approved, SKU Creation is complete, and bullet points, titles, approved ASINs, and main images are approved by the brand and in Salesforce, it is time for ASIN creation in seller central.

1. To prepare, open a view under B2C Products tab in Salesforce with the Brand. You can ask Kellie to create a view if she has not yet done so. Steps to make view are available through separate Knowledge Owl SOP
2. Also open the Brand's approved Game Plan. Make sure ASINs and UPCs from Game Plan are associated with the correct SKUs in Salesforce.
3. Open Seller Central account through AMC login but for brand that you are creating ASINs for
4. In Menu in top left-hand corner select > Catalog > Add Product

If have ASIN follow these steps, if do not, navigate to Step 16

5. Select Product IDs
6. Enter ASIN and Submit
 - a. ASIN has to be branded correctly
7. Enter Contribution SKU, found in Salesforce
8. Quantity: 0
9. Your Price: This will be the CA Amazon Start Price
 - a. This is not the price that the item will be listed at but is instead the price that we want the item to start out at before fees are fully calculated. Salesforce will communicate our margin to Amazon and the list price will be set as the item is checked in at Amazon. If item is live and purchasable with the incorrect price still listed, ask Matt Mangus to adjust pricing
10. For Fulfillment Channel, select: I will ship this item myself

11. Unselect any countries that are selected that aren't the US
12. Click Save and Finish
13. Make note in ASIN Management in Asana that this ASIN will need to be edited due to us not being able to add our Titles, Bullet Points, Images, Descriptions, etc.
14. Refresh the Manage All Inventory page in Seller Central to see the SKU and ASIN populate.
15. Add ASIN to list to send to Marisa to let her know these listings are ready for Stage 3 and to let Travis know this list can be added to the Daily Sellers Report
 - a. You will send out this list once ASIN creation for a brand is complete but if you are creating an ASIN for an already existing brand make sure you still email Marisa and Travis this ASIN.
16. These next Steps are if you do not have ASIN: search UPC in Product ID section
 - a. if one comes up and it is for correct product, has correct UPC, is correctly branded with exact same brand name we have brand registry, follow same steps 5-15 to list on already existing ASIN
 - b. If an ASIN comes up that is for an incorrect product or is branded wrong, make note in ASIN management that we cannot list this product using the UPC because it is connected to an incorrect ASIN. We will need to make a case with Amazon explaining this situation so that we have the chance to create a new ASIN.
 - c. If no ASIN comes up, continue to Step 17
17. Select Blank Form and click Start
 - a. Tip: most of the fields that need to be filled in will be marked red by Amazon and you won't be able to list the product without them filled in. We do enter more fields that are needed
18. Enter Name of Product using Amazon Name or CB Amazon Title field in Salesforce
19. For Item Type, Amazon will create one based on title, if its correct, confirm. If it is not, search for correct category and select it instead
20. Skip variation, we will do this later and will be in separate SOP
21. Brand Name, select correct Brand Name from dropdown
22. External Product ID will be UPC
23. Enter Description if we have one, if not, enter Product Title
24. Enter Bullet Points
 - a. Each one will have their own text box. Create text box by selecting Add More
25. Upload Main Image
 - a. Find the URLs in Salesforce
 - b. If more images are in salesforce, add all of them now

- c. This is the last Description filed that needs to be filled in
- 26. Move on to Product Detail tab to fill in those fields that are marked red
- 27. Manufacturer: sometimes same as brand name, sometimes not.
 - a. Ex. Impact Confections is manufacturer of Warheads
 - b. Ex. Kinnikinnick is manufacturer of Kinnikinnick
 - c. Ask Kellie or Greyson if you are not sure
- 28. Number of Items: if 1 Pack = 1, if 2 Pack = 2, etc.
- 29. Is this item heat sensitive, No
 - a. None of our items are heat sensitive
- 30. Temperature Rating: Ambient Room Temperature
- 31. Flavor: Choose correct one. Can type it in if you do not see yours as an option
- 32. Ingredients: enter full ingredient list
 - a. If you do not have this yet, enter See Back of Packaging but make note that ingredients need to be added later
- 33. Form Factor: what is the item so that Amazon understands the size of the item
 - a. Ex. Kinnikinnick Pancake and Waffle mix would have a form factor: boxed baking mix
- 34. Each Unit Count: 1
 - a. Usually 1
- 35. Is Product Expirable, if food, yes and continue to a –
 - a. Product Expiration Type: Expiration on Package (this is usually the correct one)
 - b. Fulfillment Center Shelf Life: in terms of days so if there is a two year shelf life, this will be 730
 - i. Google, refer to Brand's FAQs and then ask Kellie and Greyson if still not sure
- 36. Unit Count: 1
 - a. ALWAYS 1
- 37. Unit Count Type: Count
 - a. ALWAYS Count
- 38. Move onto Offer Tab
- 39. Contribution SKU: Enter SKU from Salesforce
 - a. This step is VERY IMPORTANT because this field is not highlighted red but is not changeable once the listing

has been submitted. Don't forget to enter SKU from Salesforce or Amazon will generate SKU for us and we will have to list the item again with the correct SKU and a different ASIN

40. Quantity: 0

41. Your Price: This will be the CA Amazon Start Price

a. This is not the price that the item will be listed at but is instead the price that we want the item to start out at before fees are fully calculated. Salesforce will communicate our margin to Amazon and the list price will be set as the item is checked in at Amazon. If item is live and purchasable with the incorrect price still listed, ask Matt Mangus to adjust pricing

42. List Price can equal Your Price or be greater

43. For Fulfillment Channel, select: I will ship this item myself

44. Unselect any country that you can that is not US for the marketplaces we will be selling this product in

45. Move onto Safety and Compliance Tab

46. Country/Region of Origin: Select correct one. A lot of our brands are usually from the United States, Mexico, or Canada

a. Will be on the back of the packaging label

47. Dangerous Good Regulations: Not Applicable

48. Contains Liquid: if Yes, select this and if double sealed, notate that as well. If no, select no

a. If Red pops up after all information has been filled out due to an error message. Typically 8572 or 8541, go to step 55

49. Double check information especially that SKU is filled out and UPC is correct.

50. Click Submit

51. If doing multiple products for one brand, select copy this for another product and repeat all steps 16-50 for other products

52. If not doing more products, Click Finish

53. Refresh the Manage All Inventory page in Seller Central to see the SKU and ASIN populate.

54. Add ASIN to list to send to Marisa to let her know these listings are ready for Stage 3 and to let Travis know this list can be added to the Daily Sellers Report

a. You will send out this list once ASIN creation for a brand is complete but if you are creating an ASIN for an already existing brand make sure you still email Marisa and Travis this ASIN.

55. Review error messages. Usually have to do with the Product Identity or Product Details tab. If what we have entered is correct and matches Salesforce then Amazon has incorrect information in its system and is not allowing us to create an ASIN for the item.

56. Save as Draft

57. Notate this in ASIN management with Screenshots because a case is needed.

58. Create a Case explaining the issue with screenshots and inform Amazon that we are trying to create a brand new listing/ASIN for this item and UPC that does not yet exist on the Amazon platform but we are receiving error message....

a. You can also escalate this to Kellie and Greyson (Level 1) if you are not sure what to exactly say in case
