Listing Creation & Management SOP: How To Create Virtual Bundles

03/17/2025 8:52 am CDT

Who is this for? This is intended for All individuals who will be creating virtual bundles.

Objective: To equip all with the knowledge and resources necessary to effectively create virtual bundles in order to increase customer engagement and drive sales.

Before implementing, it is important to communicate, and get client's approval. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

Requirements for Virtual Bundling

- You must have an official brand registry for the products you're offering.
- The ASINs included in the bundle must be sold 'New' and be FBA.
- A bundle must contain 2-5 ASINs.
- Each ASIN in the bundle must be available for individual purchase.
- We recommend bundling products that make sense coming together (ex: spiral-bound notebooks, mechanical pencils, and an eraser).
- Currently Virtual bundle is only available in US Marketplace.

Examples of eligible and ineligible product bundles:

- Red pen (2) – This cannot be a bundle because there is only 1 ASIN.
- Red pen (1) + blue pen (1) – This can be a bundle.
- Red pen (4) + blue pen (7) – This can be a bundle because there are two unique ASINs.

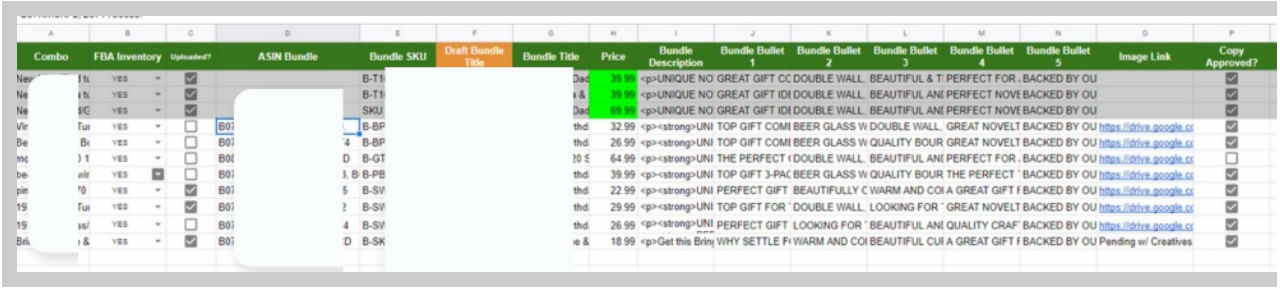
Part I. Preparing Copy and Bundle Details

Before starting, make sure that your ASIN bundles are ready. Once ASIN Bundles are ready and their corresponding prices are approved, prepare the images for the bundles.

Step 1: Create the Sheet/Tracker

In the sheet, make sure to include the following:

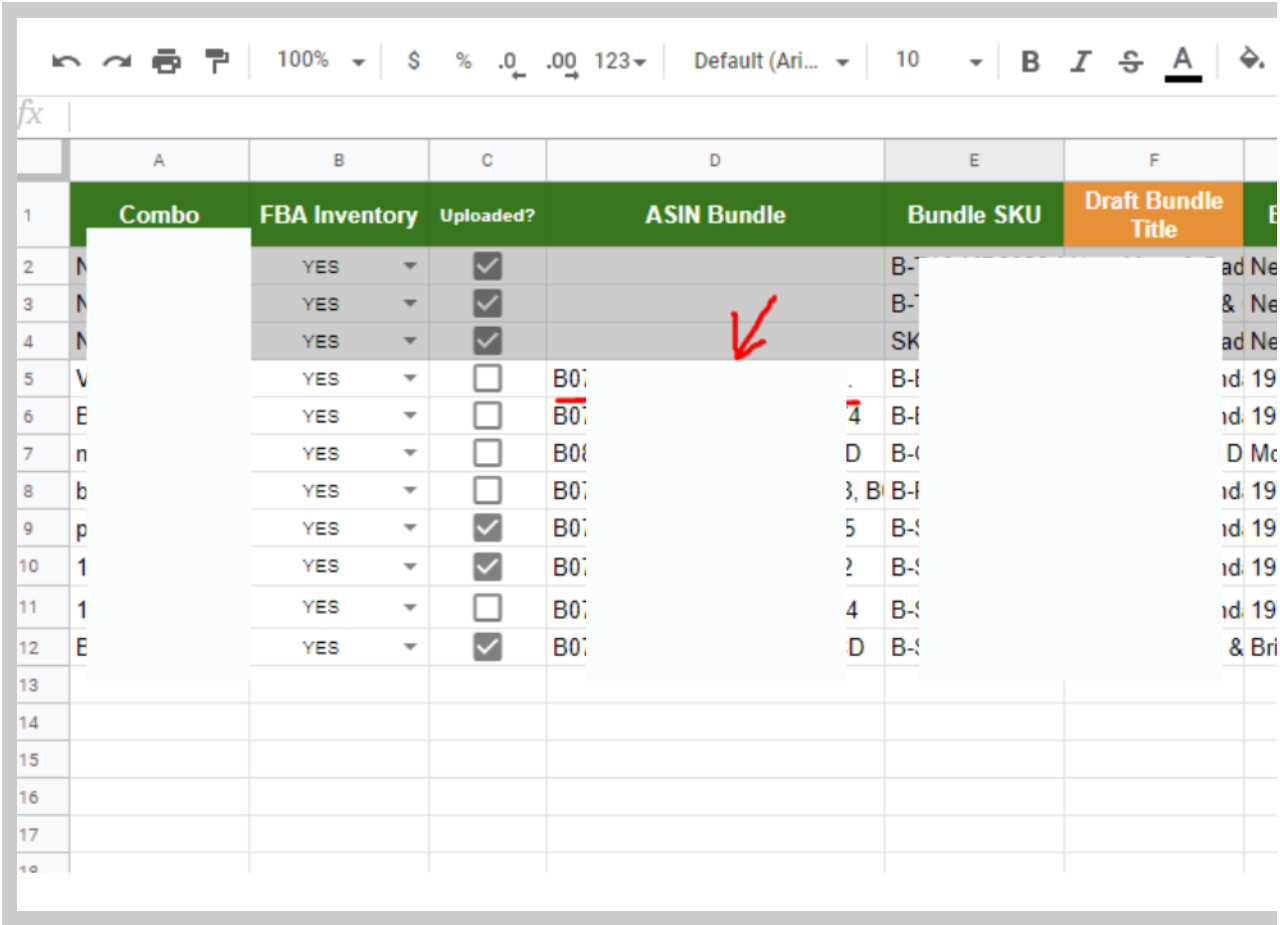
- ASINS for Bundling
- Bundle Title
- Bundle Price
- Bundle Bullets 1 to 5
- Image Link



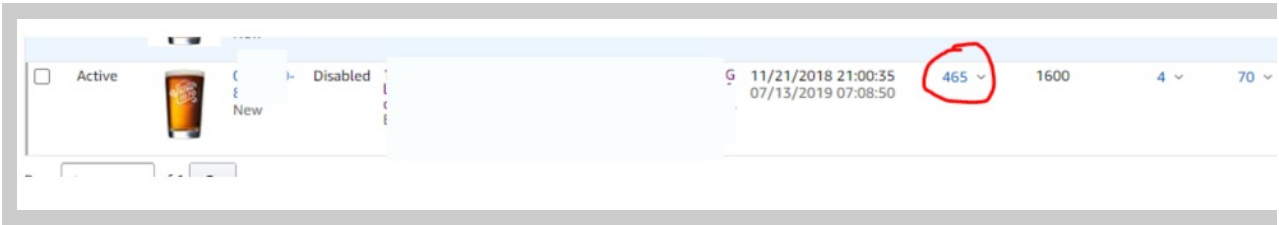
Combo	FBA Inventory	Uploaded?	ASIN Bundle	Bundle SKU	Draft Bundle Title	Bundle Title	Price	Bundle Description	Bundle Bullet 1	Bundle Bullet 2	Bundle Bullet 3	Bundle Bullet 4	Bundle Bullet 5	Image Link	Copy Approved?
[redacted]	YES	☑		B-T1			39.99	<p>UNIQUE NO	GREAT GIFT CC	DOUBLE WALL,	BEAUTIFUL & T	PERFECT FOR ,	BACKED BY OU		☑
[redacted]	YES	☑		B-T1			39.99	<p>UNIQUE NO	GREAT GIFT IDI	DOUBLE WALL,	BEAUTIFUL ANI	PERFECT NOVE	BACKED BY OU		☑
[redacted]	YES	☑		SKU			69.99	<p>UNIQUE NO	GREAT GIFT IDI	DOUBLE WALL,	BEAUTIFUL ANI	PERFECT NOVE	BACKED BY OU		☑
[redacted]	YES	☐	B07	B-BP			32.99	<p>UNI	TOP GIFT COMI	BEER GLASS W	DOUBLE WALL,	GREAT NOVELT	BACKED BY OU	https://drive.google.cc	☑
[redacted]	YES	☐	B07	B-BP			26.99	<p>UNI	TOP GIFT COMI	BEER GLASS W	QUALITY BOUR	GREAT NOVELT	BACKED BY OU	https://drive.google.cc	☑
[redacted]	YES	☐	B0[redacted]	B-GT			64.99	<p>UNI	THE PERFECT (	DOUBLE WALL,	BEAUTIFUL ANI	PERFECT FOR ,	BACKED BY OU	https://drive.google.cc	☐
[redacted]	YES	☐	B07	B-PB			39.99	<p>UNI	TOP GIFT 3-PAC	BEER GLASS W	QUALITY BOUR	THE PERFECT '	BACKED BY OU	https://drive.google.cc	☑
[redacted]	YES	☑	B07	B-SW			22.99	<p>UNI	PERFECT GIFT	BEAUTIFULLY C	WARM AND COI	A GREAT GIFT I	BACKED BY OU	https://drive.google.cc	☑
[redacted]	YES	☑	B07	B-SW			29.99	<p>UNI	TOP GIFT FOR '	DOUBLE WALL,	LOOKING FOR '	GREAT NOVELT	BACKED BY OU	https://drive.google.cc	☑
[redacted]	YES	☐	B07	B-SW			26.99	<p>UNI	PERFECT GIFT	LOOKING FOR '	BEAUTIFUL ANI	QUALITY CRAF	BACKED BY OU	https://drive.google.cc	☑
[redacted]	YES	☑	B07	B-SK			18.99	<p>Get this Brin	WHY SETTLE F	WARM AND COI	BEAUTIFUL CUI	A GREAT GIFT I	BACKED BY OU	Pending w/ Creatives	☑

Step 2: Check for FBA

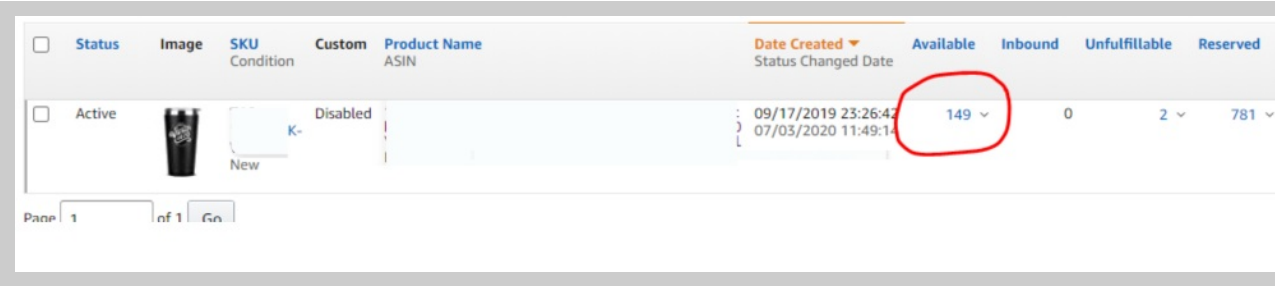
After identifying the bundles you'd like to create, you must first check for FBA. Let's use these 2 ASINS as examples.



	A	B	C	D	E	F
1	Combo	FBA Inventory	Uploaded?	ASIN Bundle	Bundle SKU	Draft Bundle Title
2	[redacted]	YES	☑		B-[redacted]	[redacted]
3	[redacted]	YES	☑		B-[redacted]	[redacted]
4	[redacted]	YES	☑		SK[redacted]	[redacted]
5	[redacted]	YES	☐	B0[redacted]	B-[redacted]	[redacted]
6	[redacted]	YES	☐	B0[redacted]4	B-[redacted]	[redacted]
7	[redacted]	YES	☐	B0[redacted]D	B-[redacted]	[redacted]
8	[redacted]	YES	☐	B0[redacted]3, B	B-[redacted]	[redacted]
9	[redacted]	YES	☑	B0[redacted]5	B-[redacted]	[redacted]
10	[redacted]	YES	☑	B0[redacted]2	B-[redacted]	[redacted]
11	[redacted]	YES	☐	B0[redacted]4	B-[redacted]	[redacted]
12	[redacted]	YES	☑	B0[redacted]D	B-[redacted]	[redacted]
13						
14						
15						
16						
17						



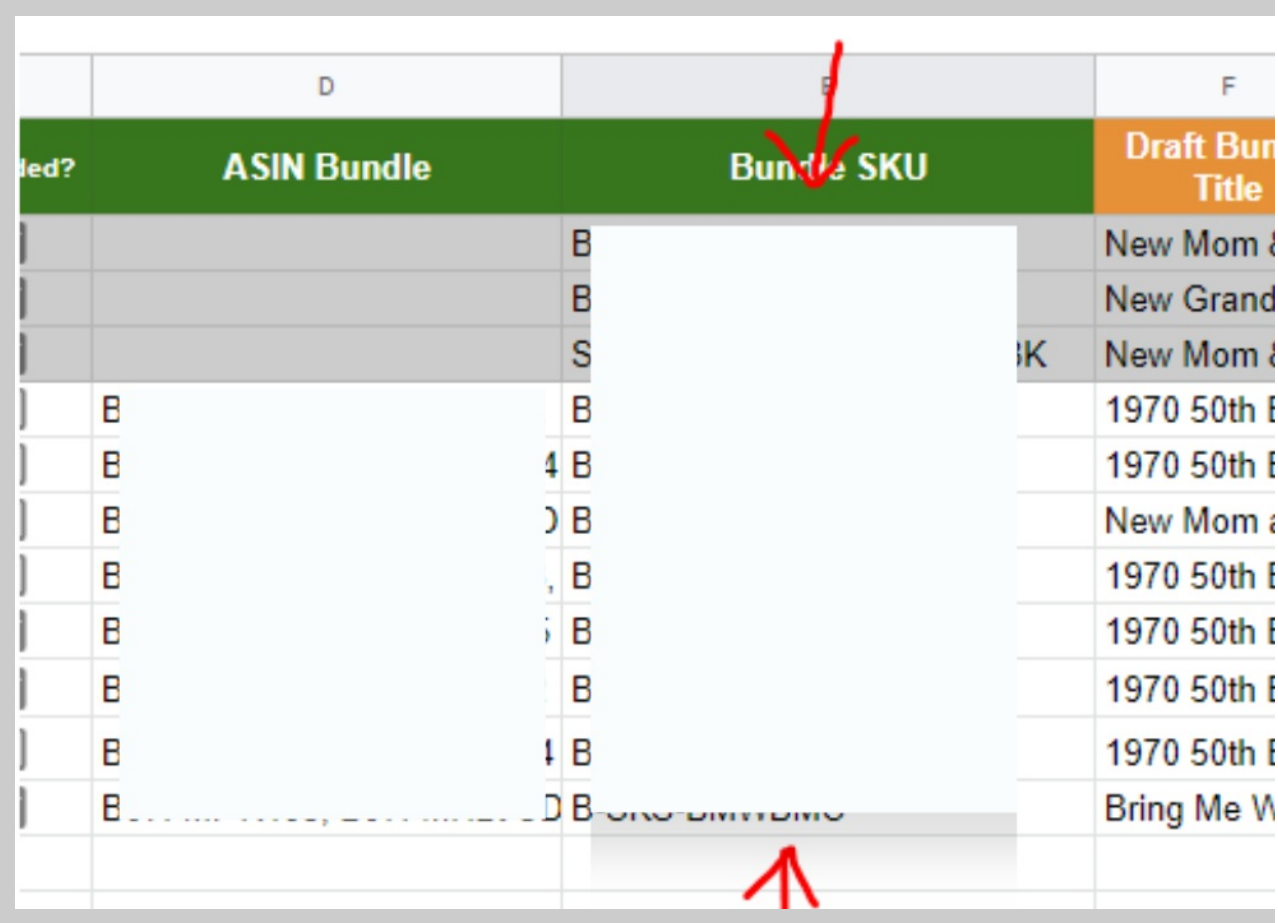
☐	Active		[redacted] New	Disabled	[redacted]	11/21/2018 21:00:35 07/13/2019 07:08:50	465	1600	4	70



Note: If there's no FBA, skip the bundle.

Step 3: Create the Bundle SKU

Create your own Bundle SKUs.



Step 4: Create Your Title and Bullets

Merge the titles and bullets in the best way possible. Make sure to follow the best practices in creating bullets by following this SOP.

Suggestions:

Title - Combine the 2 Titles in the best way possible.

Bullet 1 - What is the key product feature of ASIN 1

Bullet 2 - What is the key product feature of ASIN 2

Bullet 3 - What are the products in this bundle used for?

Bullet 4 - Why is this bundle a great deal?

Bullet 5 - Why should you buy from this brand?

Product Description - Put an introduction, feature ASIN 1, feature ASIN 2, and finally, add a CTA at the very end.

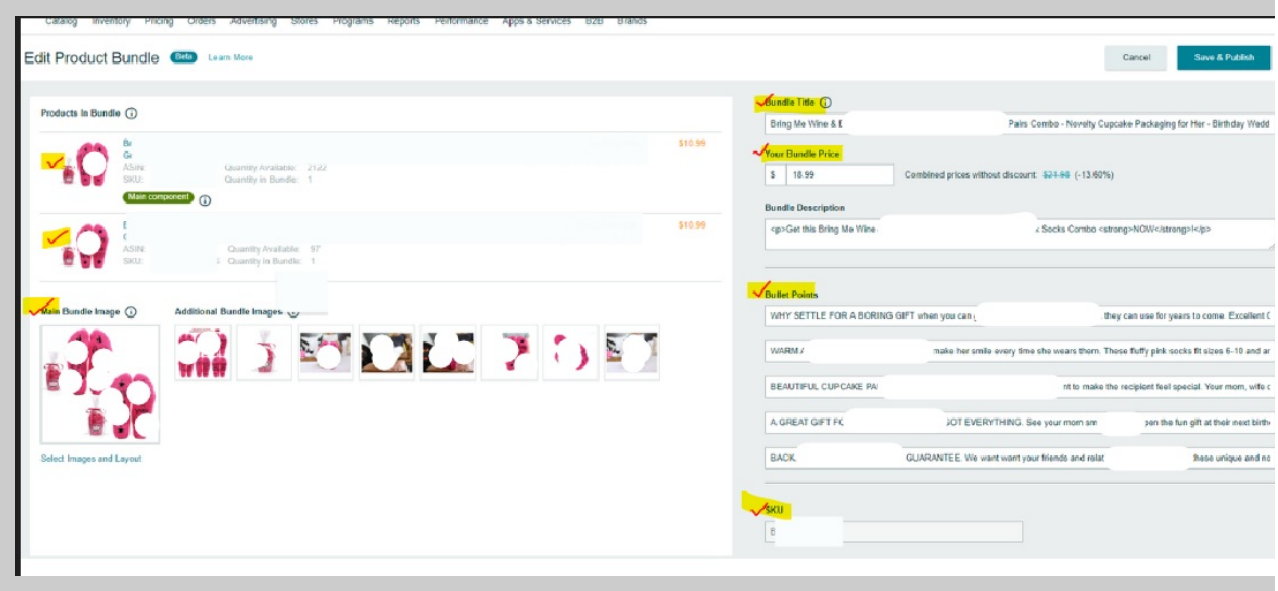
Part II. Uploading the Virtual Bundles

Step 5: Create the Bundle

Login to the correct Seller Central account and click this link: https://sellercentral.amazon.com/bundles/create

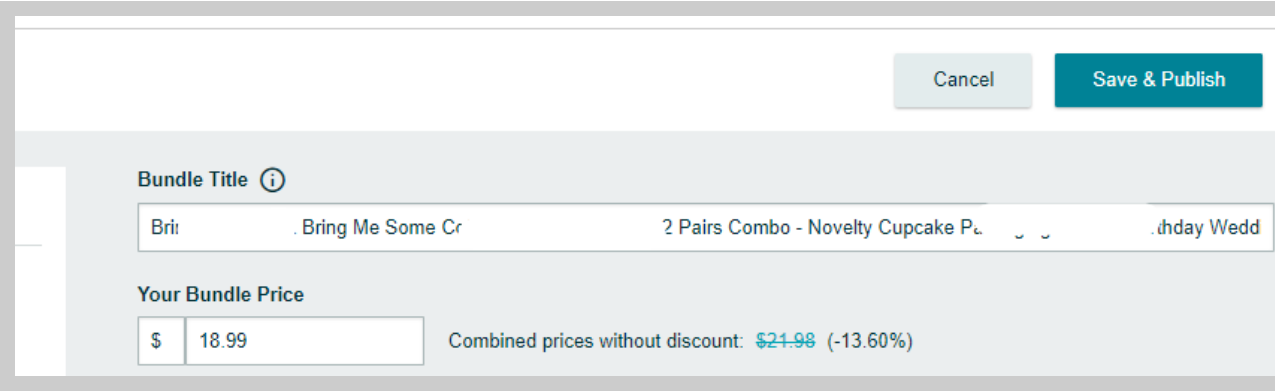
Step 6: Copy the product information

Input all the information needed to create the bundle.



Step 7: Save

Once you're done, click Save & Publish.



Step 8: Allow Time

Allow at least 10 minutes (or more) for the images to reflect on the Bundle Listings.