

# 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?
Ne	It	YES	<input checked="" type="checkbox"/>		B-T1		39.99	<p>UNIQUE NO GREAT GIFT CC DOUBLE WALL BEAUTIFUL & T PERFECT FOR, BACKED BY OU							<input checked="" type="checkbox"/>
Ne	It	YES	<input checked="" type="checkbox"/>		B-T1		39.99	<p>UNIQUE NO GREAT GIFT IDI DOUBLE WALL BEAUTIFUL ANI PERFECT NOV BACKED BY OU							<input checked="" type="checkbox"/>
Ne	It	YES	<input checked="" type="checkbox"/>		SKU		59.99	<p>UNIQUE NO GREAT GIFT IDI DOUBLE WALL BEAUTIFUL ANI PERFECT NOV BACKED BY OU							<input checked="" type="checkbox"/>
Vir	Tu	YES	<input type="checkbox"/>	B01	B-BP		32.99	<p>UNI TOP GIFT COMI BEER GLASS W DOUBLE WALL GREAT NOVELT BACKED BY OU	https://drive.google.c						<input checked="" type="checkbox"/>
Be	Br	YES	<input type="checkbox"/>	B01	4 B-BP		26.99	<p>UNI TOP GIFT COMI BEER GLASS W QUALITY BOUR GREAT NOVELT BACKED BY OU	https://drive.google.c						<input type="checkbox"/>
mc	J 1	YES	<input type="checkbox"/>	B01	D B-GT		64.99	<p>UNI THE PERFECT I DOUBLE WALL BEAUTIFUL ANI PERFECT FOR, BACKED BY OU	https://drive.google.c						<input type="checkbox"/>
be	air	YES	<input type="checkbox"/>	B01	3, B B-PB		39.99	<p>UNI TOP GIFT 3-PAC BEER GLASS W QUALITY BOUR THE PERFECT BACKED BY OU	https://drive.google.c						<input checked="" type="checkbox"/>
pl	10	YES	<input type="checkbox"/>	B01	5 B-SV		22.99	<p>UNI PERFECT GIFT BEAUTIFULLY C WARM AND COI A GREAT GIFT I BACKED BY OU	https://drive.google.c						<input checked="" type="checkbox"/>
19	Tu	YES	<input checked="" type="checkbox"/>	B01	2 B-SV		29.99	<p>UNI TOP GIFT FOR DOUBLE WALL LOOKING FOR GREAT NOVELT BACKED BY OU	https://drive.google.c						<input checked="" type="checkbox"/>
19	st	YES	<input type="checkbox"/>	B01	4 B-SV		26.99	<p>UNI PERFECT GIFT LOOKING FOR BEAUTIFUL ANI QUALITY CRAF BACKED BY OU	https://drive.google.c						<input checked="" type="checkbox"/>
Bt	i &	YES	<input checked="" type="checkbox"/>	B01	D B-SK		16.99	<p>Get this Bity WHY SETTLE F WARM AND COI BEAUTIFUL CUI A GREAT GIFT I BACKED BY OU	Pending w/ Creatives						<input checked="" type="checkbox"/>

**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.

Combo	FBA Inventory	Uploaded?	ASIN Bundle	Bundle SKU	Draft Bundle Title
M	YES	<input checked="" type="checkbox"/>		B-	ad Ne
M	YES	<input checked="" type="checkbox"/>		B-	& Ne
M	YES	<input checked="" type="checkbox"/>		SK	ad Ne
V	YES	<input type="checkbox"/>	B01	B-I	id. 19
E	YES	<input type="checkbox"/>	B01	4 B-I	id. 19
n	YES	<input type="checkbox"/>	B01	D B-I	D Mc
b	YES	<input type="checkbox"/>	B01	3, B-I	id. 19
p	YES	<input checked="" type="checkbox"/>	B01	5 B-I	id. 19
1	YES	<input checked="" type="checkbox"/>	B01	2 B-I	id. 19
1	YES	<input type="checkbox"/>	B01	4 B-I	id. 19
E	YES	<input checked="" type="checkbox"/>	B01	D B-I	& Bri

<input type="checkbox"/> Active		Disabled	11/21/2018 21:00:35 07/13/2019 07:08:50	465	1600	4	70
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<input type="checkbox"/>	Status	Image	SKU Condition	Custom Product Name ASIN	Date Created Status Changed Date	Available	Inbound	Unfulfillable	Reserved
<input type="checkbox"/>	Active		Disabled New		09/17/2019 23:26:42 07/03/2020 11:49:11	149	0	2	781

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

### Step 3: Create the Bundle SKU

Create your own Bundle SKUs.

	D	E	F
led?	ASIN Bundle	Bundle SKU	Draft Bundle Title
		B	New Mom
		B	New Grand
		S	New Mom
	B	B	1970 50th
	B	4 B	1970 50th
	B	) B	New Mom
	B	, B	1970 50th
	B	; B	1970 50th
	B	) B	1970 50th
	B	4 B	1970 50th
	B	D B	Bring Me W

### 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.

The screenshot shows the 'Edit Product Bundle' interface in Seller Central. On the left, there's a 'Products in Bundle' section with two items: 'Bring Me Wine & E' (ASIN: 2122, Price: \$16.96) and 'Socks Combo' (ASIN: 97, Price: \$10.99). Below that is a 'Main component' section. The 'Bundle Image' section shows a main image and several additional images. The right-hand panel contains fields for 'Bundle Title', 'Your Bundle Price' (set to \$18.99, with a combined price without discount of \$21.98 at -13.60%), 'Bundle Description', and 'Bullet Points'.

### Step 7: Save

Once you're done, click Save & Publish.

This is a close-up of the bottom right corner of the bundle creation form. It features a 'Cancel' button and a 'Save & Publish' button. Below these buttons, the 'Bundle Title' field contains the text 'Bring Me Some Cr' and '2 Pairs Combo - Novelty Cupcake Pa' followed by a dropdown menu. The 'Your Bundle Price' field shows '\$ 18.99' and 'Combined prices without discount: \$21.98 (-13.60%)'.

### Step 8: Allow Time

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

