

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 (1).
- Real-time U.S. inventory (seller direct) (2).
- Tiered pricing (seller direct) (3).
- Price trend feature to help buyers plan purchases (seller direct) (4).
- Content space for general details and product highlights (5).

3

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4

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5

Quantity	Price	Save
3600	\$6.70	33.00%
1800	\$7.00	30.00%
900	\$7.50	25.00%

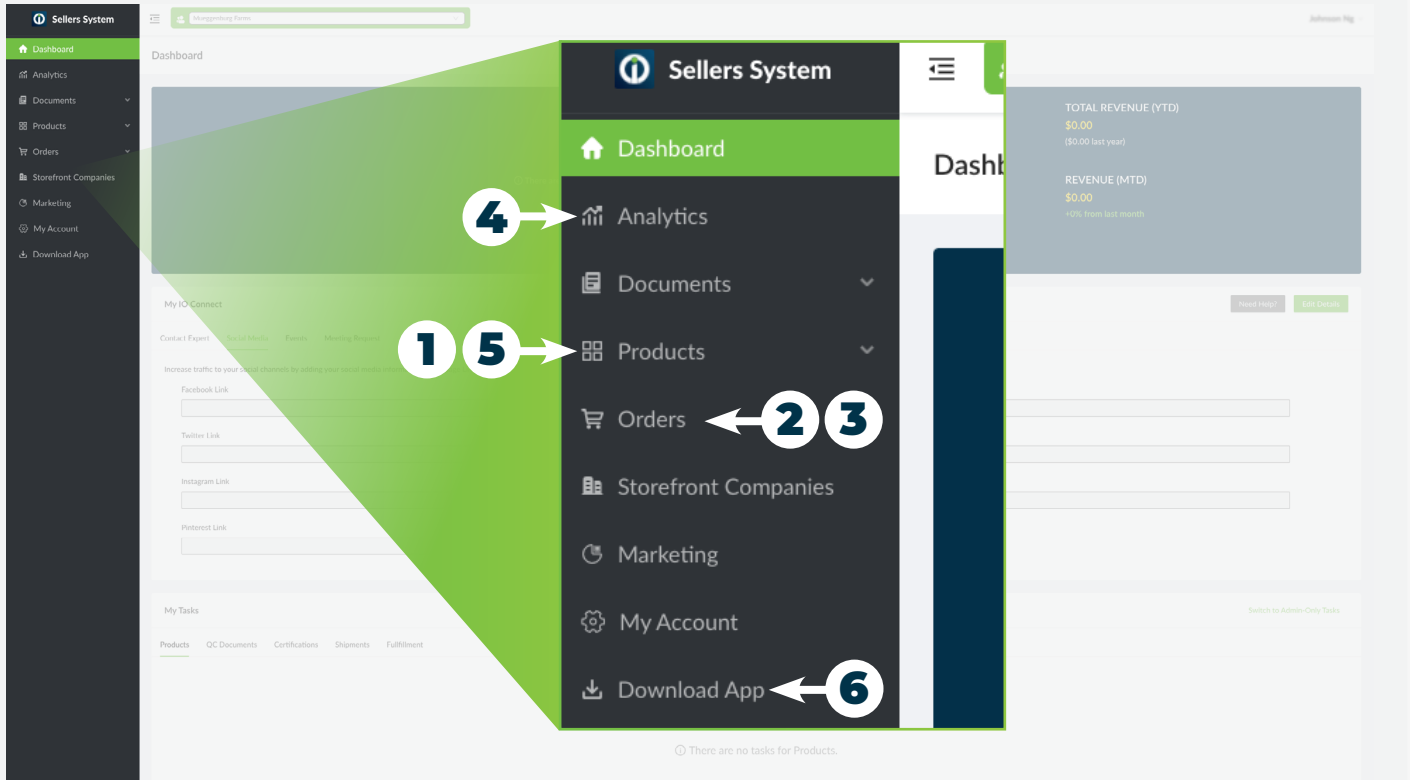
WAREHOUSE	IN STOCK	NEW STOCK ETA
Edison, NJ	4475	6 weeks
Chino, CA	3600	4 weeks

Product Highlights

- Starting Material: Glucose
- Processing Method: Fermentation

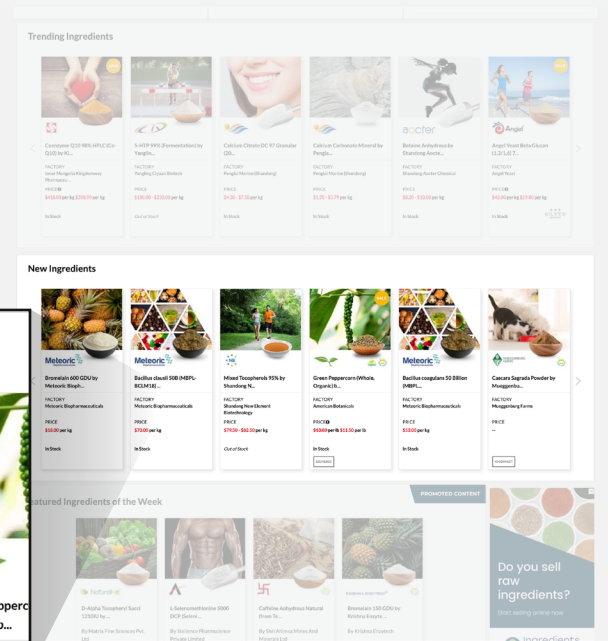
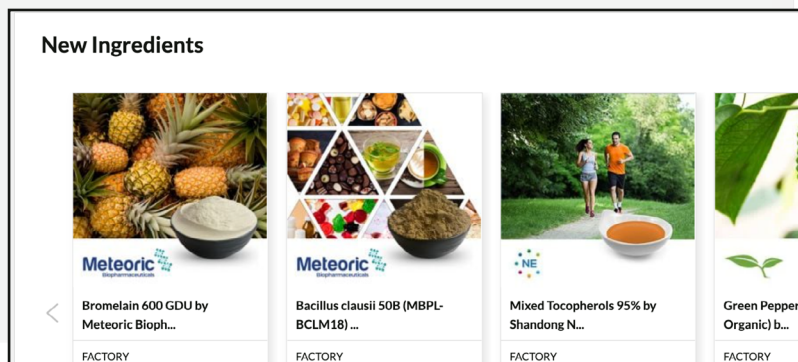
Access to the Seller System, giving you control over your online listings and sales. The Seller System allows you to:

- Add products to your Ingredients Online catalog (1).
- View your inventory movement in real time (2).
- Manage your payments (3).
- View in-depth analytics of your sales and performance (4).
- Process high volume inquiries and negotiate pricing with customers (5).
- Download the IO Seller app and manage your account from anywhere (6).



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

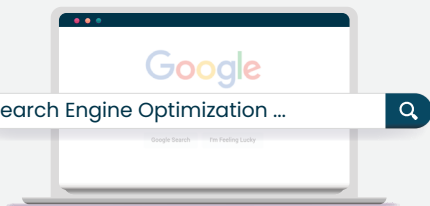
- A spot in the "New Ingredients" section on our homepage for 30 days.
- Featured placement in a New Factory or New Ingredient email sent to over 20,000+ pre-qualified leads.
- Initial consultation for SEO best practices.
- Promotion on Ingredients Online social media channels.





SITE TRAFFIC

4,500+
visits per day



SEO

34,000
organic clicks*

3,000,000
impressions*

7 MINUTES
is average time
spent on page

*in 6 months



EMAIL CTR

**4% CLICK-
THROUGH-RATE**
(3% benchmark standard)

20% OPEN RATE
(15% benchmark standard)



SOCIAL MEDIA

AUDIENCE OF 4,000+
monthly viewers

7,000+
monthly impressions

Contact