

TIPS + TRICKS FOR BRANDS:

SECURING MORE SALES ON BULLETIN WHOLESALE



YOUR BRAND GUIDE, UPDATED NOV. 2025

BULLETIN

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OPTIMIZING YOUR BRAND

Your brand on Bulletin is defined by your bio, your brand value badges, your product photography, your product descriptions, and more. You'll set all of this during onboarding, but you can make edits at any time from your brand account. In the next few pages, we'll be chatting through best practices for optimizing your profile on Bulletin to increase conversions.

[HOW TO EDIT YOUR PAGE](#)

BRAND PAGE

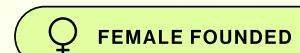
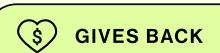
Assign yourself the appropriate brand value badges so that retailers can better understand what you stand for.



BULLETIN'S BRAND VALUES INCLUDE:

Female Founded
Ethically Produced
Sustainable
Certified Fair Trade
Black-Owned
AAPI-Owned
Handmade,
LGBTQ+ Owned
and more.

Add or remove badges at any time from the Brand Page section in your account.



It's important that you not only select relevant brand values, but also that you explain them. Our apparel brand THIS IS A LOVE SONG, for example, notes in their bio that their garments are ethically made in their Bali studio (context for their "Ethically Produced" badge), that they use ecofriendly materials ("Sustainable" badge), and that they plant a tree in Borneo for every purchase ("Gives Back" badge).

This is a Love Song

KEEP YOUR LEAD TIMES UPDATED.

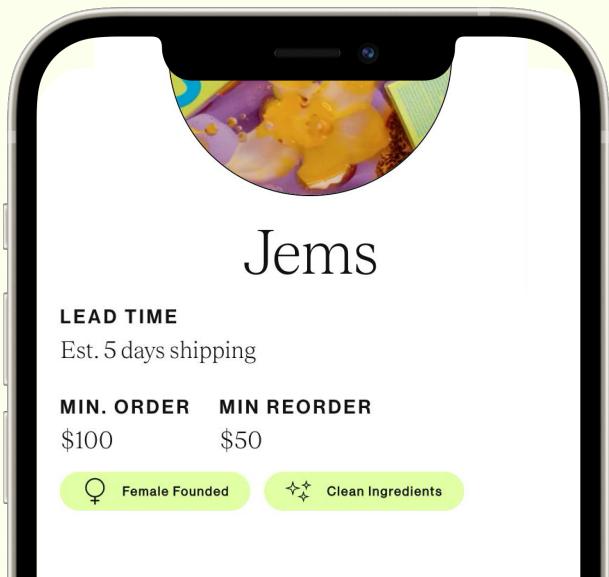
We recommend setting a range (i.e. 3–5 days), versus filling in only one of the numbers. A range allows for wiggle room.

If you are behind with an order, please reach out to the retailer to let them know. You can also always edit your lead times during a busy period of time, for example, and then switch them back.

SET OPTIMAL ORDER MINIMUMS

Your MOV, or Minimum Order Value, is the minimum dollar amount that you are willing to sell to a retailer. You will set this value on your Brand account, and you are able to set a different MOV for reorders (some Brands opt to set a lower reorder minimum than first order).

We recommend setting your MOV to \$250 or lower, as this is a threshold number that most retailers are comfortable ordering.

[MORE ABOUT MOVS](#)

Your MOQ, or Minimum Order Quantity, is the minimum quantity of a certain product that you are willing to sell, and is set on the SKU level.

If your MOQ varies by SKU, you must list this info in your line sheet, product listings, CSV template during onboarding, etc. Please note that MOQs are different from Case Packs, meaning: if you have an MOQ of 6, this will not prohibit retailers from purchasing items in increments of 1 thereafter.

We recommend doing your best to align your MOQ with your MOV, meaning: to allow a buyer to purchase up to 3 SKUs within your MOV.

[MORE ABOUT MOQS](#)

QUICK TIP

FYI: Our current average order value (AOV) on the platform is around \$400 (most orders contain more than 1 product).

PRODUCT PAGES

PRODUCT NAME

Use concise and detailed product titles that accurately describe your product. Include keywords and unique characteristics that you think will encourage a retailer to click.



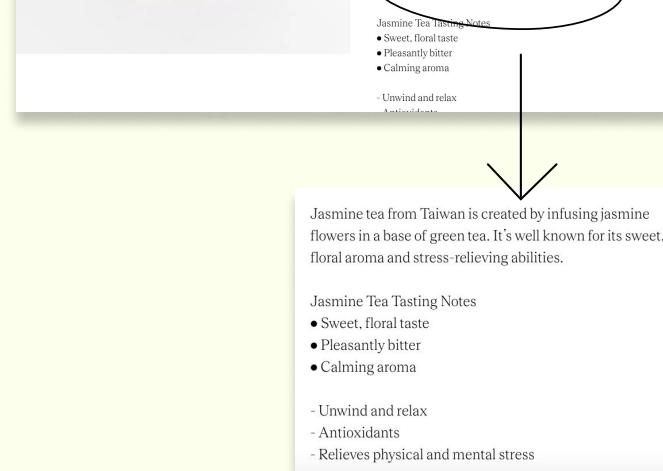
We recommend using between 35–50 characters. If the name of your candle is “Bliss,” we recommend naming the product “Bliss Candle” on Bulletin. This will allow for retailers to easily find your product when they use the search bar.

PRODUCT DESCRIPTION

Here's your chance to go into detail about what makes your products special. Provide a thorough description, including key descriptive words and characteristics you'd like to highlight. We recommend bullet points as well as a detailed paragraph between 150–300 characters. Always be transparent and truthful.



3–10 bullet points describing key features. For example, Us Two Tea lists the following tasting note bullet points on their Pillowtalk Jasmine Tea: Sweet, floral taste, pleasantly bitter, and calming aroma



UPLOAD ENOUGH IMAGERY + VIDEO

We recommend adding at least 4 photos and 1 video per product wherever possible.



Mary Lo

MATERIALS + INGREDIENTS

With the rise of sustainability and ethical production practices, retailers have voiced that they really care about what your products are made from. Please be sure to list all materials and/or ingredients when applicable.

A great example: Selva Negra, who lists all materials and their percentages in each product description. See their Zuma Dress for a great example.

[More on photography guidelines on page 8.](#)

[HOW TO UPLOAD](#)



PRODUCT SIZING DETAILS

Similar to materials, retailers want to know about your product's sizing. If you sell apparel, adding a size chart for your garments can help retailers better understand if your products are right for their customers. A great example: Lovefool includes a size chart as the final product image for their Bowler Wrap Top. Click through to check it out, or peek below:

THE BOWLER WRAP TOP	S	M	L	XL	2X	3X	4X
Body Length	18 1/2	19	19 1/2	20	19 1/2	20	20 1/2
Bust	30	32	35	37	39 3/4	43 1/2	47 1/2
Hem	30 3/4	32 3/4	35 3/4	37 3/4	37 3/4	41 3/4	45 3/4
Sleeve Length	13 1/2	14	14 3/4	15 1/2	15 3/4	16 1/2	17 1/4

ADD PROPER CATEGORIES TO YOUR PRODUCTS.

Bulletin's categories have been implemented to help with discovery. How you categorize your products will determine where they appear when retailers browse.

You can assign up to 3 "product types" to each of your items, but please ensure that these selections accurately describe your products. For example, the Female Libido Gummies from ASYSTEM are categorized under: Pleasure, Supplements, and Women's Health. They could ultimately also fall under Body, Fitness & Self-Care or Fun & Games, but less so. Use your judgement, and you can always reach out to us for our thoughts!



ASYSTEM

SUPPLEMENTS

PLEASURE

WOMEN'S HEALTH

TAG YOUR PRODUCTS

You are able to tag each of your products on Bulletin with unlimited descriptors. Jewelry brand Gather Brooklyn, for example, has tagged their Painted Oyster Necklace with the following: "pendant necklace" "layering jewelry," "whimsy," "necklace," "brooklyn designer," and more. When a retailer searches any of these terms, this product will come up.

Here are some tagging tips from our team:

Consider the seasonality of your product. If it's a light top, tag "summer." If your product is relevant to the holidays, tag it with "holidays," "gifts," "Christmas," etc.

Consider the values behind your product and brand, and how you want retailers to identify you. If your brand is marked as Ethically-Produced and this is a key value for you, add that tag to your products.

Tag all parts of your product's name.

Be descriptive and think like a buyer. What words would a buyer search to find your product? Like this example: try not only "jewelry," but also "whimsical jewelry," and "pendant necklace."



MORE ABOUT TAGS

OTHER MISCELLANEOUS DETAILS

Consider listing other details in your description such as: country of origin, care instructions, and ingredients. Feel free to also note any awards your products have won, bestselling products, and more. See this example, where brand bkr added a heart graphic onto the Original Flavor of their Paris Water Balm to indicate their bestseller.



PHOTOGRAPHY GUIDELINES

As consumers, most of us would never consider buying a product without experiencing it first. And since our retailers can't touch or pick up your products, it's truly all about your photography. Clear, well-lit images will make your business more trustworthy in the eyes of the consumer, and will therefore help increase conversions.

Here are Bulletin's guidelines for helping your products come to life through your product photography.

GENERAL TIPS TO GET YOU STARTED



Lighting is Everything.
There are two types of lighting: soft or hard. It is more common (and recommended) to use soft. Try to avoid shadows whenever possible.



Include Enough Photos
Plus video! Show a minimum of 4 photos per product, and whenever possible, include a video of your product either being used or in motion.



Show Angles & Packaging
Always show products from multiple angles. This gives the retailer a better idea of the size and dimensions. When relevant, be sure to also include a photo of your product in its packaging. Retailers respond well to beautiful packaging, and want to visualize how your products will look in their stores or on their social channels.

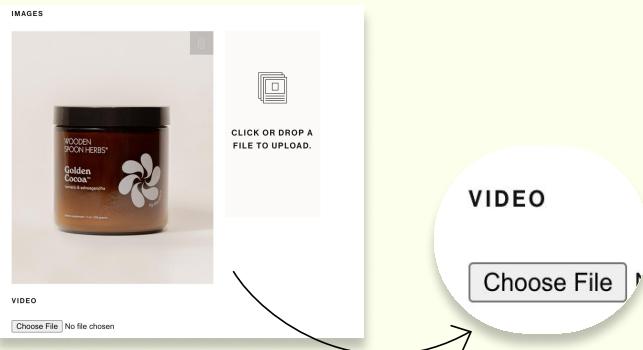


Choose Your Background Wisely
The background in your photography should complement your products. In most cases, products look their best against a clean background, as this eliminates distraction for buyers.

GUIDELINES BY PRODUCT TYPE

OBJECTS

1. If applicable, include one photo of your product in its packaging.
2. Include one photo of your product taken from a 45-degree angle. This “standing eyesight angle” is commonly used for emphasizing dimensions, and is ideal for most products.
3. Include one group shot featuring multiple (or all) product variants. This is a great one to use as your hero shot, as it shows the object’s full range of variations.
4. Include one editorial or lifestyle shot (or video)! Bring your products to life, and help retailers visualize how they work. This is a great opportunity to try different angles and styling.



QUICK TIP

Fun imagery excels on Bulletin (vs. other marketplaces). Show us your brand personality and give it a try with some colorful lifestyle shots! For examples, check out [Not Pot](#) and [MMANN Candles](#).

APPAREL

Note: We've found that our best-performing apparel brands have at least some editorial photography featuring models wearing their garments, vs. all layflat features.

1. Include one photo from the front.
2. Include one photo from the back.
3. Include one detail shot, showing off the elements which make your garment special.
4. Include one editorial or lifestyle shot to bring the clothes to life.

Bonus: Include at least one video of a model wearing the garment! Retailers want to see how your products move, and there's no better way to accomplish that than with video footage.



FOOD & BEVERAGE

1. Main hero shot recommendation: A photo that shows the package and the product outside of the package.
2. Alternatively, include a clean `package product shot as your hero image, and then what's inside in your secondary photos.
3. An example of a more conceptual photograph is displayed here by Pan's Mushroom Jerky. Jerky, their product, may not be the most exciting to photograph, so what we see instead is all of the ingredients / flavors displayed outside of the packaging.



Deux Cranes



Brightland



Figlia



Pan's Mushroom Jerky

TO AVOID AT ALL COSTS!

1. **Poor Background.** Try to avoid busy backgrounds, as they make it hard to see the details of the product.
2. **Low Resolution.** Make sure your images are 1000px or higher, to make the best impression.
3. **Low Lighting / Shadows.**
If you're shooting your products yourself, try to use natural light and diffuse it to avoid harsh shadows.
4. **Products Out of Frame.**
All images should be able to fit Bulletin's size requirements: 1500px x 1875px. Within those dimensions, be sure you're not cutting off any elements of your product – the product should sit nicely in the center of the frame.



ROWSIE VAIN



Leena Muley Design



Viisionss

MAXIMIZING THE PLATFORM

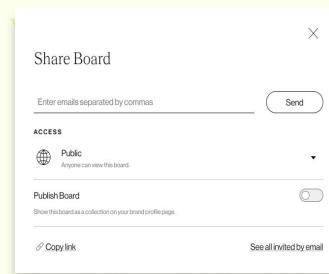
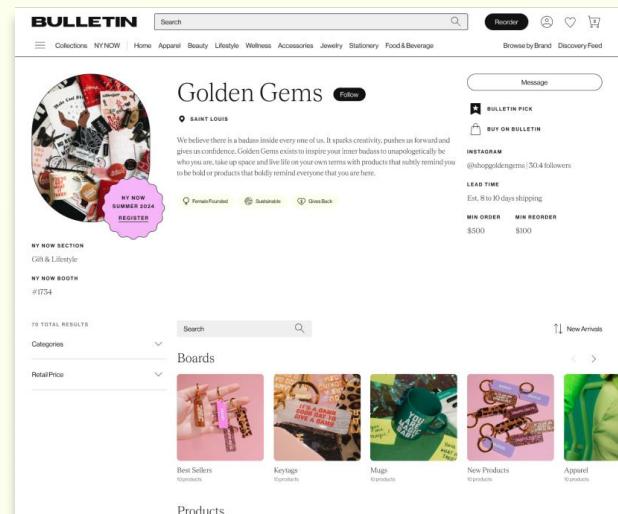
While much of the marketing on Bulletin falls in our hands, there are many ways that you can promote your own brand to our premium retailers. This involves messaging retailers who have previously ordered from you, creating and sharing boards, chatting with fellow brands for collab opportunities, and more. These next few pages will cover ideas like these, where you can take a bit more control over your sales.

BULLETIN BOARDS:

Boards gives you the power to make your own curated collections of products to share with buyers. Here are some tips and best practices:

Publish to your brand page. Your brand page is like your own little store within Bulletin's marketplace. Boards give you extra merchandising power! With this tool you can put together boards with themes like "Holiday 2024" or "Bestsellers" to guide buyers and give them best shopping experience.

Share directly. Send boards directly to buyers via email. This option gives you flexibility to create custom boards for specific buyers. For example, after meeting a buyer at a trade show, you can follow up by sending them a personalized board filled with products you think they'll love.



Check this out!

QUICK TIP

Maximize your reach by setting the board to "Public" then selecting "Copy link" to share via social media. With this link, the possibilities are endless—email it, text it, or post it on platforms like Instagram Stories.

HOW TO USE BOARDS

Hey there!
Exciting news! 🎉 Golden Gems has created a Bulletin Board and shared it with you.
Golden Gems has curated the Board with products they'd think you would love!
Here's what you can do next:

- **View the Board:** Dive into the curated collection and explore all the amazing product.
- **Save Your Favorites:** Pin the items you love to your own boards for easy access later.

Ready to get started? Click the link below to check out your new Bulletin Board:

[VIEW MY BOARD](#)

REFERRING YOUR EXISTING RETAILERS:

98% of brands that refer their stockists receive more orders than brands that do not! You can either send your personal referral link to existing retailers yourself, or you can bulk-upload a list of your existing retailers (150 at a time) to your Bulletin account and send them our pre-written email in one shot.

[HOW TO REFER](#) 

Plus, here's a reminder that you'll keep 100% of sales made with retailers that you refer to Bulletin – indefinitely. And if you have a standing relationship with a retailer who was already on Bulletin before you joined, we'll honor that connection and waive the commission as well!

[EXISTING RETAILER REFERRALS](#) 

NURTURING YOUR BUYERS

An order on Bulletin opens up the line of communication between a retailer and a brand. As soon as a retailer places an order with you, you can now message them to check in, ask for feedback, send an exclusive promo code for their next order, schedule a meetup, and more! The possibilities are endless. Here are some ideas for ways to communicate with your retailers on Bulletin:

BASIC COMMUNICATION ADVICE:

Thank them for their purchase and follow up about their experience after they've received their order. Inquire about how they like the product(s), the personalized packaging (for example), and more. This is a great opportunity to request honest feedback from a fellow small business owner in our tight-knit community.

Check your messages daily. Sellers who respond to buyers within 24 hours are far more likely to make a sale than sellers with longer response times. You will receive an email notification when you get a message from a retailer (to the email inbox associated with your brand account) with the subject line:

“{Retailer Name} wants to chat with you on Bulletin.”

[HOW TO MESSAGE](#) 

QUICK TIP

You can set up a Gmail filter for any subject lines in your inbox that contain the words “wants to chat with you on Bulletin” to create an easily accessible label or folder for all retailer message notifications.



ENCOURAGING MORE ORDERS:

You as a brand know what sells best from your product line, and which products complement each other. Sharing these insights with buyers is key, and shows them you have their best interest in mind.

Cross-Sell. Identify products that satisfy additional, complementary needs that are unfulfilled by the original item. If a buyer has purchased your cleanser, encourage them to also add on the moisturizer and serum to complete the set.



Valley Girl

Upsell. Encourage buyers to purchase a comparable higher-end product than the one in question. Showing buyers that other versions or models may better fulfill their customers' needs can increase AOV for both you and the buyer. In your messaging, always strive to help your buyer visualize the increased value that this (higher-priced) product will bring.

Reorders. You likely know how long it takes for consumers to "use up" or "wear out" your products. By reviewing your existing purchase data, you can determine established buying cycles of your customers and products, and then set times for yourself to reach out to buyers with a friendly reorder reminder.

SHARING PRODUCT KNOWLEDGE:

Whenever possible, set your buyers up for success when it comes to displaying your product by sharing any relevant documentation or instructions that you may have. The more info you can provide, the better: the buyer will not typically be the one on the sales floor, and will need to translate your messaging to their sales team.

For example, our brand Dame has made the following suggestions to their buyers: **When it comes to displaying a pleasure brand, we recommend displaying the vibrator next to the packaging, so customers can see the product firsthand. We also recommend having the product guide easily accessible so the customer can read it.**



REENGAGING LAPSED BUYERS:

Here are two suggestions for how to reengage buyers who haven't purchased in a while.

Add + share newness regularly. When asked about what they look for most on Bulletin, retailers always answer with "newness." For that reason, we recommend that you add any new products you may have in your catalog to Bulletin as regularly and as often as possible, and that you message your retailers to let them know what's new since their last order.

Run a promotion or a winback campaign. Message all retailers who haven't placed an order from you in 6+ months, for example, and remind them to restock! You can provide them with a promo code to "win them back." The unique discount codes that you create in your account will only be exposed when you send them or post them on the Discovery Feed. Receiving an exclusive code from you that's found nowhere else really makes your retailers feel special and appreciated!

BUILDING YOUR COMMUNITY

Use Bulletin to connect with other like-minded brands, broker collabs, and do business together! If you need advice, want to co-create a product, or just want to grab a coffee with a fellow business owner in your city, we encourage you to use our brand-to-brand messaging tool to connect today.

COMMUNICATING WITH OTHER BRANDS:

Example: In March 2022, Wild Lather dropped a limited edition collaboration with fellow Bulletin brand DEHV Candle Co. – a concrete candle + soap triangle duo called FLORA. Both brands promoted the collab on the Discovery Feed, and we featured it on social media and in email marketing.

To use the brand-to-brand messaging tool, visit the brand page that you want to message, and hit the "Message" button underneath their profile picture.

HOW TO MESSAGE



bulletin.co Hot Collab Alert

We love when brands in our community work together! @wildlather and @dehv candle co are picking you some flowers with FLORA – a concrete candle + soap triangle duo, currently live as a limited run collaboration.

Inspired by warm days ahead and named after the Italian goddess of flowering plants, FLORA is a unique blend of sweet jasmine, petitgrain, spicy black pepper, dreamy sandalwood, and a trilogy of roses for a fresh, balanced, leafy-green aroma that's not too floral. We liken it to coming across a field of wild flowers at the edge of an orange grove 🌸🍊

Wild Lather's creamy triangle is sure to elevate your bathing space with its original blend of 5 organic plant oils and a gentle swirl of pink kaolin clay. And DEHV's dreamy matching candle, hand poured with 100% non-gmo soy wax into natural concrete vessels, produces the perfect bright, blossoming, and romantic vibe in your home.



Wild Lather x DEHV

BONUS TIPS NOT TO FORGET!

Add Your Full Catalog. Adding your full catalog on Bulletin means that retailers can shop in one place, which inevitably drives higher sales. In fact, brands with more products have up to 2x higher sales than other brands, simply because there are more options to shop in one place. We show 12 products per page, and it looks quite visually appealing to see a full page of products. If you have 12 or more, consider adding at least 12!

ORDER B-792							
SUBORDER S-989							
PENDING							
IMAGE	TITLE	VARIANT	PRICE	ORDERED	FULFILLED	SHIPPED	TOTAL
	Chain Hoop Studs	Size: L SKU: 11111	\$17.50	50	50	0	\$875.00
	Chain Hoop Studs	Size: S SKU: S3	\$17.50	50	50	0	\$875.00
	Chain Hoop Studs	Size: M SKU: S3	\$17.50	50	50	0	\$875.00

[Decline All](#) [Accept](#)

HOW TO FULFILL



MORE ABOUT ORDER STATUSES



Never Let Orders Expire. While we never penalize brands for declining orders (we're all about building your empire on your terms!), we do penalize brands that allow a large number of orders to expire, which happens after 7 days of inactivity. An expired order greatly hurts our reliability within our retailer community, and we have low tolerance for this level of inaction. We're all in this small business community together, and ask that you please always take action on your pending orders in a timely manner out of respect for your fellow community members, and to remain in good standing on Bulletin.

MARKETING OPPORTUNITIES

We strive to support + empower our brands through exposure and marketing.

Want a feature?! Submit your imagery! We're in constant need of brand imagery for FREE marketing opportunities across emails, social media, and Bulletin.co. You can submit to the link below so remember to use it whenever you have new product launches.

Submit your best lifestyle photos at the link below to be considered for free marketing features. Video is strongly encouraged for social features.

Free Marketing

This link is evergreen so upload new pis whenever you get them and we'll pull from your latest upload.

[FREE MARKETING FORM](#)



QUICK TIP

Please be sure that the email address associated with your Bulletin brand account directs to the correct team member. All emails from us will only go to that inbox, and we don't want you to miss anything!



Rooted

Rooted

YOUR SUPPORT SYSTEM

We're here for you! Questions, comments and feedback are always welcome. You can reach us anytime at support@bulletin.co

Thanks for joining our incredible community.

Happy wholesaling!