

VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

MARKETING AND DEVELOPMENT SERVICES

Amazon Canada Program



The Virginia Department of Agriculture and Consumer Services' (VDACS) Office of International Marketing is sponsoring an Amazon Canada program for Virginia companies. VDACS will collaborate with its Canadian trade representative and a specialized Amazon consultant to assist companies in establishing a presence on Amazon Canada. Amazon Canada is the country's largest on-line retailer and a great way to directly reach Canadian consumers. Through sponsorship, VDACS will cover a significant portion of set-up costs. Virginia companies who are chosen to participate are expected to also make an investment in the program for increased success.

Program Components

VDACS' Office of International Marketing staff and the Canadian trade representative will work with an Amazon Canada consultant to select Virginia companies who are best positioned for success to participate in the Amazon Canada program. It is preferred that interested companies already have an established presence on Amazon.com. **Please indicate your interest for consideration in this program by June 18 to Amy Miller, amy.miller@vdacs.virginia.gov.**

The program includes:

- VDACS sponsorship up to \$5,000 per company
- Initial listing set-up on Amazon Canada
- Listing services including images and copy writing
- Pay-per-click (PPC) package
- Guidance from an Amazon consultant for two to three months
- Ranking services for one SKU

Anticipated additional investment from Virginia companies (\$2,000- \$10,000 / year):

- Additional fees for ranking services beyond one SKU
- Canadian label review and guidance
- Additional promotional costs and costs to work with Amazon consultant beyond initial set-up if required

Program Time frame: July to October 2021

For additional information, please contact:

International Marketing Project Coordinator: Amy Miller, amy.miller@vdacs.virginia.gov

VDACS Canadian Trade Representative; Argyle: Heidi Kim, hkim@argylepr.com