



Stay Relevant in the Evolving Market of Vitamins & Supplements

A practical guide for vitamins & supplements vendors to generate more revenue and manage distributors, resellers, and eCommerce channel sales.



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About this eBook

In this eBook, we explore ways for businesses in the vitamin & supplement industry to better manage channel partner relationships, sell more products online and reach more customers through affiliates.



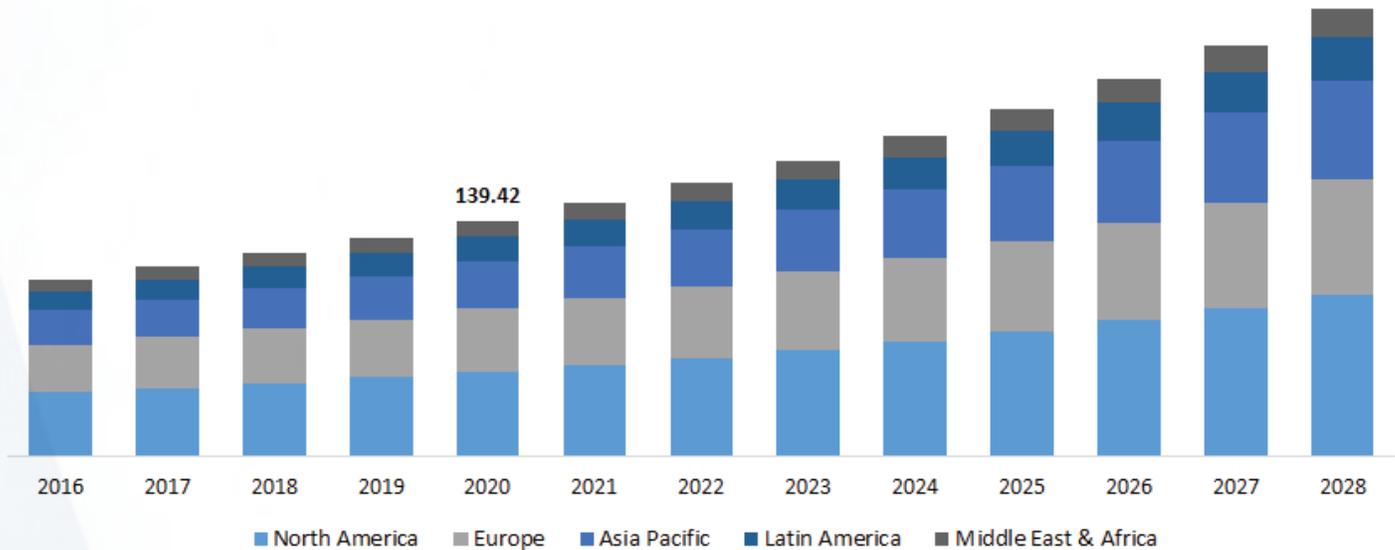
➤ Industry information

To improve their well-being, people are increasingly relying on supplements, vitamins, and all-natural products. And it only makes sense that they'd be willing to spend extra money on products that promise to deliver.

The demand for vitamins and supplements grows in tandem with the number of people concerned about their health and nutrition. Thus the vitamin & supplement market is rapidly increasing, with an estimated income value of [\\$196.56 billion by 2028](#).

Vitamins as an ingredient dominated the dietary supplement market and accounted for more than [30.8%](#) of the revenue share in 2021. For this reason, the vitamin & supplement industry is considered to be in a golden age.

Dietary Supplements Market Size, By Region, 2016-2028 (USD Billion)



Source: [Polaris Market Research](#)

Poor health is a concern for many of today's consumers, so supplements which offer a natural, healthy solution are more desirable. [Over 75%](#) of people in the U.S. take at least one supplement each day and spend [around \\$56](#) on average, per month, on vitamins and supplements.

Industry estimates state that the vitamin & supplement industry shows no signs of slowing down. With many companies focusing on this industry, though, brands must find ways to stand out from the competition or risk losing out on sales opportunities. Here's where technology comes in.

With the overall digitization of industries, including vitamins & supplements, there is more and more space to create better online purchasing opportunities for customers. Additionally, besides eCommerce, you can also leverage technology to improve and digitize the collaboration between you and your channel partners, manage channel sales, and much more. Finding the right solution for your business, however, depends on your business needs. With that in mind, we've laid out different options based on different business needs, to simplify choosing the right technology solution for your business.



➤ UCM Platforms - Your business' daily vitamin

UCM platforms (Unified Channel Management Platforms) are among the most effective and efficient ways to manage Channel Partners and Channel Sales since they encompass a few core solutions in one single software. These core solutions include partner relationship management, partner sales management, channel sales management, and more.

Benefits of a UCM platform range from being able to easily define the new channel strategy and model, effortlessly onboarding your channel partners, managing channel sales and partner performance, controlling pricing, and comfortably managing product distribution and revenue.

Top three rising UCM platforms that you can leverage:



[UCX](#)

UCX is a SaaS-based platform that empowers users to manage channel partners and channel sales from one central location. The platform is uniquely designed to manage eCommerce channel sales, for solutions and products bought and sold online by your channel partners.



[ZINFI](#)

Enables vendors to drive profitable revenue growth by deploying a set of cloud-based modules for partner recruitment, engagement, enablement, and management that seamlessly work together by fitting into existing infrastructure.



[Zift Solutions](#)

Boosts channel program productivity and profitability by automating and aligning marketing, sales, and operational processes.

With a UCM platform, you manage channel partners and channel sales digitally and in one centralized location.

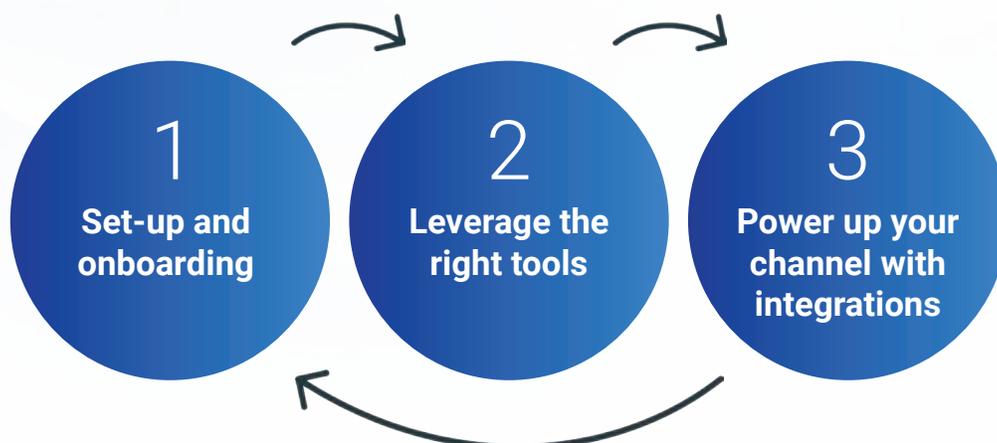


➤ Take channel sales by storm

UCM platforms (Unified Channel Management Platforms) in general are designed to simplify the way you work with and manage your channel partners and channel sales. The UCX Platform in particular works seamlessly for vitamin and supplement vendors. With a focus on eCommerce channel sales, it's designed to enable selling online for your channel partners while you manage everything digitally from one central location.

Here are the 3 steps of how the UCX Platform sets you up for channel management success:

1. Onboard channel partners to the platform
2. Manage channel partners and channel sales in one location
3. Scale and grow as you go



Let's dive in and see how the platform works in more detail by digitalizing and centralizing channel sales management.

1. Set-up and onboarding

The first step is setting up your account on the UCX Platform, and creating your channel. Once everything is set up for your account, we proceed with onboarding your channel partners. As part of the onboarding process, online stores are built for your channel partners, and each online store is connected to your channel within UCX.

- **Personalized channel partner stores**

Each channel partner is equipped with a custom-made online store with products mirrored from your channel to your channel partners' stores. You control the product details (images, description, attributes), inventory levels, and pricing. Since the platform is scalable and versatile, you grow the number of stores connected to your Channel, update content, prepare storefronts for promotions, and more - on demand.

- **Providing your products digitally**

UCX digitizes the vendor's inventory into a virtual stock that mirrors in-house products. You control inventory levels, and pricing at all times, while everything is seamlessly made available and synced to your channel partner stores.

- **Automated pricing and payouts**

Product prices and commission rates are set and controlled by you, the vendor, through digital price books. You have the flexibility to create default or custom price books for individuals or specific channel partner clusters, and schedule commission payouts on a weekly or monthly basis.

You equip each channel partner with a custom online store, equip the stores with your vitamin and supplement products, and empower partners to sell online in minutes.

By digitalizing key elements of channel sales management (like providing your products digitally, setting and managing product prices through price books, automating commission calculation and payouts, and more) the UCX Platform takes away the complexity of channel sales management.

2. Leverage the right tools

Your channel comes equipped with the tools to manage channel partners and channel sales seamlessly. You have better control over the relationship between the channel partners and the brand. **Here's how:**

- **Streamlined Sales Tracking & Reporting** - Get notified of each order placed in the channel partner stores. Order details from sales made through channel partner stores are sent automatically to you (the vendor) for fulfillment. You track sales activity and channel partner performance transparently at all times and easily access and view all sales data, from all and any channel store.
- **Order Management** - Receive the order information necessary to proceed with the order fulfillment. You also get the data for the exact channel partner store from where the order was placed.
- **Custom Price Books** - Create, assign, and share custom or default price books on the spot. Control retail price, set profit percentages and discounts to particular channel partners on a certain product, or on the whole product line.
- **Automated Commission Payouts** - Automate commission payouts for any number of channel partners. This feature empowers you to set custom commission rates, automate calculation, payouts, reporting, and even schedule payouts on a regular basis.
- **Inventory Management** - Track your inventory and sales, and keep accurate inventory numbers. With a virtual product stock, you make sure sales run smoothly and know how many products you have left after each sale.
- **Secure Checkout** - Buyers pay and checkout directly from the online store. You (the vendor) and your channel partners accept payments from virtually anywhere in the world - easy, fast, and with guaranteed security.
- **Manual Order and Invoice** - Handle payments and send invoices for orders manually, for more control and flexibility in the way you collaborate with clients. This feature allows channel partners to order on behalf of the customer and send the invoice on their email.

3. Power up your channel with integrations

At any time, you can grow the number of channel partner stores connected to your channel. So, whether you have 5 or 5000 channel partners, the SaaS-based features of the UCX Platform empower you to streamline the way you manage them from a single platform. Besides onboarding new resellers, you can also scale the UCX Platform at any time with integrations.

You can utilize different integrations:



Avalara AvaTax - Integrate with Avalara Tax to support the tax calculation for each purchase. Get a precise tax rate calculation for every product based on geolocation. The tax is calculated with the latest tax rates as regularly updated by Avalara.



Shopify Integration - Connect one or more Shopify stores to UCX for unified management of orders, products, and channel partners. With the Shopify integration, you sync sales in real-time in both channels, and import products from Shopify to distribute to more channel partners.



SendGrid - Instantly follow up with individual customers and let automated emails be an extension of your brand. The SendGrid integration allows for your automated emails such as receipts, password resets, verification emails, and more to be sent out from your domain and to get custom-branded with your logo and colors.



Builder.io - Build anything from product pages to landing pages and online storefronts. With the Builder.io integration, you create beautiful visuals for the ultimate digital experience. Simply drag and drop the elements you need to optimize your page and launch it instantly.

Whether you are just looking to sell vitamin & supplement products online, or find a better way to collaborate with your resellers and distributors, opt for a platform like UCX that provides long-term growth and scalability opportunities. See how the UCX Platform works for vitamin & supplement product vendors!



➤ Power up your sales through affiliates

Over [80% of brands](#) use affiliates to sell their products. Affiliate marketing is a low-cost way of bringing in more sales while spending less effort on marketing. With affiliate marketing, you only pay for performance and sales, so there is a low risk and minimal start-up cost.

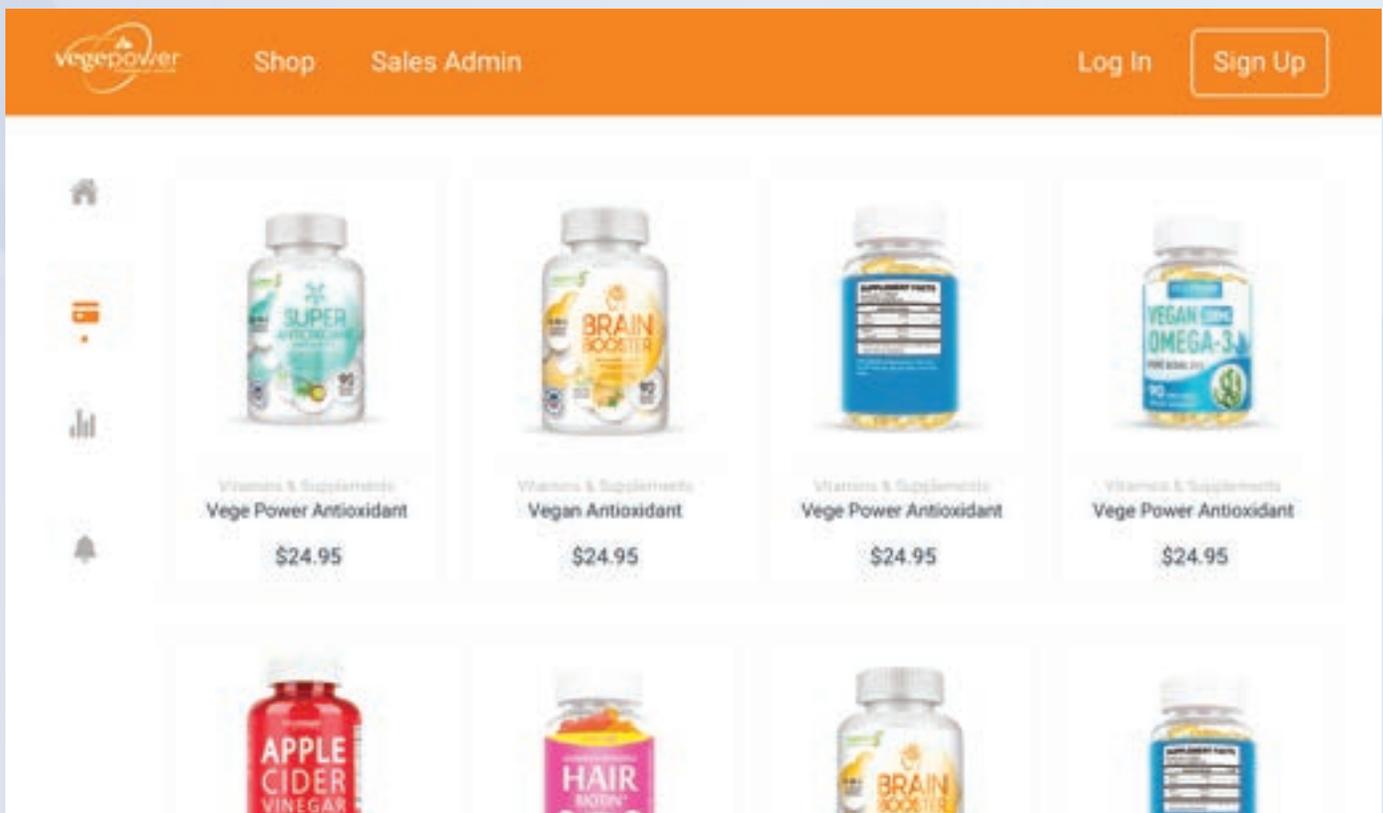
Selling products through affiliates is a great opportunity for brands in the vitamin & supplement industry who want to increase exposure and sales. As a vitamin & supplement product business, you can leverage the power of an extended affiliate network – to tap into new markets, increase brand visibility, and sell more products.

You don't even have to struggle to find affiliates of your own. Instead, you can leverage existing affiliate networks like the UCX Affiliate Network, to market your products through them, saving both time and effort.

Here's how you can leverage the extended UCX Affiliate Network:

1. You bring your products to UCX, listing your brand in the [Brand Directory](#), and we put them in front of our extended affiliate network.
2. You decide on the commission rate you want to set for affiliates, and payments are arranged accordingly for product sales.
3. Our affiliates pick up and sell your products through their affiliate stores, and commissions are calculated automatically for sales.

[Vegepower](#) grows brand exposure through the UCX Affiliate Network



[Vegepower](#) is a natural vitamin dietary supplement provider. They take pride in their non-artificial certified vegan, gluten-free, NON-GMO, and cruelty-free fresh ingredients.

Vegepower is leveraging the UCX Affiliate Network to sell more of their high-quality products.

Affiliates browse the Brand Directory where your brand is listed. They click “Sell this brand”, fill in the form to pick your products, and we add your products to their custom-branded affiliate online store. Sales tracking is done automatically, through the UCX Platform.

Once a sale goes through successfully from an affiliate store, that sale is automatically recorded on your Channel within the UCX Platform. Commissions are calculated and paid automatically to the affiliate, and the profit is transferred to you. With automated commission calculations and payment processing, affiliates always receive payouts on time.

Increase brand awareness, boost brand visibility, and sell more products through the UCX Affiliate Network.

Leverage the UCX Affiliate Network

ATAQ



Plant-based Sports Nutrition

**PERFORM &
FEEL BETTER**

➤ **Vitalize your business with a beautiful storefront**

The vitamin & supplement industry is diverse. With a wide variety of products in the market, offering accurate and ample information on what your products do is essential to establish trust and help you stand out.

So you already have your business and your unique niche ready to go, all that remains is taking your business online. To do that, you need to choose the eCommerce platform that best fulfills your business needs.

There are many eCommerce platforms available that offer different beautiful storefront options. But when choosing a platform go for more than just an attractive storefront. Keep an eye out for a platform that can be easily customized and scaled with your business!

The UCX Platform empowers you to market products, and scale with ease. The eCommerce side of the platform comes with a drag-and-drop builder, limitless customization opportunities, and a flat learning curve.

To empower you to sell vitamin & supplement products to an extended industry ecosystem, the eCommerce side of the UCX Platform provides you with:



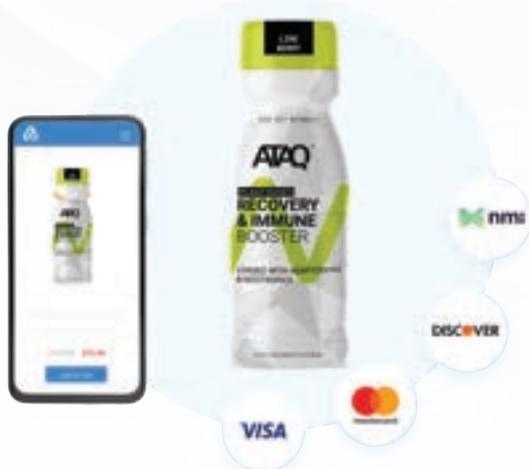
Easy to use product builder

You need to present your vitamin & supplement products well, with realistic images, and accurate descriptions. Additionally, you need to be able to create and configure your products with ease. With the UCX [Product Builder](#) pictures, attributes, features, or any other product specs can be easily applied with the click of a button and you'll see everything come together in a crisp product card display. You productize and monetize anything – tablets, capsules, gummies, powders, drinks, energy bars, and more.



Customized theming

A powerful storefront is a given, but Rome wasn't built in a day. By opting for a drag-and-drop builder, however, you cut storefront development time from months to weeks and even days. UCX Platform uses [Builder.io](#) to create your storefront, customized with powerful visuals, intuitive design, flexible layouts, and more. You get a fully branded online store with a digital experience that drives customer engagement and conversions.



Flexible payment processors

Your buyers should be able to execute payments directly from your online store. UCX uses the [flexible payment processors](#) Stripe and NMI so you can accept payments from virtually anywhere in the world, using all major cards including VISA, Mastercard, Discover, American Express, Maestro, and more. All without being redirected from the checkout page. With the UCX Platform, you get your personalized online store for your products, manage sales, track orders, enhance communication, and upgrade your customer experience.



➤ Get a piece of the vitamin & supplement market pie

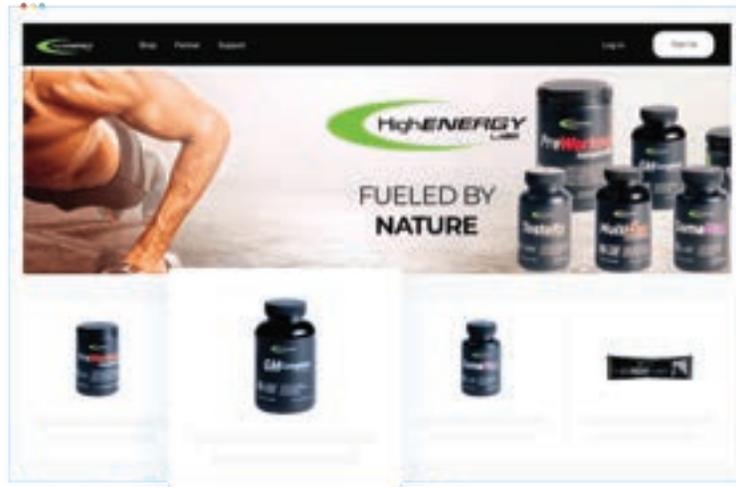
You might be interested in getting a piece of the vitamin & supplement market pie, even if you do not have products of your own. Becoming an [affiliate](#) for vitamin & supplement products is a great way to get started because of the low investment risk.

Finding well-established or reputable providers is a great starting point. If you don't know where to find them, you might want to put your confidence in Brand Directories such as the UCX [Brand Directory](#), where different vitamin & supplement businesses list their products to make them available for potential affiliates.

- 1. Select brands** - Pick up products from brands of your choice, becoming an affiliate for products that are in line with your business values.
- 2. Setup store** - UCX creates the affiliate storefront for you and adds the products to your storefront.
- 3. Start earning** - Start selling and get paid automatically for every sale you make.
- 4. Pickup more brands** - Sell more products and earn commissions without having to worry about order fulfillment.



UCX Team lists High Energy Labs in the UCX Brand Directory, where their products are picked up and sold by affiliates.



HIGH ENERGY LABS is matched with affiliates interested in selling their products.

Affiliates sell products, earn commissions, and get paid automatically for every sale.

➤ High Energy Labs Use Case

[High Energy Labs](#) was looking to grow brand exposure and sell more products through affiliates, while still being in charge of their sales. The UCX Platform gave High Energy Labs the necessary tools and features to sell more through affiliates and manage all sales in one central location.

High Energy Labs is selling through the UCX Affiliate Network

[High Energy Labs](#) is expanding its market reach, promoting products through medical professionals. They have doctors, physicians, and health-care providers picking up and selling products through their affiliate stores.

See how High Energy Labs did it:

- 1 High Energy Labs brings its products to UCX.
- 2 We put them in front of our extended affiliate network, listing High Energy Labs in the Brand Directory.
- 3 Interested affiliates pick up and sell High Energy Labs products through their custom-branded affiliate stores.
- 4 High Energy Labs tracks all affiliate sales, fulfills orders, and pays commissions automatically to affiliates, for every successful sale.

Their brand. Our affiliate network. >



➤ Get your UCM vitamin!

To succeed in this industry, vitamin & supplement product vendors must turn technology into their most effective weapon. You can leverage the technology to drive growth, scale, and increase revenue.

When it comes to scaling your business, scale to the next level with [UCX](#). Manage all your distributors, resellers, and eCommerce channel sales in one central location!

Channel

Improve channel sales efficiency through user-specific tools and transform the way you manage distributors, resellers, and channel sales.

Online Store

Bring products closer to customers and build a customer journey that drives revenue.

Brand

Leverage the power of an extended affiliate network – to tap into new markets, increase brand visibility, and sell more products.

Affiliate Program

Become an affiliate for the vitamin & supplement industry and reach your full revenue potential.

We've got you covered. We walk you through everything you need to know, handle all technical needs, and provide continued support – **succeeding together**

Scale your vitamin & supplement business with UCX!

You don't just get our tools, you also get our team!



[Book Your FREE Demo](#)