

# 6 WAYS PROMO PRODUCT SUPPLIERS CAN USE VIDEOS

## AND HAVE ASI CREATE THEM!

### ASI® Video is here!

This new service helps suppliers of all sizes and budgets get started with video. Our custom videos allow you to showcase anything and everything, from on-location factory tours to in-depth product shoots. **If you can dream it, ASI's video team can create it.**

### HERE ARE 6 WAYS YOU CAN USE AN ASI-PRODUCED VIDEO TO ATTRACT MORE CUSTOMERS:



1

#### ESP® Product Listing

Feature a 15- to 30-second video highlighting your product's benefits or uses to distributors viewing your product detail page.



2

#### Your Sales Team

Give your salespeople product demos they can show during sales calls or email to their top prospects.



3

#### Trade Show Booth

Grab attendees' attention when you play your video on a tablet, laptop or projection screen at your booth.



4

#### Company or ESP Website™

Visitors are more likely to stick around when they can view engaging content.



5

#### Social Media

Share your video across all social media platforms, including YouTube and Vimeo.



6

#### Email Signature

Include a link to a video about your company in every email you (and all your employees) send.

**Boost brand awareness and increase your sales! Call your account executive to talk more about the power of custom product videos.**