

Amplify Your Content and Results

7 ways to use your network and other trusted media to **GENERATE LEADS**

You've created an amazing piece of content ... now what?

Just because you suddenly have a great piece of content marketing (an educational product video, a stat-driven infographic, an informative sales guide) doesn't mean distributors will come swooping in. No matter how effective it is, if you're not doing anything with it, no one is going to find it.

In this world of information overload, great content is not enough. You have to get it into the hands of distributors who will want to sell your products and services to their end-buyer clients. This starts with finding an audience and distributing your content to those ready to receive it.



Make sure the content you're distributing is valuable to your audience. If it's not, no matter how much you push it, you'll be unhappy with the results.

WHAT IS CONTENT DISTRIBUTION?

Is it posting it on your website or social pages? Sending it via email? Well, yes, you need to be doing these things but also a lot more.

Develop a strategy that reaches distributors across platforms and devices. Distributors are inundated with content every day, so you have to choose channels that put your brand directly in front of them at the right time.

Not sure where to start?

Check out the 7 best ways to promote your content.

STEP 1 – MAKE THE MOST OF YOUR EXISTING NETWORK

This requires fewer resources and less involvement from others, and presents a great opportunity to push your content through your channels. Your employees and sales reps play an important role here, helping to share your brand's posts to their own networks. You will maximize reach and help your reps be viewed as established industry experts.

We recommend using the following:

- 1. Social networks:** Schedule your editorial calendar by posting at strategic intervals on your brand's social media feed. Post on personal profiles to guide audience to the content.

DID YOU KNOW? An employee posting a brand's message will be shared 24x more than just the brand posting the message itself.

- 2. Email marketing:** Distribute your content to your own database of loyal customers who have engaged with your brand in the past.

- 3. Email signatures:** Think about how many emails you send per day and how many contacts can potentially engage with your content if you added a link to it in your signature. Update your signature each time a new piece is produced.



STEP 2 – AMPLIFY YOUR CONTENT

This strategy requires a higher level of expertise from your marketing team. You could also outsource your content distribution with a company who has the reach and experience to know your content contains the right message and is being seen by the right audience at the right time.

For this second step, we recommend using the following:

- 4. E-newsletters:** One of the best things about this digital publication is that the audience is set. E-newsletters allow recipients to stay on top of important news and trends. Advertising your content in an industry newsletter puts you in front of the right audience, one that cares about being well-informed.
- 5. Credible industry sites:** Many distributors rely on industry websites to learn about the hottest trends, selling strategies and new products. It's a great place for you to advertise your content, or even see if you can get a sponsored page on a credible website. Then, your content will appear as if it's editorial in nature.





6. Email marketing campaigns: Email is one of the best ways to distribute content. It puts your content directly in front of distributors so they don't need to search for information. Not to mention, in order to view that content, they need to input their contact info, generating real-time leads for you.


7. Social media: Did you know that 94% of brands use LinkedIn for distributing content?* It's one of the most effective social networks, but you can't ignore other popular platforms such as Facebook and Twitter. Every social network has its audience and not everyone is on all of them. All social media platforms are a great way to give your content legs. Through likes and shares, you'd be surprised how far your content can travel.




Does it sound like a lot of work? We're not going to lie – it is. That's why you can ask ASI® Creative Labs to do it for you.

Your network is yours, so while you can handle everything in Step 1, you can let ASI take care of Step 2.

We'll distribute your content across our powerhouse mediums! Our Content Boost program includes the following distribution:

 **ASI E-Newsletters** – Our most popular, *Counselor*® PromoGram, reaches 55,000 distributors looking for the latest products and services.

 **ASI Central**® – Our website receives 245,000 monthly page views, positioning your content in front of an engaged audience of interested distributors.

 **EmailExpress**™ – Our email marketing service sends an email promoting your content to 50,000 distributors.

 **Facebook and Twitter Posts** – We'll post about your content on our social media accounts to attract more attention!

Effective content distribution will help you:

- Build your brand
- Make real connections with highly influential distributors and their millions of customers
- Turn consumers into believers (boosting your content strategy further)
- Build a reliable audience for future campaigns

Distribution is 50% of your content marketing strategy, and distribution goals will maximize your impact. After all, data really is a brand's best friend!

If you build it ... and distribute it ... the leads and loyalty will follow, for years to come.

We can help you build and distribute your content! Contact your account executive or visit ASICreativeLabs.com to get started.

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* CMI, 2017.