

# GET A MARKETING FACELIFT



SUPPORT YOUR PRINT ADVERTISING WITH DIGITAL EFFORTS.

Print is here to stay, but that doesn't mean you can drop your ad in a magazine and expect prospects to wait for it at the mailbox.

**It's time to boost your print efforts with digital assets!**

BELOW, we have **SEVEN WAYS** to get the job done, including examples from the big players in promo!

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## BUILD BUZZ WITH SNEAK PEEKS.

Sponsored Social Posts are the perfect way to release a sneak peek of what's to come in the print realm. Use teaser messaging in videos or images and we'll share them on the highly trafficked ASI® Instagram and/or Facebook pages to be seen by a targeted audience of industry professionals. Generate buzz around your products by hinting at a special offer that will appear in print in the coming months. Give your printed piece and your social posts cohesive design elements to create a complete campaign and bring your plan full circle.

## MAKE A COVER STATEMENT.

Choose high-impact print ad placement such as belly band advertising and then supplement it with a digital ad on ASICentral®. With a belly band, readers have to physically remove the ad before flipping through the rest of the magazine so you're guaranteed maximum exposure. Companies like Hit Promotional Products and Bel Promo have high-impact advertising spots booked throughout the year, proving how crucial print is, even to the big players. By supporting your print with an ASICentral.com ad, you become part of the hub of the promo products industry, where your audience looks when they need insight into top industry news and trending topics.

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## PUT A PRODUCT IN THE SPOTLIGHT.

2017 was the year of the fidget spinner, but with a Product Spotlight in *Advantages*® magazine and a digital ad in *Advantages* Product Focus e-newsletter, you can showcase your product and steal the throne. Distributors turn to *Advantages* to learn how to "sell, sell, sell" and every year we publish a special issue dedicated to new products.

## PLAY THE NUMBERS GAME.

Marketing is all about the stats. ASICentral.com brings in 265,000 monthly page views; ASI print publications drive 88% of readers to take action; our e-newsletters have an average open rate of 11.5%; ESP® gets 2.7 million+ distributor searches per month; and 700,000 end-buyers read just one of our catalogs, *Spectrum*®. The point is – advertising across ASI digital platforms and print publications will help you reach a wider audience.

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## TARGET YOUR MESSAGING.

ASI magazines already reach a targeted audience of distributors looking for products, ideas and inspiration. Through print publications, you can reach top salespeople, business owners, executives, screen printers and commercial embroiderers. But supplementing this advertising with highly targeted digital ads can enhance brand recall with prospects.

## BE CONSISTENT.

Do you have a clear call to action, and is the messaging consistent across your print and digital advertising? Nothing builds brand recognition better than advertising across multiple platforms. Adopting an omni-channel approach to your marketing plan can get you noticed and keep your brand top-of-mind. But don't forget about consistency in design! Be sure all your print and digital ads look like they came from the same company.

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## GIVE OLD PRODUCTS NEW LIFE.

Enhance an old product and use our services to show distributors what's new! This is a great way to show you're constantly improving and evolving your product line. Utilize print to show off the product improvements and online advertising to announce the new launch.

**ASI**<sup>®</sup> Advertising

The most powerful media in the industry.

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