

PROMOTE PRODUCTS ONLINE USING VIDEO MARKETING

SELL MORE IN ESP AND BEYOND

How do you inspire shoppers to buy your products online and give them the confidence they're going to make the right decision by choosing you? Visual content is the way to go!

Creatively presenting your products through video is a catalyst for conversions and customer retention. Here are six reasons why video marketing helps you sell more online:



1 Videos help introduce new products.

There's no better way to showcase innovative products and what they do. Unlike static images, video allows you to showcase what makes your new products different.

2 Videos add life to product pages.

When you add a product video directly on your product page in ESP® or your website, it makes it easier for prospects to get acquainted with it without having to browse the page for extra product information.

3 Videos show features not visible in photos.

When it comes to online sales, you have to rely on visuals to give prospects a full idea about a product – showing special features is difficult without a physical sample so the ability to show the product in motion makes a huge difference.

4 Videos show product quality.

Durability, lightness, flexibility, weather resistant – these are just some things that distributors look for when shopping for their clients. Video can help to show what makes the product superior to others in your market and what makes it worth choosing.

5 Videos show how to use products.

How-to videos can help online shoppers feel better equipped to select the right product. Not to mention, once the product is purchased, they can easily return to the video to make sure they are using the product properly.

6 Videos set you apart from your competitors.

On a multi-brand product sourcing site such as ESP, videos make it easier for prospects to see the difference between brands. Searchers who view videos are 1.9x more likely to make a purchase!*

For some suppliers who have multiple products or product lines, creating product videos can seem like a daunting task.

Save time and effort by enlisting ASI® creative teams to build you professional product videos.

You'll receive a copy for your personal use and we'll even upload them to ESP for you.

Single videos start at only \$540 and decrease in price with a multi-product buy.

Contact your account executive to learn more about ASI Video services.