



ASICreative Labs.

**Content
Marketing**

Video

Social Media

**Marketing
& Creative
Services**

**Custom
Websites**

Webinars

**Content
Boost**

Logos



Visit asicreativelabs.com to learn more.

Paint the picture of your brand

WITH ASI CREATIVE LABS.

In an industry where suppliers are competing for market share, how are you making an impression?

ASI Creative Labs is our in-house marketing agency that utilizes our expertise and distribution channels to connect you with targeted audiences and fuel growth for suppliers.

Our team of seasoned writers and designers offer a range of strategic and creative content marketing services that will meet your business goals. We can't wait to work with you to create a marketing plan completely unique to your brand and goals.

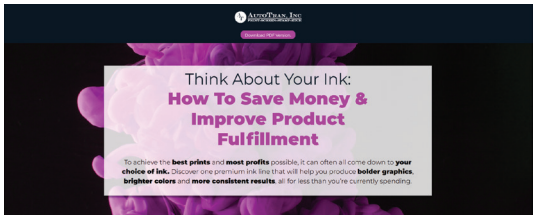


ASICreativeLabs.

> Content Marketing

Work with content strategists and writers to create an interactive content piece that positions your products and services as THE choice for distributors. Through listicles, sales guides and quizzes, you can connect with distributors, teach them how your products are used and what markets are the best fit for them.

We'll distribute your digital content across our various platforms, and deliver contact info for all the distributors who view your content right to your inbox. Your sales team can then follow up with these warm leads.



2024 CONTENT MARKETING PACKAGES:

STARTER

Lead-Gen Page
EmailExpress™ Send
1x E-Newsletter Ad
1x Inclusion - Content Roundup
Leads Received in Real Time
Reporting

\$2,085

PROFESSIONAL

Lead-Gen Page
EmailExpress Send
1x E-Newsletter Ad
1x Inclusion - Content Roundup
Leads Received in Real Time
Organic ASICentral® Placement
Sponsored Story Page
ASICentral Microsite
Magazine Sponsored Education (Quarterly)
2nd EmailExpress Send to Non-Opens
Reporting

\$3,570

ENTERPRISE

Lead-Gen Page
EmailExpress Send
1x E-Newsletter Ad
1x Inclusion - Content Roundup
Leads Received in Real Time
Organic ASICentral Placement
Sponsored Story Page
ASICentral Microsite
Magazine Sponsored Education (Quarterly)
2nd EmailExpress Send to Non-Opens
Sponsored Social Ad on Facebook
Sponsored Content in ESP®
Reporting

\$4,040

➤➤➤ BENEFITS OF CONTENT MARKETING

**BRAND
AWARENESS**

**EDUCATE AUDIENCES
& CONVERT LEADS**

**ENGAGE ACROSS
MEDIA CHANNELS**

**BOOST BRAND
LOYALTY**

> Video

▶ 91% of businesses use video as a marketing tool in 2023* for more information.

Our creative team offers three professional video options to help your brand and products stand out.

• PRODUCT VIDEO:

Show distributors how to sell your products by highlighting the features and benefits. Our streamlined, turnkey process creates beautiful, effective product videos and gets them online quickly. It's the next best thing to experiencing a product firsthand.

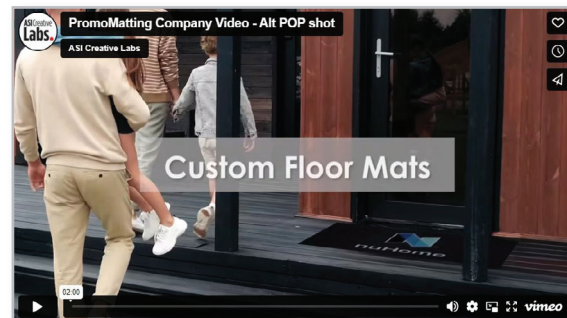
Rate: \$630



• ABOUT US VIDEO:

Shine a spotlight on your company. Show what makes your brand unique and why distributors should choose you!

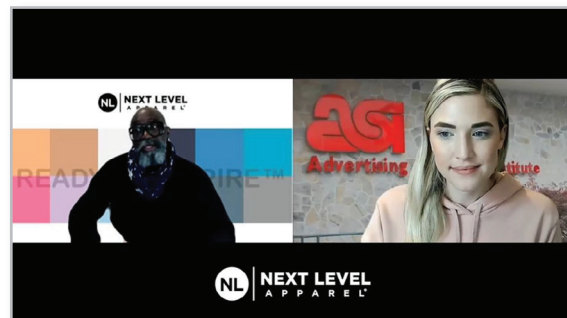
Rate: \$595



• CUSTOM VIDEO:

Give prospects an inside look at your company, an expanded product demo, video testimonial or anything else you can imagine. After developing a storyboard, we'll shoot on-location or in-house, casting the talent to match your brand. We'll work with you to conceptualize and produce a TV-quality video at a competitive cost.

Rate: Quote Upon Request



*Wyzowl.com

> Social Media

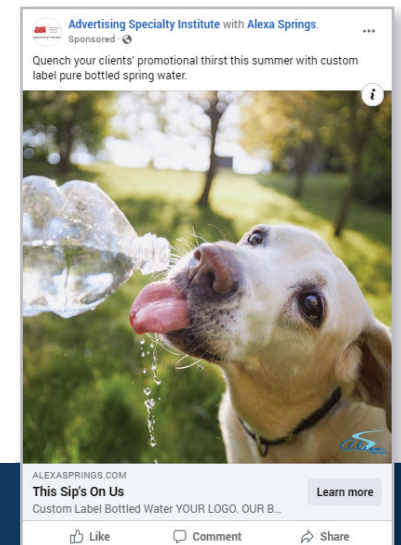
▶ 77% of businesses use social media to reach customers*.

Stay relevant in the eyes of customers and prospects with Sponsored Social Ads. We'll take your image/video and brand message and place it directly in the newsfeeds of our highly influential audience of ASI followers and distributor prospects. Complementing your overall marketing plan with social media ensures you're reaching distributors wherever they consume content at all hours of the day.

Rates:

24x	12x	4x
\$515	\$555	\$635

*Forbes.com



➤➤➤ BENEFITS OF SOCIAL MEDIA ADVERTISING

**REACH YOUR
TARGET AUDIENCE**

**IMPROVE
RETENTION**

**ENGAGE WITH
CUSTOMERS**

> Marketing and Creative Services

Our team will work with yours to to develop eye-catching print and digital ads, a logo that resonates with your audience, an engaging social media presence and any other marketing assets you need.

Rate: Quote Upon Request



➤➤➤ BENEFITS OF VIDEO

**ENGAGE
QUICKLY**

**SIMPLIFY
COMPLEX IDEAS**

**CUT THROUGH
THE NOISE**

**IMPROVE BRAND
RECOGNITION**

➤➤➤ BENEFITS OF DESIGN

**STAND OUT IN THE
MARKETPLACE**

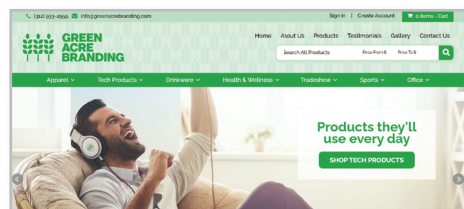
**RESONATE WITH YOUR
CORE AUDIENCE**

SAVE TIME

Custom Websites

Whether you want to revamp your current layout or launch a website for an existing business in need of exposure, our custom website developers will give your site a fresh look, improve SEO and make it easy for visitors to browse promo.

Rate: *Quote Upon Request*



BENEFITS OF CUSTOM WEBSITES

MAKE A GOOD FIRST IMPRESSION

MOTIVATE USERS TO TAKE ACTION

MAINTAIN YOUR BRAND'S LOOK

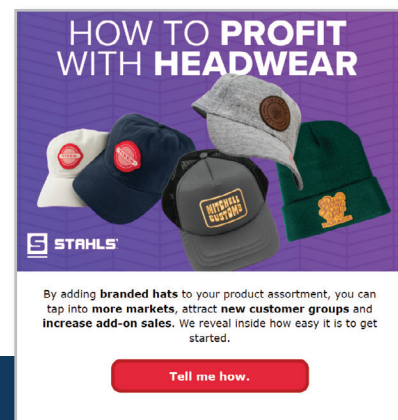
Content Boost

ASI Creative Labs Content Boost packages use multiple digital channels to distribute content you've already created to a relevant audience and drive more qualified leads. You can select from our existing network of distributors, decorators, embroiderers and end-buyers.

Our three comprehensive packages distribute your previously created content across three of our popular channels:

- EmailExpress
- E-Newsletters
- ASICentral

Rate: Starting at only \$1,160



BENEFITS OF CONTENT DISTRIBUTION

ENHANCE VISIBILITY

INCREASE AWARENESS

SAVE TIME

Webinars

▶ 95% of organizations say webinars are a vital strategy for their marketing*.

Let our expert team work with your industry professionals to deliver a webinar presentation that increases your visibility and generates leads.

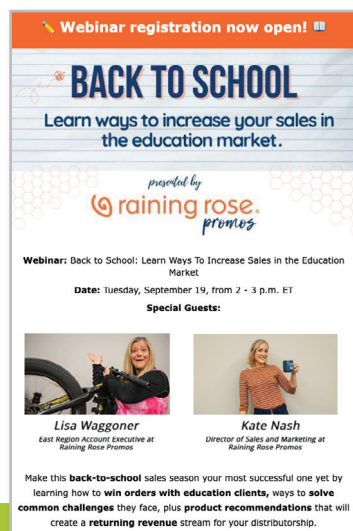
Express opinions, share facts and disclose knowledge to a distributor audience so they can feel comfortable recommending your brand to their customers.

WEBINAR PROGRAM OVERVIEW

- Pre- and post-multichannel promotion across all ASI platforms
- 30-45 minutes of presentation time plus optional 15-minute Q&A
- Event hosting
- Lead delivery and engagement reporting
- Direct link to final webinar for your marketing

Rate: \$4,455

*Demandsage.com



BENEFITS OF WEBINARS

CONNECT WITH PROSPECTS REGARDLESS OF LOCATION

POSITION YOURSELF AS AN INDUSTRY LEADER

INCREASE ENGAGEMENT

Logos

Our talented designers can create a wide range of logo designs to meet the needs of your business and effectively reflect your brand.

Whether you're looking for a logo revamp or you're new to the industry, our dedicated team can create a stunning, eye-catching logo for your business.



BENEFITS OF LOGOS

MAKE A STRONG FIRST IMPRESSION

SEPARATE YOUR BUSINESS FROM COMPETITORS

BUILD A BRAND IDENTITY



ASI Creative Labs.



(800) 546-1350
asicreativelabs.com
advertising@asicentral.com