



Be **LEAD**venturous:

5 New Marketing Tactics for 2018

Email marketing is an ever-changing landscape. In the recent past, concepts such as SEO and pay-for-placement seemed novel and risky, but the pioneers who embarked on these new challenges gained a distinct advantage in the race for new customers. Now, practices like these are no longer just an advantage – they're required for success. So what's next on the horizon of the marketing frontier?

Implementing some of the newest and most innovative marketing tactics might seem daunting, but thanks to ASI® Advertising and ASI Creative Labs, you're not alone on this journey. We have 5 marketing tactics that will help you climb to the top of distributors' lists.



TIP:

Incorporate video to improve your emails and social media pages.

VIDEO

Visual presentations in the form of white papers, infographics and case studies are the foundation of any lead-generation program, but it's time to take it to the next level with video. When combined with traditional marketing efforts, video has proven to be the most effective way to share content.

STATS

- By 2019, video will account for 80% of all web traffic in the U.S. (Cisco)
- 4x as many customers would rather watch a product video than read about it (Animoto)
- Video is 40x more likely to be shared on social media than any other content (Hubspot)
- 77% of consumers say video influenced their buying decision (Wyzowl)

HOW CAN YOU USE VIDEO?

From the initial research phase through purchasing, video can be used at any stage of the buying process. Here are a few ways to market your business with video:

- Illustrate key features and benefits of your products
- Highlight unique qualities
- Show factory tours
- Share tips on how to best utilize products and markets
- Announce new product launches

HOW TO GET STARTED

Adding video to your marketing efforts is easy! The experts at ASI are ready to collaborate, and we offer packages for businesses of any size and budget.



TIP:

Focus less on product promotion and more on how your products can solve problems and support initiatives.



TIP:

Repurpose the content you already have! Integrate assets from your content marketing and video resources into your webinars to ensure a consistent brand message.

CONTENT MARKETING

Evolving from a trendy buzz word to a top priority, content marketing shows no signs of slowing down. The approach is changing, however. Simply writing and posting something with the hopes of it being read won't work; you must create a strategy to ensure you connect your brand's story to your target audience.

STATS

- 62% of marketers consider white papers to be the most effective form of content (CMI, 2017)
- 91% of marketers use content marketing as a core strategy (CMI, 2017)
- Content marketing costs 62% less than traditional marketing and generates 3x as many leads (CMS, 2017)

HOW CAN YOU USE CONTENT MARKETING?

Engage and educate prospects and customers to build brand awareness. Cut through the noise by creating quality content at the right time and place for influencing a sale. Infographics, white papers and case studies are content marketing staples.

HOW TO GET STARTED

ASI works with brands to craft their stories in a way that resonates with audiences. With over 50 years of editorial excellence and industry knowledge, our team will help you conceptualize and create a content marketing program that will engage prospects and keep customers.

WEBINARS

When considering a platform that promotes engagement and encourages conversations, look no further than webinars. Earn trust with your audience by building an advanced relationship through these sessions.

STATS

- 79% of businesses use webinars to generate leads
- 73% of marketing and sales professionals say a webinar is the best way to generate quality leads

HOW CAN YOU USE WEBINARS?

With the ability to reach a global audience from any home or office, webinars are an effective way to spotlight industry expertise and sell products. Support your sales and marketing goals by:

- Launching new products
- Increasing brand awareness
- Attracting prospects
- Gaining trust in the marketplace
- Providing in-depth information
- Hooking high-quality leads

HOW TO GET STARTED

Collaborate with our experts to create an engaging webinar experience. We'll help you pick a topic, a date and an industry host to facilitate your message, as well as create promotions to get registrants. Turn a presentation into a conversation, and a conversation into a sale.



TIP:

Nobody wants to see the same ad over and over again. Rotate your ads frequently to keep them fresh.



TIP:

You've created content – now it's time to promote it on social media. Post content to your business page to gauge response before taking your social advertising to the next level.

RETARGETING

Have you ever been browsing on Amazon and left without making a purchase, only to see Amazon ads on other sites? Amazon knows you were interested in that product and uses retargeting to remind you to come back and complete your purchase. Retargeting allows you to keep distributors engaged even after they venture away from ESP® by delivering relevant ads to other sites.

STATS

- Retargeted visitors are 70% more likely to convert on a website compared to those who aren't targeted a second time
- 98% of e-commerce shoppers leave without converting

HOW CAN YOU USE RETARGETING?

This is a second chance to make a first impression. Distractions happen while browsing, and you'll be able to remind distributors of who you are and what you have to offer. Recapturing lost leads is essential for increasing your ROI.

HOW TO GET STARTED

No matter what reason a distributor has for navigating away from ESP, it's important to remind them of your products to increase the likelihood of a sale. We'll help you place strategically crafted ads in front of lost prospects to help them re-engage.

SOCIAL MEDIA

Suppliers who think Facebook is a waste of time couldn't be more wrong. Many influential decision-makers are on Facebook, and they spend 74% more time on there than those who use it for personal reasons. You need to be where your buyers are!

STATS

- Facebook has 1.4 billion daily active users
- 83% of B2B marketers use social media, making it the most common marketing tactic (CMI, 2017)

HOW CAN YOU USE SOCIAL MEDIA

Facebook allows you to post and interact with your audience on an ongoing basis while crafting your ideal narrative. It lets you stay top of mind when a buyer is ready to purchase and allows you to seek out new prospects simultaneously.

HOW TO GET STARTED

Post engaging content to your page and dabble in sponsored posts that appear in other news feeds. As always, ASI is here to help you every step of the way.

Ready to go on a **LEAD**venture?

Resorting to the same old habits will lead to the same old results. If you want to get ahead of the competition, you have to stay current with the cutting-edge trends shaping the promo products industry.

If you want to explore new ways to grow your business, ASI will help you reach new heights.