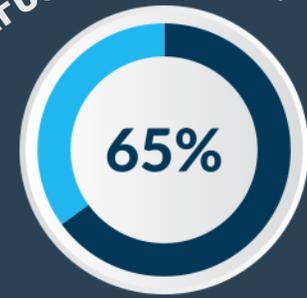


HOW TO BECOME A GO-TO SUPPLIER

TURN INFOGRAPHICS INTO NEW BUSINESS.

INFOGRAPHICS ARE "IN"



65% of those doing content marketing are creating infographics.¹

WHAT IS AN INFOGRAPHIC?

Well, you're looking at one! Infographics are content pieces that are mostly visual, creating a fun and quick way educate your audience about a topic. It's an excellent way to show your audience important facts about your products and services.

Let ASI[®] Creative Labs design infographics about your company and products. By pairing complex information with shareable graphics, we'll help your prospects retain what they learn and make you their go-to supplier when it's time to order.

THE CREATION PROCESS

STEP 1: PLAN

We'll discuss what makes your brand and products stand out and how we can tie that to useful info distributors can put to use immediately in their daily sales calls. Popular topics include statistics, top trends, sales tips and markets for your products.

STEP 2: DESIGN

After determining the infographic's size and writing an outline, our designers will go to work to complete an infographic that'll educate and grab attention.

STEP 3: DEPLOY

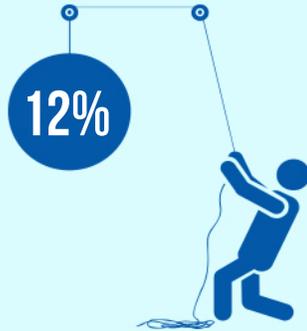
Upon approval of your custom infographic, we'll schedule and deploy your asset to tens of thousands of distributors. When distributors opt to view your piece, we'll collect their information and you'll receive real-time leads directly to your inbox for follow-up.



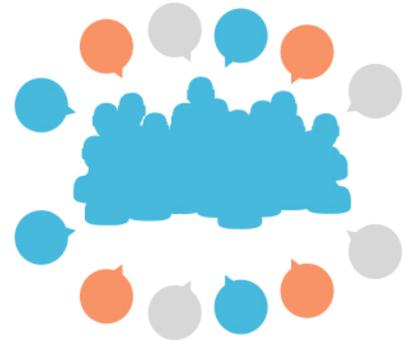
WHY INFOGRAPHICS ARE IMPORTANT



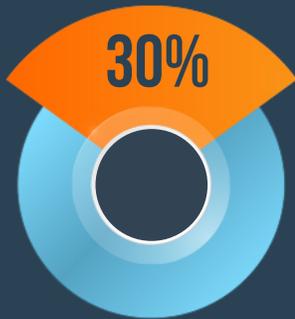
People share infographics 3x more than any other type of content.²



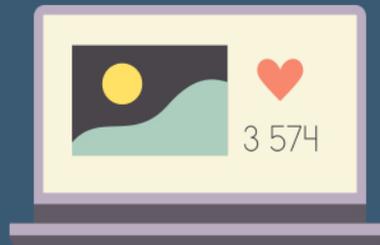
Infographics can increase web traffic by 12%.³



Posts that include images receive 650% higher engagement than text-only posts.⁴



30% of marketers use original graphics, such as infographics, more than any other type of visual content, including videos and GIFs.⁵



Content with relevant images gets 94% more views than content without relevant images.⁶



Infographics are 30x more likely to be read than text.



65% of senior marketing executives believe that visual assets are core to how their brand story is communicated.⁷



65% of marketers say that a lack of time or staff resources are the biggest challenges to creating effective visual marketing.⁸

3 BENEFITS OF INFOGRAPHICS

EASILY REDISTRIBUTABLE

From newsletters to emails to social media, infographics can be easily shared, as well as repurposed on your own blog or website.

AFFORDABLE

Your 100% unique and branded infographic doesn't have to cost a fortune. With ASI Creative Labs, you'll get industry experts and a dedicated team for WAY less than what you would pay for a full-time creative staff at your company. Plus, we have the distribution channels to get your infographic in front of tens of thousands of distributor prospects and customers.

FLEXIBLE

An infographic can contain different types of visual elements to fit your brand personality, products and goals, including heavy images, stats, timelines, charts, lists and more.



GET STARTED!

Over 17% of marketers spend more than five hours per week creating visuals in order to brand their business and distribute information.⁵ Five hours per week spent creating infographics is five hours less spent on closing business and reaching sales goals.

So how do you keep up with the stunning visual content of competitors but also spend significantly less time in the creation process?

The solution is simple: ASI Creative Labs. As a supplier member, you have access to a dedicated team of creative professionals to help you design and deploy impressive visual content that gets results. We're already creating infographics for suppliers so they can get back to business.

LET US HELP YOU BRAND YOUR BUSINESS SO YOU HAVE MORE TIME BUILDING IT.
VISIT ASICREATIVELABS.COM TO GET STARTED.

Sources:

[1] CMI
[2] HubSpot
[3] Demand Gen

[3] Demand Gen
[4] Webdam
[5] Venngage

[6] Quick Sprout
[7] MediaPost
[8] Chute

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