



# ALL HAIL THE MIGHTY CONTENT KING!

## 6 Reasons Content Marketing Reigns Supreme.

70% of B2B marketers are planning to create more content in 2018.

In 1996, Bill Gates, the CEO of Microsoft, wrote an essay titled "Content is King," which proclaimed content would play a crucial role in the future of the then-emerging internet. To this day, his words still ring true. Smart marketers are turning to content marketing to reach their audience in a new way.

From infographics to videos and more, content is created with the goal to educate, build relationships and brand loyalty and ultimately influence customers to make smarter purchasing decisions.

Here are the top reasons why content will always be king in the marketing world:



### IT EDUCATES:

Getting answers and solutions to problems nowadays is only a click away. Modern consumers can **easily access content on demand that will help solve their problems.**

**CONSIDER:** Showing distributors how to better sell your products and offering tips for upselling complementary products.

*53% of consumers say that publishing free content on a topic they are interested in is effective for attracting their business.*

### IT POSITIONS YOU AS AN EXPERT:

Regardless if you're a small or large supplier, **content can help you establish your brand as a thought leader** in your product category or niche market.

**CONSIDER:** Building white papers focused on your specific product or market.

*Over 50% of marketers say that content helps enhance their revenue-generating digital efforts, including thought leadership.*





## IT CREATES NEW CUSTOMER RELATIONSHIPS:

Not only will content make your audience more educated, it will also **help them engage with your brand and relate to your business on a whole new level.**

**CONSIDER:** Using video marketing to tell the unique story of your brand.

## IT CULTIVATES LOYALTY:

**Producing quality content increases brand loyalty.** Consumers appreciate when a company puts more effort into educating them on how to **be more successful in selling their products and increasing their bottom line.**

**CONSIDER:** Running a loyalty program and including a soft sell of this in your content marketing pieces.

*82% of respondents felt "more positive about a company after reading their custom content."*



## IT ENCOURAGES ONLINE SEARCHING:

Producing content **increases your chance that viewers will search online for your products or services.**

**CONSIDER:** Including links in your content marketing that lead to your ESP® product listings.

*40,000 distributors conduct 2.7+ million searches every month on ESP.*

## IT BOOSTS REVENUE GROWTH:

As the industry becomes more saturated with similar products, **content marketing allows you to set yourself apart and demonstrate the value of your brand.**



Let ASI® Content Marketing Service put together a multi-channel strategy that allows you to reach distributors wherever they consume content – online, in print and through email.

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