

# CONTENT MARKETING

## Mixology

### RECIPES FOR SUCCESS

• PLEASE MARKET RESPONSIBLY •

#### WHITE PAPERS



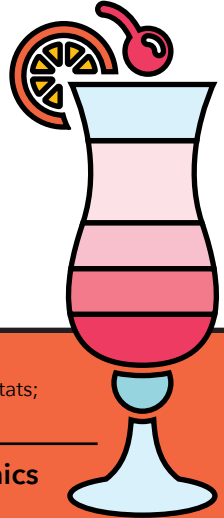
**Serving suggestion:**  
Serve up educational information on paper to help distributors better sell your brand to their customers.

**Recipe for success:**  
5 parts rich, in-depth educational information  
1 part clear, concise, easily digestible presentation

**Flavor profile:** White papers directly address the readers' potential needs and allow distributors to more easily close sales by directly correlating your brand with their goals.

White paper downloads are the top producers of B2B leads, cited by 59% of marketers. †

#### INFOGRAPHICS



**Serving Suggestion:** Get the design right, the stats on point and bring data to life.

**Recipe for Success:**  
2 parts clear storyline  
1 part quality data  
1 part hard hitting stats  
1 part bold design

**Flavor profile:** Infographics make your info more memorable and easy-to-reference. Don't just offer stats; tell a story.

41% of B2B marketers find infographics to be an effective content format.\*

#### EMAIL



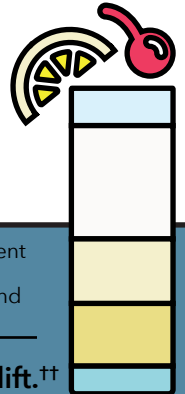
**Serving suggestion:** Many of your leads will be driven by email marketing. Promote a new product, special or extend your branding message.

**Recipe for Success:**  
1 part strong messaging  
1 part striking design  
1 splash of an informative landing page

**Flavor profile:** Distributors consume hundreds of emails per day. Make sure yours stands out with interesting content such as special offers and relevant information that pertains to them.

73% of B2B marketers say email marketing is essential to growing their business.\*\*

#### SPONSORED STORY/ SPONSORED EDUCATION



**Serving Suggestion:** Like a cocktail with a good meal, your brand pairs well with a lot of existing content and education.

**Recipe for Success:**  
3 parts clear story  
1 part informative tone  
1 splash strong grasp of audience

**Flavor profile:** By pairing your brand with industry content and education, you not only make it easy to address the readers' needs, it also helps build your credibility and stand out from competitors.

Native advertising generates 82% brand lift.††

#### PROMO PRODUCTS INDUSTRY NEWS



**Serving suggestion:** Attention-grabbing creatives via e-newsletters

**Recipe for Success:**  
3 parts fresh news  
1 part spicy trends  
1 splash of how-to's

**Flavor profile:** E-newsletters are low cost with high ROI. This cocktail increases credibility and reaches audiences in a timely, regular manner.

83% of B2B marketers use e-newsletters for content marketing.\*

#### VIDEO CONTENT



**Serving Suggestion:** Best served with product information, creativity and shared with all.

**Recipe for Success:**  
1 part creative, artistic appeal  
1 part clear message  
1 part entertainment

**Flavor profile:** Video content is easily consumed with abundance. Making a visual statement helps to reinforce your brand.

Video Content will be responsible for 79% of all consumer web traffic by 2018.

For more information on ASI's Content Marketing, visit: <http://support.asicentral.com/asi>