



Way More Than a Campaign

Maximize your ROI by adapting with the times
and creating innovative solutions.



TRADITIONALLY, MARKETING

has been executed through a series of campaigns designed for a quick response. Email blasts offering special promotions may drive distributors to your products in ESP®, and this strategy often works in the short term, giving you an immediate return on your spending and allowing you to analyze the results in order to carry out future campaigns effectively.

While marketing campaigns are great short-term solutions, they can't carry your advertising efforts alone. Your brand needs a strategy designed for long-term staying power, which is a job for CONTENT MARKETING.



On average, people engage
with 11.4 content pieces
before making a purchase.*



Content marketing produces
3x more leads
per dollar than traditional
marketing.**

*"Content Marketing ROI: How to Measure Brand Equity, Conversions, and Loyalty," NewsCred Insights.

** "A Guide To Marketing Genius: Content Marketing," Demand Metric.



CONTENT MARKETING

is NOT a campaign. Instead of buying media to connect with audiences, content marketing allows your brand and the media to be one and the same. You aren't simply renting the audience - you're earning their trust.

Embarking on this journey is an investment - results might not come overnight, but it has proven to pay dividends over traditional marketing.

HERE'S HOW:

Build Brand

- Content builds your brand and your authority in the marketplace, turning you into an industry expert.

Build Trust

- It helps build trust with distributors, turning casual browsers into active purchasers.

Build Expertise

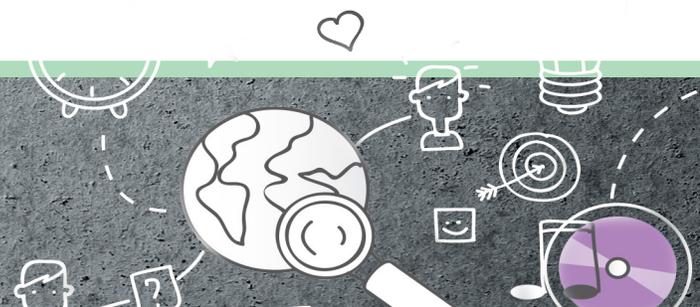
- You become a go-to expert in the marketplace. By not hard-selling distributors and providing content that will help build their business instead, they are much more likely to see you as an authority.

Build Reputation

- Reputation is everything, especially in the promo products industry. Distributors only want to work with the best, and if you have better content than your competitors, you'll rise to the top.

Build More Content

- When a content piece is produced, it doesn't have an expiration date. It can be updated over time or sliced into smaller pieces for bite-sized promotions.



HOW DO YOU PROVE ROI?

CONTENT MARKETING ROI

isn't always simple to measure, but it is possible. Great content marketing demonstrates value that extends beyond traditional metrics, such as your brand's personality, customer loyalty and authority in the industry. While these intangible benefits are important, they still need to be supported; business is a numbers game, after all.

Metrics can help verify your ROI, and when you run a content marketing program with ASI Creative Labs, we'll take the guesswork out of tracking your results. Every month, you'll stay up to date on your performance with:

Page Views:

The number of times your content is viewed on ASI Central®.

Opens:

The number of distributors that opened the dedicated email sent promoting your content.

Leads:

The number of distributors that actively filled out the form because they are interested in viewing your content. These sales-ready leads are delivered to your inbox in real-time so you can follow up immediately.

ASI CREATIVE LABS AUDIENCE ENGAGEMENT

Average Opens

17,236

Average Page Views

348

Average Leads

30

The benefits of content marketing are obvious - *industry authority, engaged prospects, happier end-buyers* all lead to return distributor customers.

72%

of those surveyed confirm their content marketing efforts have helped them generate more leads, with 51% saying it helped increase sales.*

Yes, content marketing is a long-term strategy. It'll take a few months before you start seeing results, but the sooner you jump in, the sooner you'll notice a marked improvement with shorter sales pipelines, more trust from your customers and increased sales, and it'll only continue to grow from there.

In today's competitive marketplace, content marketing is essential to your overall strategy. **Let ASI Creative Labs help you conceptualize, create and distribute your content today.**

Contact your account executive or visit
asicreativelabs.com
for more information.

ASICreativeLabs.

**B2B Content Marketing: 2018 Benchmarks, Budgets, and Trends - North America," Content Marketing Institute.