

ASICreativeLabs.

# ASI Creative Labs' Crystal Ball Predictions for 2019

Since ASI® Creative Labs launched a little over a year ago, our talented team has helped suppliers of all sizes and budgets gain awareness for their brands and products, generate more leads and earn a competitive advantage in ESP®.

As more suppliers take advantage of all our in-house marketing agency has to offer, we wanted to give you a quick look into what we know to be the top content and promotional trends of 2019:

## The dominance of video

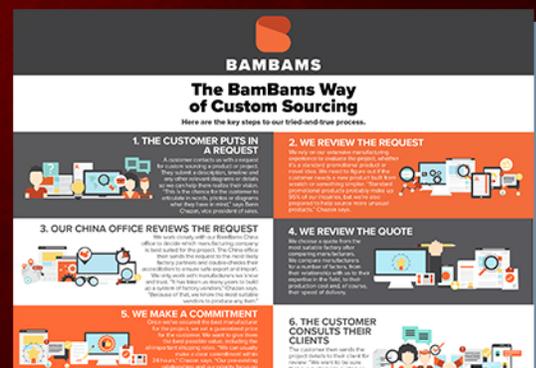
Video is no longer a luxury. Most distributors use the video search filter in ESP, which means suppliers without videos aren't even being considered. Simply put, if you're not making videos, you're losing money to competitors.

Upload your videos to ESP for free. If you don't have any, have our creative team produce one for you. Just one video asset can be repurposed on your website, in emails and e-newsletters, in communications with sales reps and on social media.



## White papers and infographics are key

These will continue to grow in popularity thanks to their combination of educational content and engaging visuals. Providing white papers and infographics will show a commitment to helping distributors learn, grow and succeed, which will translate into brand loyalty.



## Diversification is more important than ever

Diversify content formats to include a broader mix, including interactive landing pages with lead generation and mobile-friendly content.



## Boost your assets

Gone are the days when you could promote your content through organic avenues only. There's an increasing reliance on paid amplification to ensure your assets are seen in an endless sea of content. Social media is now a pay-to-plan environment, and one of the best things you can do is align your brand's message with credible companies.



## The resurgence of webinars

More and more suppliers are seeing the value of real-time engagement and conversations with distributors all over the world. Once your webinar is complete, it's easy to repurpose and share with those who were unable to attend.



We're predicting another exciting year ahead for Creative Labs. Join the hundreds of suppliers that utilize all our innovative team of writers, designers, marketers and social media experts has to offer.

Talk to your account executive about content marketing, video, social and webinars. You don't have to predict the future anymore - **with ASI Creative Labs, you'll have peace of mind knowing it's full of awareness, leads and sales.**