



With the ASI® Creative Labs suite of services and expert design team, we can create completely custom content to help you achieve your business goals.



## WHAT IS CUSTOM CONTENT?

It's the unique and valuable content that helps you build trust with your customers and strengthen relationships, establishes you as a credible resource, and increases customer retention. It's the ideal way to engage with your audience.

Custom content allows you to position your business as a thought leader and build industry authority. Tailoring content for each step of the buyer's journey is essential for acquisition, retention and the future of your brand.

In this portfolio, we'll showcase the different custom content campaigns offered by ASI Creative Labs: content marketing, video, webinars, podcasts and social media.

# CONTENT MARKETING

Content marketing allows you to educate prospects in an in-depth way on an industry topic, your products and services or your company. Content marketing assets can include white papers, quizzes, listicles and more. These pieces help you engage with customers and prospects while also building trust and credibility.

**Brand Announcement:**  
**HOW THERMOS® WILL HELP YOU FILL UP ON ORDERS**

Thermos® didn't just join the drinkware product category - they created it. Now, with promo supplier Shagz USA, the legacy continues. Through this new partnership, you can provide the quality, style and craftsmanship of Thermos® for your clients' promotions. Discover how presenting the most durable, high-performing food and beverage containers in the world is a hot sales opportunity, plus how these products will bring you cool cash.

Shagz USA  
THERMOS

**VANTAGE**

**APPAREL DECORATION IDEAS**

**UNEXPECTED WAYS TO USE POPULAR TECHNIQUES**

Embroidery, heat transfer, applique. What do they all have in common? They all can be used in creative, little-known ways that your clients and competitors aren't thinking of. Show your clients something new and position yourself as a decoration whiz by suggesting these unique decoration ideas.

**EMBROIDERY**

**QCS AFFILIATE SERVICES**

**BETTER TOGETHER:**  
**4 REASONS COMMUNITY IS CRUCIAL FOR DISTRIBUTOR SUCCESS**

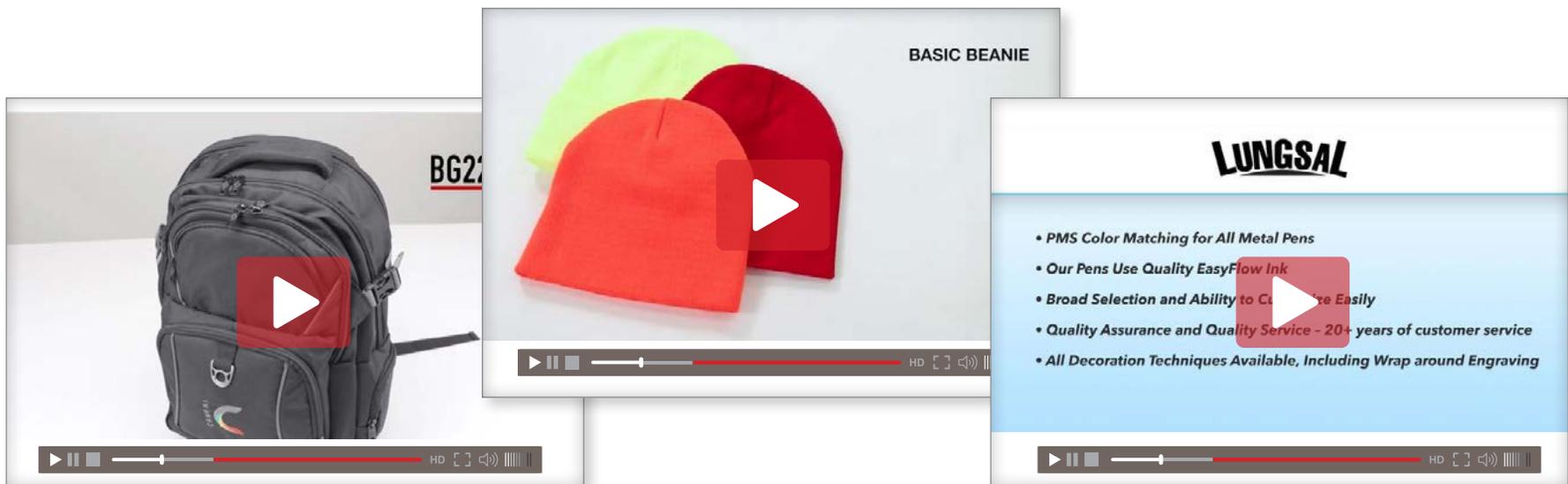
One positive outcome of this turbulent year is the importance and power of community. Whether it be your own family, your neighborhood or your business, having support during trying times can't be understated. Not only does a sense of community help you feel more secure and in control, you can also learn valuable insights from your peers on how to avoid mishaps before they happen and how to successfully navigate them when they do.

Did you know there's a distributor community you can join? Introducing **ACS Affiliate Services**, a distributor organization of **AIM Source LLC**. This comprehensive affiliate owner model provides distribution, with full business services and finance solutions for peace of mind during uncertain times. This program is also centered on the most valuable commodity we have: time. That's why our affiliate model at **ACS Affiliate Services** gives you the ability to maintain independence while expanding your resources and harnessing the knowledge of the industry's largest network.

Discover if joining the ACS distributor community is right for you by reading up on the four biggest benefits of joining us below.

# VIDEO

Video is a great way to showcase the tangible features of your products or give a detailed product demo. You can also tell customers and prospects more about your company through an About Us video. With video, the possibilities are endless – and it's proven to be one of the best ways to engage with customers online.



# WEBINARS

Webinars are a cost-effective approach to marketing and lead generation that increases brand awareness. A sponsored webinar through ASI Creative Labs allows you to present on a topic for up to 60 minutes and be included in all webinar promotions.

---

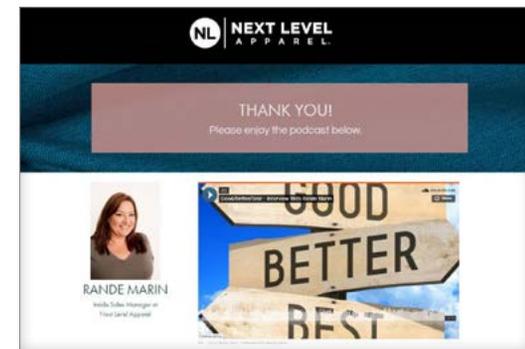
# PODCAST

Podcasts are a great way to discuss a topic of your choice and have your target audience listen from anywhere at any time. With a podcast from ASI Creative Labs, we record, produce and promote the episode.

---

# SOCIAL MEDIA

Social media allows you to engage and connect with customers directly. It's the perfect place to share special offers, industry and company news or content pieces. ASI Creative Labs can assist you with your social media strategy and promote your content to an engaged audience.



ASI Creative Labs can create all kinds of custom content. If you want to learn more about how we can help create the perfect campaign for your brand, visit [ASICreativeLabs.com](https://ASICreativeLabs.com) or contact your account representative.

**ASICreativeLabs.**