

HOW TO USE SOCIAL MEDIA AND MAKE IT WORK FOR YOUR BUSINESS

Learn what your followers are looking for and how you can tailor your social strategy to engage customers.



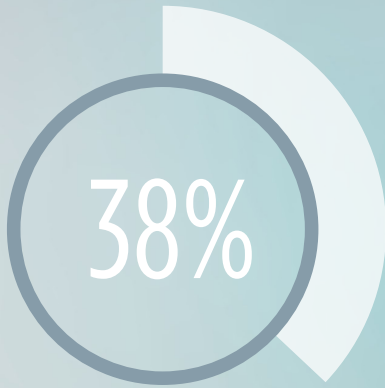
50% of consumers use social media to learn about new products or services.

- **New Products**
Showcase your new products in front of ASI's highly engaged audience of industry professionals.
- **Videos**
Share About Us or product videos to educate prospects on your company, values and how to use products you offer.
- **Sales Guides & Infographics**
Explain your products and services in a simple, easy-to-digest way. Ask for contact information with downloadable sales guides and infographics to generate new leads.



40% of consumers like to stay updated on company news through social media.

- **Webinars**
Post your upcoming webinars and when followers sign up, collect their contact information. It's a win for your followers and a win for you.
- **Success Stories**
Ask clients for feedback and then get their permission to share the rave reviews on social. You'll spread the word about how you can be a problem solver for customers, and about how products and services are the only way to go.
- **Breaking News**
Tell followers about industry trends and news, as well as new product innovations. You'll position yourself as an industry resource.



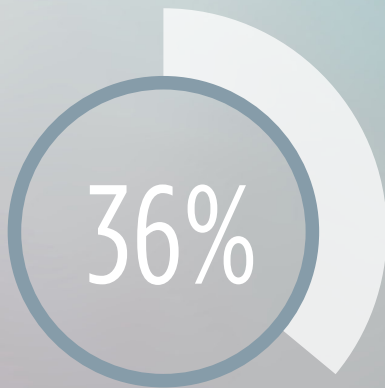
38% of people use social media to learn about promotions or discounts.

- **Limited-Time Offers**

Holiday offer? Seasonal sale? Get the word out in real time and you'll attract new customers and generate conversions.

- **Sample Giveaways**

Host a giveaway for new or returning customers. You'll instantly attract attention and put your products directly into the hands of your prospects.



36% of users turn to social media for inspiration.

- **Case Studies**

Use case studies to inspire distributors to sell products in original ways, or introduce them to a product they didn't know you offered. Case studies are one of the best ways to share your success.

Source for all stats: "Sprout Social Index, Edition XV: Empower & Elevate." 2019. Sprout Social.

Get started on social media with ASI[®] Creative Labs. Our innovative team can help with Sponsored Social Posts, video, creative design and more.

Contact your ASI account rep today to build your social strategy.

ASICreativeLabs.