



# MAKE YOUR PRODUCTS STAND OUT IN ESP



## BE SEEN MORE BY THE RIGHT DISTRIBUTORS.

With nearly **1,000,000 product listings in ESP®**, you need to invest time to make sure you grab the attention of shopping distributors. You want to increase visibility in ESP, but you also need to hold distributors' attention long enough to close the sale.

Let's **shine the spotlight** on your products and make sure distributors choose yours over the competition.

## GOOD LISTINGS CLOSE SALES

Keep distributors informed and engaged on your product detail page.



### CHOOSE A GREAT IMAGE

This isn't even debatable – you **need high-quality** product images, and you need shots from multiple angles. You can have well-made products, but pixelated images will ruin your prospects' perception of your items right off the bat. Customers are also drawn to multiple angles for one item, so they can get a 360-degree view of it. Make sure all of your pictures are large, clear and have a plain (preferably white) background. If a product is offered in multiple colors, provide photos of each color. These elements lead to professional-looking photos, which makes your business look more professional.

### INCLUDE A VIDEO

Adding an interactive element helps you engage with the distributor. A video allows you to demonstrate your product in use, and show customers all of the highlights and special features that can't be shown in a photo. Plus, you can include a voiceover, which lets you give additional info that may be helpful in your prospect's decision-making process. A good product video is direct and short, no longer than 30 seconds.

Always end your video with a call to action so viewers are more compelled to purchase from you.



### SPRUCE-UP YOUR DESCRIPTION

Keep your product descriptions short, clear and informative to draw in potential customers. Important features to include are product category, size availability, shipping options and color choices. A longer description will not hold distributors' attention – it will lose their interest. By providing all of the basic information and keeping it short and sweet, your description will stand out from the ones that leave distributors confused. Not sure what to include to drive the most traffic? ASI® has a team that can help you with that! Ask your account executive how Search Engine Optimization (SEO) can help direct more distributors to your products.





# TAKE A LOOK AT THESE TWO PREMIER SPOTS

They will help you stand out to searching distributors!

## PAY FOR PLACEMENT

How many times do you go to the second page of Google search results? Probably not many. The same thing happens to distributors searching in ESP. Don't give your competitors a chance to take a sale from you!

With ESP Pay for Placement, you can secure a top search result in one or more of nine search result positions in any category. This means your product will be one of the first items searching distributors see, which drives more hot leads and traffic to your page.



## ESP TRIGGER MARKETING

Distributors use ESP every day to find new products for their clients. Trigger Marketing is your chance to retarget distributors who have previously shown interest in your products.

### HERE'S HOW IT WORKS:

- 1.** A distributor clicks on one of your products in search results and views your product detail page.
- 2.** The distributor will receive a pre-set email offer from you within the hour.

You determine the content of that follow-up email. The reason this method is effective is because you are targeting warm leads and giving them an extra reason to buy from you while you're still fresh in their minds.



# IT'S TIME TO STAND OUT LEARN MORE. SELL MORE.

These are just a few ways you can grab and keep the attention of distributors searching and shopping in ESP. Apply these tips and you'll see an uptick in traffic AND sales.

[CLICK HERE FOR MORE INFORMATION](#)