

Enterprise Package

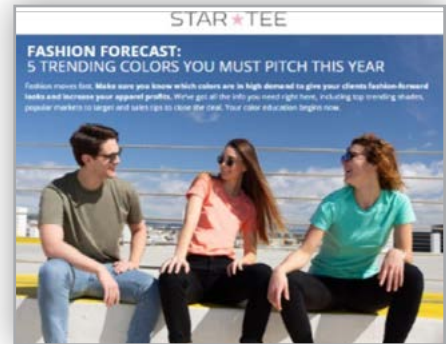
Content Marketing

Investment: \$4,175

There's no better long-term strategy for building relationships, creating brand awareness and getting eyes on your products than content marketing. Here's how the Enterprise Package works.

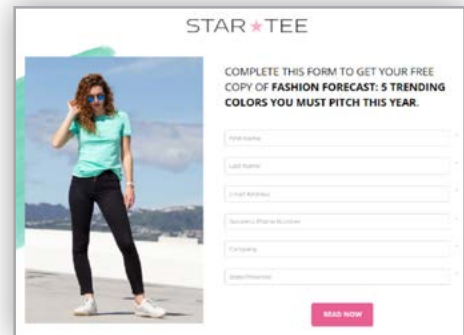
CUSTOM CONTENT ASSET

Our writers and designers will work with you to create an interactive online content piece that educates distributors and subtly shares info about your company, products and services. This content is gated, meaning users must fill out a form to read the content.



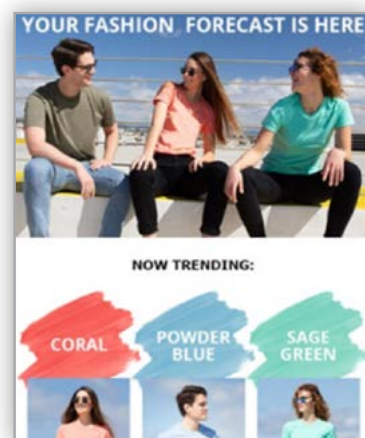
LEAD-GEN PAGE

Written and designed by the ASI® Creative Labs content and design team, this page will give your target audience content relevant to your brand and products and encourage them to request more information. Contact details will be delivered to your inbox in real time – allowing for immediate follow-up sales opportunities with interested distributors.



CONTENT MARKETING EMAIL BLAST

Delivered to an audience of 35,000+, this email will drive distributors directly to your content and lead-gen page.



2ND CONTENT MARKETING EMAIL SEND TO NON-OPENS

Send a second email to non-opens of the first send using a different subject line to encourage more distributors to view your content.

1X E-NEWSLETTER AD

A tile ad will appear in one of our e-newsletters promoting your content and linking to your lead-gen page.



1X INCLUSION – CONTENT ROUNDUP

Your content will be included in our Content Roundup email, generating additional views.

This ad spot includes

- A short description about your content.
- A relevant image.
- A link to your content and lead-gen page.



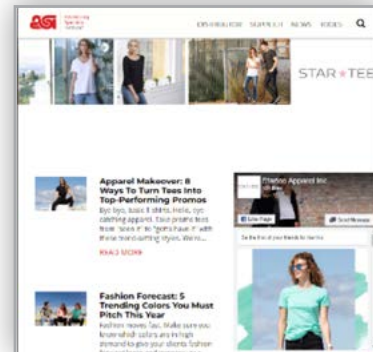
SPONSORED STORY PAGE

You'll receive a dedicated page on ASICentral® with an intro to your content. Prospects will click a link and be directed to the lead-gen form to read more.



DIGITAL LIBRARY ON ASICENTRAL

Once you have three content pieces completed, we'll create a spot on ASICentral dedicated to your business, listing links to all your content pieces.



MAGAZINE SPONSORED EDUCATION (QUARTERLY)

Get custom educational content in an editorial format (identified as Sponsored Education) placed in Counselor® Magazine.



SOCIAL MEDIA OFFERING

ASI will promote your content and link to your lead-gen form with posts on our Facebook page.



SPONSORED CONTENT IN ESP

Sponsored Content in ESP® allows suppliers to promote their content within relevant product search results. Secure your product category (or categories) and we'll automatically redesign your content asset to fit the format of the ad. (Custom Content creation only, no impressions included.)



REPORTING

Our Content Marketing Custom Analytics Dashboard gives you access to your content performance and information about email opens and clicks, web traffic, and other important metrics.

Content Marketing Campaign Data Report
February 2020

THE DATA CONTAINED IN THIS REPORT IS PROPRIETARY AND CONFIDENTIAL INFORMATION OF ASI AND MAY NOT BE DISCLOSED OUTSIDE YOUR COMPANY.

Campaign Name	Totals	Average	February 2020 CMS Campaign	January 2020 Campaign
EMAILS				
Date			2/16/2020	1/7/2020
Day of the week			Tuesday	Thursday
Time			2:00 PM	7:00 AM
Subject			Your clients need your help	Don't Let Minimum AFFECT YOUR BUSINESS Anywhere
Emails Sent	82,811	42,826	42,287	40,346
Open	111,446	7,774	7,442	4,707
Open %	13%	18%	18%	12%
Unique Open	8,871	4,474	4,174	3,157
Unique Open %	11%	11%	10%	10%

Visit asicreativelabs.com to learn more.

ASI Creative Labs is an in-house marketing agency, harnessing the power of the ASI experts and distribution channels to enable deeper connections with audiences that fuel growth for suppliers. Because all of our departments are under one roof, you'll enjoy faster turnaround times at a lower cost, all while ensuring your content campaigns retain their consistency.

ASICreativeLabs.
MAKE YOUR MARK