

■ Starter Package

# Content Marketing

Investment: Only \$1,975

The best long-term strategy to building relationships, creating brand awareness and getting eyes on your products is content marketing. Take a look at the components of the Starter Package:

## 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+ distributors and apparel decorators, this email will drive prospects directly to your content and lead-gen page.



## 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, drawing additional eyes to your content.

This ad spot includes:

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



## 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.

Campaign Name	Total	Average	Secondary Total	January 2020 Campaign
CMR-EMAIL				
Date			2/1/2020	1/2/2020
Day Of The Week			Tuesday	Thursday
Time			2:00 PM	7:00 AM
Subject			your clients need your help.	Don't Let Minimums Affect Your Business Anymore
Emails Sent	23,611	41,306	23,767	23,544
Opens	10,346	1,175	1,644	4,703
Open %	44%	3%	7%	20%
Unique Open	8,851	4,476	4,194	6,957
Unique Open %	38%	11%	18%	30%

Visit [asicreativelabs.com](https://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.

**ASI Creative Labs.**  
MAKE YOUR MARK