

MARKET IN ESP AND BEYOND



Marketing in ESP is important. It's also important to market outside of ESP.

ASI® has a variety of avenues you can use to reach the right distributor salespeople looking for products and services like yours, and send them right to your product pages.

Make a big impact on your marketing plan by incorporating these programs:

Emailexpress™

Reach a highly qualified audience already interested in your products.

Send an email blast promoting your specials and products to ASI's cultivated and verified email list of 40,000 distributors. With our new Connect ESP® Search Emails, you can target audiences within specific categories based on their ESP activity.

eesp® **Trigger Marketing**

Target distributors who have already viewed your product in ESP.

ASI will automatically send an email containing a special offer to prospects who've visited your ESP product detail page in the past hour, encouraging them to revisit and purchase your product.



RETARGETING

Drive visitors who've already left ESP back to your product through other sites.

Customers often get distracted or pulled away while searching for an item. Retargeting is a form of online advertising that allows you to keep the conversation going with distributors who logged in or searched for your product(s) in ESP by delivering relevant ads to other sites. Placing strategically crafted digital ads in front of your lost prospects will re-engage them with your brand. Link them to your product page in ESP to drive them back to your item to complete the order.

MAGAZINES AND CATALOGS

Place print ads in ASI magazines and catalogs that focus specifically on your products, especially during popular purchasing seasons (ie: back to school, holidays, summer). Provide your ASI number and product numbers to drive them to your listing in ESP and convert them to sales.

Don't have the in-house resources to create compelling print or digital ads?

We have a solution! ASI Creative Labs, our in-house marketing agency, will create custom packages and design ads for you that maximize your advertising dollars.

**FOR MORE INFORMATION ON ADVERTISING OUTSIDE OF ESP,
CONTACT YOUR ASI ACCOUNT EXECUTIVE.**