



ESP SUPPLIER STORES

Q: WHAT IS AN ESP SUPPLIER STORE?

A: An ESP Supplier Store is an enhanced supplier detail page in ESP® where all your information is aggregated in one place for easy viewing.

Q: WHAT ARE THE ADVANTAGES OF HAVING A SUPPLIER STORE?

A: Supplier Stores help you tell your brand's story by giving distributors an in-depth look into your products and services while they enjoy an enhanced shopping experience.

Q: WHAT MAINTENANCE IS INVOLVED FOR SUPPLIERS?

A: Supplier Stores are maintenance free. As you update info in ESP, your Supplier Store automatically updates.

Q: HOW DOES A SUPPLIER DRIVE TRAFFIC TO AN ESP SUPPLIER STORE?

A: Ad options in ESP provide great opportunities to drive traffic to your page. By guaranteeing your products appear on the home page or high in search results, distributors will be more likely to visit your store and purchase your products.

Q: MUST SUPPLIERS INCLUDE EVERY SECTION THAT'S AVAILABLE FOR A SUPPLIER STORE?

A: No. If you decide a certain section doesn't work for you, you can omit it and the sections on the page will shift to fill the space.

Q: HOW DO SUPPLIERS MAKE THEIR STORES HOME RUNS?

A: Keep your information in ESP up to date. Use an About Us video to give distributors a complete look at your business or product videos to share how to pitch and sell your promo items. Need assistance with video? We can help!

CONTACT YOUR ASI® REPRESENTATIVE FOR MORE INFORMATION.