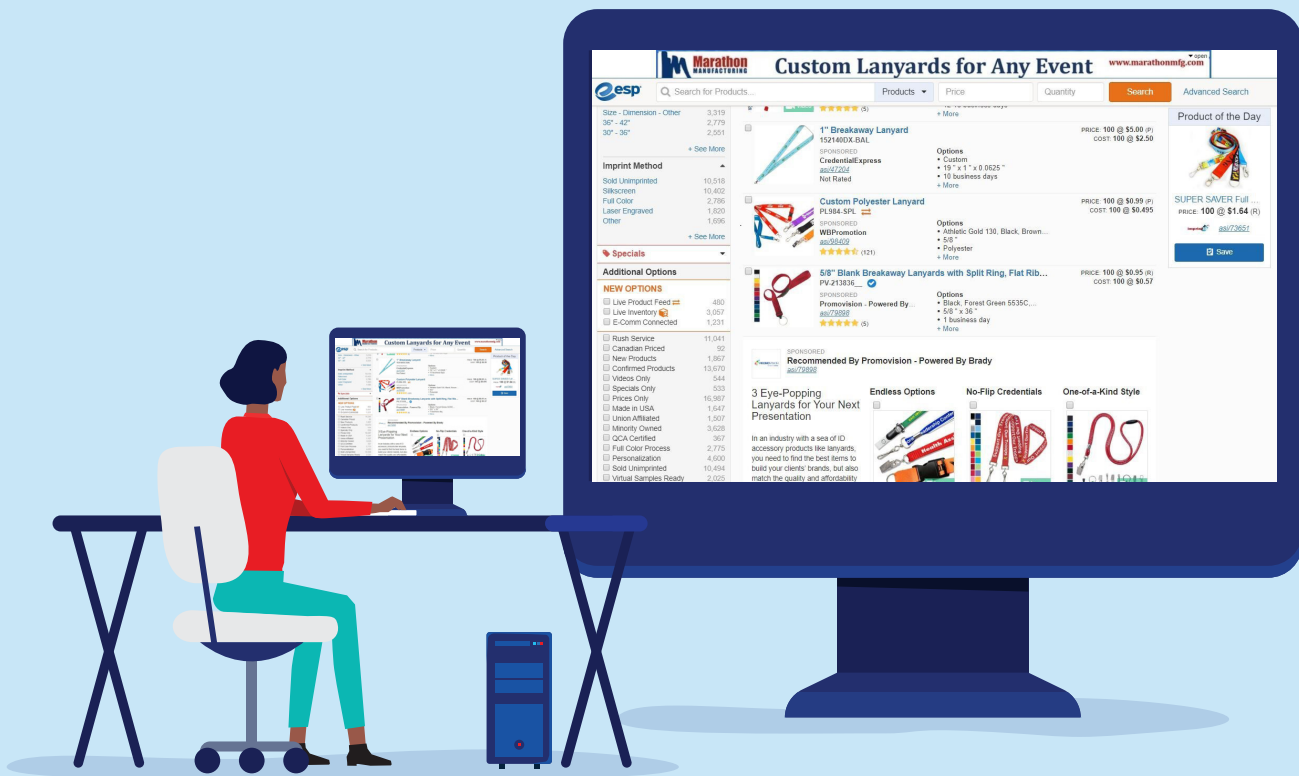




# 4 Steps to Success

**We're so happy to have  
you in our ASI® family!**

As a new member, you'll receive a lot of information in the coming months so I want to give you this resource you can revisit whenever necessary. The path to success can seem overwhelming, but I'm here to help you navigate it! And please, feel free to share this with everyone and anyone in your company who you think would benefit from it.



# Get Live on ESP

- **ESP® is the foundation you will build off of.** Reference your first-step email for login info and training material.
- **Get your products and services listed ASAP.** Myself or the Data Updates team will help you.
- **Remember to update your listings yearly.** Our Data Updates team is always ready to assist to help make sure your products look their best and the info is accurate.

# Build Your Brand



- **Enhance your ESP listings** (add lifestyle images, videos, keywords, etc).
- **Join our exclusive Members-Only Facebook Group** ([facebook.com/groups/ASIMembers](https://facebook.com/groups/ASIMembers)) using your personal page and ASI number. This is a unique opportunity for you to engage with distributors in a non-salesy way.
- **Ask for ratings after every sale with an ASI distributor** (the goal is to be a 5-star supplier). Send this link to your clients: [asicentral.com/supplierratings](https://asicentral.com/supplierratings)
- **Get in front of distributors at every opportunity.** ESP is a competitive platform, like any other quality business platform. Think Amazon, eBay, etc.
- **Utilize our Connect™ program**, which allows you to proactively market to distributors: [store.asicentral.com/Store/Supplier/Products/21](https://store.asicentral.com/Store/Supplier/Products/21)
- **Attend our industry trade shows**, where you can meet hundreds of distributors face-to-face and show them why you're the company they should be buying from: [asishow.com](https://asishow.com)



# Gain Market Share

- **Advertise.** You need to invest in yourself if you expect distributors to invest in you. All of our most successful suppliers do at least some advertising. We'll help you create a marketing plan!
- **Take advantage of the advertising that comes with your membership package** and any ad credit you may have.
- **Review your advertising options with your Account Executive** to determine what's the best fit for you. We offer exciting ways to market your company and our Media Kit ([asiadvertising.com](http://asiadvertising.com)) covers the gamut. There's something for every company! Be sure to check out the New Opportunities section.



# Keep Learning

- **Attend our bimonthly webinars.** You'll get reminder emails to sign up for them.
- **Listen to our biweekly marketing podcasts.** You'll receive these via email.
- **Review my monthly newsletter for new members** (Three 2's: 2 sales tips, 2 videos and 2 articles).
- **Visit ASICentral.com often** to keep up with current industry news.
- **Stay active every day on our social media channels.** We're on Facebook, Twitter, Instagram, YouTube and LinkedIn.
- **Visit our Resource Library** ([asiadvertising.com/content-library.html](http://asiadvertising.com/content-library.html)) and our New Member Archives ([asiadvertising.com/archive.html](http://asiadvertising.com/archive.html)) for info and ideas.

I sincerely look forward to helping you grow within the industry. We're proud to have you as a member and excited to assist you every step of the way. If you have any questions, please don't hesitate to reach out.

Caitlyn Macikanycz, ASI Supplier Specialist.  
**[cmacikanycz@asicentral.com](mailto:cmacikanycz@asicentral.com)** or **(215) 953-3450**.

**Thank you so much!  
We're grateful to have you  
as part of our ASI family.**



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