

# Tips for Thriving IN ESP

ESP® is the #1 platform in the promotional products industry. It receives 2.7+ million searches each month, helping you build brand recognition and showcase your products to 40,000+ distributors. In this guide, we'll discuss how to succeed in ESP and which tools you should be using to guarantee a standout performance.

## ADVERTISING

### TOES IN THE WATER? | UTILIZE SEO

Search Engine Optimization (SEO) ensures your products appear in relevant search results through optimized product descriptions and relevant keyword usage. The closer you are to the top, the more likely your audience will find you. After using SEO, we've seen a 15% increase in clicks on suppliers' products.

### DIVE RIGHT IN? | PAY FOR PLACEMENT

Pay for Placement allows you to show up in one or more of the top nine ad spots in a product category search. Effectively target distributors searching in your specific category with a highly visible position.

### SWIM OUTSIDE OF THE GUARDED AREA? | RETARGETING

Most distributors are searching for your products in ESP, but how do you reach them when they take a dip elsewhere? With retargeting, you'll reach interested distributors on other sites they're browsing with relevant display ads designed to bring them back to ESP. These will appear on all devices, including mobile!

## BRANDING

### WHAT DOES YOUR SWIMSUIT LOOK LIKE? | SUPPLIER STORES

A one-stop shop for all your products, videos, flyers, contact info, ratings and more, Supplier Stores are easily accessible for distributors. It's perfect for branding within ESP, as they can find everything they need to know about your products and company before making a purchasing decision.

### DOES YOUR TOWEL MATCH YOUR SUIT? | SPONSORED CONTENT IN ESP

Right under spot #9 in ESP comes Sponsored Content. With relevant products comes relevant information. Provide engaging and inspiring content right in ESP search results that can guide distributors to purchasing decisions. New in 2020, Sponsored Content in ESP is sure to make a splash.

**THRIVE IN ESP WITH THESE TIPS.**  
**Contact your account executive for more information.**