



# TAKE A WALK

## THROUGH DIGITAL ADVERTISING

### Get your marketing plan back in shape!

Digital advertising can seem daunting and it can sometimes be difficult to determine which method is best for your budget and brand. In this piece, we'll simplify a few of our digital advertising products to help you decide how to allocate your marketing dollars.

#### TRIGGER MARKETING

Trigger marketing is a great way to reach prospects where they're looking every day – in their email inboxes!

**Here's How It Works:**

A distributor is searching in ESP® for your product category. Within an hour, they're sent a pre-determined email reminding them of what they searched for. This email ad, which we helped you build, contains a special discount or offer to entice them to purchase. Trigger marketing is a great option for suppliers who want to extend their reach outside of ESP.

#### SPONSORED CONTENT IN ESP

This ad placement works to inspire and engage your audience, hitting them at the ideal time – when they're searching for products.

**Here's How It Works:**

We seamlessly place content relevant to your products on the distributor's search results page, so as they scroll through, they're presented with selling tips, product highlights and more.

#### PAY FOR PLACEMENT

Most searching distributors barely look past the first page of search results! Pay for Placement is how your products climb higher in product listings when distributors are searching in ESP.

**Here's How It Works:**

Reserve one of the top nine spots within your category and start gaining more exposure for your product listings.

#### ESP SUPPLIER STORES

Supplier Stores are all about branding. This is the spot in ESP that will be dedicated entirely to your business.

**Here's How It Works:**

We'll set you up with a space within the platform where you can store your contact info, all of your product listings, product videos, marketing assets and more!

#### SUPPLIER ESP WEBSITES™

These custom websites are designed specifically to fit your brand and give you a unique online presence.

**Here's How It Works:**

We'll set you up with a completely safe site on our secure domain and integrate it with ESP so your products are automatically populated on the site. We have three options to fit any demand or budget.

No matter what your digital needs are, we have a solution! Choose any combination of these advertising placements to keep your marketing strategy healthy and working for you.

**Contact your account executive to get started with digital advertising.**