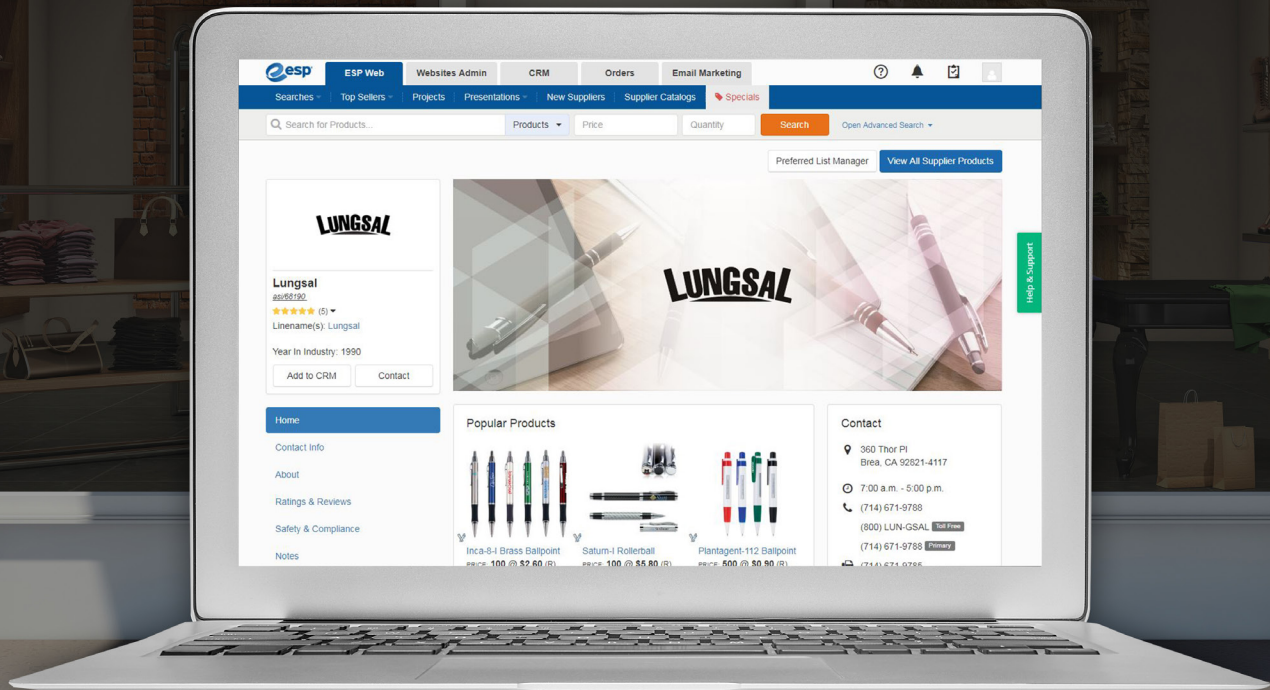


WHY *SUPPLIER STORES* AND *VIDEOS* IN ESP ARE IMPORTANT



In 2019, Supplier Stores were introduced as the new “it” thing in ESP®. Let’s take a dive into why you need them and how videos put your products in more hands.

SUPPLIER STORES



A Supplier Store is a revamped Supplier Detail Page. All of your information, including video, is organized in one place for easy viewing by distributors. Supplier Stores give suppliers a competitive edge when they're trying to stand out among thousands of competitors in ESP.

Supplier Stores include:

- Banner imagery along with your logo
- Your top 9 most popular, recently added and recently updated products
- Catalogs and marketing flyers
- Ratings, an About Us section and contact information
- Product videos and About Us videos

Videos are an important part of your Supplier Store and need to be part of your marketing strategy.

VIDEO IN ESP



Video is the future of advertising. It brings your products to life.

Distributors want to see:

- Your products in action
- Every color/style available
- How consumers use products
- The benefit to the end-buyer

More suppliers are turning to video to clearly broadcast their products and attract more attention.

ASICreativeLabs.

ESP Supplier Stores and video are extremely important to your business. Get an unmatched presence in ESP, a powerful personality and a developed brand.

Don't have the tools for video? ASI® Creative Labs, our internal marketing agency, can help!

Want more information on these two services?

[Click here](#) and watch industry professionals show you both!