

ASI Show Chicago 2022



Advertising
Specialty
Institute®



Enhance Your ESP Website

Personalization, Pricing & More



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Executive Director,
Corporate Accounts

View recording: go.asicentral.com/websites2022

Agenda

- Customize your website design
- Publish a presentation to your website
- Display favorite/preferred vendors
- Hide products & categories

Website Design

- Templates
- Custom Domain
- SSL
- Google Analytics
- About Me
- Address

The screenshot displays the 'Promotional Miracle' website. At the top, the logo 'PR+MOTIONAL miracle' is centered above the tagline 'Build the perfect site for your business'. Below the logo is a search bar with the text 'Search all Products' and two buttons labeled 'Price From \$' and 'Price To \$'. The background of the top section is a purple-tinted image of a conference room with tables and chairs.

The main content area features a white background with the heading 'Welcome to My Promotional Miracle Demo Site'. Below this is a paragraph of text: 'Did you know this is what an ESP Website from ASI can look like? Use your ESP Website to share what awesome things you can do for your customers. Explain with images, highlighted products and video what sets you apart from the competition, while also having the largest, most complete database of promotional products in the industry built right into your site. Make your ESP Website as unique as your business! Call our support team today to update your site or to take a training class. 1-800-546-1350.' To the right of this text is a collage of images showing hands using a laptop, a smartphone, and various promotional items.

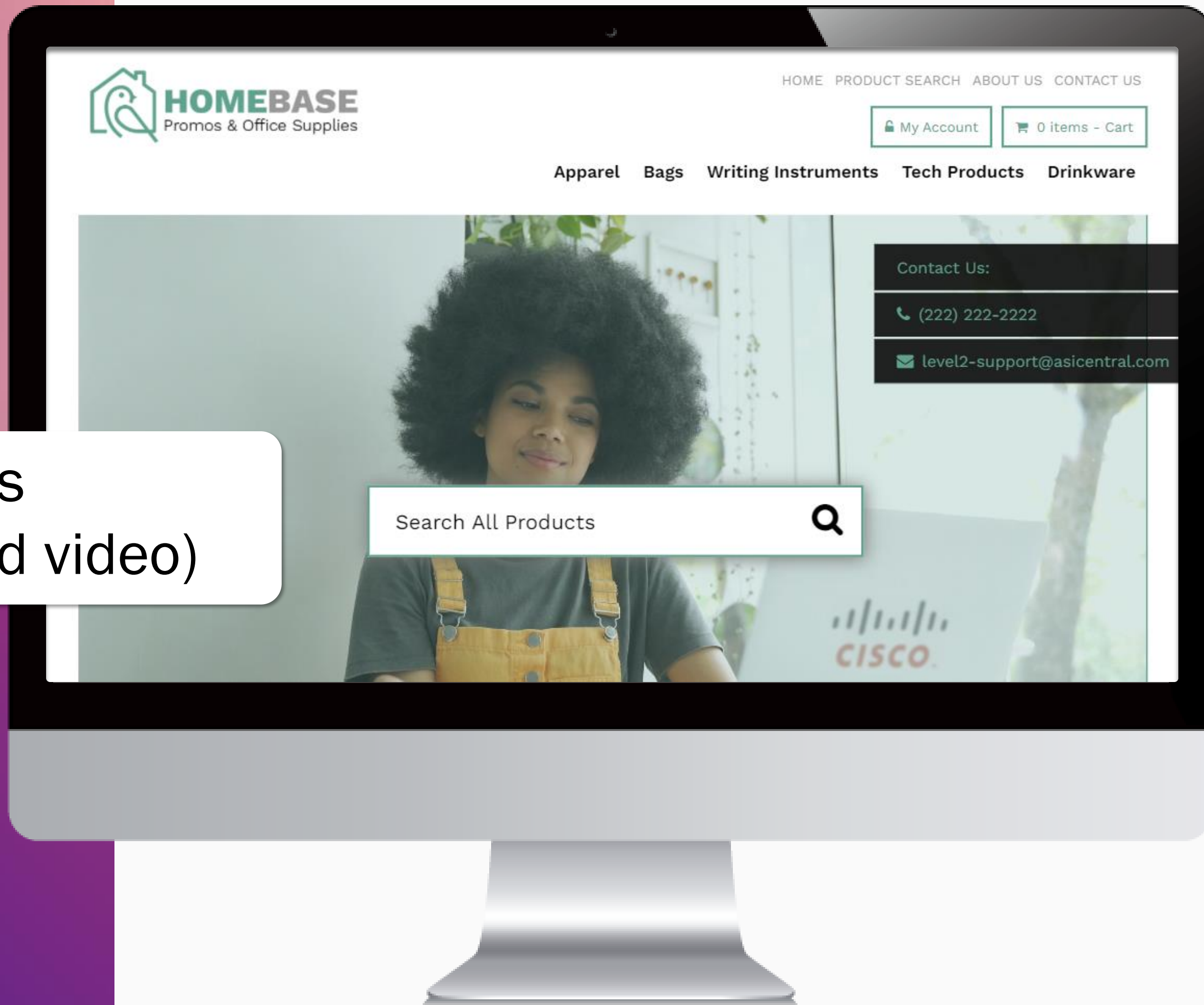
The next section is titled 'Product of the Day' and features 'Stainless Double Wall Carry Tumbler - 20oz'. It includes a small image of five tumblers in different colors (orange, green, white, grey, blue) and a price tag of '\$9.74 and up'. Below this is a grid of 'Featured Product Collections' with icons and links for: Tech (Computer Accessories, Electronics, Lights, Phone Items), Office (Desk Accessories, Pens, USB Drives, Magnets), Seasonal (Irish Products, Back to School, Holiday, Patriotic), Recognition (Plaques, Gifts, Awards, Lapel Pins), Sports (Fan Appreciation, Water Bottles, Spirit Items, Golf), and Events (Tradeshows, Fundraising, Health & Fitness Fair, Political Campaign).

At the bottom, there are sections for 'Product Showcase' and 'Miracle Favorites', each with a 'See all Products' or 'See all Product Collections' link.

ESP Website Templates

New Designs!

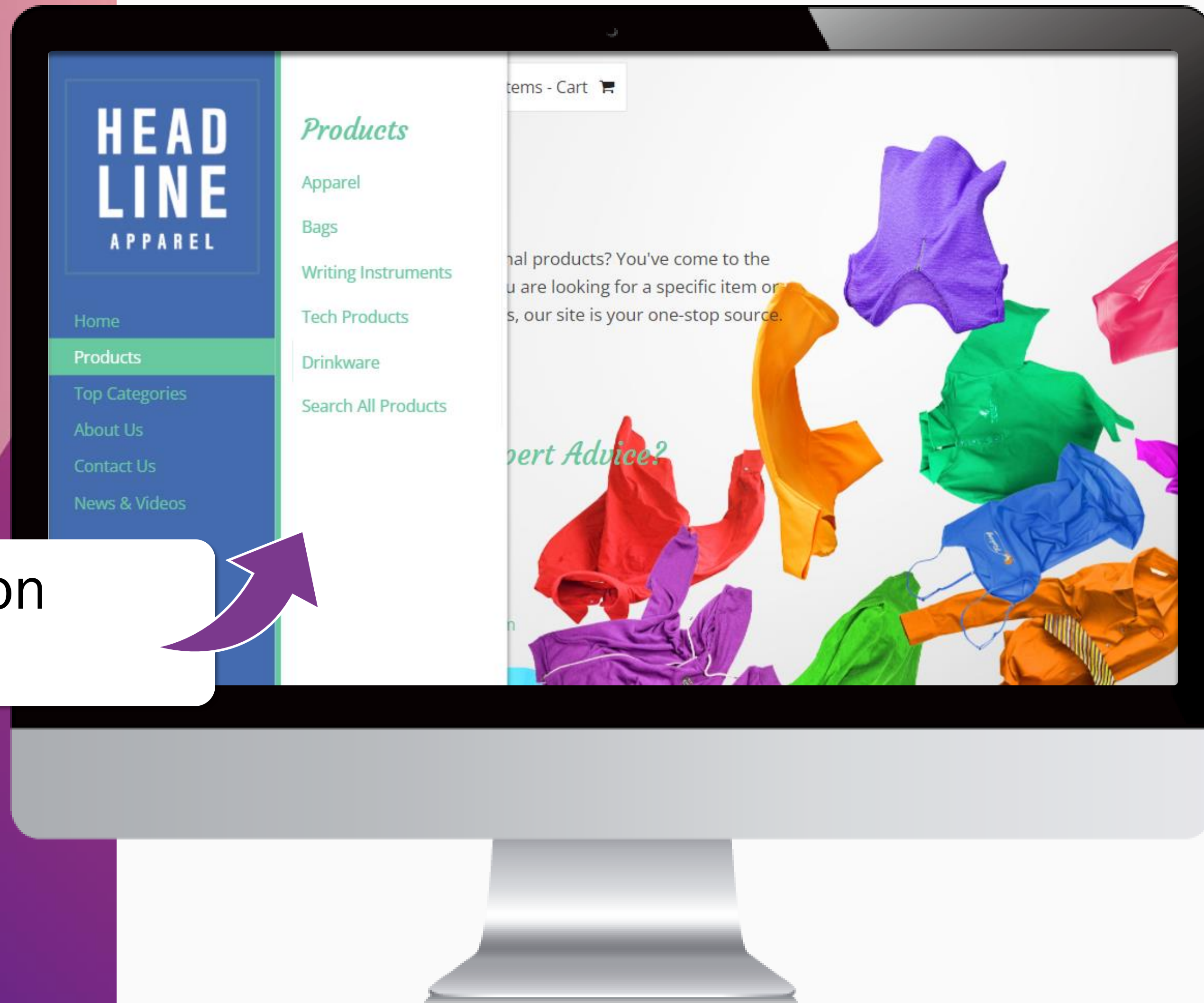
Rotating banners
(static image and video)



ESP Website Templates

New Designs!

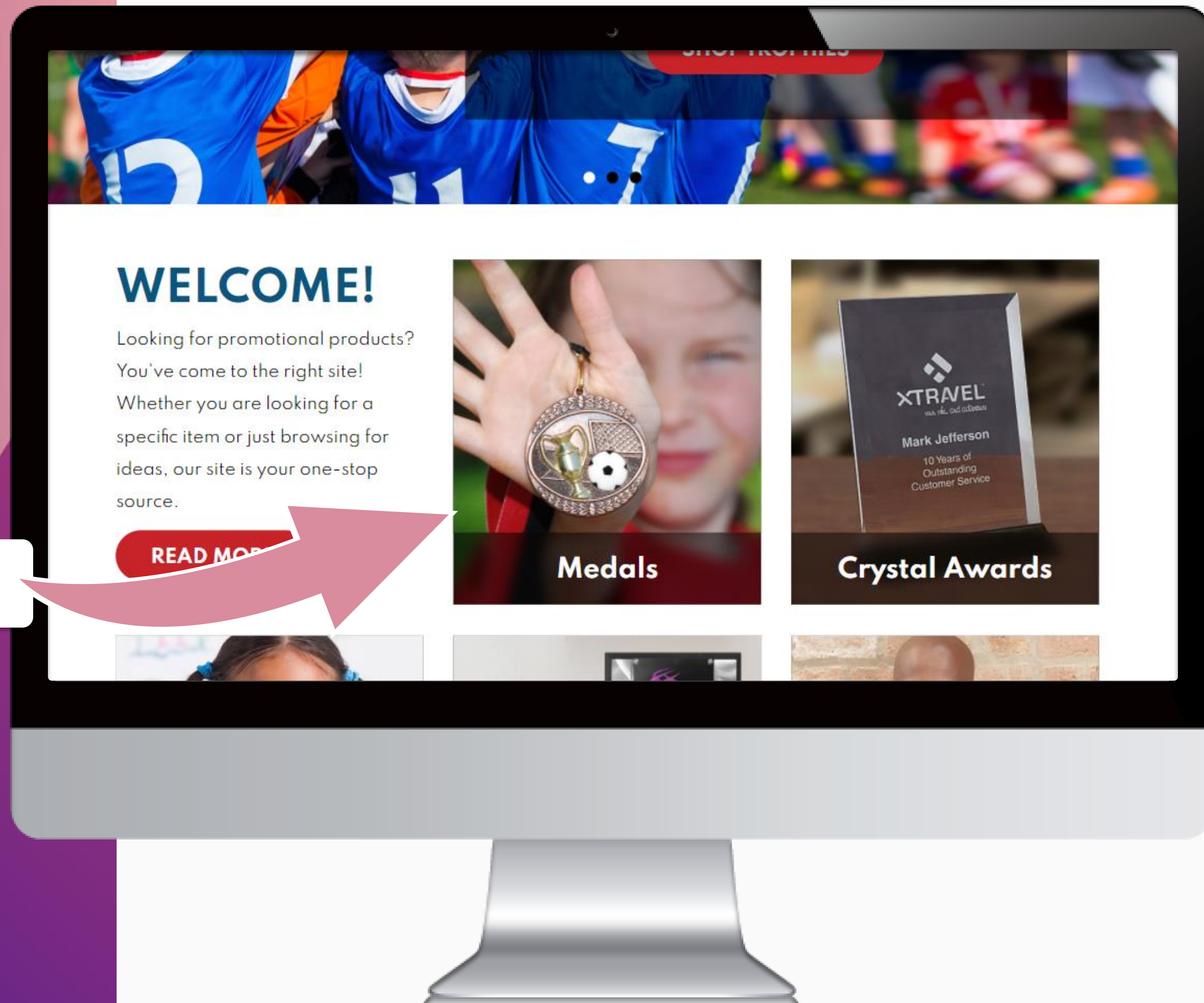
Upgraded navigation
menus



ESP Website Templates

New Designs!

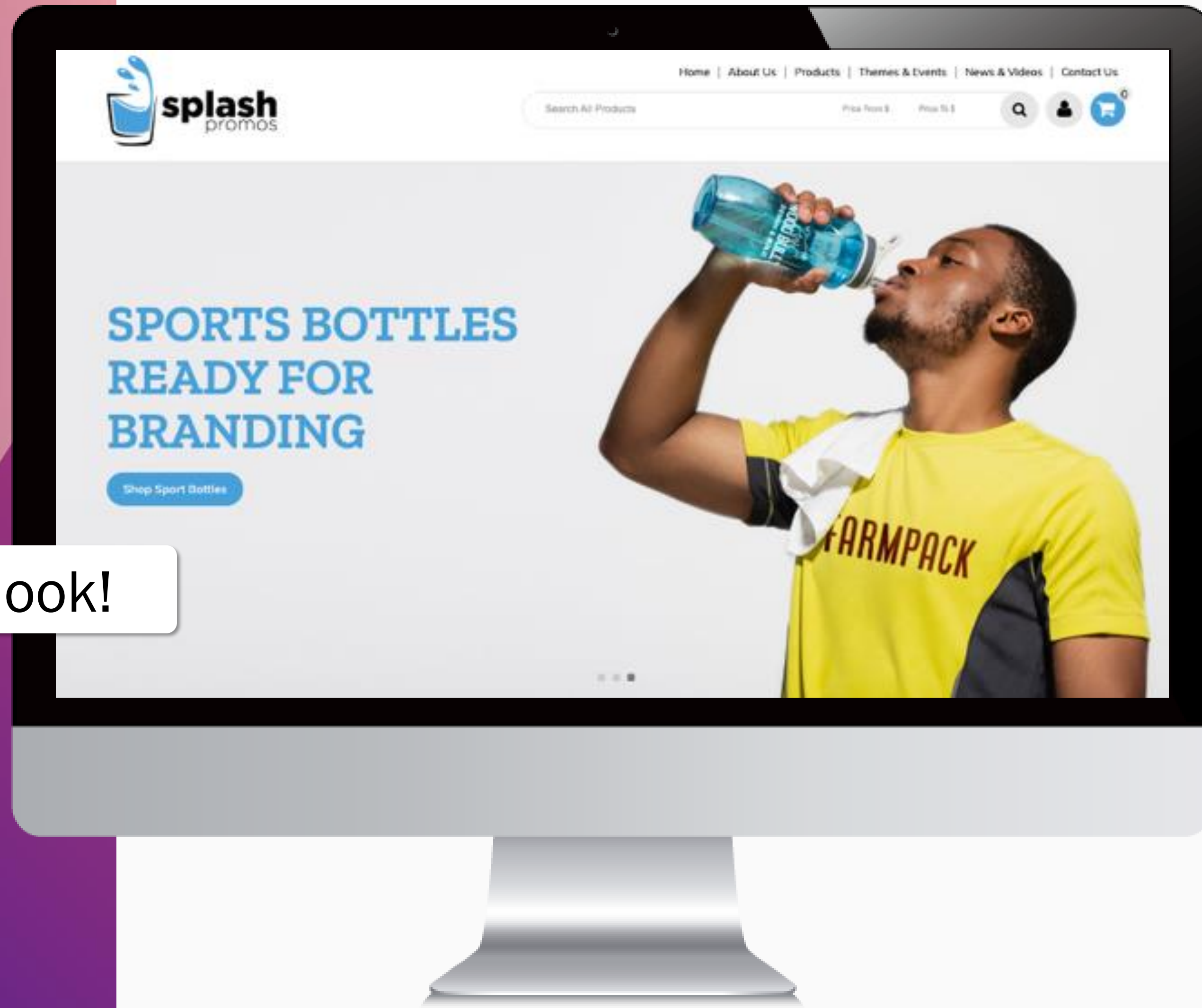
Larger tile images



ESP Website Templates

New Designs!

Fresh look!



ESP Website Templates

Enable reCAPTCHA at check-out for added security.

New feature!

Order Summary

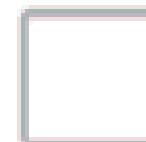
Subtotal \$34,299.00

Total (USD) \$34,299.00

IMPORTANT: Exchange rates are set by the provider and are subject to change. Additional fees, such as setup, imprint and shipping charges may not be reflected in your order total. We will contact you to confirm these additional charges.

[Return to personal information](#)

[Continue](#)



I'm not a robot



reCAPTCHA
[Privacy](#) - [Terms](#)



Custom Domain

www.yourbrand.com



yourbrand.espwebsite.com



SSL Certificate



<http://www.yourbrand.com>



<https://www.yourbrand.com>

Google Analytics

- Gain insight about website visitors, traffic sources, and much more
- ESP Websites – add in Websites Admin



“About” Page

Customize your About Me/About Us text on your website



About

We are a promotional product distributor and proud member of the Advertising Specialty Institute. Promotional products, also known as ad specialties, make up a nearly \$22 billion dollar industry and are used by virtually every business in America. Why? Items like mugs, pens and t-shirts are memorable and provide a better cost per impression for advertisers than almost every major marketing effort like TV, magazines and the Internet. We are able to supply your company with every possible promotional product from over 3000 suppliers. With so many ad specialties available there is a huge opportunity for professionals like you to boost ROI and leave a lasting impression with your customers. Our mission is to help you create long-lasting relationships with your clients through the power of promotional products.

“About” Page Tips

Customize your About Me/About Us text on your website



- 1. Be honest**
- 2. Write to establish trust**
- 3. Be helpful in your words**
- 4. Describe you/your company's vision, mission, passions – helps find shared interests/common ground**
- 5. Include a professional photo of yourself/your team**
- 6. Include some Frequently Asked Questions (FAQs) or Getting Started links**

“About” Page

Customize your About Me/About Us text on your website



The [Company Name] Story

We know promotional products. In fact, it's all we do.

At [Company Name], we believe there is a better way to spend marketing dollars. A more valuable way where our customers are guided by our professional team to a promotional product solution that their clients, employees, volunteers will keep for years to come. We've seen far too many promotional products end up in the landfill and we're here to change that aspect of the industry. Our professionals work tirelessly to source products that are in alignment with your company values and your marketing goals, while staying within budget and time constraints. We can't wait to work with you and see what we can dream up together!

NAP

(Name Address Phone)

- Make sure it's updated & consistent
- Important for Google (local search) and directory sites

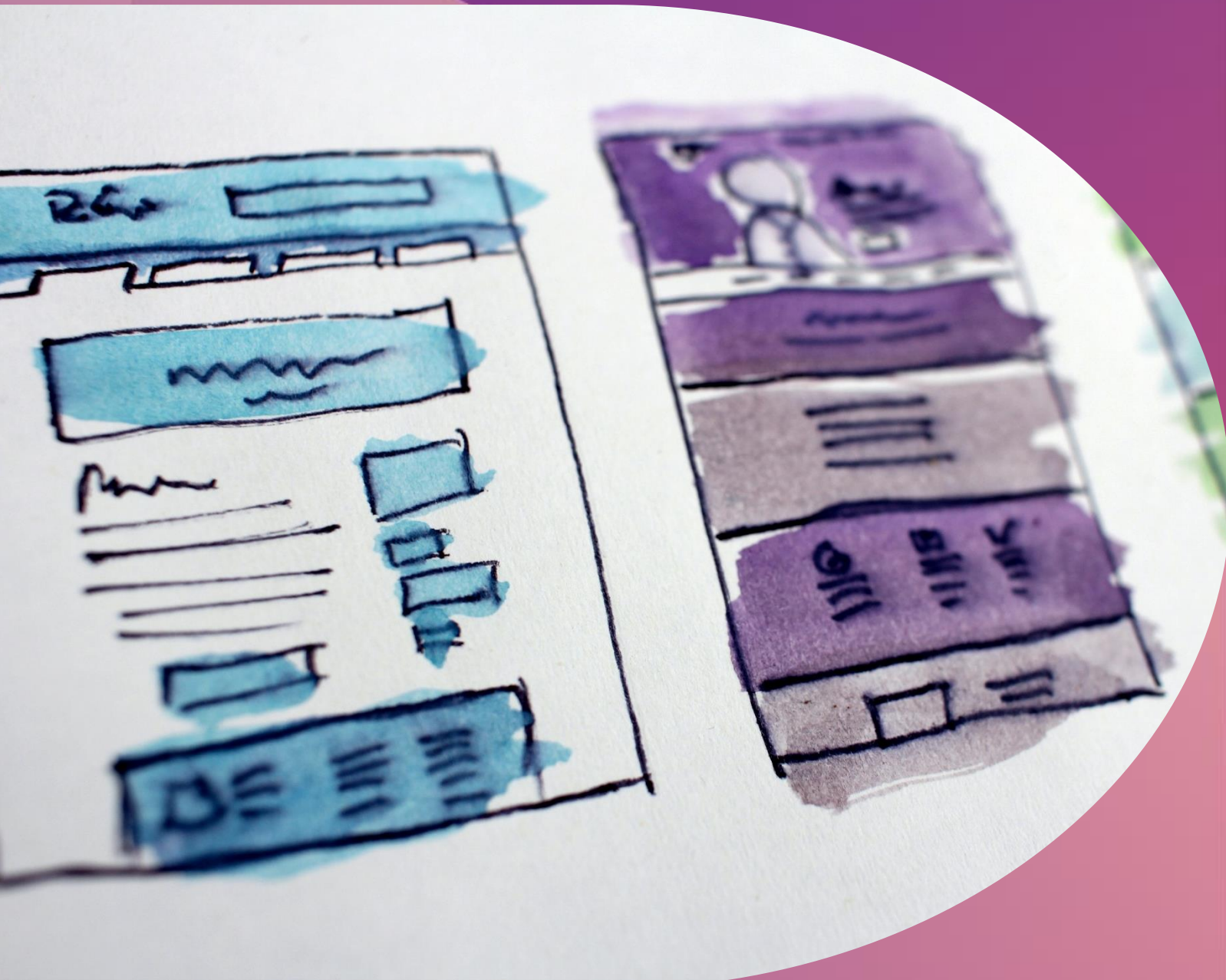
Google Business Profile

- Claim your business location
- Show up on Google Maps when people search in your area
- ASI Local Listings – next session



Frequent Updates & Fresh Content

- If you update your website often with high quality content, search engines will love you for it





Home Page/Content Updates

We'll replace the main banner image and text, apply a preferred vendor list or change the about us text.



Logo Color Matching

Our color options don't match your logo? We'll match it.



Custom Domain

Assistance with domain registration and IP redirects

Design Help

ASI designers are here for you

ESP Presentations

- More than a sales PowerPoint





Over

75%

of adults shop online at
least monthly

Source: [bigcommerce.com](https://www.bigcommerce.com)



ESP Presentations

- Inexpensive way to drive traffic to your website
- Send traffic to your site every time you do a price quote
- Create offers to add to your website/social media
- Control the products and pricing/discounts you want to offer
- Customers can easily interact and order directly from the link

Preferred Vendors

- Criteria
- Benefits



Select vendors with...

History of
excellent
service

Priority
payment
terms or
pricing

Certain
proximity to
shipping
location

Your account
setup already in
place

High
ratings

Worked well
in the past

Benefits of Controlling Vendors

- Choose to show their products alone or ahead of everyone else
- More control over who you're promoting and who you're buying from
- Give your customers a better experience



90%

of people visit a website
first before calling

Source: seositecheckup.com

Excluding Products, Suppliers or Categories



Exclude vendors/products because...

History of
poor service

Long
turnaround
times

Long
distance/
expensive
shipping

Types of
products you
don't want to sell

Low
ratings

Had issues
in the past

Feedback, Please

The ASI Show wants to hear from you!

1. Paper Form

Fill out and submit as you exit.

2. App

ASI Show App

3. QR Code

Use your phone camera to scan the QR code or go to the URL at the bottom of the form:
surveymonkey.com/r/CH_22

THANK YOU!

**Questions?
Product Support
(800) 546-1350 OPTION 2**