



Advertising
Specialty
Institute®



Tips & Tricks for Success

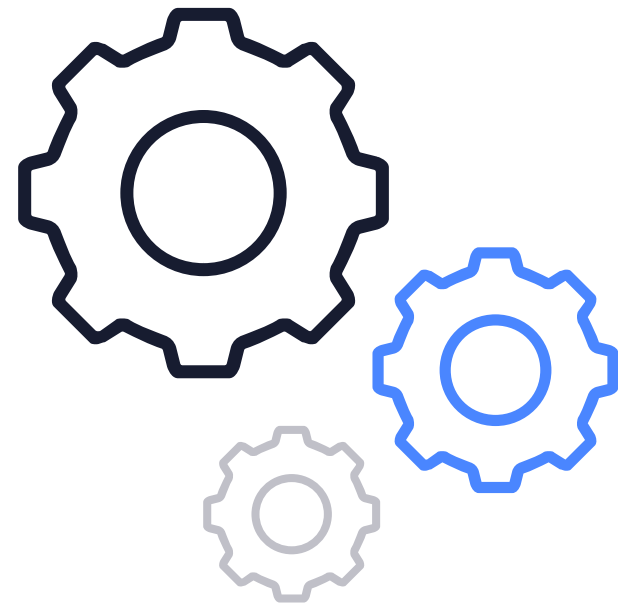
with ESP & ESP Websites

July 2022

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Advertising Specialty Institute

AGENDA

- 01 - ESP product searching tips
- 02 - Popular ESP features and tools
- 03 - ESP Website features
- 04 - Website best practices



ESP

Product Searching Tips

Find exactly what your customer needs!

ESP

Searching Tips

Top sellers

Find what's in-demand with Top Sellers in all the major categories of products.

New suppliers

Access complete supplier contact and rating information from new suppliers.

Product specials

Get the perfect price with discounts like free shipping, free setup, self-promo pricing, EQP and more.

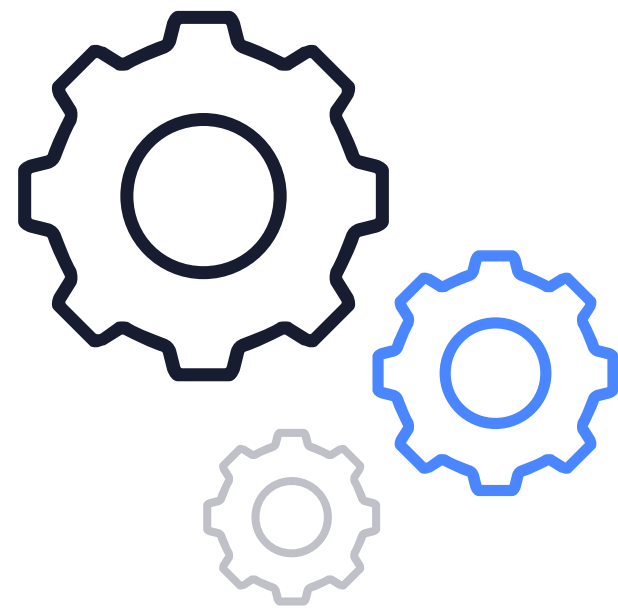
Guided navigation

Narrow down your criteria with nearly 100 search filters, including minority-owned or union-affiliated businesses and products made in the USA.

Live inventory

Connect directly to suppliers' ordering systems so you can see up-to-date and accurate pricing, inventory levels and product info.





ESP

Features and Tools

Manage your business efficiently!

ESP

Features and Tools



Virtual samples

Place your customer's logos on promo product images.



Preferred vendors

Choose to view products from suppliers of your choice.



CRM

Manage customer relationships and stay organized.



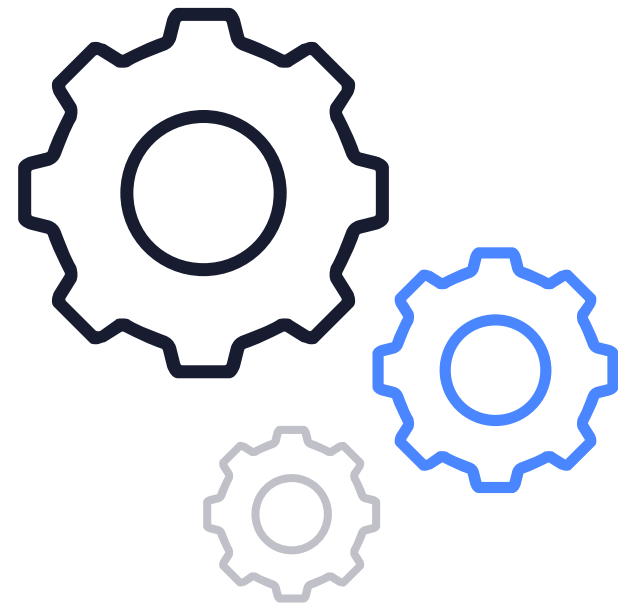
Order tracking

Minimize customer anxiety - provide accurate shipping information to your customers.



Presentations

Build professional presentations with multiple product options, custom design elements and more.



ESP Demo



ESP Websites Features

Your website is your most important marketing tool!

ESP Websites

Advantages

- A website full of promo products!
- An elite shopping experience for your customers –mobile & computer friendly
- Virtual samples make it easy for customers to see their logo on products
- Powerful tools to manage the backend



90% of people

visit a website

before calling



ESP Websites

Design Templates

The splashpromos.com website features a clean, modern layout. The header includes the logo, navigation links, and a search bar. The main hero section displays a man drinking from a sports bottle with the text "SPORTS BOTTLES READY FOR BRANDING" and a "Shop Sport Bottles" button. Below this is a "WELCOME!" section with a coffee mug graphic and a "Read More" button. A "SHOP BY THEMES & EVENTS" section lists various categories like Trade Show, Golf Tournaments, and more. A "THIS WEEK'S FEATURED CATEGORY: COOLERS & CHILL" section highlights several product items. The "PRODUCT OF THE DAY" section features a "Hercules Non-Woven Grocery Tote" with a detailed description and price. The footer contains contact information for Splash Promos, including address, phone, and email.

The unboxed.com website has a vibrant, colorful design. The header includes the logo, navigation, and social media icons. The main hero section features a large illustration of people unboxing items with the text "Unbox Unlimited Possibilities." and a "SHOP ALL" button. Below is a "WELCOME!" section with a "READ MORE" button. A "SHOP KITS FOR:" section lists categories like Employee Appreciation, New Hire, First Aid & Safety, College Recruiting, and Event in a Box. A "HANDPICKED FOR YOU:" section displays a grid of product thumbnails. The "SHOP BY EVENT:" section lists various occasions like Trade Show, Golf Tournaments, and more. The "PRODUCT OF THE DAY" section features a "Bowl True Wireless Auto Pair Earbuds and Power Case" with a price of "\$14.98 and up". The footer includes contact information for ASI Creative Labs.

The cobalt.com website features a sophisticated, high-quality design. The header includes the logo, navigation, and search bar. The main hero section displays a close-up of beer glasses with the text "We've Got Great Promo on Tap". Below is a "WELCOME!" section with a "Read More" button. A "Shop Top Categories" section lists Uniforms, Bar Accessories, Drinkware, and Menu Covers. The "Product of the Day" section features a "Stainless Double Wall Carry Tumbler - 20oz" with a price of "\$9.07 and up". A "Latest News" section includes articles like "As Events Return So Should Promo Products" and "Supply Chain Issues Mean You Should Plan for Q4 Now". The "Featured Products" section displays a grid of product thumbnails. The footer contains contact information for ASI Creative Labs.

ESP Websites

Preferred Vendors



| Select preferred vendors

Highlight your favorite suppliers.

- History of excellent service
- Priority payment terms or pricing
- High ratings
- Proximity to shipping location
- Your account already set up
- Worked well in the past

ESP Websites

Presentations



| Publishing presentations to your [website](#)

- Inexpensive way to drive traffic to your website.
- Create offers to add to your website and social media.
- Control the products, pricing and discounts you want to offer.
- Customers can easily interact and order directly from the link.

Website Best Practices



Your website is your 24/7 storefront. Customers form opinions quickly, so it's important to make a good first impression.

ESP Websites Best Practices



yourbrand.espwebsite.com



www.yourbrand.com

ESP Websites Best Practices

SSL Certificate



<http://www.yourbrand.com>



<https://www.yourbrand.com>

Why is an SSL Certificate important?

- Ensuring a secure connection
- Increasing credibility
- Protecting your information
- Higher site rank on Google search results

ESP Websites Best Practices

Customize Pages

Inspiration



The Power of Promo



Promo Gets Results

Case Studies



Flu Prevention



Fundraisers

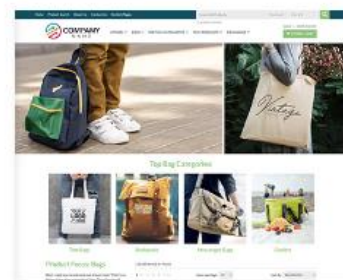


Sports Programs

Product Focus



Apparel



Bags



Drinkware



Golf

- **About Page:** introduce your company and describe your company vision.
- **FAQ Page:** frequently asked questions or getting started links.
- **Meet the Team Page:** photos and bios.
- **Photo Gallery Page:** examples of work you've done.
- **Testimonials Page:** sample of client testimonials, builds credibility and trust.

ESP Websites

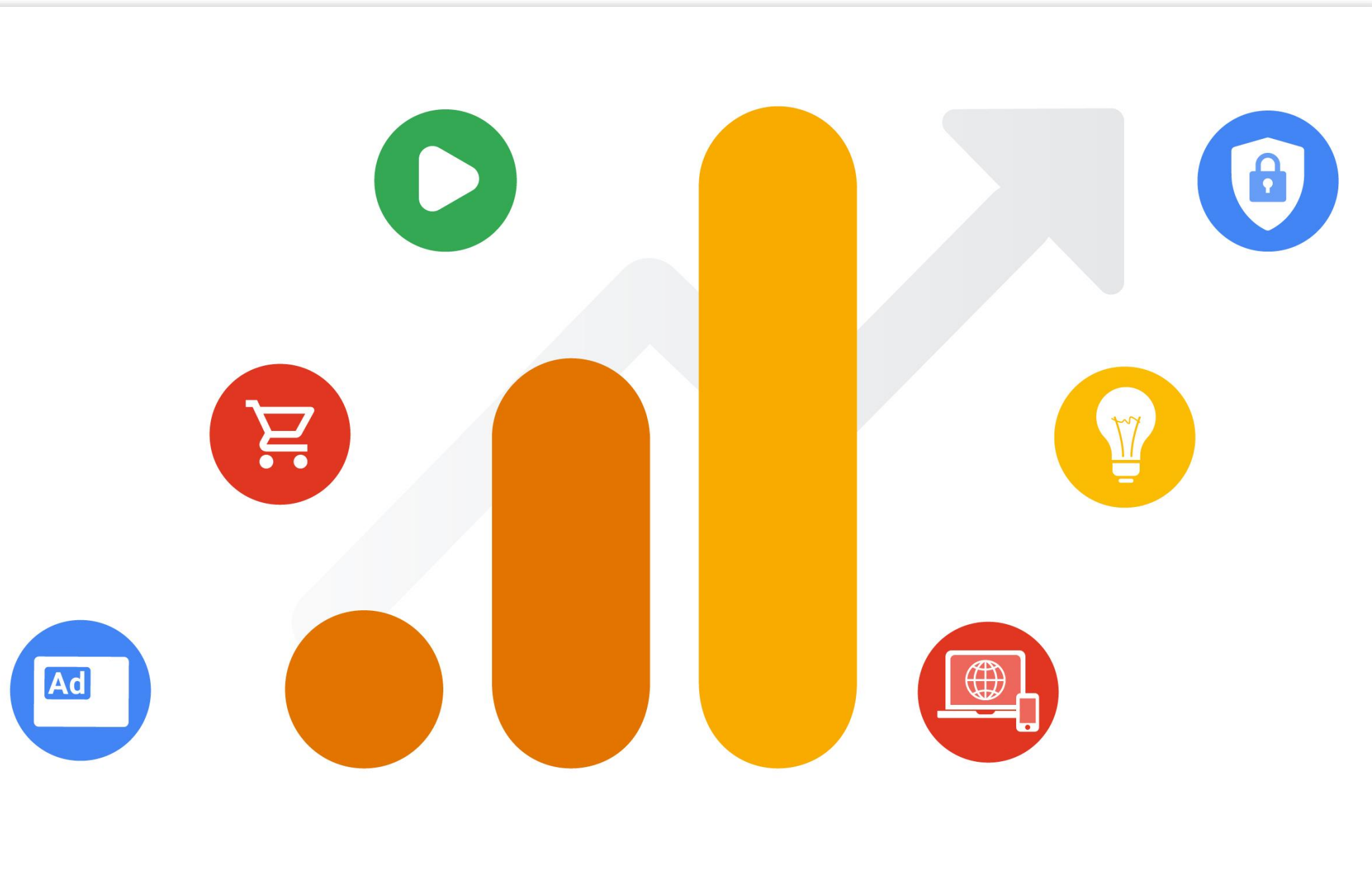
Best Practices

- Claim your business location.
- Show up on Google Maps when people search in your area.
- ASI Local Listings is a great way manage all business directories and data about your business in one place.
 - Visit: go.asicentral.com/LocalListings for more info.

Local Listings/
Google
Business
Profile

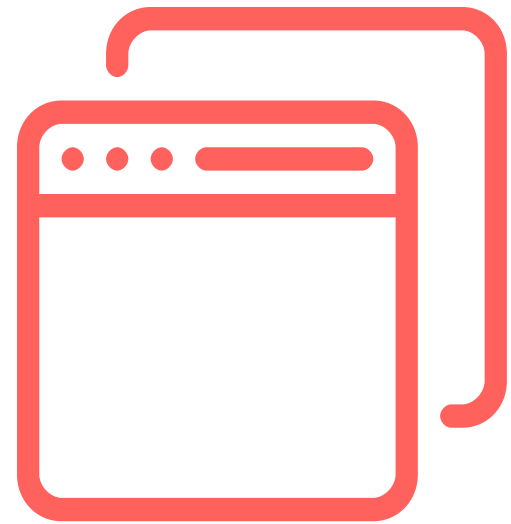


ESP Websites Best Practices



Google Analytics

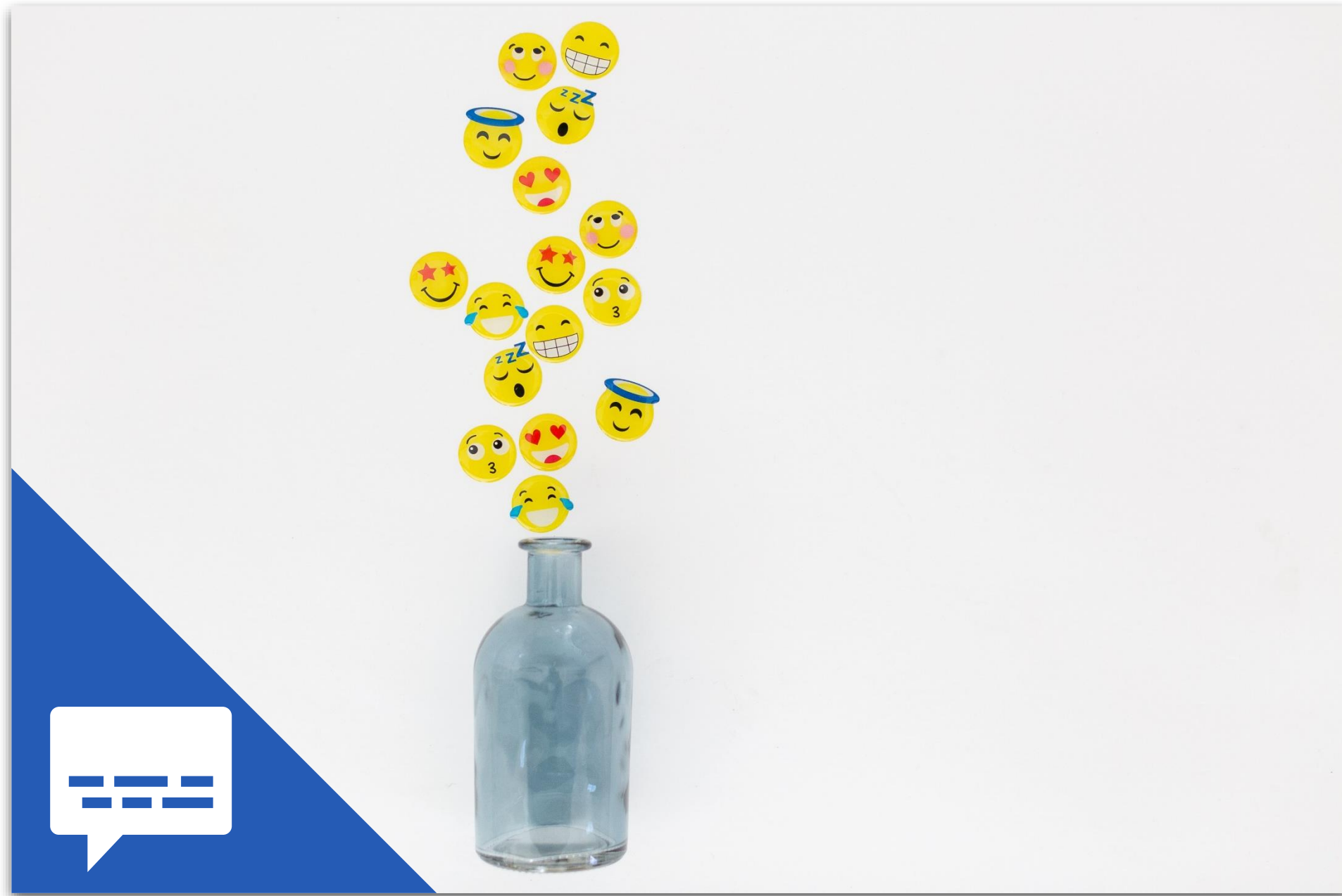
- Gain insight about website visitors, traffic sources, track marketing results and more.
- Add analytics to your ESP Website in website settings.



ESP Websites Demo

Feedback

ASI Show wants to hear from you



1. Paper Form

2. 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](https://www.surveymonkey.com/r/CH_22)

3. App

ASI Show App



Thank You!

Questions?

Technical Product Support



(800) 546-1350 OPTION 2

Monday – Friday, 8AM – 8PM