



**BUILD THE
PERFECT
SITE FOR
YOUR
BUSINESS**

Joan Miracle
Executive Director, Corporate Accounts

with **esp**websites™

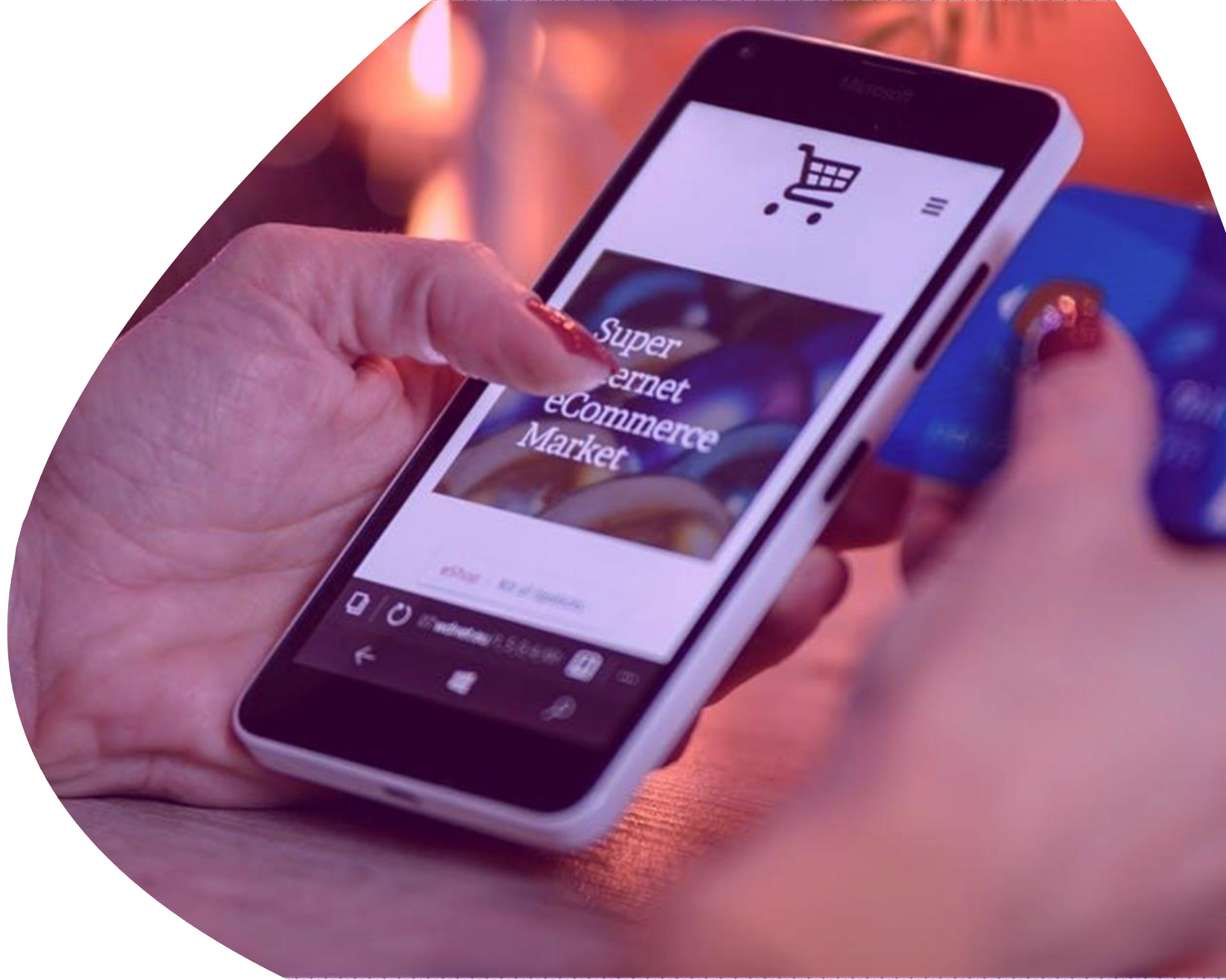
Agenda

- ✓ The Importance of Branding
- ✓ Finding Your Design
- ✓ Digging Into an ESP Website
- ✓ How To Leverage Your Website

Download this presentation at
promotionalmiracle.com

69%

of adults
shop online
at least
monthly





Branding

Look Like An Expert From
The Start

A man in a pinkish-red suit, light blue shirt, and dark tie stands on a balcony with a metal railing. He is looking down at his hands, which are clasped in front of him. A speech bubble icon is positioned above the text. The background is a blurred view of a building and a sky.

Consumers will correlate your
online representation with the
quality of products and services
you offer



PHILADELPHIA ARCHITECTS AND BUILDINGS

- Home
- About the Project
- Participating Institutions
- Send Us Feedback
- Subscribe to PAB

SEARCH

- Projects / Buildings
- Architects
- Locations
- Collections
- Published Sources

OUR PARTNERS

- The Athenaeum of Philadelphia
- University of Pennsylvania Architectural Archives
- Philadelphia Historical Commission
- Pennsylvania Historical and Museum Commission

PHILADELPHIA ARCHITECTS AND BUILDINGS

A PROJECT SUPPORTED BY THE WILLIAM PENN FOUNDATION

Search the Database

As of April 12, 2017, the American Architects and Buildings database contains more than 266,587 projects and buildings, 26,576 architects, engineers and contractors, and over 147,230 images.



Buildings

Building histories and related information



Architects

Biographies and research information for architects, designers, builders, etc.



Locations

Search or browse by location or browse by city street

Login to "My PAB"

If you don't already have a username and password you can [register](#) for one. Registration is free!

Philadelphia Architects and Buildings is a part of the **American Architects and Buildings** database.

Philadelphia Architects and Buildings, part of the American Architects and Buildings database, provides authoritative information on three centuries of Philadelphia buildings and designers, incorporating data and images from the collections of more than 25 Philadelphia-area repositories. The database is added to and amended daily, and additional building and biographical information is welcomed through our user feedback page.

HOME

ABOUT DAS

YEAR IN REVIEW

PORTFOLIO

CLIENTS

STUDIO : DAS

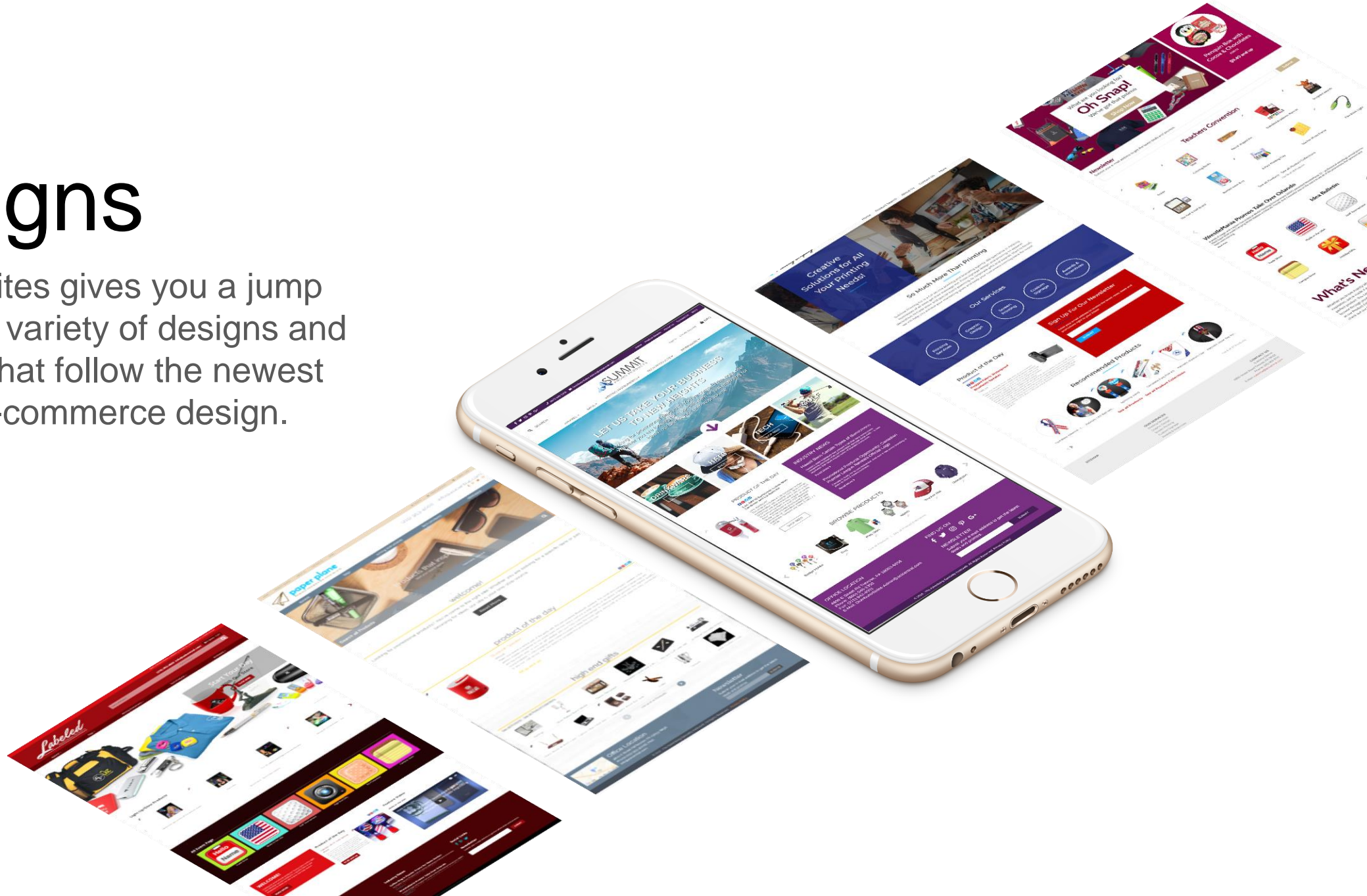
BLOG+NEWS

CONTACT

**DESIGN
INSPIRED
BY LIFE**

Designs

ESP Websites gives you a jump start with a variety of designs and color sets that follow the newest trends in e-commerce design.



FREE DESIGN HELP

Our Designers Are Here For You

01

LOGO COLOR MATCHING

Your logo doesn't match one of the color palette options? We'll match it.

02

HOME PAGE UPDATES

We'll replace the main banner image and text with those of your choice

03

CUSTOM DOMAIN

Get assistance with domain registration and IP redirects

04

UPDATE CONTENT

Want to apply a preferred vendor list or change the about us text? We'll help.

FREE DESIGN HELP

Our Designers
Are Here For You



Oh Yes!
IT'S
FREE

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Assistance with domain registration and IP redirects

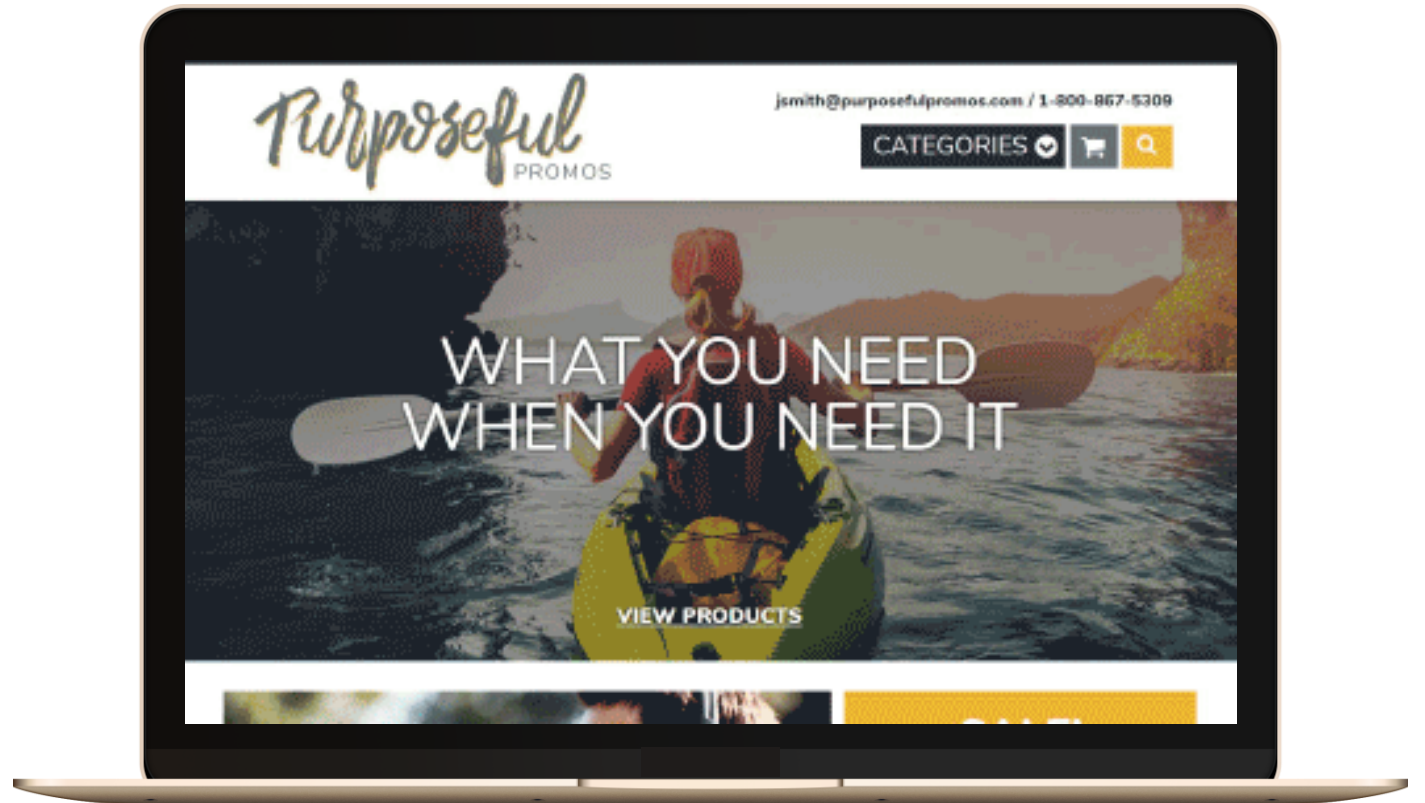
04

UPDATE CONTENT

Want to apply a preferred vendor list or change the about us text? We'll help.

Not enough?

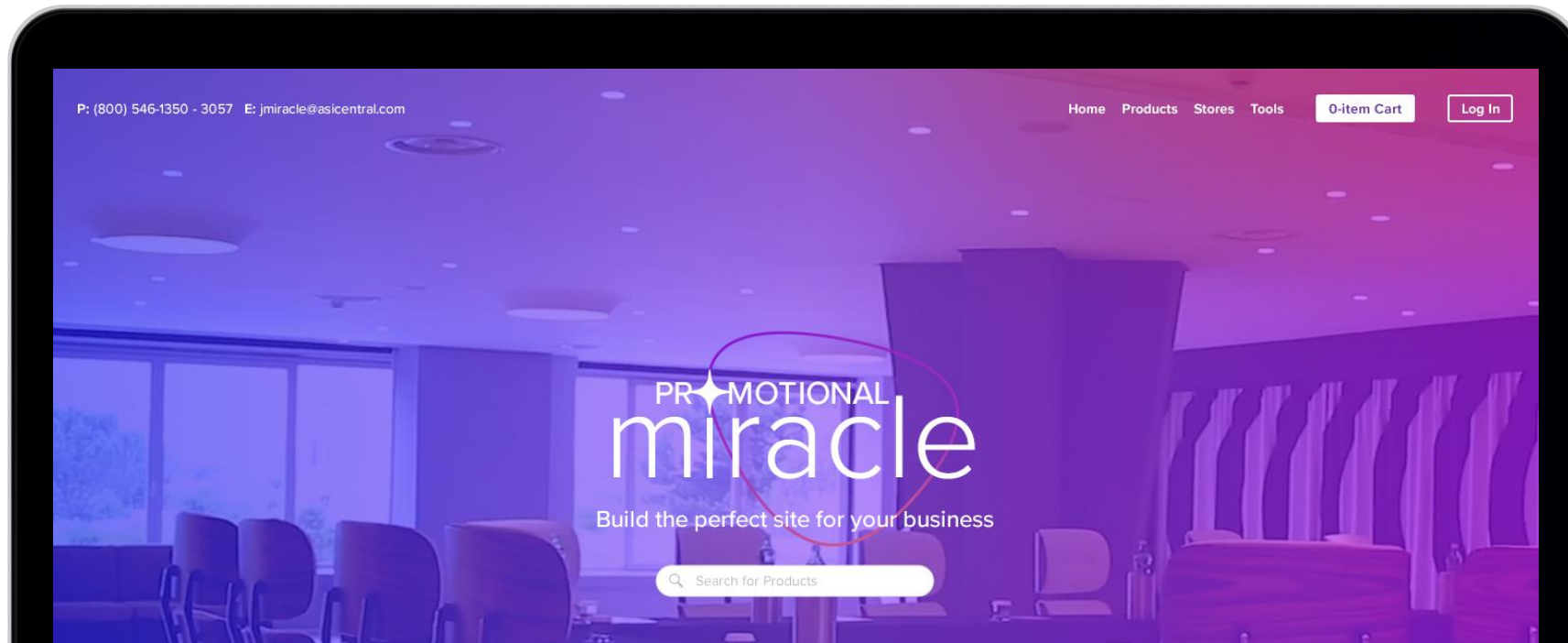
You dream it, we build it



Let's see a real ESP Website in action

Auto-update, product of the day, product collections, case studies, event planners.

Price adjust, custom products, preferred vendor and content control, display options, e-commerce and markups, SSL





What else can you do with your website?



FOR WHEN YOUR CUSTOMERS ARE JUST WINDOW SHOPPING

When the customer requests information with the **Request Info button**, the results are automatically stored as Prospects in your CRM

FOR WHEN YOU HAVE A LABOR DAY SALE

With **ESP Presentations** you can create offers to add to your website. Control the products and pricing or discounts you want to offer and customers can order directly from the link.





FOR WHEN YOU FEEL LIKE SHARING

1/3 of online shoppers use social media channels to browse for new products.

You can **share products on Facebook** from your ESP Website to capture this market.

FOR WHEN YOU WANT TO KNOW WHAT YOUR CUSTOMERS ARE SEARCHING FOR

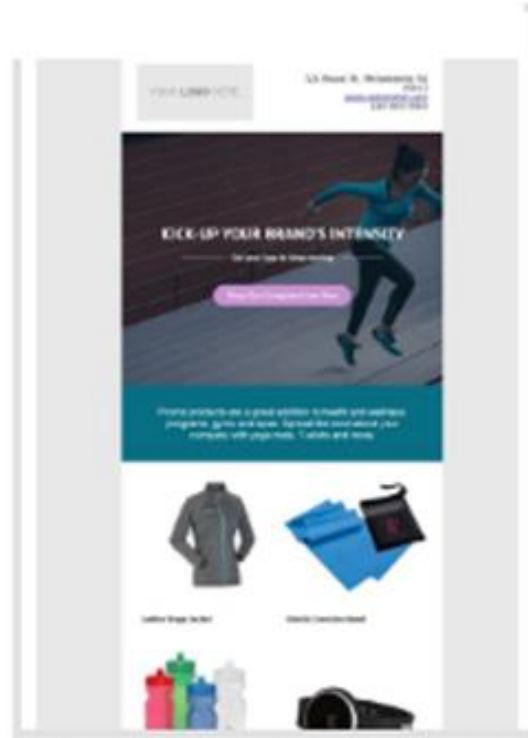
Use the **Visitors Activity Report** to see what prospects are searching for on your site and send them one of the pre-design marketing emails on that theme from ESP.



FREE Setup/Shipping
on Double-Ended
Lanyards+Neck Wallets!



Give popular holiday
reward cards!



Health and Wellness



Holiday Gifting



Your website
is the face of
your business





August 8, 1 pm ET

Webinar

Some things
I'll cover...

1. Publish presentations to your website
2. Changing product of the day
3. Picking preferred vendor
4. Exclusions

Register here: bit.ly/perfect_site

Thanks!

Questions?

JMiracle@asicentral.com

Visit ASI Main Booth

Contact support at:

1-800-546-1350 OPTION 2

Support@asicentral.com

