

# CONTENT MARKETING

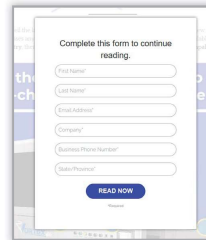
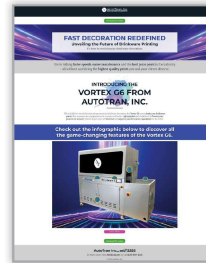
There's no better long-term strategy for building relationships, creating brand awareness and getting eyes on your products than content marketing. The revamped Enterprise Package provides industry-leading content creation with the added benefit of choosing your audience distribution.

Investment: **Only \$4,645**

Increase Audience Reach With Both ASI & PPM Audiences  
Rate: **\$6,505**

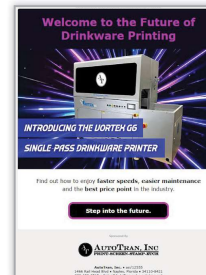
## CUSTOM CONTENT ASSET

Our writers and designers will work with you to create an interactive online content piece that educates distributors and subtly shares info about your company, products and services. This content is gated, meaning users must fill out a form to read the content.



## GATED LEAD-GEN FORM

Contact details will be delivered to your inbox in real time – allowing for immediate follow-up sales opportunities with interested distributors.



## CONTENT MARKETING EMAIL BLAST

Delivered to an audience of 35,000+, this email will drive distributors directly to your content and lead-gen form.

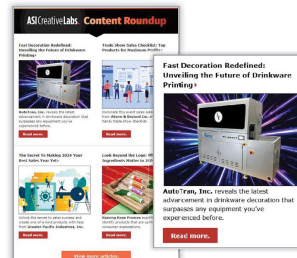
## 2ND CONTENT MARKETING EMAIL SEND TO NON-OPENS

Send a second email to non-opens of the first send using a different subject line to encourage more distributors to view your content.



## 1X E-NEWSLETTER AD

A tile ad will appear in one of our e-newsletters, promoting your content and linking to your lead-gen form.



## 1X INCLUSION – CONTENT ROUNDUP

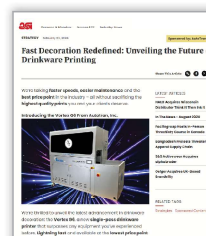
Your content will be included in our Content Roundup email, generating additional views.

This ad spot includes:

- A short description about your content.
- A relevant image.
- A link to your content and lead-gen form.

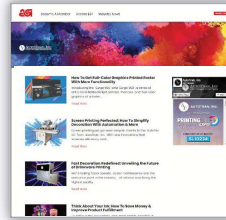
## WEBSITE STORY PAGE

You'll receive a dedicated website page presence with an intro to your content. Prospects will click a link and be directed to the lead-gen form to learn more.



## DIGITAL LIBRARY ON WEBSITE

Once your Story Page is complete, we'll create a website post dedicated to your business, listing links to all your content pieces.



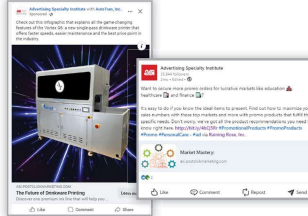
## MAGAZINE SPONSORED EDUCATION (QUARTERLY)

Get custom educational content in an editorial format (identified as Sponsored Education) placed in Counselor® Magazine.



## FACEBOOK AND LINKEDIN OFFERING

ASI® will promote your content and link to your lead-gen form with a LinkedIn post and a Facebook paid ad.



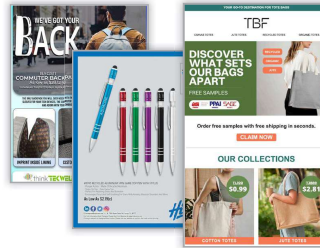
## REPORTING

Our Content Marketing Custom Analytics Dashboard gives you access to your content performance and information about email opens and clicks, web traffic and other important metrics.

Campaign Name	Total	Average	Follow-up Side Call	January 2023 Campaign
<b>DECEMBER</b>			5/28/2023	5/12/2023
Day Of The Week			Tuesday	Thursday
Time			2:00 PM	7:00 AM
Subject			Thank you for your order	Thank you for your order
Profile View	82,411	41,206	41,207	41,206
Open	10,349	5,175	5,176	5,175
Open %	12%	12%	12%	12%
Click	4,871	2,436	2,437	2,437
Click %	6%	6%	6%	6%

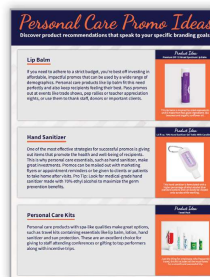
## CONNECT™ ESP SEARCH EMAIL SEND

Send emails to a generated list of distributors who searched for a specific category in ESP® within a certain time frame (7 days up to one year).



## SINGLE-PAGE, END-BUYER-FRIENDLY CONTENT PIECE

Present clear, visually engaging information tailored to your end-buyer by highlighting relevant product details and benefits to make their decision-making process straightforward and efficient.



Our content marketing services offer custom content and distribution channels to maximize brand and product exposure. With our newly revamped content marketing packages, you can choose your audience distribution through our integrated outlets, significantly increasing your reach and visibility.



### Choose Your Channel Distribution:

COUNSELOR

EMAILXPRESS

ASICENTRAL.COM

print & promo marketing  
ppm HEADLINES

ppm print & promo marketing  
WEBSITE & MAGAZINE