

 Education *at The ASI Show!*

ESP Online Secrets for Suppliers

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Goal

- Increase your products views in ESP Online
- Increase products added to presentations in ESP Online
- Increase your sales

Agenda

- ESP Online search information (5 minutes)
 - Important Statistics
 - Most popular searches
- Maximizing your content (12 minutes)
 - Review of the search fields
 - Keys to increasing results
- Driving traffic to your products (2 minutes)
- Summary (3 minutes)
- Q & A (5 minutes)

ESP Online

- Over 30,000 users
- Over 2,000,000 searches per month
- 800,000 products
- Proven Success

Although it is nearly impossible to qualify how every distributor came to use BamBams as one of their suppliers, we have done research that suggests that we get 4 times the return on investment from ESP Online as compared to other online media. We have many documented success stories where some of very best and loyal distributors originally found us while searching on ESP Online.

Dan Taylor, President BamBams, LLC

Top Searches

Categories

- PENS
- BAGS
- TOTE BAGS
- SHIRTS
- USB/FLASH DRIVES
- MUGS & STEINS
- MAGNETS
- BOTTLES-SPORT TYPE
- T-SHIRTS
- LANYARDS
- CAPS & HATS
- AWARDS
- MUGS & STEINS-CERAMIC
- KEY HOLDERS
- TRAVEL MUGS/CUPS
- STRESS RELIEVERS
- BOTTLES
- ENVIRONMENTALLY FRIENDLY PRODUCTS

Words

- PEN & PENS
- TOTE
- GOLF
- WATER BOTTLE
- LANYARD
- MUG
- BAG
- COOLER
- RECYCLED
- MAGNET
- UMBRELLA
- BASEBALL
- ECO
- USB
- LANYARDS
- BOTTLE
- WATER BOTTLES
- TOTE BAG

Top Search Fields

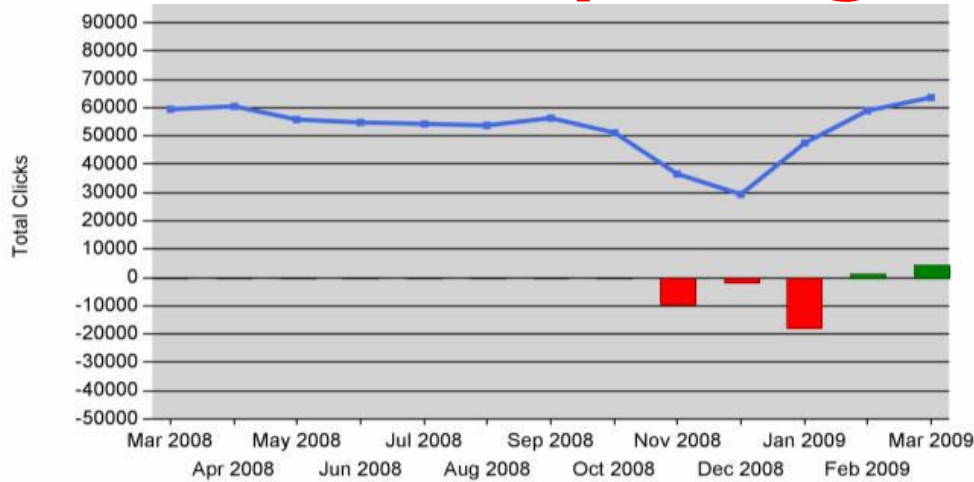
- Wordsearch
 - 60% of searches
- Category
 - 16% of searches
- Price
 - 7% of searches
- All other fields
 - ~1% to 2% each
 - Represents 25,000-30,000 searches each month







Top Selected Sort Options

- Price
- Ratings

Be sure you have good ratings and reasonable prices

Performance Reporting



Top 5 Product Detail Clicks		Top 5 Products in Client Folders		Top 5 Products in Centerstage Presentations	
Product	Clicks	Product	Clicks	Product	Clicks
	1,225		167		175
Prod. # SAMPLE		Prod. # SAMPLE		Prod. # SAMPLE	
	994		167		169

Improving Your ESP Online Listing

- Review at least every 6 months
- Ensure overall accuracy of information
- Ensure information represents the product well enough to be “found”
 - Data is pulled directly from your catalog
 - Enhance your listing by providing additional information in Excel

Field Review

10



Zippered padfolio. Front pocket 3 front cover business card holders. Interior includes 2.25" x 4.25" calculator, documents pocket, elastic pen loop, mesh ID window, 3 business card holders, mesh Smartphone / blackberry holder, and 4 USB memory drive holders. Includes 8.5" x 11" notepad.

Product #: 6745-10

Production Time: 5 days

Rush Time: 1 day

Catalog Date: 2009

[Create Virtual Sample](#)

Quantity	24	100	150	250	400
Price	\$22.56	\$21.62	\$18.80	\$16.45	\$15.66
Cost	\$11.28	\$10.81	\$10.34	\$9.87	\$9.396

(2PQ2R)

Price subject to change without notice, please verify with supplier. [Click HERE to report a price discrepancy.](#)

Category: PAD FOLIOS
Material: Ultrahyde
Size: 10" x 12.75" x 1"
Color: Black

Pricing

- No price listed will result in fewer views and lower rank
 - Items will rarely be added to presentations
 - Alternative suppliers will be used
 - These are referred to as QUR (Quote Upon Request)
- Correct price and charges
 - Honor prices, distributors have a long memory
 - Compromise with distributors if there is a misunderstanding
- Weekly updating of prices via an Excel sheet is available for suppliers with pricing that fluctuates
- You are responsible to keep your prices and products accurate and honor prices you have listed.

Confirmed Accurate



- Distributors prefer to work with suppliers who use the confirmed logo
 - Increases their willingness to include items in Center Stage
 - Eliminates a call to verify pricing & information
- Easy
 - Log in and confirm all information
- If you have the logo and do not honor your pricing, **you will not be allowed to use the logo**
 - Resulting in lower click through rate for your products

Categories

- Just under 2,000 total categories
- When categories are used
 - Too many results from keyword searches
 - Brainstorming
 - Difficult to describe products
- Most appropriate category
 - 1 category required for all products
 - 2 allowed
 - More on exception basis.
 - Searched 16% of the time
- New categories added to ESP Online based on demand from distributors
 - If it isn't being searched in wordsearch, they won't usually search for a category

Supplier Category Report

ESP Online® Categories for 12345 - Sample

Item #	Category	Product Count	% of Total Products	Est. Monthly Impressions
<input type="checkbox"/>	ANTIBACTERIAL PRODUCTS**	Total 5	0.5%	1,662
<input type="checkbox"/>				
<input type="checkbox"/>	Business Cards-Miscellaneous	2	0.1%	86
<input type="checkbox"/>	BUSINESS CARDS	Total 2	0.1%	2,583
<input type="checkbox"/>	CALCULATORS	Total 1	0.0%	4,654
<input type="checkbox"/>	CANDLE HOLDERS	Total 2	0.2%	242
<input type="checkbox"/>	CANDLES	Total 8	0.6%	1,121
<input type="checkbox"/>	Candy-Chocolate	89	1.3%	832
<input type="checkbox"/>	Candy-Hard Type	32	2.9%	123
<input type="checkbox"/>	Candy-Mints**	72	3.7%	668
<input type="checkbox"/>	Candy-Miscellaneous	18	1.0%	114
<input type="checkbox"/>	CANDY**	Total 211	1.8%	5,997

Images

- Distributors make decisions by glancing at images
 - Need to be able to identify product at a glance
 - Swatches show multiple colors
- Bad images
 - Do not get added to presentations
 - Reflects on your overall quality
- Logo clarity
 - Important to highlight logo as well
- Digital images
 - Digital images display better than scanned images
- Catalog PDF
 - Provide your PDF catalog for best quality and fast turnaround

Additional Criteria

- Important for decision making, not just searching
 - Usually when used for searching, results are very relevant to the user resulting in higher conversion
 - As with all fields, if it is not stated in your catalog, it will not be entered
- These fields are also searched in wordsearch
 - Sometimes it is important to identify in the color field
 - For example, a search for RED also finds **imprint colors** of RED
- **Color**
 - Creative names are nice for display but not for searching
- **Shape**
- **Material**
- **Size**
 - More often used for display as opposed to searching
 - Searched more often for drinkware sizes, shirt sizes, usb drives
- **Production time**

Product Summary

- Shown on summary & tile view
 - A short sentence of what the product is
 - Up to 84 characters
- Shown on Logomall
 - If a trade name exists for a product, it will be displayed first
 - If the product is displaying multiple times (same product, slight variation), the reason for the slight variation is shown next

Descriptions

- 60% of all searches
- Description used directly from your catalog
 - Bad
 - 12 oz two tone latte ceramic mug
 - Good
 - Black exterior matte 12 oz. tea or latte ceramic coffee mug with color interior. Great for home, office, corporate events, holiday gifts. Great logo visibility on a useful and appreciated promotional item

Descriptions -- Examples

- Bad
 - Tote bag is made of 12 cotton canvas and features strong cross stitched cotton webbed handles with choice of color. It's the perfect book bag.
- Good
 - Colored budget tote bag made of eco-friendly biodegradable 5 oz. 100% dyed cotton. This bag has 28" long shoulder length self material handles. It is perfect for school fundraisers, convention show giveaways, just about any of your promotional needs. Please specify color code when ordering.

Descriptions -- Examples

- Bad
 - Ultra slim book light with white LED light. AAA batteries included, (not inserted).
- Good
 - Venture into sales success with the help of this handy LED book light. The Venture LED book light is slim, sleek and light weight which makes it convenient for traveling. Press the lamp head button and it will light up automatically. Can also be used as a bookmark. Batteries included: 2 CR2032 (replaceable).

Descriptions

- Include describing what is obvious, remember people cannot see your picture in most cases until they search for it
 - Book light – Add *bookmark*
 - Can cooler – Add *insulate* or *insulated*
 - Coffee cup – Add *tea, mug*
 - Lanyard – Add *id, badge holder*
- Suggestions:
 - Ask distributors & staff what words people would use to search for your products
 - Use ESP for suppliers to type in words and see if the products you expect come up

Descriptions

- Well written copy
 - Searched but also used in presentations
 - If keywords need to be added but don't make the copy, use hidden keyword option
 - Limited space
 - No need to repeat words (trade show; shows; tradeshow)
 - Field is monitored as are all fields, abuse will result in no keywords used
 - You can send us an excel sheet with additional words you want added
 - Be sure to include the product # as it appears in ESP Online

Increasing searches for your items

- Increase searches for your items:
 - Just having the item in ESP won't make it found.
 - Consider advertising
 - New product showcase
 - Event planner
 - Banner ads
 - Product spotlights
 - Email express
 - Pay for Placement
 - Shows
 - Counselor
 - Etc
 - Special offers are searched nearly 20,000 times a month and often help drive traffic as well as encourage users to look at the item.
 - Send specials to specials@asicentral.com

ESP Online Advertising



- Banners help drive traffic at a very low cost
 - Search screen ads do not require relevance
 - \$15-\$25 per 1,000 views



ESP Online Top Listing (pay for placement)

- Guarantees top spot visibility for keywords and categories
 - Relevance required
 - \$200-\$250 per 1,000 times your product(s) are included in the sponsored spot

Your search found 1,328 products

Summary View							Tile View		Product Detail	
Item	Image	Supplier	Product #	Category/Description	List Price	Net Cost				
1		asi/98289 Clik Clak Co/World Pkg . ★★★★★ (2)	201	Candy-Mints Unique tin with cool mint candy filling.	250 @ \$2.05	250 @ \$1.23	Sponsored Link			
2		asi/44900 Chocolate Inn LTD ★★★★★ (43)	Poker Chips D	Candy-Chocolate; Candy-Mints Foil wrapped dark mint chocolate poker chips.	1 @ \$380.00	1 @ \$228.00	Sponsored Link			
3		asi/93098 Up North Basket Co Not Available	1707	Candy-Chocolate; Candy-Mints; .. Thanks a Million - Gift basket with London mint chocolate mint dollar bill,	1 @ \$44.99	1 @ \$26.994	Sponsored Link			

Summary

- Check your ESP Online listing every 6 months
- Wordsearch is the most popular search field, spend time on your descriptions and use alternative words to ensure you are found
- Images matter
- Pricing is critical
- Use advertising to drive awareness

Action Plan

- Log into supplier ROI and look at your traffic
- Log in to ESP Online for suppliers and review your products for accuracy
- Confirm current
- Identify top 20 most important products in 2009 & focus on optimizing them first
- Make changes by uploading an excel sheet with your changes at www.asicentral.com/espupdate
- Set up an advertising campaign to improve results
- Measure your improvements using the supplier ROI tool

Questions?



Thank You!

Dale Denham, Senior Vice President

- **Questions related to your ESP Online listing**
 - Upload catalogs, new prices or review specifications at www.asicentral.com/espupdate
 - Contact espupdate@asicentral.com or 215.953.4377