

BUILDING A BETTER BUSINESS WITH GOLD BOND

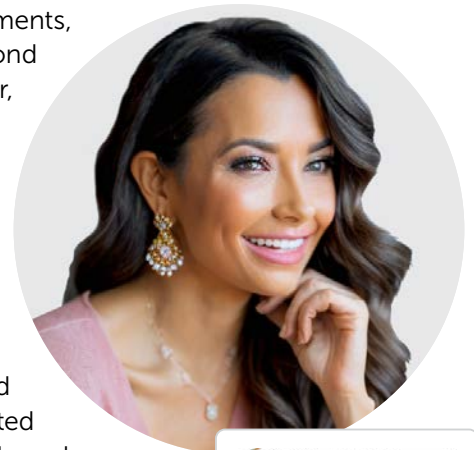
Discover how leveraging business tools, making smart decisions and staying close to your community can set you up for lasting success.

INTRO

Success doesn't happen overnight, and Gold Bond (asi/57653) is no stranger to hard work. With 80 years of experience in the industry, Gold Bond is not only a recognized industry name, but an established partner for hardworking distributors. They started as a pencil printing company, shaving, painting and decorating each pencil to meet their customers' needs. In the past 80 years, they have pivoted and grown into a promo supplier that offers a diverse portfolio of products with a philanthropic edge. Whether it is writing instruments, drinkware bags, golf accessories or just about anything else in between, Gold Bond is ready to help. We sat down with **Britney Godsey**, the Chief Revenue Officer, to get a better understanding of Gold Bond, their roughly 200 dedicated team members and their overall mark on the promo industry.

"Gold Bond has a long-standing relationship with ASI® ... we consider it an essential platform for us to connect with different distributors."

Britney has been in the promo industry for roughly 15 years, and when she joined Gold Bond to take their marketing to the next level, they had already been partnered with ASI. When asked about the relationship between ASI and Gold Bond, she noted that as much as it is about the tools that ASI offers, it is also about the immense help and attentive coordinators that makes the membership worthwhile.



THE POWER OF TOOLS

Gone are the days of having to do everything manually and on your own. And although the craft and skills are admirable, why not accept help if it's there? Gold Bond understood the power of leveraging the tools available to them and dove headfirst into the world of ESP®. Godsey notes that their target audience is mostly Gen-Z and millennials, making the digital nature of ESP and ESP's marketing tools a reliable resource for Gold Bond.

"The tools are robust. Resources are fantastic. ESP helps us align perfectly with our target audience."

"It's the Google of our industry."

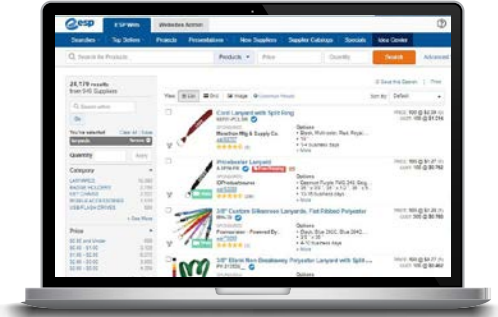


THE POWER OF ESP

When it comes to ESP there are some home runs for the Gold Bond team. Running email campaigns and pay for placement positions are among the top tools. Godsey sites Gold Bond's use of ESP's marketing tools to directly reach distributors they would otherwise be unable to engage with. Becoming a top supplier doesn't happen by sitting back and waiting – it requires reaching out to potential customers and meeting their needs.

THERE'S SPACE FOR EVERYONE

Pay for placement doesn't just put you in any generic spot of ESP. It puts you at the top. "ESP's Pay for Placement is a unique marketing opportunity created exclusively for suppliers to target distributors who are searching in ESP. Secure one of only nine top spots in a product category and reach an immediate and engaged audience with every search. You're also able to target distributors by location so you can reach distributors in a specific country, state or zip code. Pay for Placement gets you there first."



"We also do [ESP] pay for placement. I would probably say this brings in the most amount of traffic. It's the most relevant type of advertising that we do."

ESP IS THE KEY TO STRONG RELATIONSHIPS

"Yes, philanthropy is one of our central values. We have a collection of products that's called the Green Gallery collection that promotes eco-conscious products and living."

Despite Gold Bond's busy schedule and constant update of marketing and products, they've managed to also put the work in philanthropically. Gold Bond specifically highlights eco-friendly options in their "Green Gallery" collection. Every purchase bought from this collection results in an automatic donation of trees back through One Tree Planted to aid in urban reforestation in the United States.

Gold Bond also works with national and local community programs such as the Children's Advocacy Center, specifically their Chattanooga location. They work by helping with golf tournaments, community events and other related events.

**1.2+ MILLION
PRODUCTS IN ESP**



**35,000
DISTRIBUTOR
LICENSES**



**2.5 MILLION
SEARCHES
PER MONTH**



When you look at Gold Bond's history, it's not shocking that they've managed to make the best decisions in and out of the boardroom. 80 years in, it's natural that they've leveraged their ASI membership and the tools that come along with it to meet every business need. Whether it's their close connection with their ASI coordinators, the power of ESP management and marketing tools, or the sheer strength of their team, Gold Bond has created a business plan and strategy that is sure to last for years.

Explore the ASI membership benefits Britney talked about and more.

Explore Now

