

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.

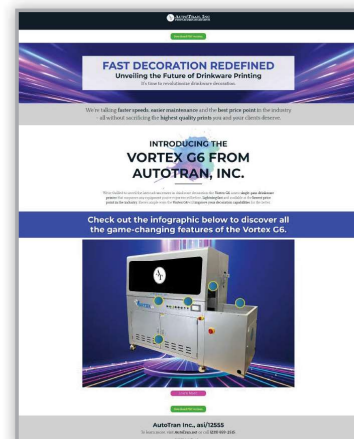
Investment: **Only \$3,750**

Increase Audience Reach With Both ASI & PPM Audiences

Rate: **\$5,250**

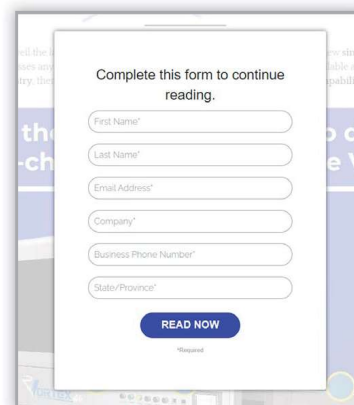
CUSTOM CONTENT ASSET

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.

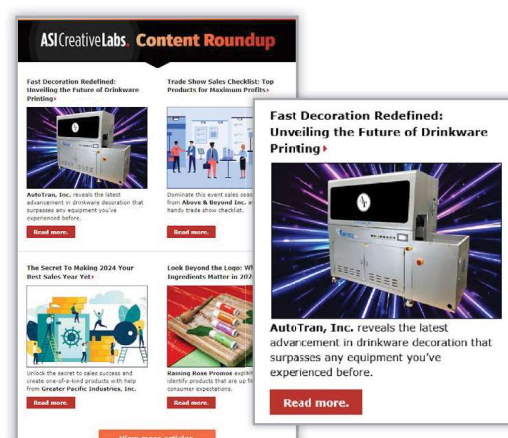


1X INCLUSION – CONTENT ROUNDUP

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

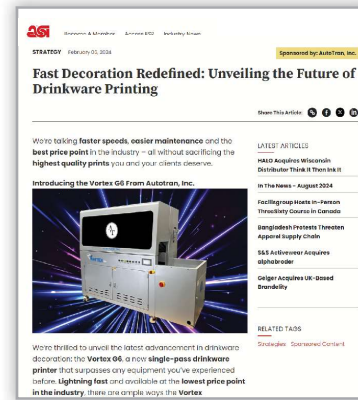
This ad spot includes:

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



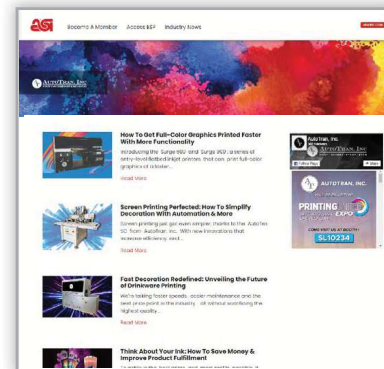
WEBSITE STORY PAGE

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.



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.

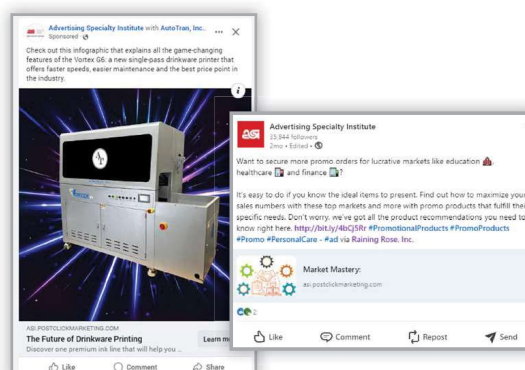
Content Marketing Campaign Stats Report
February 2020

THE DATA CONTAINED IN THIS REPORT IS PROPRIETARY AND CONFIDENTIAL INFORMATION OF ASI AND MAY NOT BE DISCLOSED OUTSIDE YOUR COMPANY.

Campaign Name	Totals	Average	February 2020 CAM Campaign	January 2020 Campaign
ONE EMAIL				
Date			2/18/2020	1/2/2020
Day Of The Week			Tuesday	Thursday
Time			2:00 PM	7:00 AM
Subject			Your clients need your help.	Don't Let Minimums Affect Your Business Anymore
Emails Sent	82,611	41,306	42,267	40,344
Open	10,346	3,173	3,644	4,702
Open %	12%	8%	12%	12%
Unique Open	8,821	4,425	4,824	3,877
Unique Open %	11%	11%	11%	10%

FACEBOOK AND LINKEDIN OFFERING

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



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