

TAKE A WALK IN HIS SOCKS – UNDERSTAND HOW SOCKRATES CLIMBED THE PROMO LADDER

Discover how focusing on product quality, up-to-date information and always pivoting can launch your business to the top of the promo industry.

INTRO

Sockrates has grown immensely in the promo industry over the last decade. With immense determination and ASI's targeted email tools, ad spots and expansive industry connections, Sockrates has strategically worked their way to the top of the industry. Samuel Moses, founder and CEO of Sockrates, found inspiration in an Italian men's accessory store while visiting New York City. Moses became determined to bring high-quality and customizable socks to the market, starting with the traditional route: a brick-and-mortar store. When the store suffered from a flood due to neighboring construction, his sales were sidelined.



"We have an amazing relationship with ASI® and are always seeking the next great partnership through their network."

Moses refused to be beaten, so he took Sockrates digital with the help of his store manager, scaling his business. He saw the potential of custom branding but knew he needed the right tools and knowledge to build this new business – so Moses turned to ASI. He saw an opportunity to work with ASI and gain exposure to distributors all over North America. He knew it would be the start of something great and they haven't turned back since. With the pivot to online only, customers now range from Fortune 500 companies to major markets worldwide. The sock industry is constantly pivoting and expanding and with Sockrates at the helm and ASI to support, this is just the beginning for success.



"Seven years ago we did 10-15 orders a month in North America, now we expect 250-400 orders a month worldwide."

HIGHLIGHTING WHAT MAKES YOU STAND OUT

When Sockrates first entered the promotional industry, it was the result of wanting to pivot from directly working with end-buyers to a focus on manufacturing. Their socks are specially produced from a small factory in a small town outside Milan, Italy, once named the "city of socks." This town is home to Sockrates' one and only factory, making up 90% of the factory's business, ensuring a lasting and consistent product and experience. With quality in the hands of experts, the 12-person Sockrates team was left with more time to focus on expanding in the promo industry.

"We mainly use ASI's email advertising, like EmailExpress™." He also noted that they often utilize "Targeted email features to highlight cycling socks, dress socks or [their] industry-leading custom sock box program."



MORE KNOWLEDGE, MORE SALES

Staying at the top of the industry also means staying on top of the latest news, information, deadlines and updates. So, it's no shock that Moses stays up to date with newsletters like ASI's, PromoGram, and ASI's LinkedIn Newsletter, The Way. Expanding knowledge about the industry and business has been at the forefront of Moses' business plan starting with learning about Italian socks to looking for new ways to boost his internationally thriving business.

"I make calls with my rep every few months. And I read their newsletters every time a new one comes out."



THE ROAD AHEAD

Today, Sockrates is 100% promo products and 100% devoted to their customers: **"The number-one goal for retaining our clients is to take care of them every step of the way. We ensure that we are always doing the heavy lifting so their experience is positive. If something goes wrong, which it can at times, we take ownership and make it right."** Revolutionizing a sector isn't easy, and it's certainly not done alone. Moses has leaned on his 12-person team and on his ASI Supplier Member Benefits. From his monthly calls with his personal ASI rep, to utilizing targeted email advertising, to staying well-read on the industry and more, Moses and the Sockrates team are ready for any and all sock requests.

"Don't hesitate. Get signed up with ASI ASAP. Do not sit back and wait for business – go out there and make it happen!"



Explore all the ways to grow your business like Sockrates.

Explore Now.