

ENTERPRISE PACKAGE

CONTENT MARKETING

The Enterprise Package transforms one content asset into a full-scale, multichannel campaign, supported by ongoing promotion across email, web, editorial and social. This approach increases reach, reinforces authority and creates repeated opportunities for distributor engagement and lead capture.

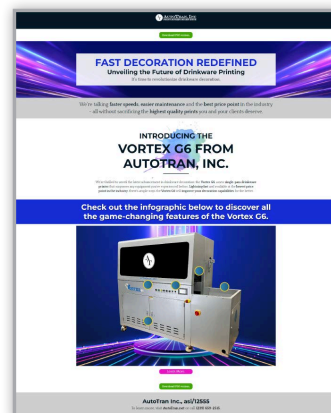
Investment: **Only \$4,880**

Increase Audience Reach With Both ASI® & PPM Audiences

Rate: **\$6,835**

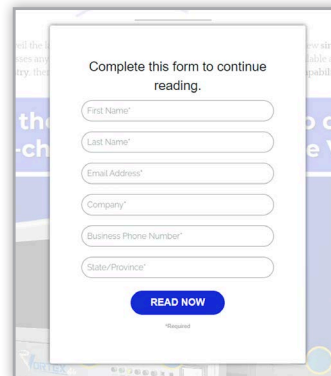
CUSTOM CONTENT ASSET

A premium, professionally produced content experience designed to educate distributors and establish your brand as a credible resource. This content is gated, meaning users must fill out a form to read the content.



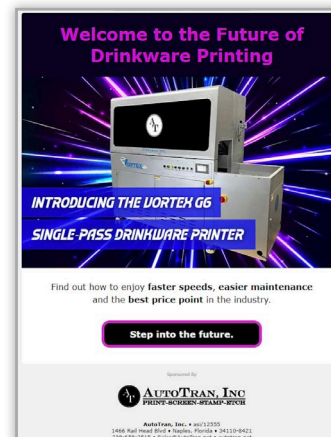
GATED LEAD-GEN FORM

Captures distributor contact details at the moment of interest, supporting timely and relevant sales follow-up.



CONTENT MARKETING EMAIL BLAST

Drives initial traffic to your content by introducing it to a large, qualified distributor audience of thousands of members.



SECOND EMAIL SEND TO NON-OPENS

Extends reach and increases visibility by reengaging distributors who missed the first message.

E-NEWSLETTER AD

Keeps your content visible through ongoing editorial exposure, reinforcing brand recognition.

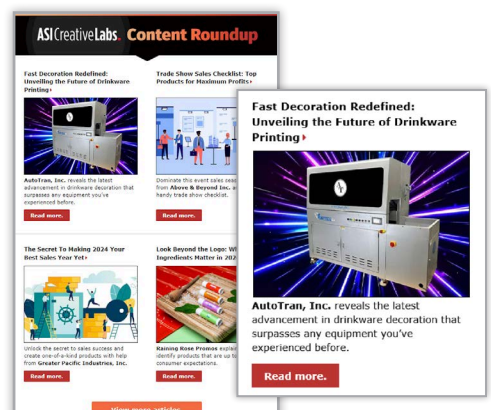


CONTENT ROUNDUP INCLUSION

Adds another discovery point by featuring your content in a curated educational email.

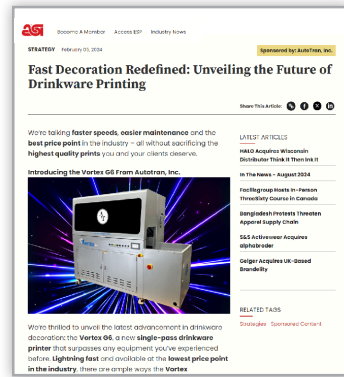
This ad spot includes:

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



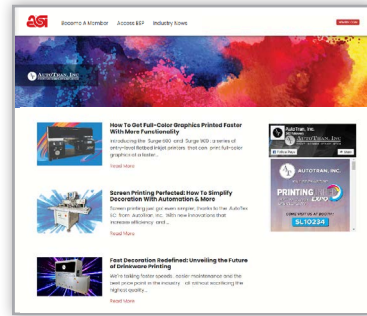
WEBSITE STORY PAGE

Gives your content a dedicated, hosted presence on ASI's website for ongoing discovery beyond email distribution.



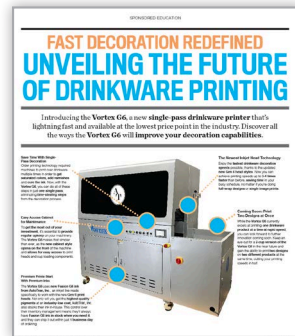
DIGITAL LIBRARY ON WEBSITE

Creates long-term visibility by housing your content alongside other supplier resources that distributors explore over time.



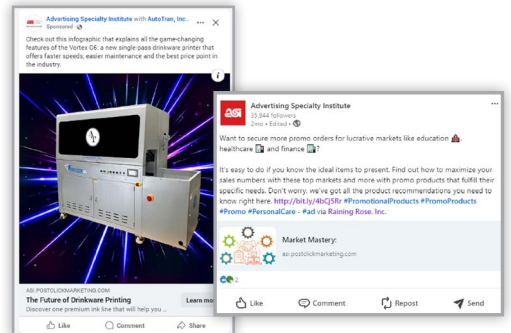
MAGAZINE SPONSORED EDUCATION (QUARTERLY)

Places your educational content in Counselor® Magazine, helping reinforce thought leadership and credibility.



FACEBOOK AND LINKEDIN OFFERING

Expands reach by promoting your content across social channels distributors actively use.



REPORTING

Advanced campaign analytics provide insight into engagement, traffic and lead activity across channels.

Content Marketing Campaign Stats Report
February 2020

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

Campaign Name	Totals	Average	February 2020 CMS Campaign	January 2020 Campaign
CMS 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	42,367	40,244
Open	10,846	5,173	5,644	4,703
Open %	13%	13%	13%	12%
Unique Open	8,851	4,424	4,494	3,957
Unique Open %	11%	11%	11%	10%

ESP+ SEARCH EMAIL SEND

Reaches distributors who have recently searched for specific product categories in ESP+, allowing you to connect with buyers who are actively sourcing.



SINGLE-PAGE, END-BUYER-FRIENDLY CONTENT PIECE

A visually engaging, easy-to-digest one-page asset designed to highlight key product details and benefits for end-buyers. This helps distributors clearly communicate value and makes it easier for buyers to evaluate options and make faster decisions.



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 Distribution Channel:

COUNSELOR

EMAIL EXPRESS

ASICENTRAL.COM

print & promo marketing
ppm HEADLINES

ppm print & promo marketing
WEBSITE & MAGAZINE