

PROFESSIONAL PACKAGE

CONTENT MARKETING

The Professional Package builds on the core content experience by adding follow-up outreach and additional visibility. This ensures your content reaches more distributors and drives stronger engagement and lead volume over time.

Investment: **Only \$3,940**

Increase Audience Reach With Both ASI® & PPM Audiences

Rate: **\$5,515**

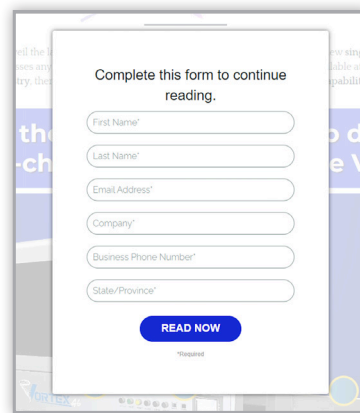
CUSTOM CONTENT ASSET

A premium, professionally produced content experience designed to educate distributors and establish your brand as a credible resource.



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.



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.

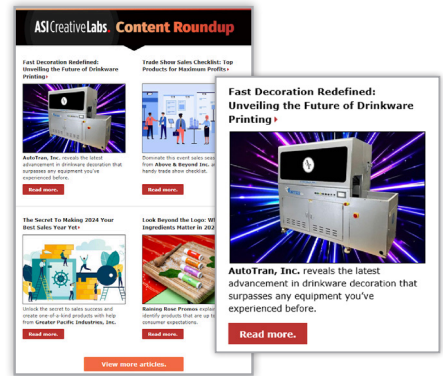


CONTENT ROUNDUP INCLUSION

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.



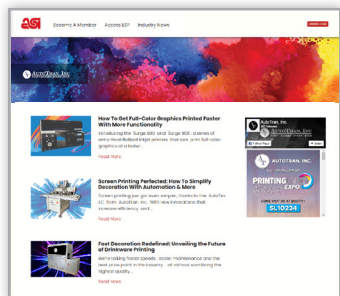
WEBSITE STORY PAGE

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



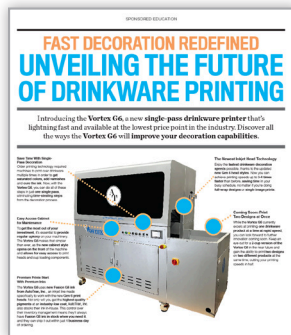
DIGITAL LIBRARY ON WEBSITE

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)

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



REPORTING

Our Content Marketing Custom Analytics Dashboard provides insight into engagement, traffic and lead activity across channels.

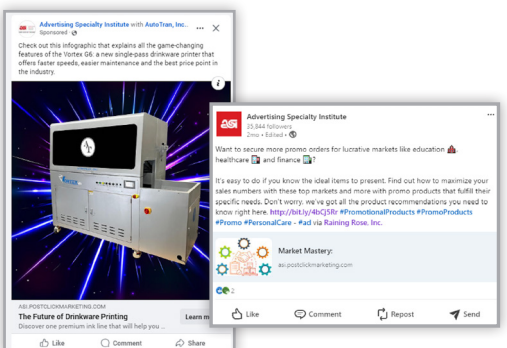
Content Marketing Campaign Stats Report
February 2020

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

| Campaign Name | Totals | Average | February 2020 CMS Campaign | February 2020 Campaign |
|------------------|--------|---------|------------------------------|---|
| CMS EMAIL | | | | |
| Date | | | 2/18/2020 | 1/7/2020 |
| City 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 |
| Email Sent | 81,811 | 41,806 | 42,247 | 40,344 |
| Open | 10,346 | 1,173 | 1,644 | 4,702 |
| Open % | 13% | 13% | 13% | 12% |
| Unique Open | 8,851 | 4,426 | 4,884 | 3,957 |
| Unique Open % | 11% | 11% | 12% | 10% |

FACEBOOK AND LINKEDIN OFFERING

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



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