

STARTER PACKAGE

CONTENT MARKETING

The Starter Package delivers a professionally created, gated content asset paired with targeted distribution to introduce your brand and capture distributor interest. It gives you a strong foundation for awareness and lead generation without added complexity.

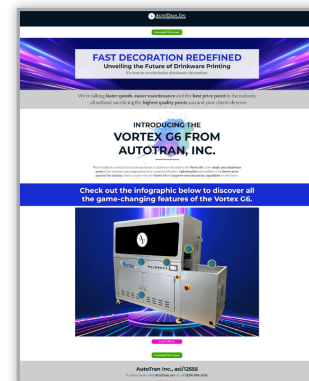
Investment: **\$2,300**

Increase Audience Reach With Both ASI® & PPM Audiences

Rate: **\$3,220**

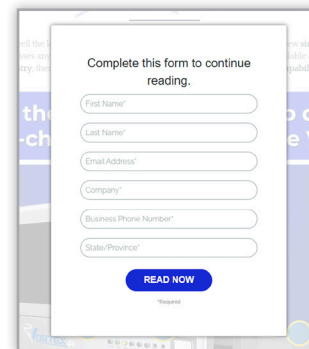
CUSTOM CONTENT ASSET

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 35,000+ members.



E-NEWSLETTER AD

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

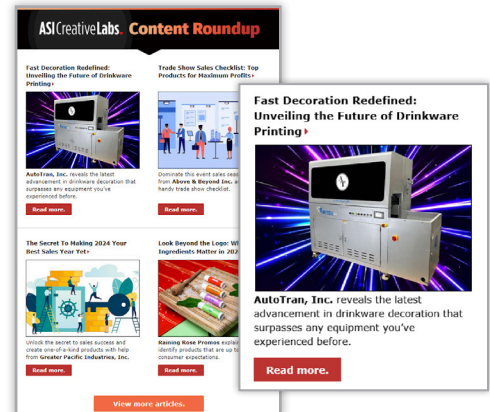


CONTENT ROUNDUP INCLUSION

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.



REPORTING

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

Content Marketing Campaign Stats Report

February 2020

AGI Advertising Specialty Institute

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

Campaign Name	Totals	Average	February 2020 CMS Campaign	January 2020 Campaign
CMS EMAIL				
Date			2/12/2020	1/21/2020
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	42,247	40,344
Open	10,346	5,173	5,644	4,702
Open %	13%	13%	13%	12%
Unique Open	8,851	4,426	4,894	3,997
Unique Open %	11%	11%	12%	10%

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

EMAILEXPRESS

ASICENTRAL.COM

print & promo marketing
ppm HEADLINES

print & promo marketing
ppm WEBSITE & MAGAZINE