

ASI Show Orlando 2022



Advertising  
Specialty  
Institute®



# Enhance Your ESP Website

Personalization, Pricing & More



**Joan Miracle**

Executive Director,  
Corporate Accounts

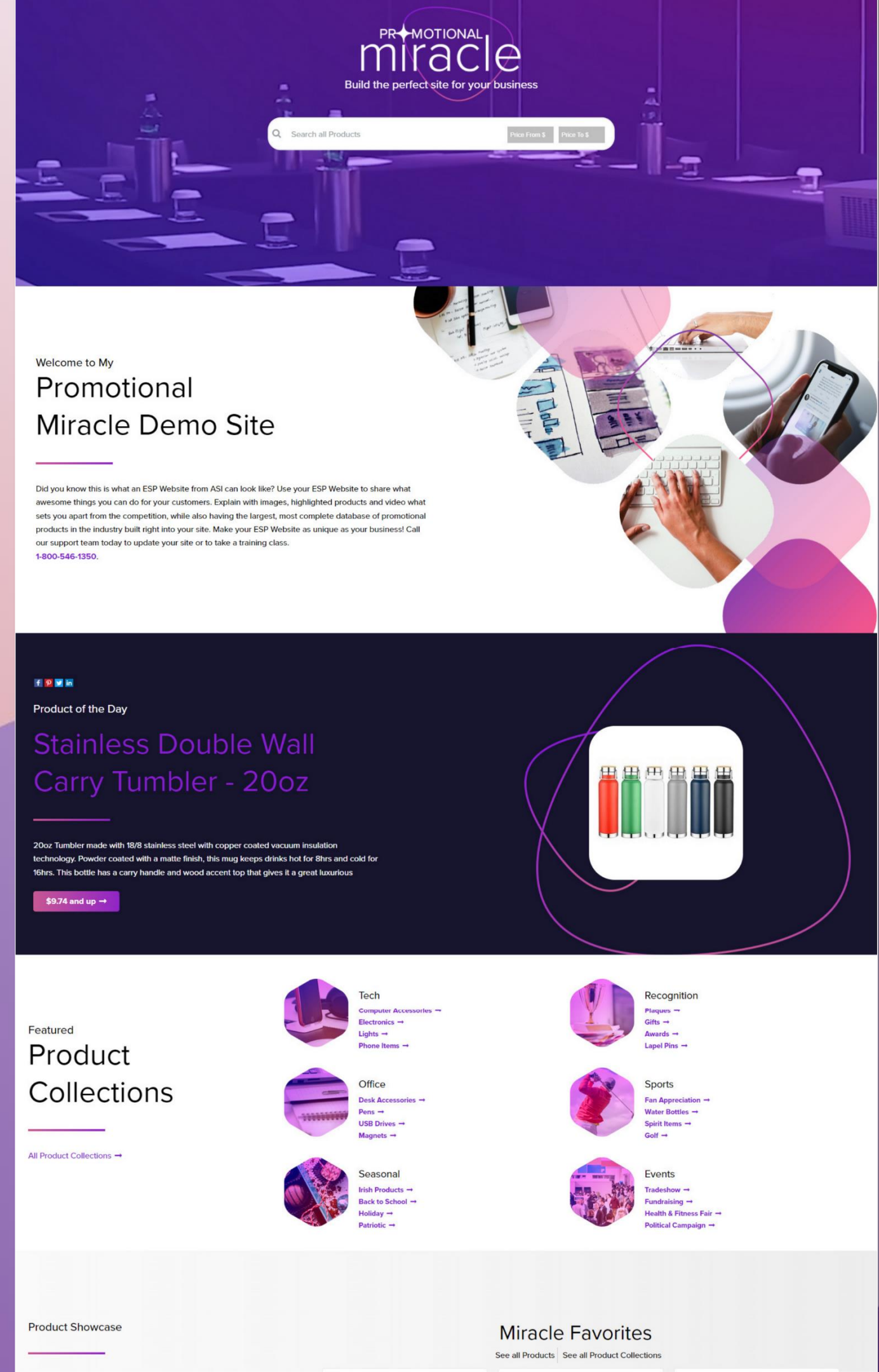
View recording: [go.asicentral.com/websites2022](https://go.asicentral.com/websites2022)

# Agenda

- Customize your website design
- Publish a presentation to your website
- Display favorite/preferred vendors
- Hide products & categories

# Website Design

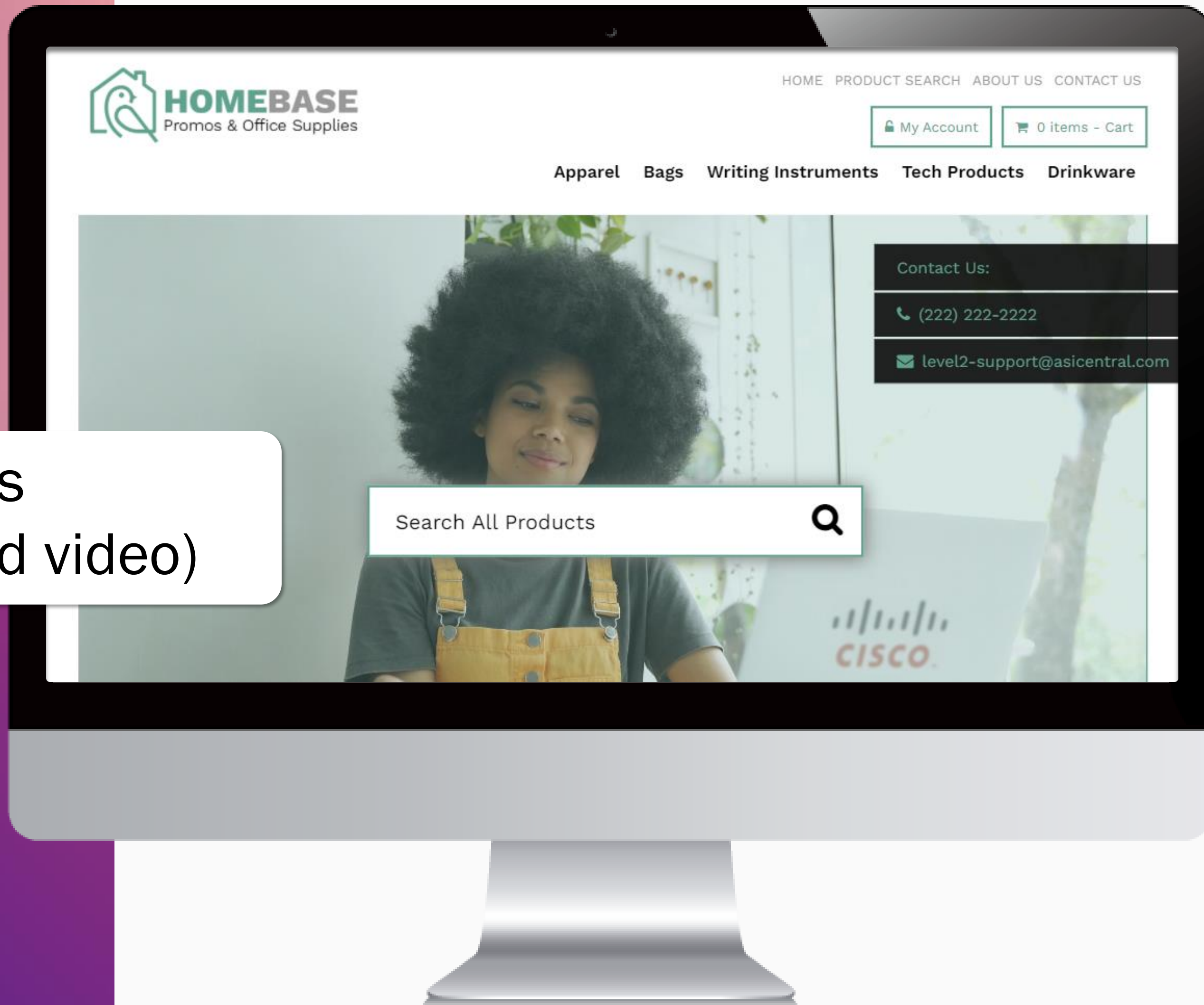
- Templates
- Custom Domain
- SSL
- Google Analytics
- About Me
- Address



# ESP Website Templates

New Designs!

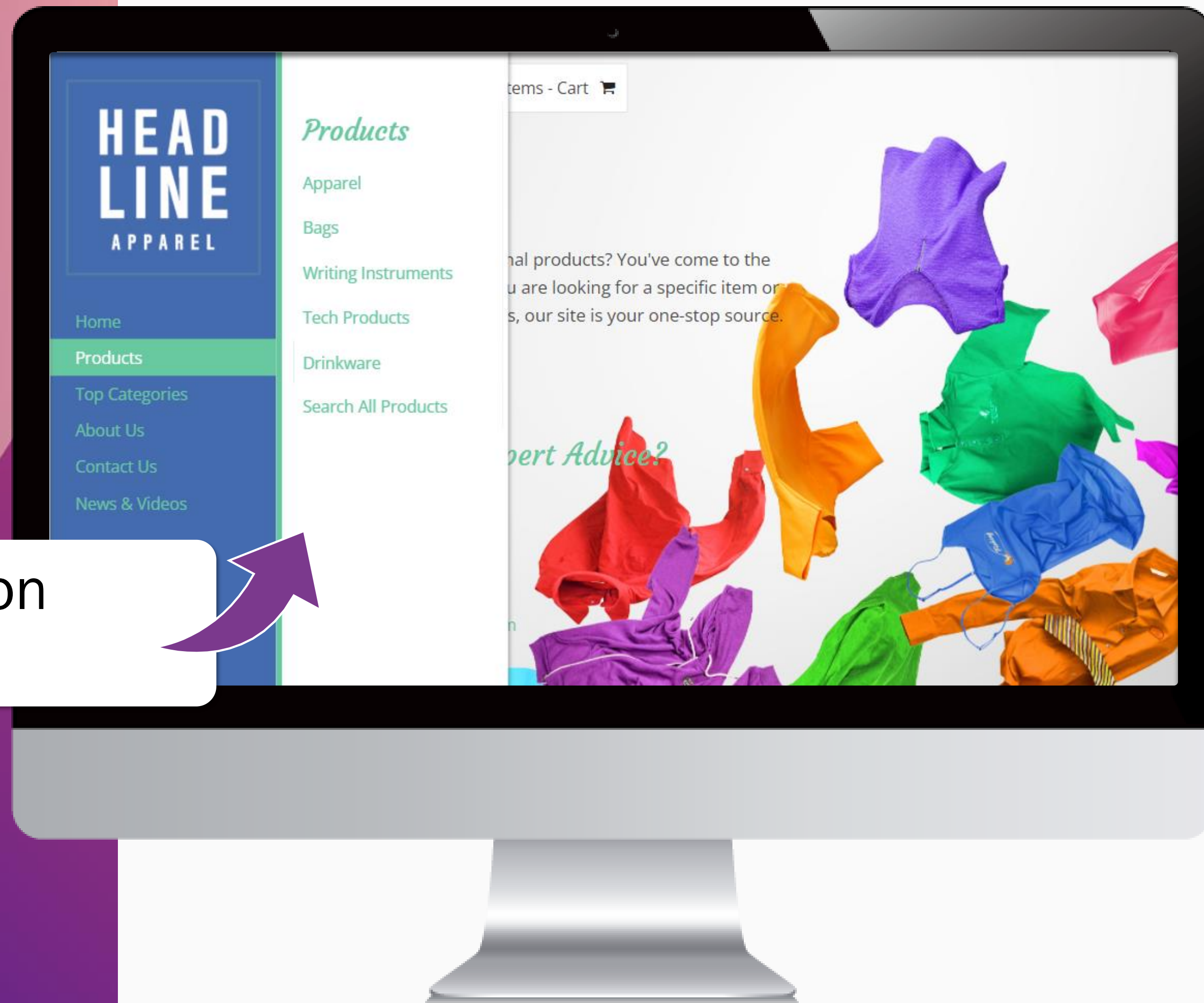
Rotating banners  
(static image and video)



# ESP Website Templates

New Designs!

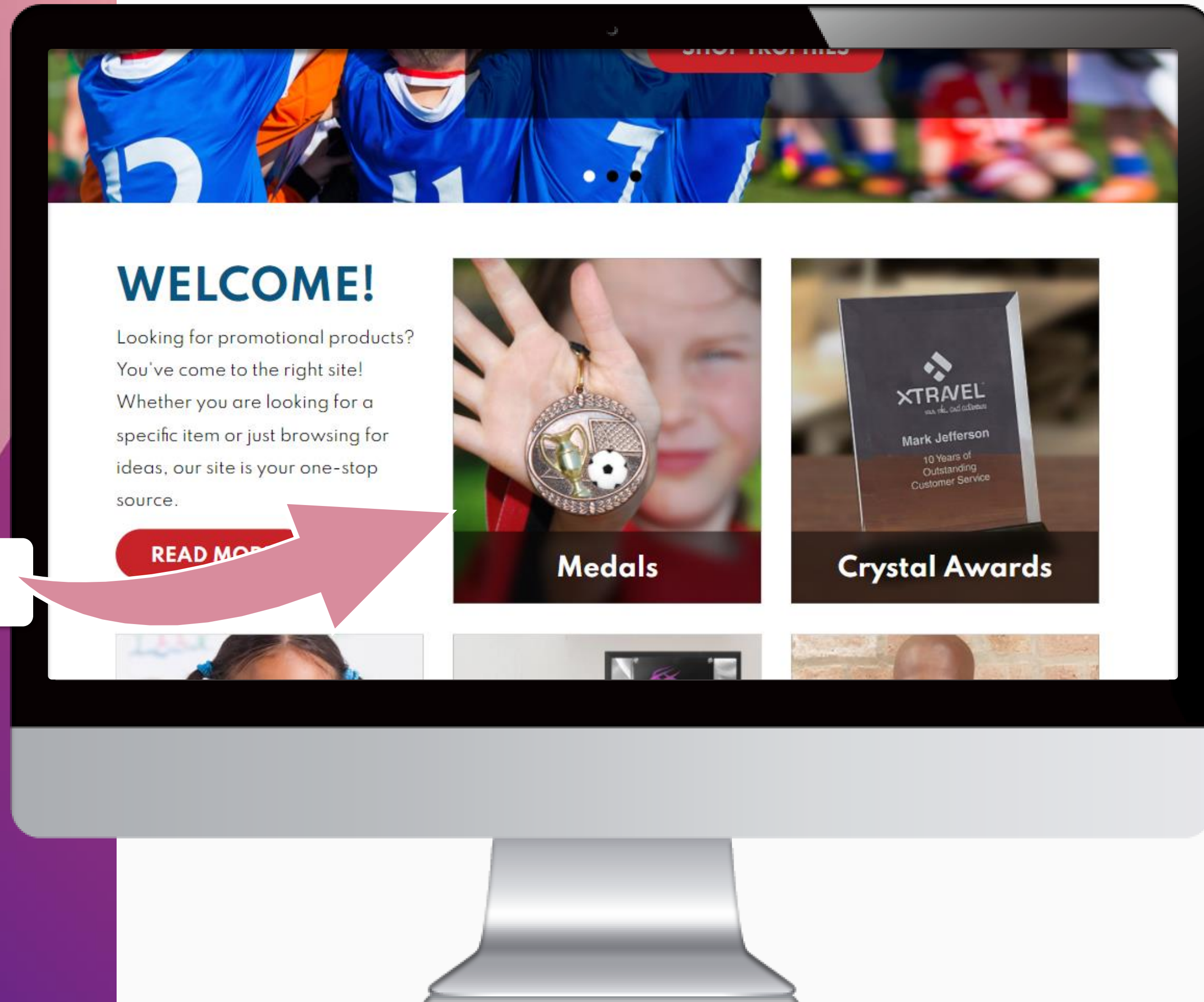
Upgraded navigation  
menus



# ESP Website Templates

New Designs!

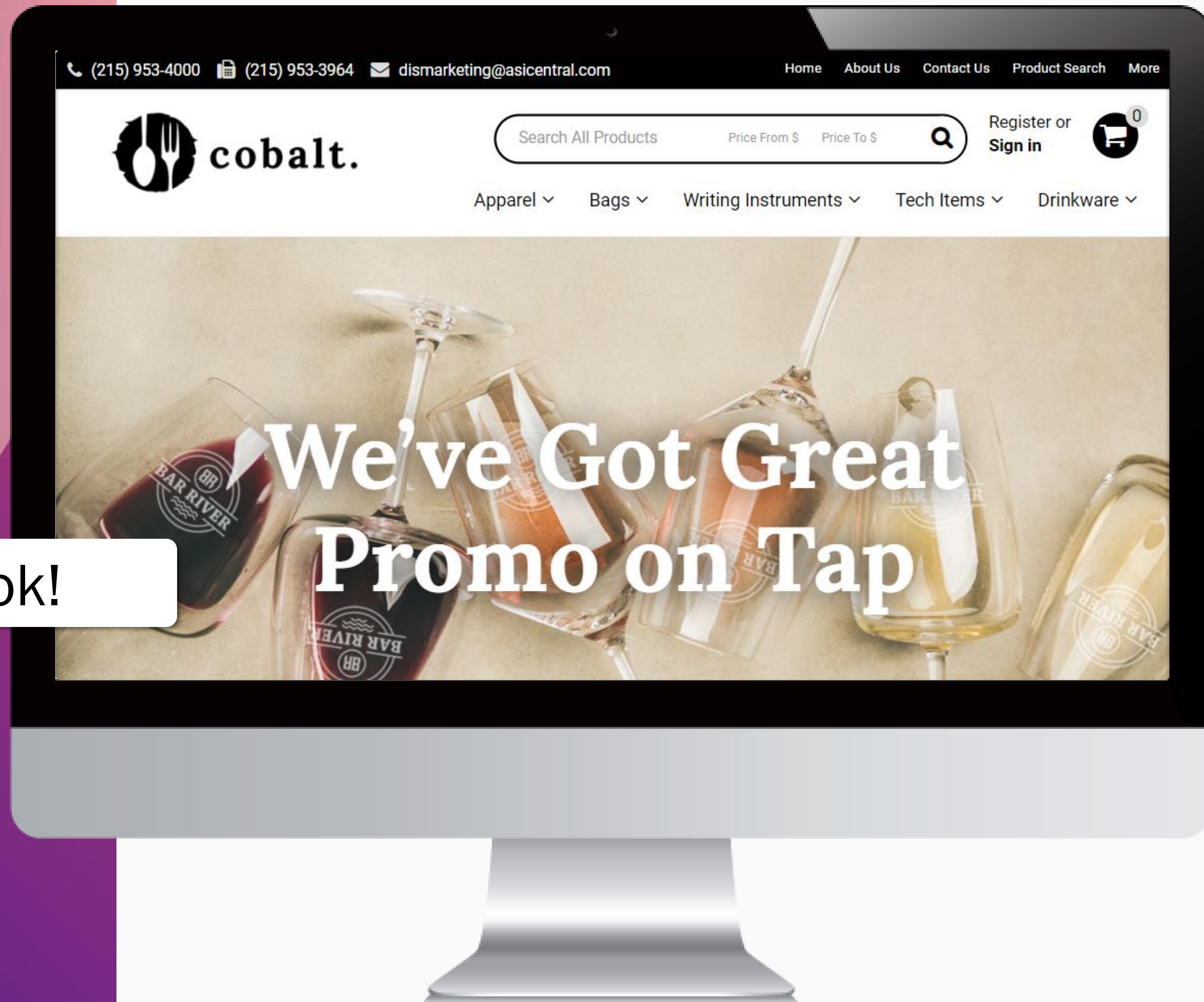
Larger tile images



# ESP Website Templates

New Designs!

Fresh look!





# Custom Domain

[www.yourbrand.com](http://www.yourbrand.com)



[yourbrand.espwebsite.com](http://yourbrand.espwebsite.com)





# SSL Certificate



<http://www.yourbrand.com>



<https://www.yourbrand.com>

# Google Analytics

- Gain insight about website visitors, traffic sources, and much more
- ESP Websites – add in Websites Admin



# “About” Page

Customize your About Me/About Us text on your website



## About

We are a promotional product distributor and proud member of the Advertising Specialty Institute. Promotional products, also known as ad specialties, make up a nearly \$22 billion dollar industry and are used by virtually every business in America. Why? Items like mugs, pens and t-shirts are memorable and provide a better cost per impression for advertisers than almost every major marketing effort like TV, magazines and the Internet. We are able to supply your company with every possible promotional product from over 3000 suppliers. With so many ad specialties available there is a huge opportunity for professionals like you to boost ROI and leave a lasting impression with your customers. Our mission is to help you create long-lasting relationships with your clients through the power of promotional products.

# “About” Page Tips

Customize your About Me/About Us text on your website



- 1. Be honest**
- 2. Write to establish trust**
- 3. Be helpful in your words**
- 4. Describe you/your company's vision, mission, passions – helps find shared interests/common ground**
- 5. Include a professional photo of yourself/your team**
- 6. Include some Frequently Asked Questions (FAQs) or Getting Started links.**

# “About” Page

Customize your About Me/About Us text on your website



## The [Company Name] Story

We know promotional products. In fact, it's all we do.

At [Company Name], we believe there is a better way to spend marketing dollars. A more valuable way where our customers are guided by our professional team to a promotional product solution that their clients, employees, volunteers will keep for years to come. We've seen far too many promotional products end up in the landfill and we're here to change that aspect of the industry. Our professionals work tirelessly to source products that are in alignment with your company values and your marketing goals, while staying within budget and time constraints. We can't wait to work with you and see what we can dream up together!

# NAP

## (Name Address Phone)

- Make sure it's updated & consistent
- Important for Google (local search) and directory sites

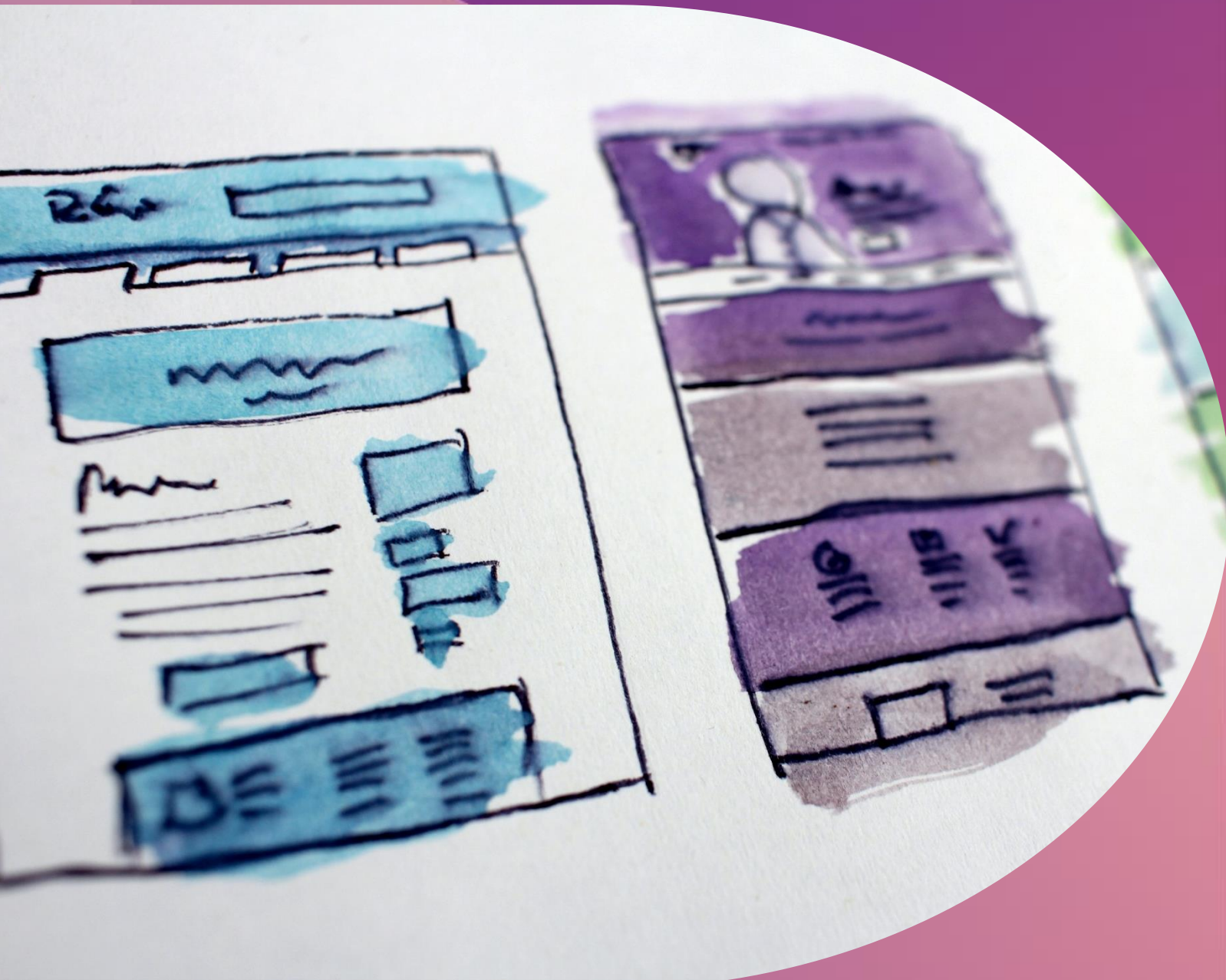
## Google My Business

- Claim your business location
- Show up on Google Map when people search in your area
- ASI Local Listings – next session



# Frequent Updates & Fresh Content

- If you update your website often with high quality content, search engines will love you for it





## Home Page/Content Updates

We'll replace the main banner image and text, apply a preferred vendor list or change the about us text.



## Logo Color Matching

Our color options don't match your logo? We'll match it.



## Custom Domain

Assistance with domain registration and IP redirects

# Design Help

ASI designers are here for you



# ESP Presentations

- More than a sales powerpoint





Over

**75%**

of adults shop online at  
least monthly

Source: [bigcommerce.com](https://www.bigcommerce.com)



# ESP Presentations

- Inexpensive way to drive traffic to your website
- Send traffic to your site every time you do a price quote
- Create offers to add to your website/social media
- Control the products and pricing/discounts you want to offer
- Customers can easily interact and order directly from the link

# Preferred Vendors

- Criteria
- Benefits



# Select vendors with...

History of  
excellent  
service

Priority  
payment  
terms or  
pricing

Certain  
proximity to  
shipping  
location

Your account  
setup already in  
place

High  
ratings

Worked well  
in the past

# Benefits of Controlling Vendors

- Choose to show their products alone or ahead of everyone else
- More control over who you're promoting and who you're buying from
- Give your customers a better experience



# 90%

of people visit a website  
first before calling

Source: [seositecheckup.com](https://seositecheckup.com)

# Excluding Products, Suppliers or Categories





# Exclude vendors/products because...

History of  
poor service

Long  
turnaround  
times

Long  
distance/  
expensive  
shipping

Types of  
products you  
don't want to sell

Low  
ratings

Had issues  
in the past

**THANK YOU!**

**Questions?  
Product Support  
(800) 546-1350 OPTION 2**