ESP Websites & Company Stores:

Insider Tips To Get More Orders

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Advertising Specialty Institute

Advertising Specialty Institute®

Agenda

01 – ESP Websites

02 – ESP Websites Features

03 – Best Practices

04 – Company Stores

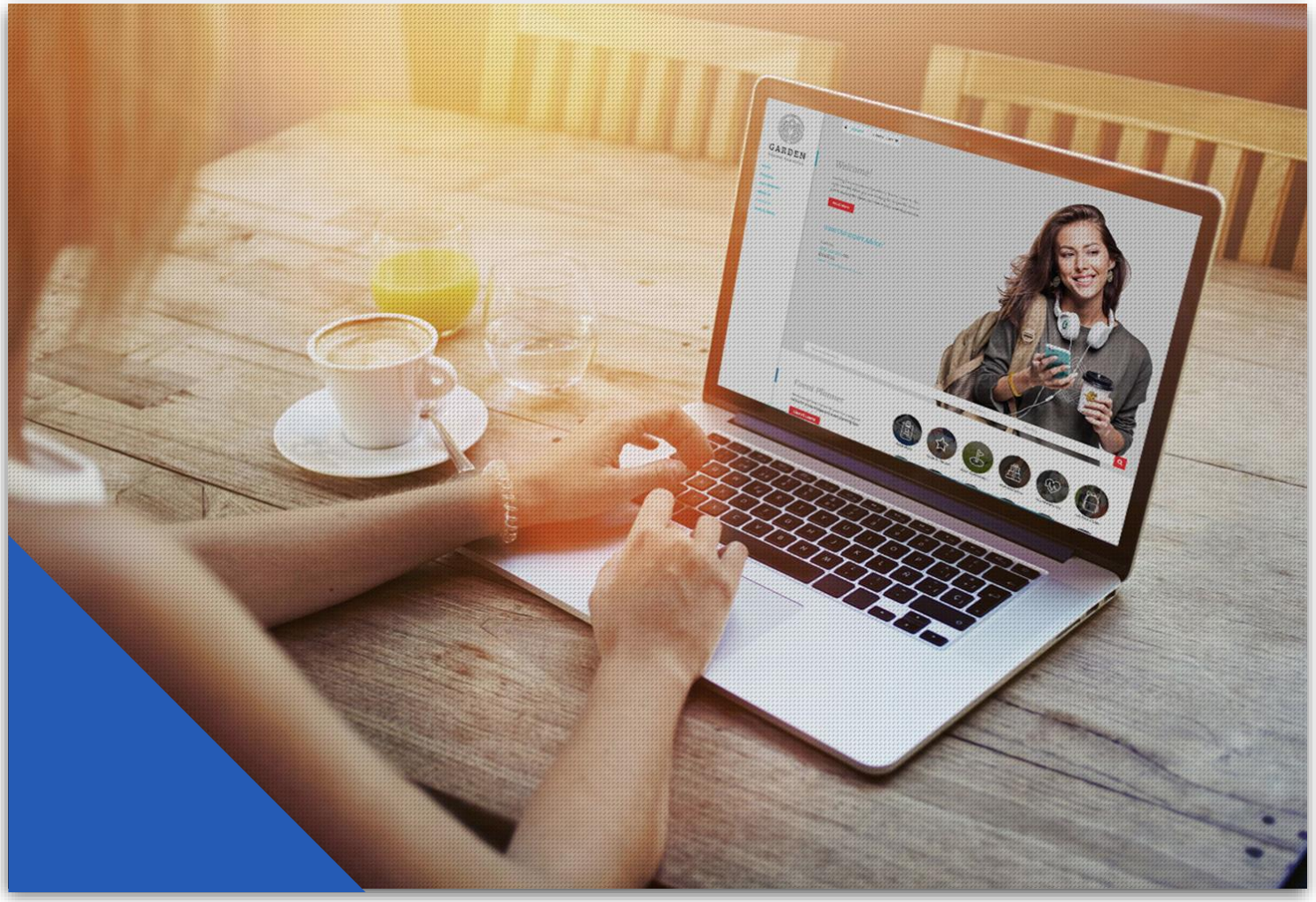
05 – Company Stores Features

Why an ESP Website?

espwebsites™

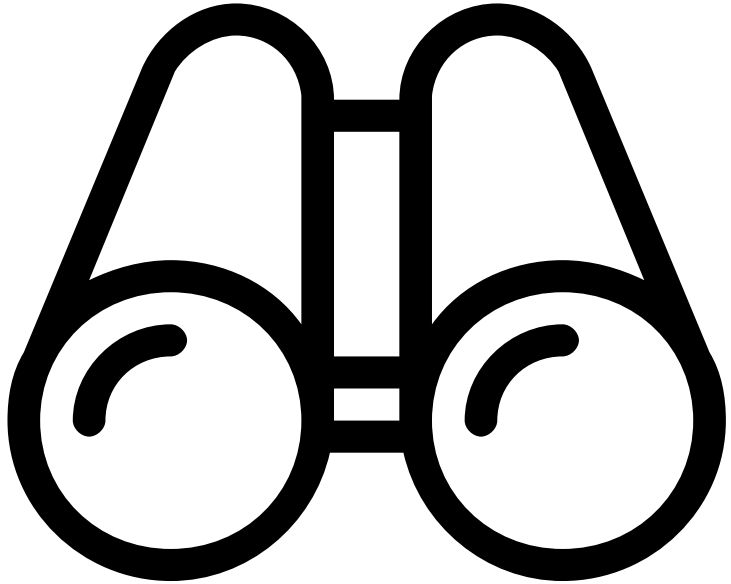
ESP Websites
Advantages

- Access to promo products, around the clock!
- An elite shopping experience for your customers – mobile & computer friendly
- Virtual samples make it easy for customers to see their logo on products
- Powerful tools to manage the backend



Did You Know?

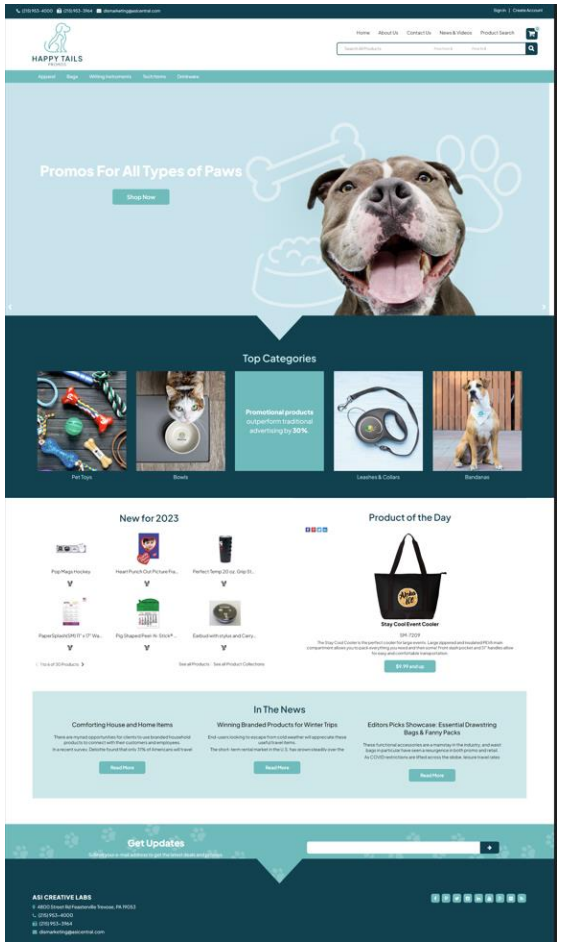
The average number of website visits is 6-8 before calling

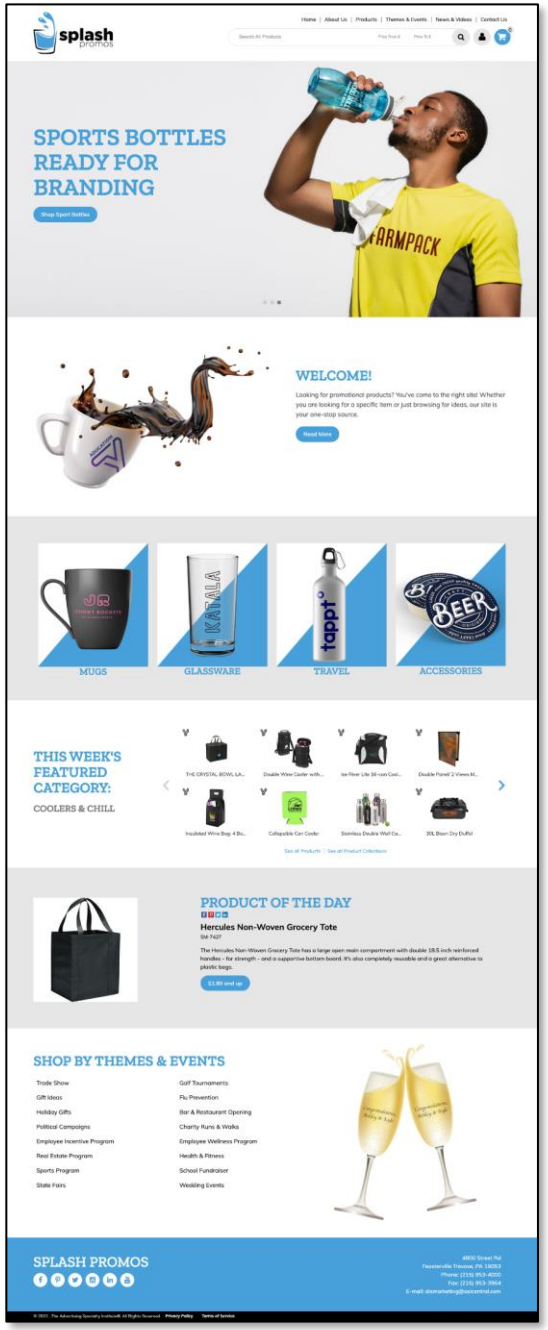


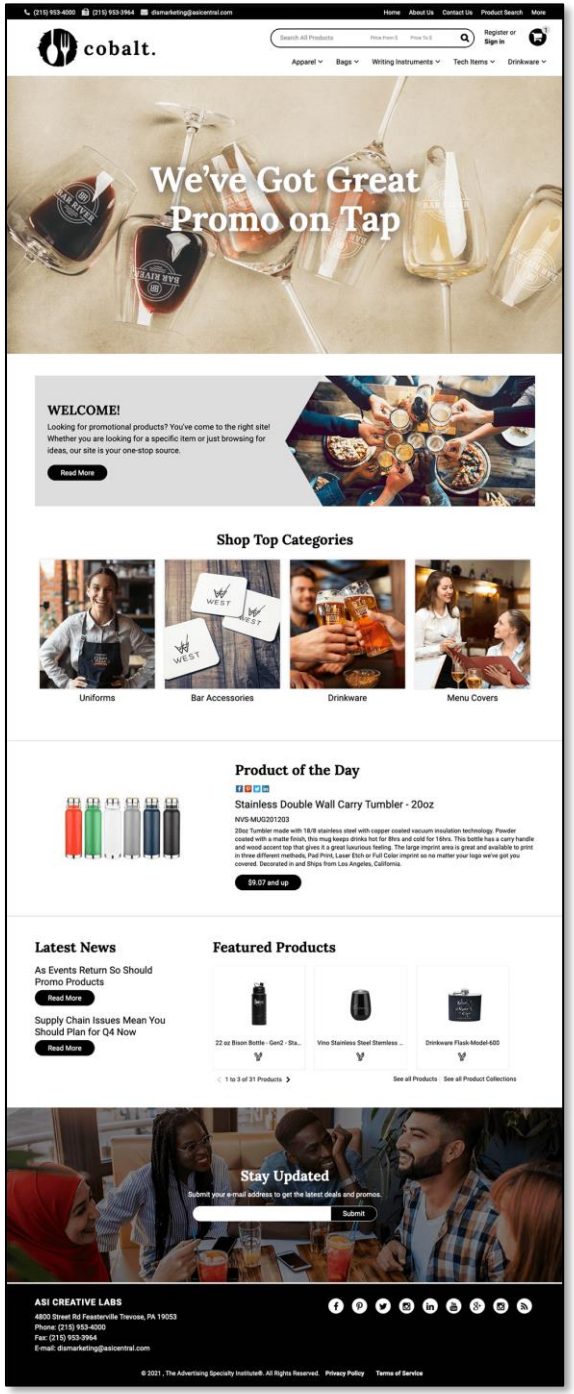
ESP Websites Features

espwebsites™

ESP Websites
Design Templates







ESP Websites
Preferred Vendors

Select preferred vendors
Highlight your favorite suppliers.

- History of excellent service
- Priority payment terms or pricing
- High ratings
- Proximity to shipping location
- Your account already set up
- Worked well in the past

ESP Websites
Presentations

Publishing presentations
to your website.

- Inexpensive way to drive traffic to your website.
- Create offers to add to your website and social media.
- Control the products, pricing and discounts you want to offer.
- Customers can easily interact and order directly from the link.

Did You Know?

70-80% of people

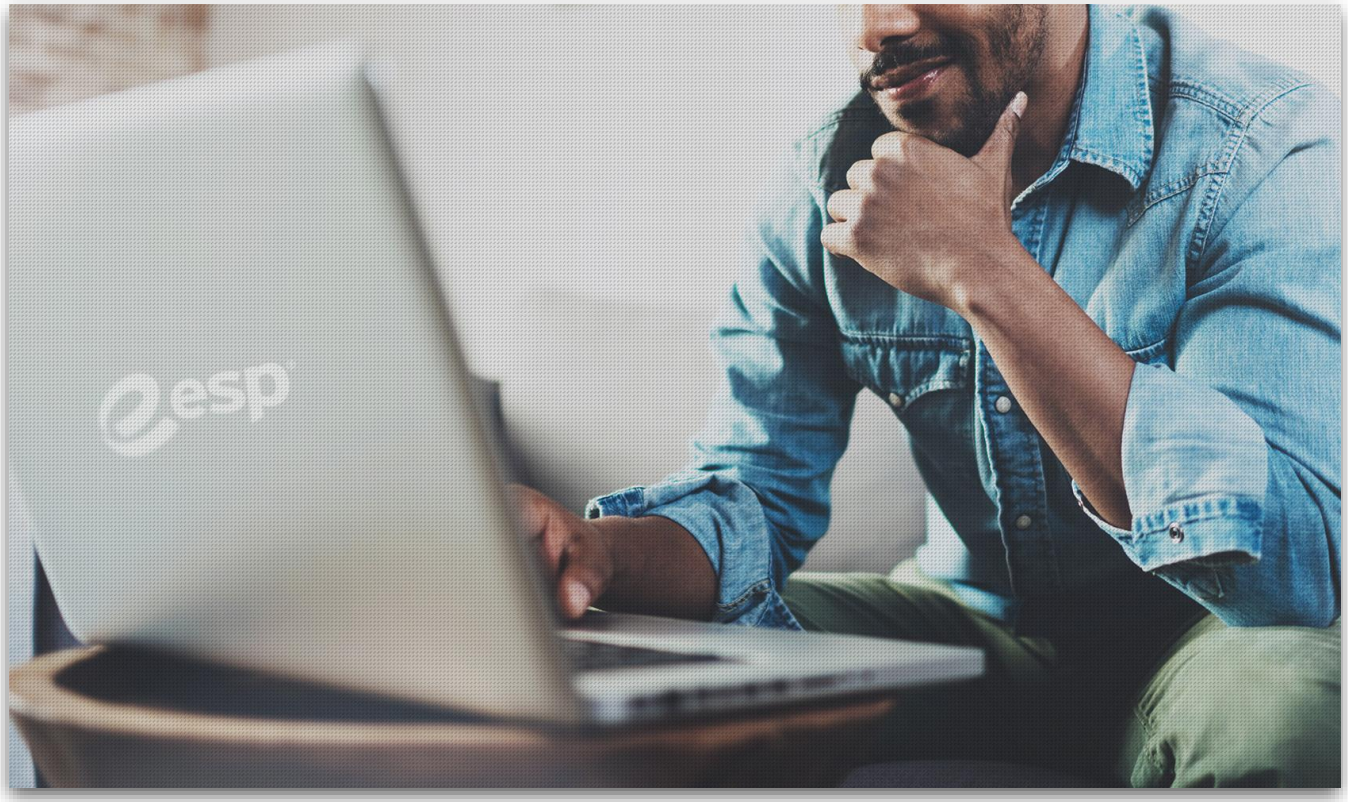
shop online

monthly

Websites Best Practices

espwebsites™

ESP Websites
Best Practices



Custom Domain

yourbrand.espwebsite.com

www.yourbrand.com

ESP Websites
Best Practices

SSL Certificate

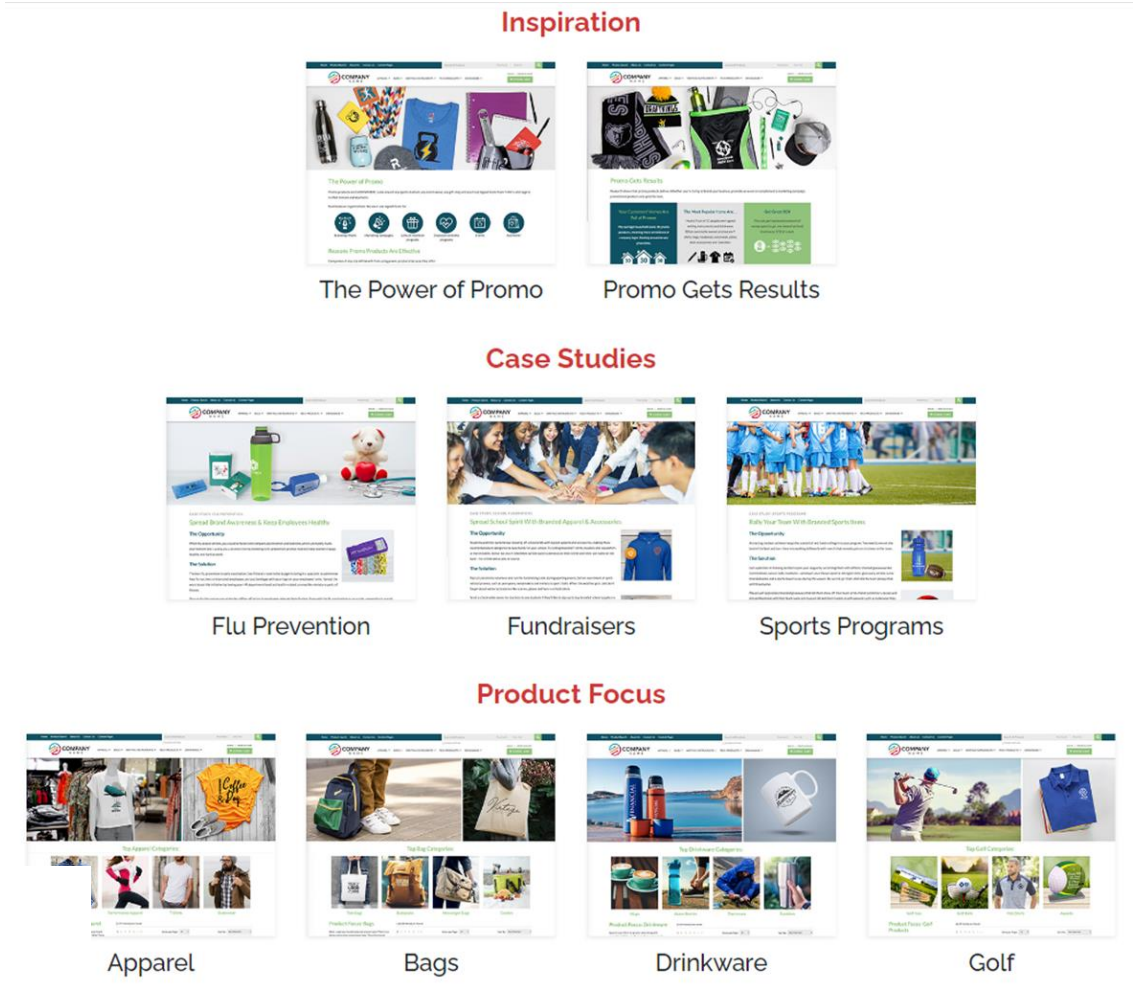
www.yourbrand.com

www.yourbrand.com

Why is an SSL Certificate important?

- Ensuring a secure connection
- Increasing credibility
- Protecting your information
- Higher site rank on Google search results

ESP Websites
Best Practices



Customize Pages

- About Page: introduce your company and describe your company vision.
- FAQ Page: frequently asked questions or getting started links.
- Meet the Team Page: photos and bios.
- Testimonials Page: sample of client testimonials, builds credibility and trust.

ESP Websites
Best Practices

“About” Page Tips

- Customize your About Me/About Us information on your website
- Be honest
- Write to establish trust
- Be helpful in your words
- Describe you/your company’s vision, mission, passions – helps find shared interests/common ground
- Include a professional photo of yourself/your team
- Include some Frequently Asked Questions (FAQs) or Getting Started links

ESP Websites
Best Practices

NAP
Name Address Phone

- Make sure it is updated and consistent
- Important for Google (local search) and directory sales

Local Listings
Google Business Profile

- Claim your business location.
- Show up on Google Maps when people search in your area.
- ASI Local Listings is a great way manage all business directories and data about your business in one place.
    - Visit: go.asicentral.com/LocalListings for more info.

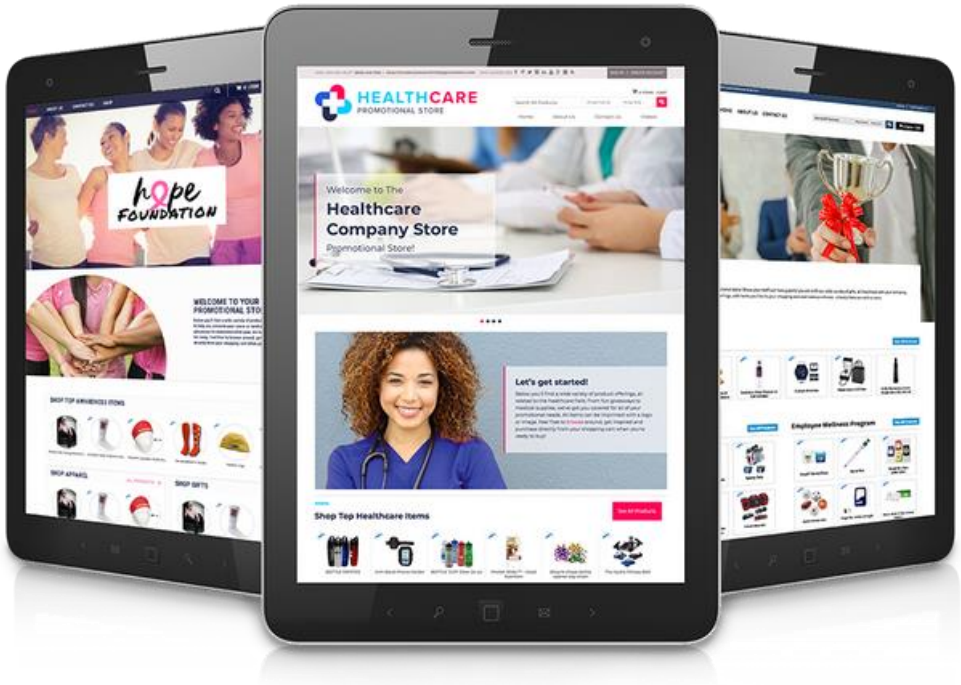
ESP Websites
Best Practices

Google Analytics

- Gain insight about website visitors, traffic sources, track marketing results and more.
- Add analytics to your ESP Website in website settings.

Company Stores

Company Stores

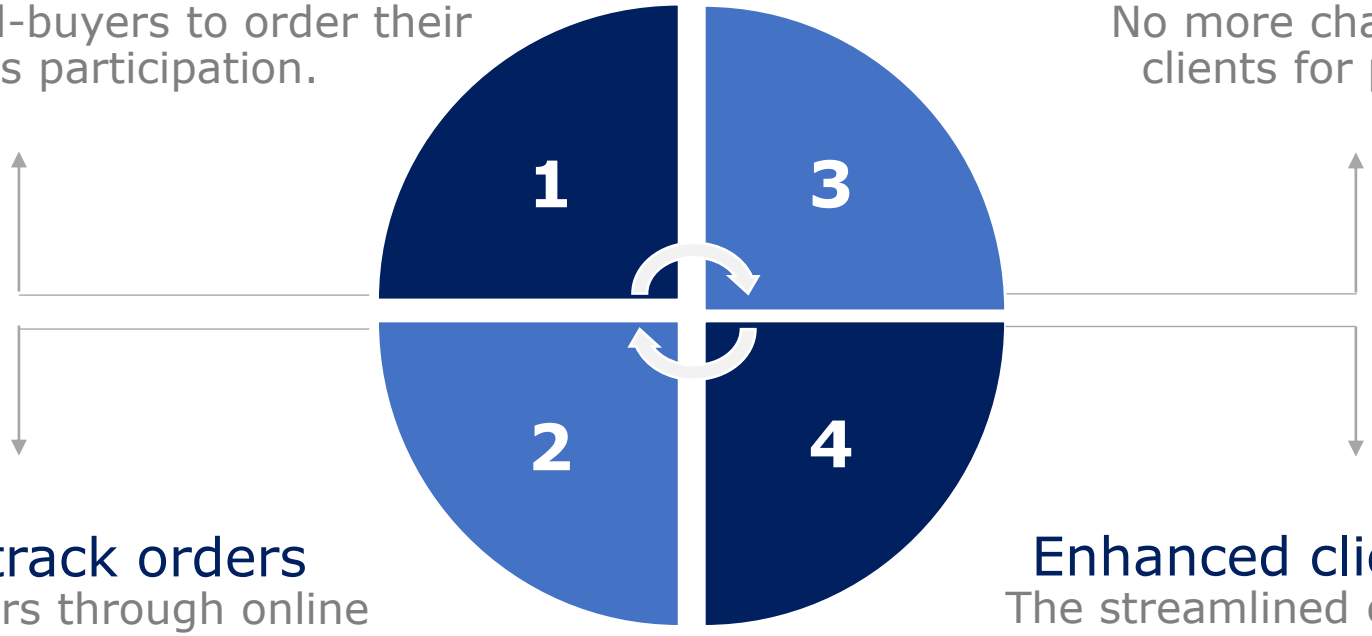


A Company store is an online store you can set up to manage orders for a specific clients, market or event.

Why Company Stores

Consistent and increased sales
Having a tool for end-buyers to order their gear facilitates participation.

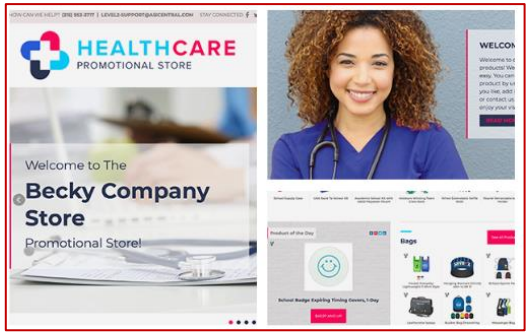
Automatic payments
No more chasing down clients for payment.

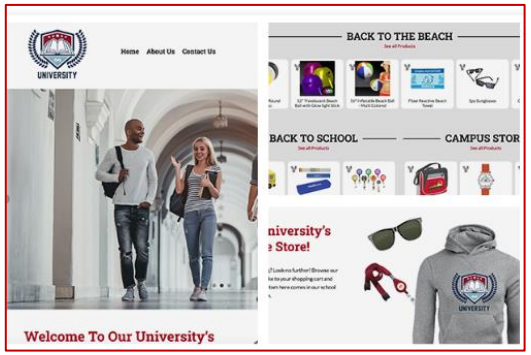


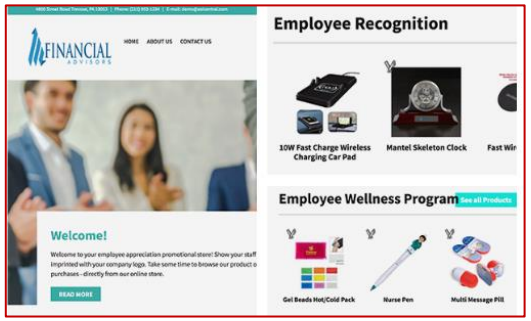
Easier-to-track orders
Manage all orders through online tools or export to a document.

Enhanced client relationship
The streamlined ordering process will improve your relationship with your client.

How to Use Company Stores







How can your clients use Company Stores?

- Employee stores
  - Branded merch
  - Uniforms
- Employee Incentive Programs
- Consistent branded signage

Company Stores Features

Company Stores Features

Product Choices

Merchandise your store with your own products and products from almost 3,000 certified ASI supplier members.

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Customer Branding

Instantly brand your Company Store by adding your client's logo to all virtual sample-ready product images.

E-Commerce

Company Stores are e-commerce-enabled. Start selling directly from your site the moment you launch.

Point and Coupon System

Assign coupons or points to users so they can shop only at certain price points.

Password Protected

Protect your site with a password to limit access to only the customers you want.

Store Designs

Select a design for your store basked on the theme of the event, market or specific client.

Company Stores

Who makes a good client for a Company Store?

- They’re placing more and more repeat orders.
- They make numerous orders from different locations.
- They need a speedy turnaround on orders.
- They use multiple methods for payment.
- They ship out products in small quantities.
- Most importantly, if they’re asking about one!

Thank you!

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USER TESTING GROUP

ASI MEMBERS:
Become a Part of our Exclusive ESP+ User Testing Group

We are looking for ASI members who want to contribute their feedback to our product team!

Whether you are new to ASI or have been with us for years, anyone is welcome to participate.

To participate in a future feedback session, please scan the QR code.