



ESP+ Websites: Your Ultimate E-Commerce Solution

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ESP+ Websites

January 4-6, 2025

Agenda

- 1** What is your ESP+ Website
- 2** Backend
- 3** Front End
- 4** Pro Tips for ESP+ Website Success
- 5** Bonus Tips
- 6** Q and A

What is your ESP+ Website

Much more than just a place for end buyers to search products

Professional gateway to your brand

Digital Business Card

Fully integrated E-commerce solution

Lead Generator for sales

Initial Point of Contact

Revenue generator

Streamlined CRM tool

Whatever else you *want* it to be

Your Ultimate E-Commerce Solution

Powerful, easy-to-use backend to maximize your brand



Easy to use interface to update your website



Powerful tools to adjust margins and add to your bottom line



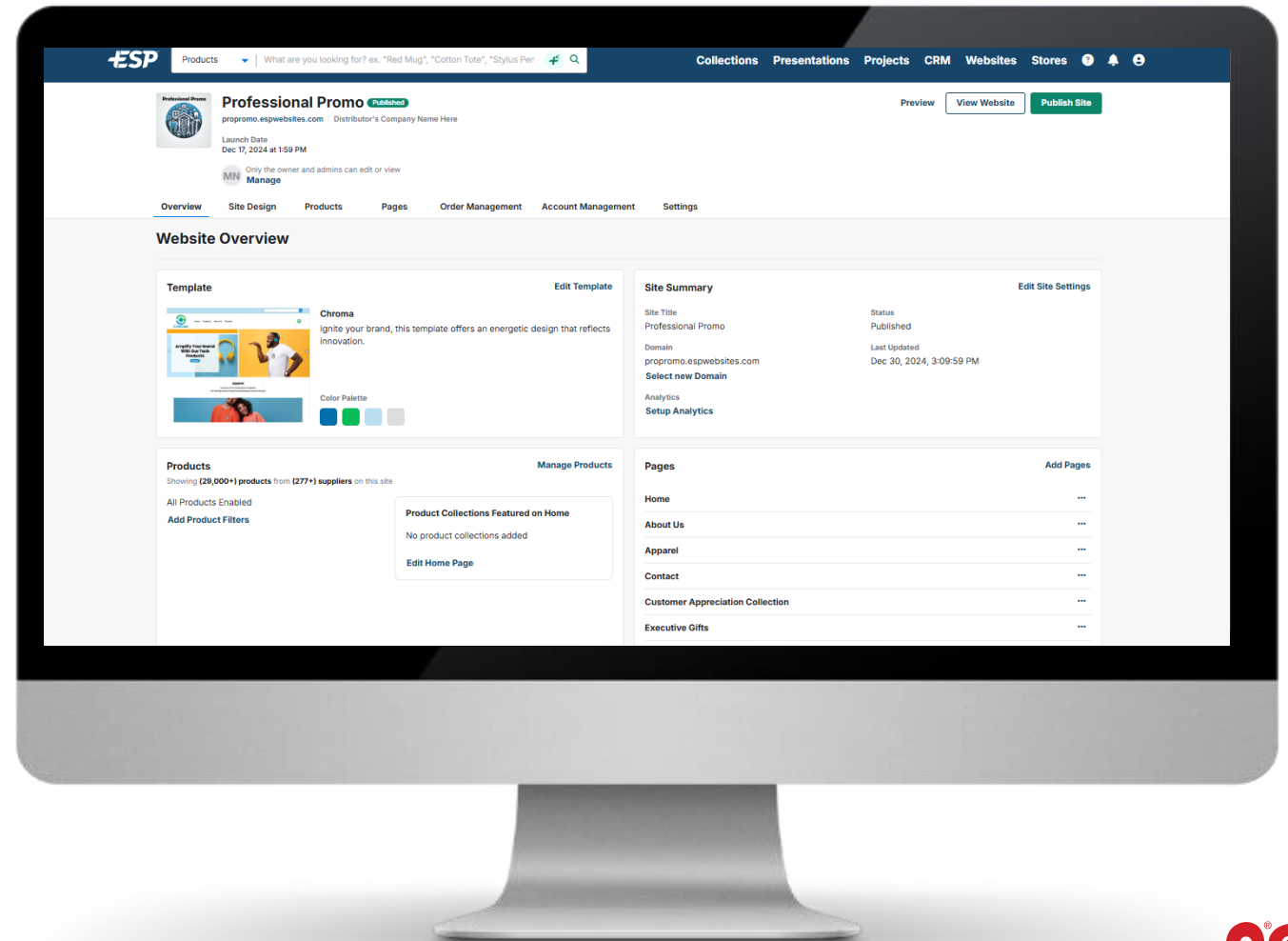
Focused access to users and orders



Fully integrated with ESP+ for seamless usability

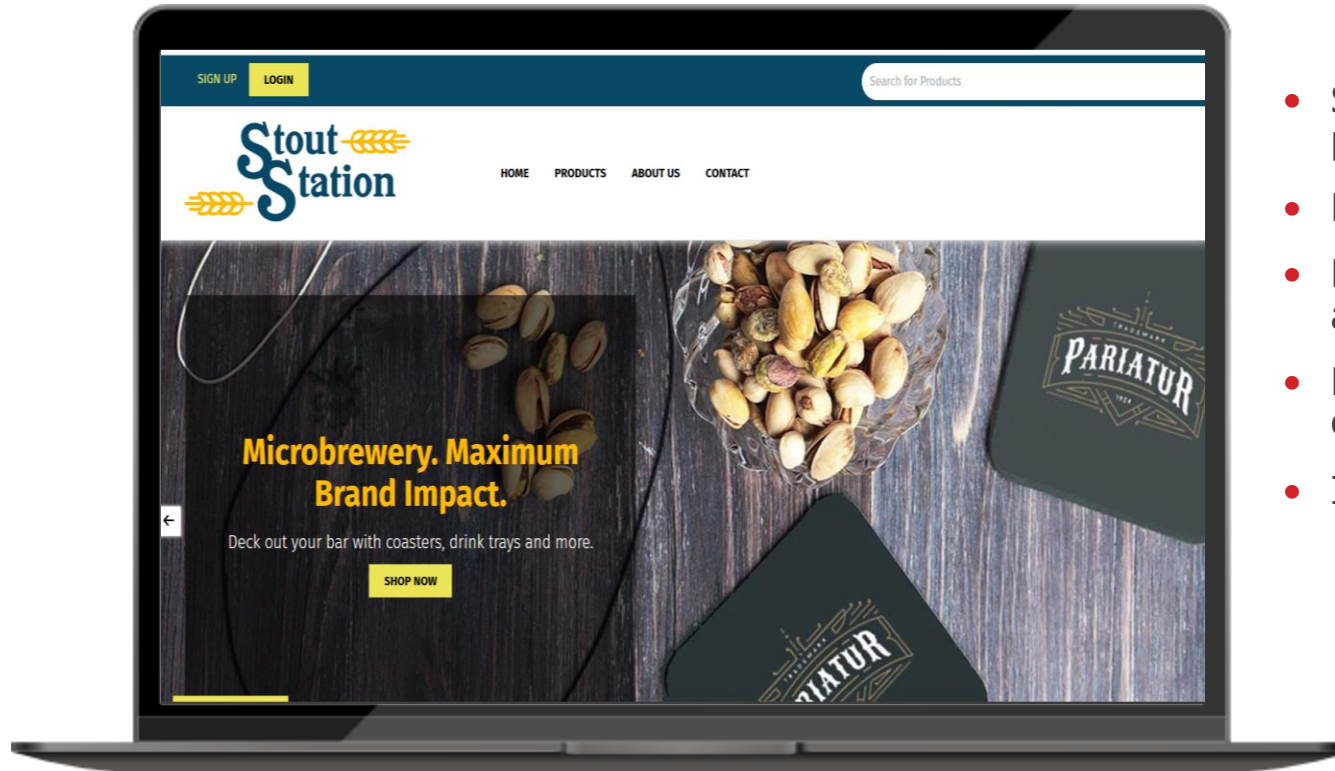


Updated with new features and functionalities almost every month



Your Ultimate E-Commerce Solution

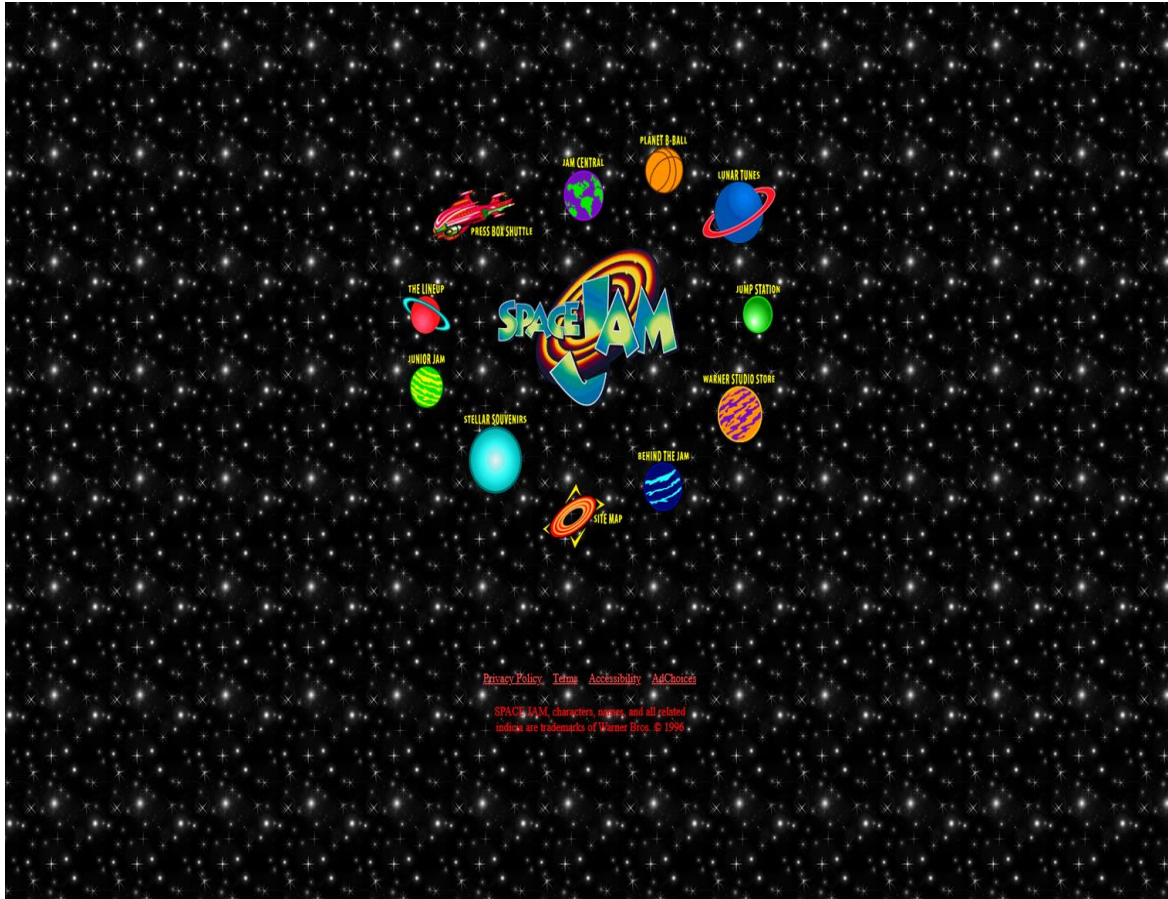
Sleek front end for your end buyers to get to know your brand and buy promo from you



- Search for products across ESP+ or focus on your preferred suppliers
- Modern user registration/login for repeat buyers
- Fully integrated checkout, configurable to either accept orders or quote requests
- Multiple templates to choose from with endless opportunity to customize
- Industry leading speed and performance

Pro Tip #1: UPDATE IT!

Does Amazon, eBay, Target, or Nike's website look the same as it did in 2002? Neither should yours






Pro Tips:

- Set a regular date in your phone to update your website
- Plan a refresh of your website around holidays or heavy ordering times of year for your business (back to school, football season, etc.)
- Utilize content pages to update customers on events and trends
- Take advantage of our SEO tools every time you create a new page
- Don't be afraid to use AI if you're struggling with content or SEO tools

Pro Tip #2: Sell YOURSELF with Your Website

People are doing business with YOU, not hankshockeyhouse.com



<p>The company really helped with my personal branding - everything from conception to execution was amazing and super professional!</p>	<p>Their design work was impeccable. I also really value the relationship they created with me. I will always think of them first for any projects in the future.</p>	<p>These folks are my go-to for any design or branding services. Excellent communication and I feel like I'm always a priority for them.</p>
		
<p>Kari CEO - Good Feelings Co. website</p>	<p>Courtney Freelance Writer & Artist website</p>	<p>Anne Technical Director website</p>

Pro Tips:

- Give some serious thought to your About Us page, use it to tell your story and give an opportunity for your customers to get to know you and your brand
- Create a page for Testimonials
- Attach your socials and embed some posts to showcase your brand
- Don't be afraid to use AI if you need some help, or fake it till you make it

Pro Tip #3: Don't Do It All Yourself

ASI is here with you, "Every Step Of The Way"



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Pro Tips:

- Utilize our knowledge base if you are struggling with your website
- Don't hesitate to reach out for help - if you have questions, our ASI experts are always available to support you
- Check out websites from fellow distributors to get ideas
- Don't be afraid to use AI if you need some help, we're building more and more ways to let AI do more of the work, so you don't have to

Bonus Tips

Additional tidbits for ESP+ Website success

- Get listed on Google as a business, link your website, and get 5-star reviews for your business ASAP
- Make sure your images are high resolution .PNG files – skip the JPEGs
- Keep your product collections fresh
- Google promo in your area and see where you show up, use our SEO tools to improve if you need it. The goal is to be first!





**Share your feedback
on the session with us!**



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