



ESP+ Technology Platform: From Search & Marketing Tools to Websites & Stores

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- 1** **ESP+**
- 2** **ESP+ Websites**
- 3** **ESP+ Stores**

Agenda



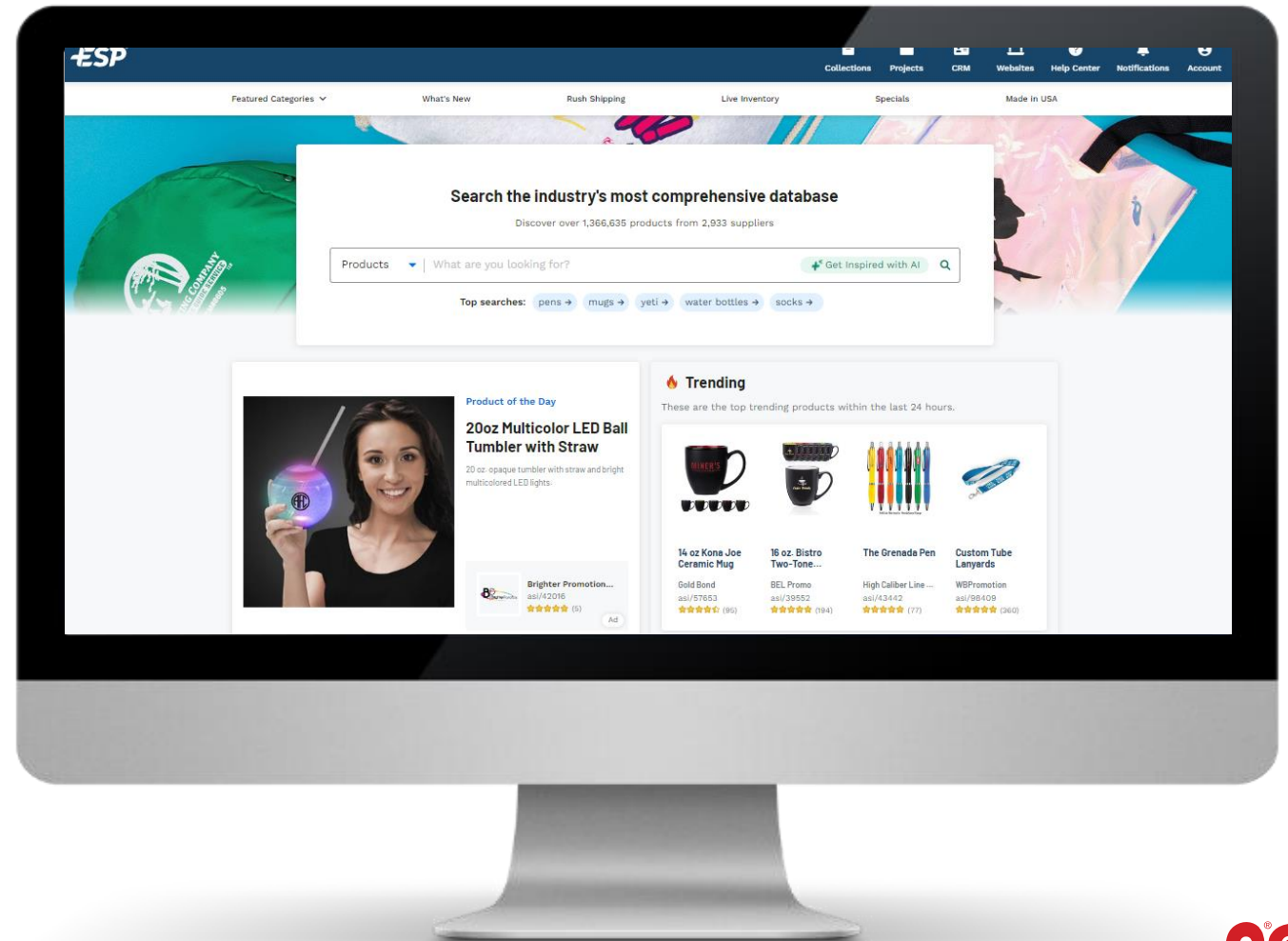
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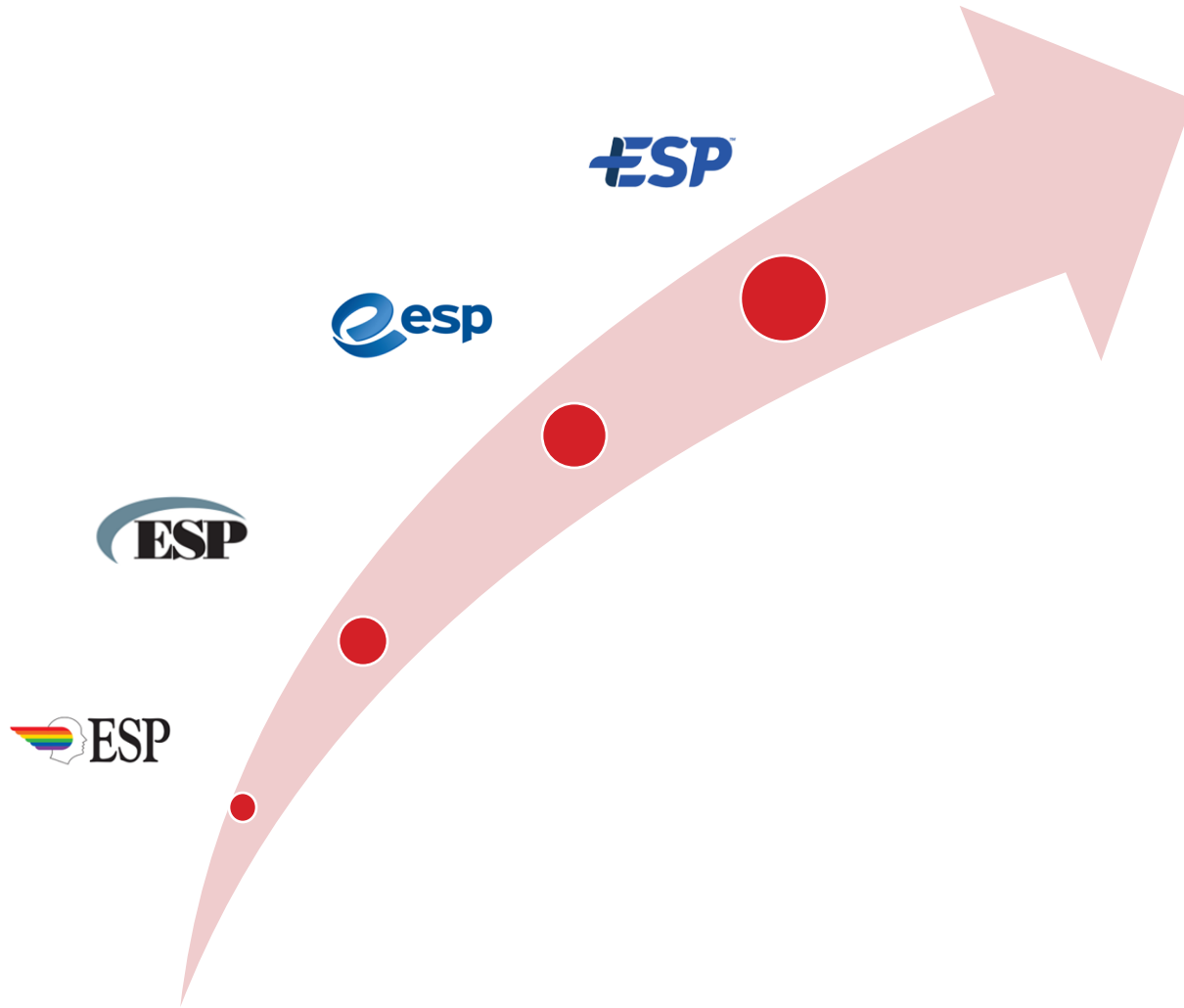
Introducing ESP+!

Connect to Everything You Need to Source, Sell and Succeed with Promotional Products

- Industry's #1 product sourcing tool
- Connecting distributors to suppliers
- Hosting a product library of over 1.2 million promotional products



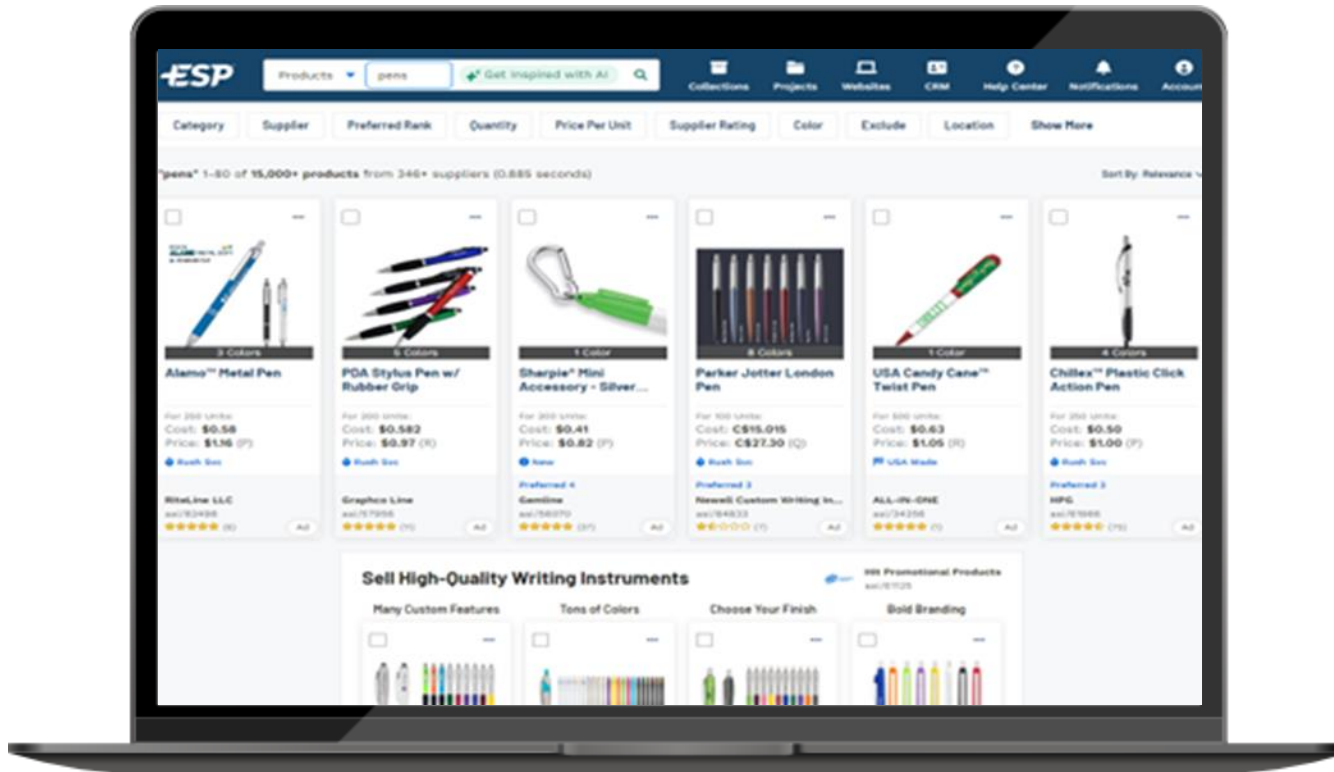
Inspiration Behind the Upgrade



- Setting a new standard on efficiency
- Speed and ease to navigate the platform
- Addressing industry professionals' needs and daily changes

Elevate the Way You Work

Key Features of ESP+



- Enhanced Product Search capabilities
 - AI fueled search
- Curated Collections
 - Share and collaborate with other team members for enhanced engagement
- Professional & Personalized Presentations
 - AI-fueled in-app copy writer for quicker presentation set-up
- Streamlined Ordering Process

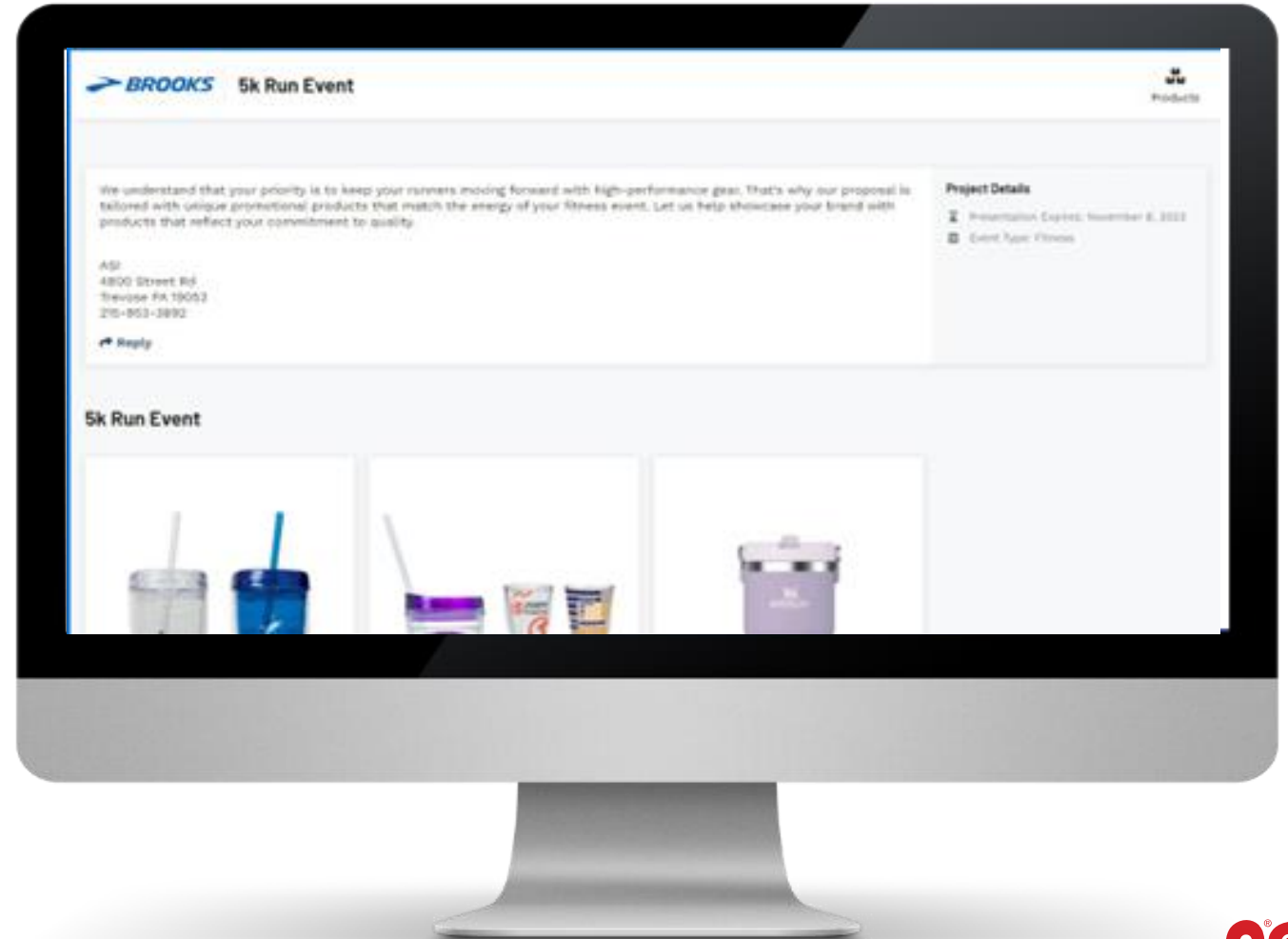
Interact and Collaborate

- Client Portal

- Easily engage with your clients and act quickly with real-time notifications on their interactions

- CRM

- Record Product History for re-pitching products or leaving items out of future proposals



ESP+ Live Demo

The screenshot displays the ESP+ website interface. At the top, a dark blue navigation bar contains the ESP logo and icons for Collections, Projects, CRM, Help Center, Notifications (with a 3 badge), and Account. Below the navigation bar is a hero section with a white search bar. The search bar contains the text "What are you looking for?" and a magnifying glass icon. Above the search bar, the text "Welcome to ESP+!" is displayed, followed by "Search the industry's largest, most definitive database of 1,067,401 products from 2,825 suppliers!". Below the search bar, there are "Top searches" with links for mugs, pens, shirt, bags, and a specific mug. The main content area is titled "Inspired By Your Search" and features a grid of product recommendations. Each product card includes an image, a title, a supplier name, an ASI ID, and a star rating. The products shown are: Ribbon Grocery Shopper (Prime Line, asi/79530, 3 stars), Telfair Lunch Box (Logomark/Valumark, asi/67866, 2 stars), 3/4" Polyester Sewn Lanyard... (Snugz/USA Inc, asi/88060, 2 stars), Tie-Dye Adult 5.4 oz., 100% Cotto... (alphabroder, asi/34063, 1 star), 2 1/2" Wooden Yoyo (Brighter Promotio..., asi/42016, 1 star), Classic Swivel Drive (Athena Promo™, asi/37218, 7 stars), Small Hit Sports Pack (Hit Promotional Pr..., asi/61125, 24 stars), and Independent Trading Co. You (S&S Activewear, asi/84358, 1 star). At the bottom of the page, there is a "We Want to Hear From You" section with an illustration of a woman and a "Send Feedback" button.

ESP+

Collections Projects CRM Help Center Notifications Account

Welcome to ESP+!

Search the industry's largest, most definitive database of 1,067,401 products from 2,825 suppliers!

Products | What are you looking for?

Top searches: mugs → pens → shirt → bags → 10 oz barrel shape jujube wood mug →

Inspired By Your Search

Product	Supplier	ASI ID	Rating
Ribbon Grocery Shopper	Prime Line	asi/79530	3 stars
Telfair Lunch Box	Logomark/Valumark	asi/67866	2 stars
3/4" Polyester Sewn Lanyard...	Snugz/USA Inc	asi/88060	2 stars
Tie-Dye Adult 5.4 oz., 100% Cotto...	alphabroder	asi/34063	1 star
2 1/2" Wooden Yoyo	Brighter Promotio...	asi/42016	1 star
Classic Swivel Drive	Athena Promo™	asi/37218	7 stars
Small Hit Sports Pack	Hit Promotional Pr...	asi/61125	24 stars
Independent Trading Co. You	S&S Activewear	asi/84358	1 star

We Want to Hear From You

Once you've done some exploring and searching, let us know v below will open an email to us where you can provide the dr more details you can give, the better. Thanks from the whr

[Send Feedback](#)



1 **ESP+**

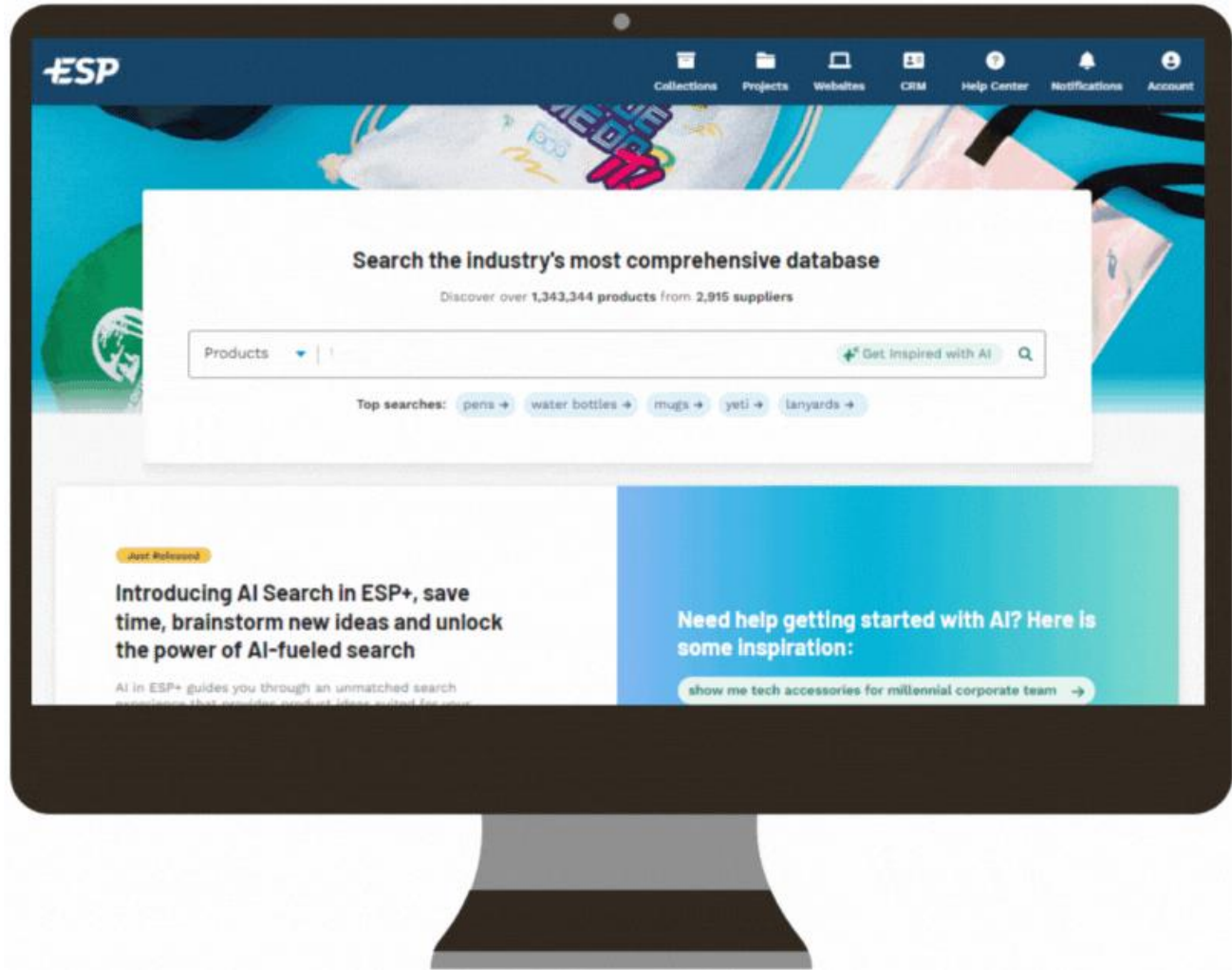
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ESP+ Websites

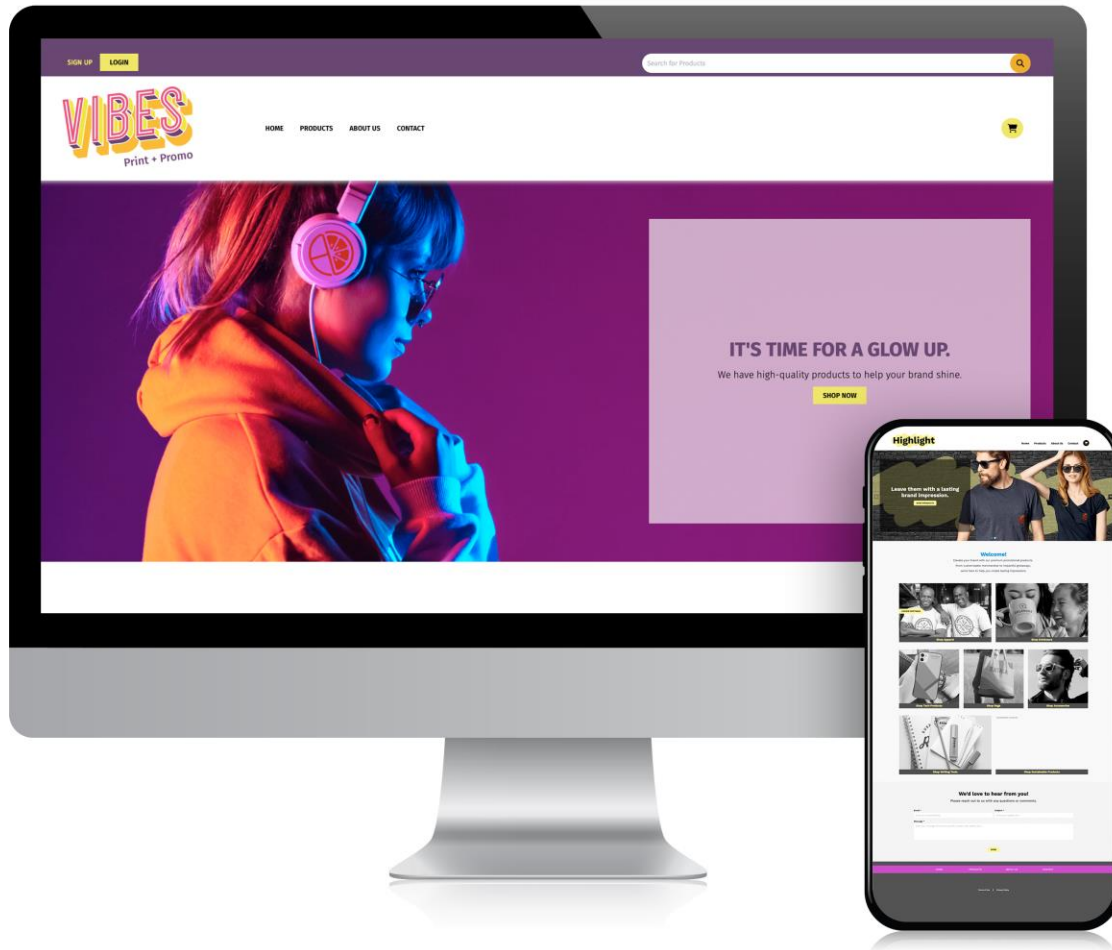
Your website is your most important marketing tool!



Advantages

- A website that gives your clients' access to promo 24/7 – search fields pulls from ESP+
- An elite shopping experience for your customers
- Powerful tools to manage the backend

ESP+ Integration with ESP+ Websites



- ESP+ Websites offers an easily updatable e-commerce solution that proudly hosts 1 million items, ensuring clients enjoy seamless 24/7 access to a wide array of promotional products.
- Integrated with ESP+, it streamlines your workflows, instantly notifying when a quote is requested or an order is placed.
- Our platform is SEO-friendly, enhancing online visibility and maximizing potential reach.

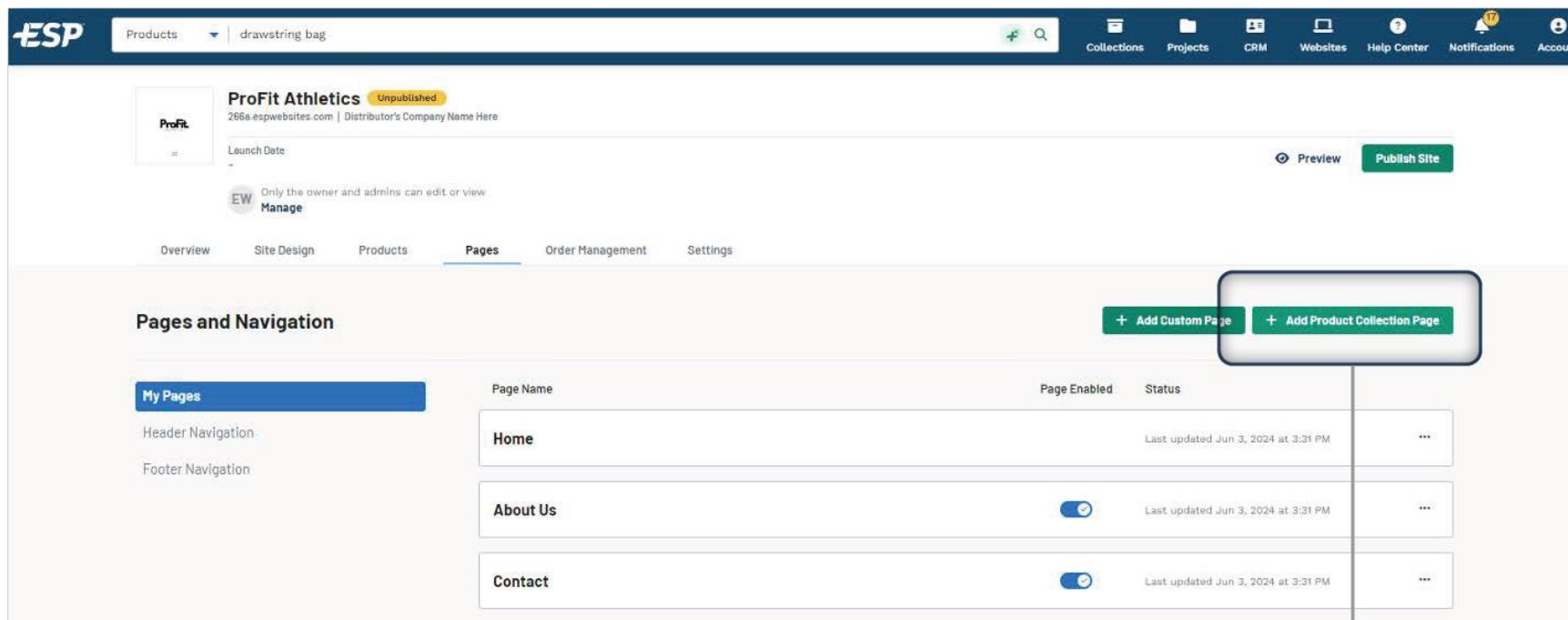
Why It Matters



- Insights into how it can revolutionize interactions
- Relevant for both new and seasoned members
- Tailored solutions for industry needs

Add a Collection to Fill Your ESP+ Website

Instead of manually selecting products for specific pages on your website, you can effortlessly add entire Collections you've already created. You can manage the page, update header information and expand product offerings, continually tailoring the experience to your visitors' needs.



The screenshot displays the ESP+ website management dashboard for 'ProFit Athletics'. The interface includes a top navigation bar with the ESP logo, a search bar, and various utility icons. The main content area shows the 'Pages and Navigation' section, which includes a table of existing pages and two buttons for adding new pages: 'Add Custom Page' and 'Add Product Collection Page'. The 'Add Product Collection Page' button is highlighted with a red box.


Page Name	Page Enabled	Status	
Home		Last updated Jun 3, 2024 at 3:31 PM	...
About Us	<input checked="" type="checkbox"/>	Last updated Jun 3, 2024 at 3:31 PM	...
Contact	<input checked="" type="checkbox"/>	Last updated Jun 3, 2024 at 3:31 PM	...

Add a Collection to Fill Your ESP+ Website


Here, add your Collection, choose the page name and edit the slug. A slug is explained below.

Add a Collection Page
Create a new page on your website from one of your existing collections.

Collection *

 **Team Gear**
5 products

The slug is the url-friendly version of the name. It is usually all lowercase and contains only letters, numbers and hyphens.

Slug * 

/ team-gear

Cancel **+ Add Page**

Add a Collection to Fill Your ESP+ Website

And just like that, your Product Collection appears on your site!

The screenshot shows the ProFit Athletics website interface. At the top, the logo 'ProFit athletics' is on the left, and navigation links 'Home', 'Products', 'About Us', and 'Contact' are in the center. A shopping cart icon is on the right. Below the logo, the text '2025' is visible. The main heading is 'Team Gear' with the subtitle 'Products for a soccer team'. Five product cards are displayed in a row, each with a '+' icon in the top right corner:

- 1" Glitter Ink Custom Silkscreen Lanyard, Flat Ribbed**: \$3.18 for 10 units. The image shows four lanyards in white, black, yellow, and green with 'HUSKIES' printed on them.
- Redwood 40oz Stainless Steel Water Bottle**: \$27.98 for 12 units. The image shows a brown water bottle.
- Drawstring Backpack**: \$1.55 for 100 units. The image shows a red drawstring backpack with a black logo.
- Badger Youth BT5 Performance**: \$42.40 for 1 unit. The image shows a person wearing black performance pants and blue sneakers.
- Badger Youth Performance Fleece Hooded Sweatshirt**: \$45.66 for 1 unit. The image shows a black fleece hoodie.

Understanding Slugs in Website URLs



● Definition of Slugs

- A slug is the part of a URL that identifies a specific page on a website in an easily readable form.
- Example: In the URL www.example.com/products/custom-tshirts, the slug is 'custom-tshirts'

● Importance of Clean, Descriptive Slugs:

- Slugs should be concise and descriptive to accurately represent the page content.
- Use hypens to separate words for better readability (/custom-tshirts rather than /customshirts).


The Role of SEO

SEO & Marketing

Domains

CSS

Site Level SEO
Configure the following settings to manage how store level information shows on various platforms


Favicon


Site Title
Stef's Promo Site

Meta Description
Best site for branded merchandise in the Northeast! Everything sustainably made.

Site Keywords
sustainable, t-shirts, screen printing, economical tote bags, recyclable notebooks

Social Media Sharing Image
Upload an image to display as a default when an image isn't specified on the page that is being shared



- SEO is a set of practices and strategies aimed to improve a websites' visibility and ranking in search engine pages.
- Our intuitive websites are up to speed with the latest advancements with SEO and marketing capabilities.
- Customers and prospects will quickly and easily find you with our enhanced SEO capabilities and modern and intuitive interface.

The Role of Metatags in SEO



- Metatags are snippets of text that describe a page's content. They don't appear on the page itself but in the page's code.
- Meta Descriptions: Describe your site, what is the business model? Example: The best site for branded promotional products in Florida! Everything is USA made.
- Metatags Improve SEO. Help search engines understand the content and context of the page. Properly crafted metatags can improve visibility in search results and increase user engagement.

The Role of Keywords in SEO



- Site Keywords are products that you specialize in.
- Products that will allow your website to come up in search results when customers are looking for someone like your business online!
- These are product words like promotional products, t-shirts, screen-printing.



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ESP+ Stores: ASI's Latest Innovation Powered by ESP+ Platform

Connect to Everything You Need to Source, Sell, and Succeed



One Platform for
Everything You Need

ESP+ Stores
Streamlines
Operations, Saving You
Time to Focus on
Growing Your Business

Grow Faster with an
Easy-to-Manage E-
commerce Solution
Built for You and Your
Clients

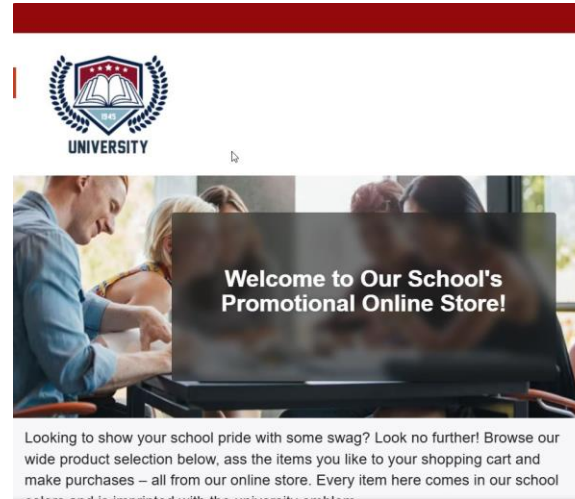
Deliver Curated, Personalized Online Stores for Your Clients

Custom Solutions Tailored to Meet Client Needs



Deliver Personalized Experiences

Offer your customers tailored online storefronts built to meet their unique needs.



Simplify Solutions for Busy Clients

Provide seamless, curated stores that save time and deliver the exact products your clients want – effortlessly and efficiently.

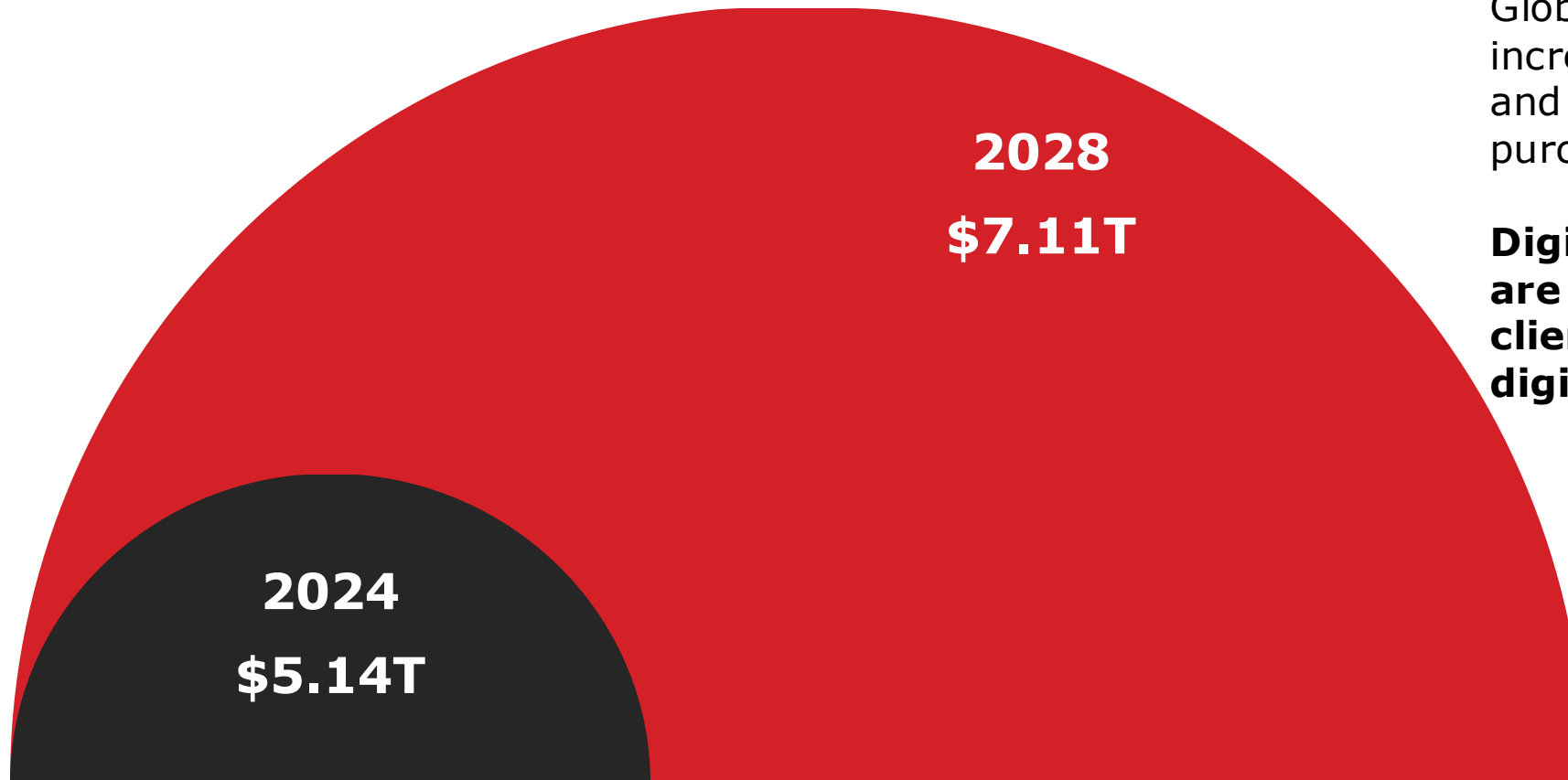


Fully Customizable ESP+ Stores

Showcase only your clients' items, ensuring a seamless, branded storefront.

Meeting Distributor Client Demand

Global E-Commerce Continues to Grow



Global e-commerce saw a 10.4% increase from 2023, driven by new tech and consumer shifts toward online purchasing.

Digital storefronts for distributors are essential for meeting growing client demand for a seamless, digital buying experience

Global e-commerce market, source – eCommerceDB/Statista

What Can ESP+ Stores Do for You & Your Clients?

Set up branded online storefronts in 5 easy steps

How it helps distributors

- **Product library** is the largest in the industry
- **Easy set-up:** intuitive set-up in 5 easy steps
- **Customizable:** Unique, brand-aligned online stores
- **Aggregates orders** efficiently into a single purchase order

How it helps distributor customers

- **Organizes** all products in one easy-to-access place
- **Simplifies** ordering for employees, customers, or partners
- **Ensures brand consistency** across all items
- **Streamlines** and simplifies the ordering process

What our Early Adopters are Saying



"ASI hit all the marks with ESP+ Stores – it's incredibly easy to use and extremely efficient. We were up and running with our first Store within minutes"

"School and spirit wear are great examples of where I can see ESP+ Stores having a positive revenue impact on distributors and their clients. Think about it – there are new parents every year who want to support their students' sports and activities!"

Paul Sheldon

Owner,

Stitch This

ASI# 337141



ESP+ STORES

Build & launch branded
client stores with ease.



Employee
Recognition

Team
Gear

Company
Apparel

Fundraising
Shop

Healthcare
Industry

Visit the **ESP+ Stores Booth #348.**



Scan to learn more.



Questions?



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



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