



Advertising
Specialty
Institute®

Content Marketing Strategies for Reaching the Right Buyers

Martine Cadet

**YOU SELL
MORE THAN
BRANDED
MERCH**



Promo Products Work!

18 months ago Jim Gagliano gave me this pen at a job fair and it seems to follow me around. Loved this style as a kid. Promo products work!



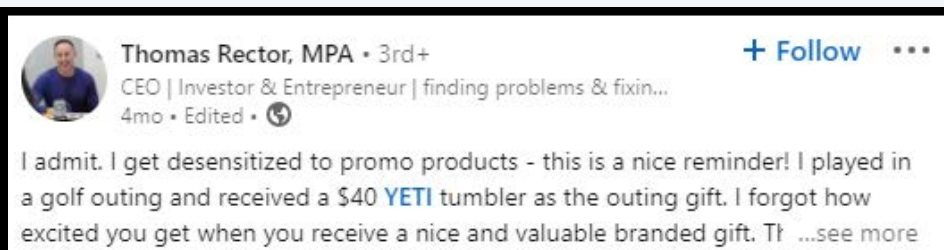
52%

of consumers
would keep and use
a promo writing
instrument
for 1 year or longer!



Excited to Receive!

I admit. I get desensitized to promo products - this is a nice reminder! I played in a golf outing and received a \$40 YETI tumbler as the outing gift. I forgot how excited you get when you receive a nice valuable branded gift.

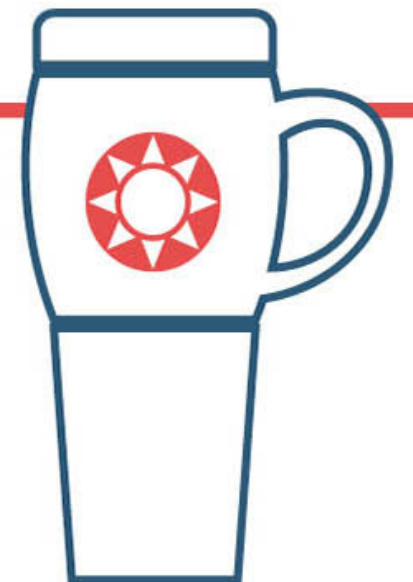


Drinkware generates

3,162

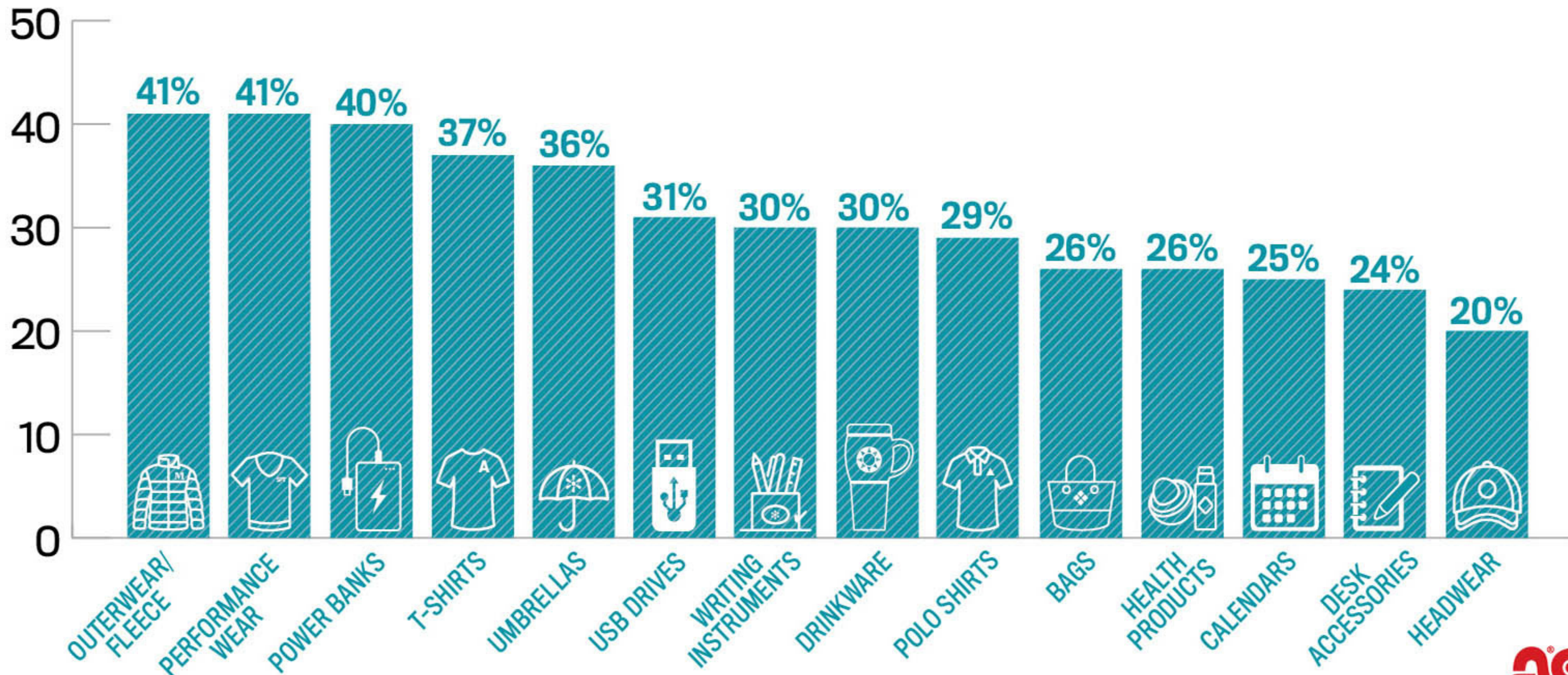


**impressions
over its lifetime!**



Promo Products influence behavior and the likelihood of consumers to do business with the advertiser.

PERCENTAGE OF CONSUMERS MORE LIKELY TO DO BUSINESS WITH THE ADVERTISER THAT GAVE THEM THE PROMO PRODUCT



HOW TO GIVE END-BUYERS VALUE AS DISTRIBUTORS USING CONTENT?





**PRECISION
BEATS
DISPERSION**

Consumers in the **East**, **West**, **South** and **Midwest** all prefer **Promo Products** over all other forms of advertising!





**When you Speak
to Everyone, you
Speak to No One!**

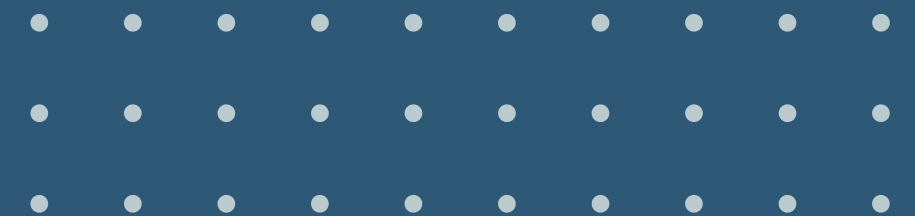


Target Content Strategy



TARGET CONTENT STRATEGY

Emphasize your distinctive value proposition as a distributor in every piece of content showcasing your unique strengths to end-users: Made in America, Eco-friendly...





Peak Performance Coach, TV Host, Global
Speaker & Best Selling Author



Don't be fooled by
SOCIAL MEDIA.

The quiet gestures you
do every day for other
people, the ones that
no one sees and don't get
a million views on IG,
those are the ones that
truly matter.

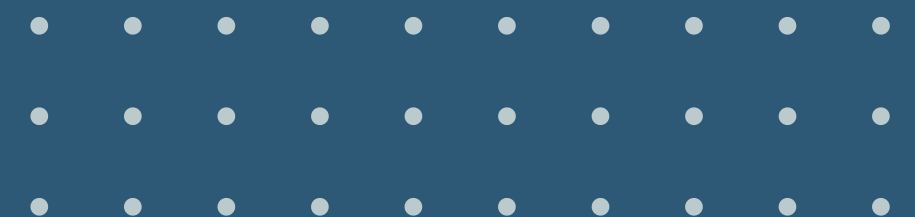


Quality Over Quantity



ENGAGE WITH PURPOSE

Social media content marketing success is not about the number of platforms but the quality of your presence. Focus on activating the concept of depth over breadth.





Social Media What Platforms Should I be on?

Platform Focus



CONTENT TO CONVERSION

Focus on specific platforms that align with your marketing goals for maximum impact. Tailor your strategies to turn content marketing efforts into measurable success. Craft content that initiates meaningful conversations, leading to higher conversion rates.



Neglecting to identify the ideal **end-buyer persona can result in misaligned marketing strategies and **lost sales opportunities**.**

MOTIVATION

What **drives your end-buyers to seek promotional products?**
How can **your offerings align seamlessly with their **business objectives**?**



TRIUMPHS

How can your promotional products contribute to their victories, positioning you as the indispensable distributor in their business journey?

HOW TO GIVE END-BUYERS **VALUE** AS DISTRIBUTORS USING CONTENT MARKETING.

Showcase vulnerability, tell
transformative tales,
revitalize engagement.

Yield Impactful Results

THE **T.E.R.A**
METHOD

Build Credibility,
Connections, and
Conversions.

Convert Leads to Clients.

Nurture and Close More

Sales

MAP YOUR **3C**
PROCESS

Tailor Specific Content
Creation Techniques Focus
on your Chosen Social
Media Platforms.

Implement Storytelling

CRAFT **COMPELLING**
CONTENT

SOCIAL
MEDIA

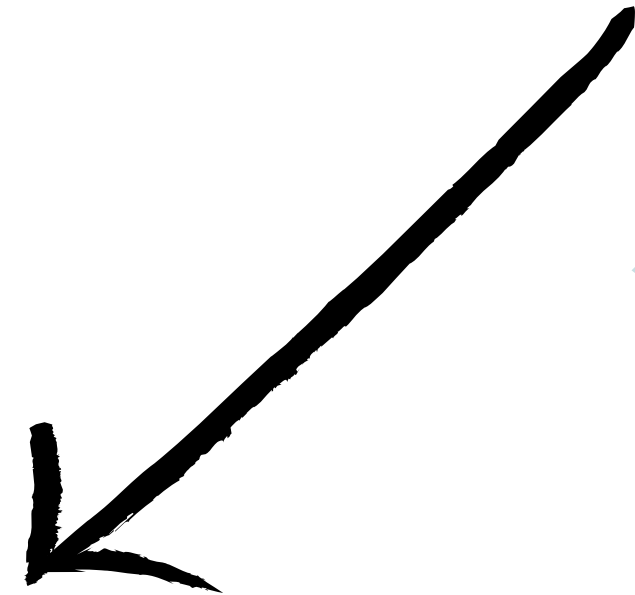
3C Process

T.E.R.A.

Compelling Content

Method

T Trigger **E**.**R**.**A**.



**FOCUS ON CONTENT
THAT WILL BRING
UP FEELINGS MORE
THAN YOUR
COMPETITION.**

E.
Emotions
Credibility

CONCEPT

Create a **short video** that showcases how your custom products have positively impacted your clients' businesses. This could be a series titled "Our Products, Your Success".

CONTENT

Interview a few clients who have used your products for significant events or promotions. Let them share their stories about how the products helped them achieve their goals, reach more customers, or create memorable experiences.

EMOTIONAL APPEAL

T.E.R.A.
Method

By focusing on **real-life success stories**, you evoke feelings of inspiration and aspiration in your audience. They see the tangible impact of your products, which can inspire them to imagine what they could achieve with them.

CONCEPT

Interactive Posts with Before and After Scenarios using before and after images to show the transformation your custom product can bring to a brand or an event.

CONTENT

Post a photo of a plain, unbranded item (**before**) alongside the same item transformed with custom branding (**after**). Include a catchy caption that emphasizes the transformation and asks followers to **imagine** what they could do with such products.

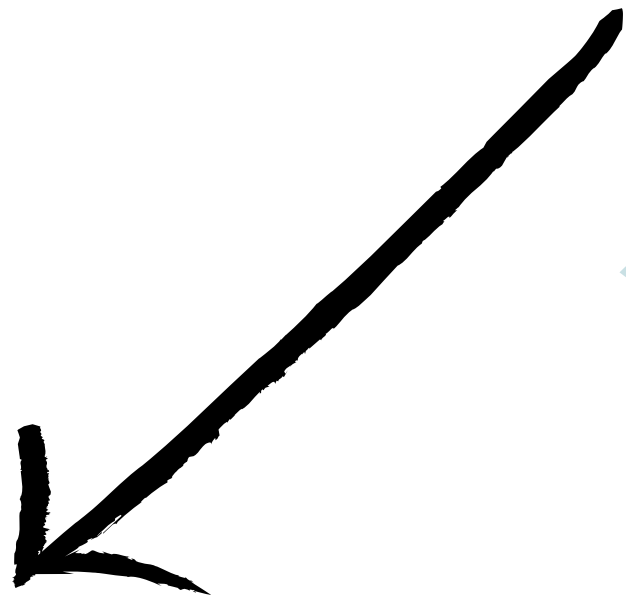
EMOTIONAL APPEAL

T.E.R.A.
Method

This approach plays on the **desire for transformation** and improvement. It makes the benefits of custom products tangible and easy to visualize, tapping into feelings of excitement and potential.

T trigger **E**. **R**. **A**.

R.



**DIG DEEPER AND
DON'T BE AFRAID TO
TAKE THE RISK TO BE**

**VULNERABLE WITH
YOUR CONTENT.**

Relatability
Connections

CONCEPT

"Our Mistakes and Learnings"
Posts. Share honest accounts of mistakes made in the past, what you learned from them, and how they improved your business.

CONTENT

Write about specific instances where things didn't go as planned – a design flaw, a production delay, or a customer complaint – and how your team addressed and learned from these challenges.

RELATABILITY APPEAL

T.E.R.A.
Method

Such transparency is rare and valuable. It shows vulnerability and a commitment to growth and improvement, which can be very relatable and reassuring to potential clients who value honesty and resilience in business partnerships.

CONCEPT

Client Challenges and Solutions

Posts that focus on real challenges faced by your clients and how your custom products provided solutions.

CONTENT

Share case studies or testimonials where a **client had a specific need or problem**, and how your product helped solve it. This could range from tight deadlines to unique design requests.

RELATABILITY APPEAL

T.E.R.A.
Method

These stories emphasize empathy and understanding of **your clients' challenges**. Potential clients will see themselves in these stories, recognizing that your business is attentive to client needs and capable of delivering effective solutions.

T Trigger **E**. **R**. **A**.

A.

Action
Conversion



NOW WHAT? THIS IS THE QUESTION YOUR END-BUYER HAS WHEN CONSUMING YOUR CONTENT. PROVIDE A CLEAR CTA!

CONCEPT

Limited-Time Offer Posts

Create urgency with posts about special, limited-time offers on certain products or services.

CONTENT

Share **eye-catching images or videos of the products** with details of the offer, such as a discount or a bundle deal. Highlight the time-sensitive nature of the offer.

TRIGGER ACTION

T.E.R.A.
Method

“**Don't miss out!** This offer is only available until [date]. Click the link to order now and save!”

“**Ready to see your brand come to life?** Try our easy-to-use customization tool now and start designing your unique product today!”

CONCEPT

Free Sample or Consultation Offer

Encourage potential clients to experience your products first-hand or benefit from expert advice.

CONTENT

Detail the offer, whether it's a free sample, a mock-up, or a consultation session, and the value it provides.

TRIGGER ACTION

T.E.R.A.
Method

“Experience the quality for yourself! Request your free sample/consultation today and take the first step towards elevating your brand.”

The Social Media Content Marketing **Rule of Thirds.**

1/3

of your content **promotes** your business, **converts** readers, and **generates** profit.

Emotions
Credibility

1/3

of your content **shares ideas** and stories from thought leaders in your industry or like-minded businesses.

Relatability
Connections

1/3

of your content is **personal interactions** with your audience.

Action
Conversion

SOCIAL
MEDIA

How to Craft

Compelling Content

MAXIMIZE IMPACT WITH BITE-SIZE CONTENT



EAGLE BANNERS
LITE - 24" - 36" - 48" - 60"
MADE IN THE USA

PRODUCTION TIME:
QTY 1 - 5 - 2 BUSINESS DAYS
QTY 6 - 10 - 3 BUSINESS DAYS
QTY 11 - 25 - 3 BUSINESS DAYS
QTY 26 - 50 - 3-4 BUSINESS DAYS
QTY 51 - 75 - 4-5 BUSINESS DAYS

SERVICE AFTER ARTWORK APPROVAL*
*ORDER CUTOFF TIME 12:00PM CENTRAL DAYLIGHT TIME

FABRIC: TENSION FABRIC

NO SET-UP CHARGE • NO PROOF CHARGE • NO PMS MATCH CHARGE

NO PRODUCTION PROBLEMS OR SHIPPING DELAYS DUE TO CHINESE HOLIDAYS

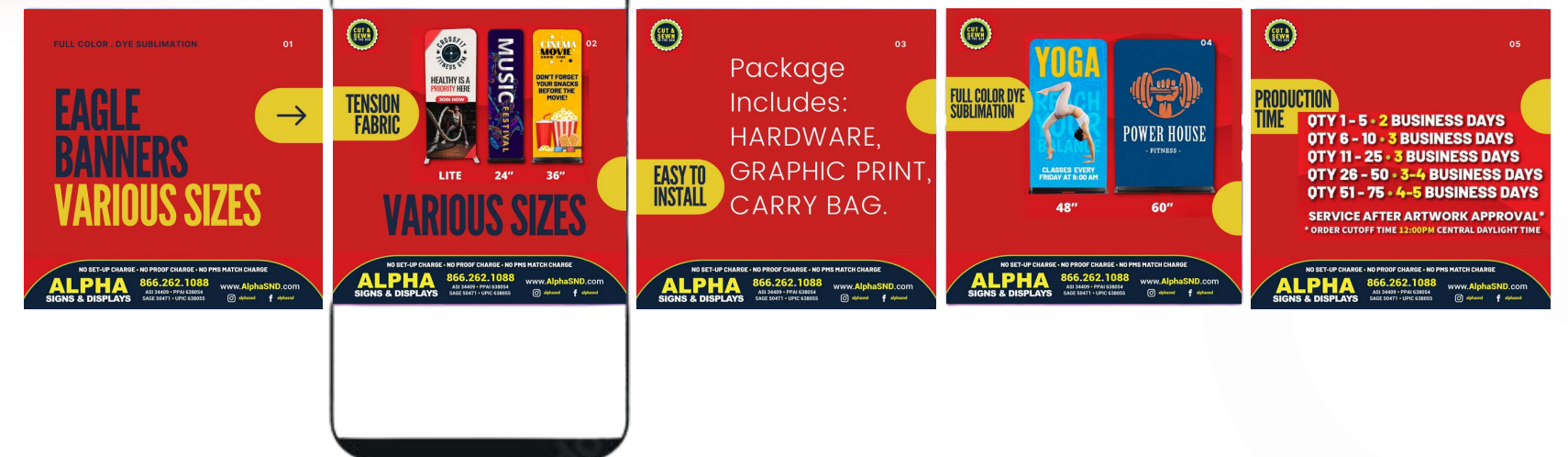
NOW NEARLY 90% OF OUR PRODUCTS ARE MADE IN THE USA

7 DAYS SERVICE AFTER ARTWORK APPROVAL*
*ORDER CUTOFF TIME 12:00PM CENTRAL DAYLIGHT TIME

NO SET-UP FEES • NO PROOF CHARGE • NO PMS CHARGE

NO SET-UP CHARGE • NO PROOF CHARGE • NO PMS MATCH CHARGE

ALPHA 866.262.1088 www.AlphaSND.com
ASI 34409 • PPAI 638054
SAGE 50471 • UPIC 638055



BITE-SIZE CONTENT IS MORE DIGESTIBLE, ENCOURAGING HIGHER INTERACTION AND SHARING.

01 FULL COLOR . DYE SUBLIMATION

EAGLE BANNERS VARIOUS SIZES

→

02 TENSION FABRIC

CROSSFIT FITNESS GYM
HEALTHY IS A PRIORITY HERE
JOIN NOW

MUSIC FESTIVAL

CINEMA MOVIE
DON'T FORGET YOUR SNACKS BEFORE THE MOVIE!

LITE 24" 36"

VARIOUS SIZES

03 Package Includes:
HARDWARE,
GRAPHIC PRINT,
CARRY BAG.

EASY TO INSTALL

04 FULL COLOR DYE SUBLIMATION

YOGA
CLASSES EVERY FRIDAY AT 9:00 AM

POWER HOUSE
- FITNESS -

48" 60"

05 PRODUCTION TIME

QTY 1 - 5 • 2 BUSINESS DAYS
QTY 6 - 10 • 3 BUSINESS DAYS
QTY 11 - 25 • 3 BUSINESS DAYS
QTY 26 - 50 • 3-4 BUSINESS DAYS
QTY 51 - 75 • 4-5 BUSINESS DAYS

SERVICE AFTER ARTWORK APPROVAL*
* ORDER CUTOFF TIME 12:00PM CENTRAL DAYLIGHT TIME

NO SET-UP CHARGE • NO PROOF CHARGE • NO PMS MATCH CHARGE

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SIGNS & DISPLAYS ASI 34409 • PPAI 638054 SAGE 50471 • UPIC 638055 @alphasnd f alphasnd

1 STORY

=

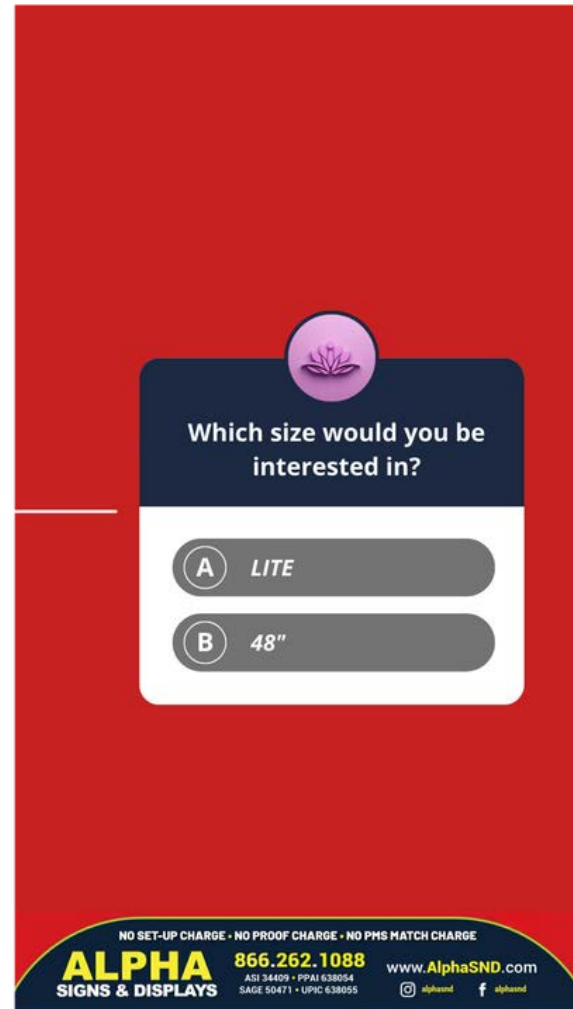
A Beginning

+

A Middle

+

An End



CAPTIVATE YOUR

AUDIENCE WITH

STORIES AS THEY

CREATE A PERSONAL

AND IMMERSIVE

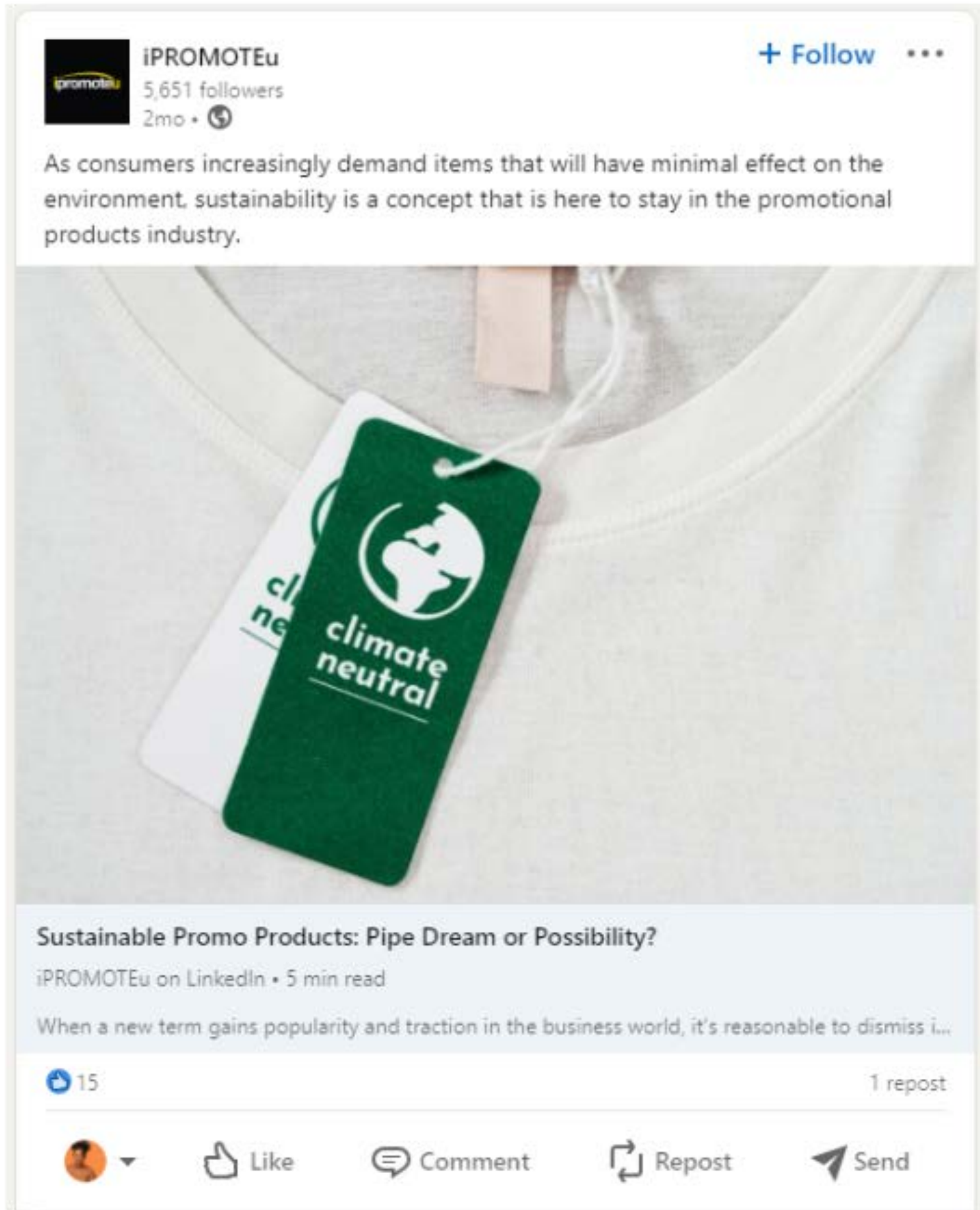
EXPERIENCE, BOOSTING

USER INTERACTION.

LEVERAGING STORY HIGHLIGHTS FOR EVERGREEN IMPACT



HIGHLIGHTS OFFER A USER-FRIENDLY WAY FOR NEW FOLLOWERS TO CATCH UP ON KEY CONTENT.



**CREATE LONG-FORM
CONTENT SUCH AS
DETAILED ARTICLES AND
ALLOW FOR IN-DEPTH
EXPLORATION OF
PRODUCTS AND INDUSTRY
INSIGHTS, OFFERING MORE
VALUE TO READERS.**



SHORT-FORM VIDEOS CAPTURE ATTENTION QUICKLY, IDEAL FOR TODAY'S FAST-PACED SOCIAL MEDIA ENVIRONMENT. USE SHORT VIDEOS TO SHOWCASE PRODUCTS, SHARE TESTIMONIALS, OR GIVE BEHIND-THE-SCENES GLIMPSES.



SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> 25-34 Boomers 	<ul style="list-style-type: none"> Photos & links Information Live video 	<ul style="list-style-type: none"> Local mkting Advertising Relationships 	<ul style="list-style-type: none"> Weak organic reach
	<ul style="list-style-type: none"> 18-25 26-35 	<ul style="list-style-type: none"> How-tos Webinars Explainers 	<ul style="list-style-type: none"> Organic SEO Advertising 	<ul style="list-style-type: none"> Video is resource-heavy
	<ul style="list-style-type: none"> 18-24, 25-34 Millennials 	<ul style="list-style-type: none"> Inspiration & adventure Questions/polls 	<ul style="list-style-type: none"> Ecommerce Organic Influencer 	<ul style="list-style-type: none"> High
	<ul style="list-style-type: none"> 25-34, 35-49 Educated/wealthy 	<ul style="list-style-type: none"> News Discussion Humor 	<ul style="list-style-type: none"> Customer service Ads for males 	<ul style="list-style-type: none"> Small audience
	<ul style="list-style-type: none"> 46-55 Professionals 	<ul style="list-style-type: none"> Long-form content Core values 	<ul style="list-style-type: none"> B2B Organic International 	<ul style="list-style-type: none"> Ad customer
	<ul style="list-style-type: none"> 10-19 Female (60%) 	<ul style="list-style-type: none"> Entertainment Humor Challenges 	<ul style="list-style-type: none"> Influencer marketing Series content 	<ul style="list-style-type: none"> Reliable
	<ul style="list-style-type: none"> 13-17, 25-34 Teens 	<ul style="list-style-type: none"> Silly Feel-good Trends 	<ul style="list-style-type: none"> Video ads Location-based mkting App mkting 	<ul style="list-style-type: none"> Reliable

CREATE WISELY! CRAFT CONTENT THAT IS ALIGNED WITH THE SOCIAL PLATFORM AUDIENCE.

Whether you're young or just young at heart, it's unanimous: **Promo is everyone's favorite** form of advertising!



Resources

These tools are your gateway to staying informed and ahead in the dynamic landscape of marketing your business and reach the right buyers.

