ESP WEBSITES & COMPANY STORES:
Insider Tips to Get More Orders

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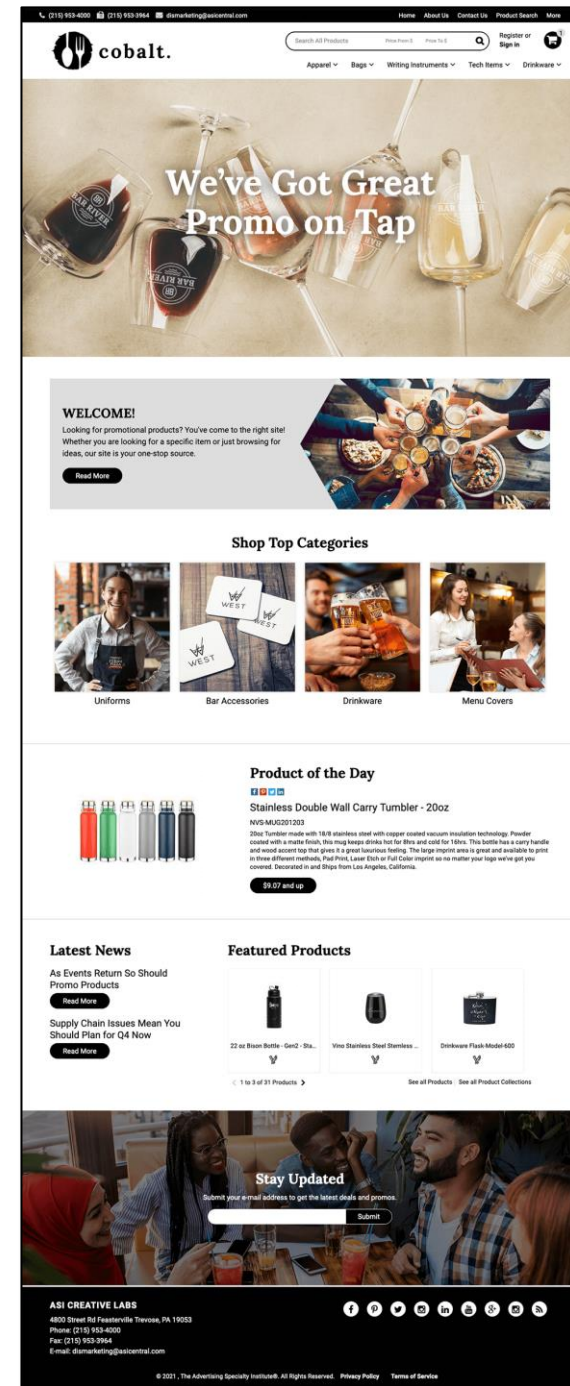
AGENDA

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

ESP WEBSITE FEATURES

ESP WEBSITE DESIGN TEMPLATES
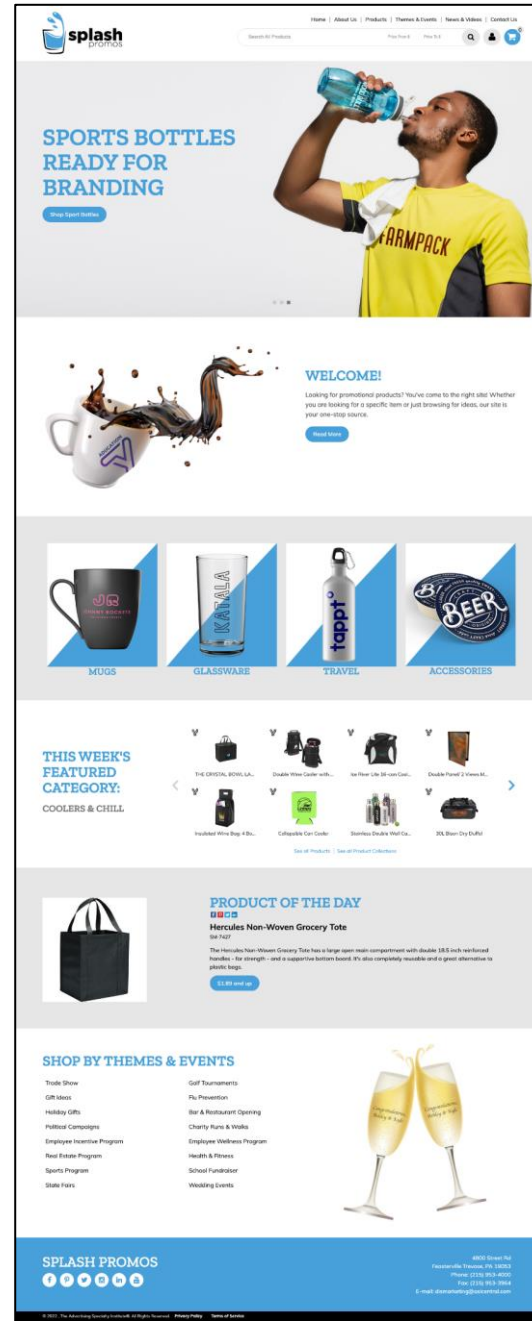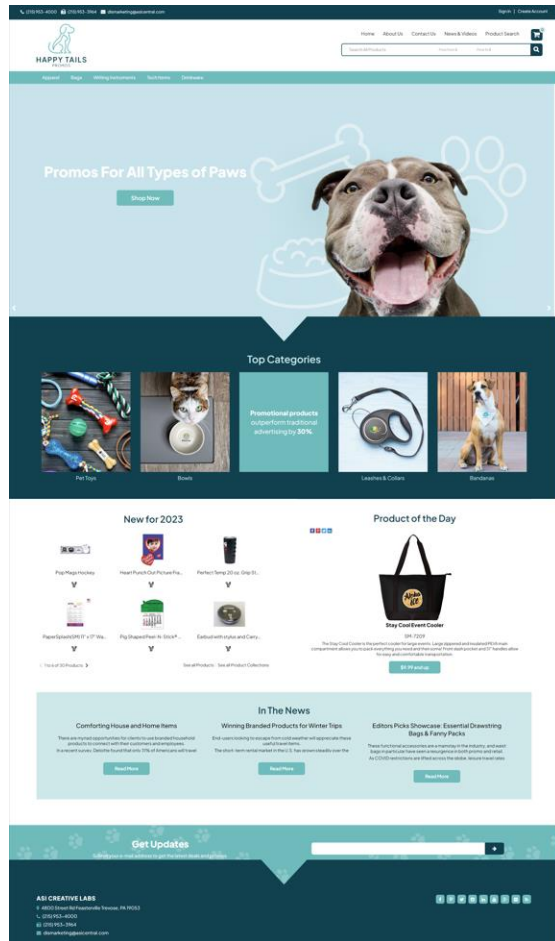
ESP WEBSITES ADVANTAGES

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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 PUBLISHING 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.

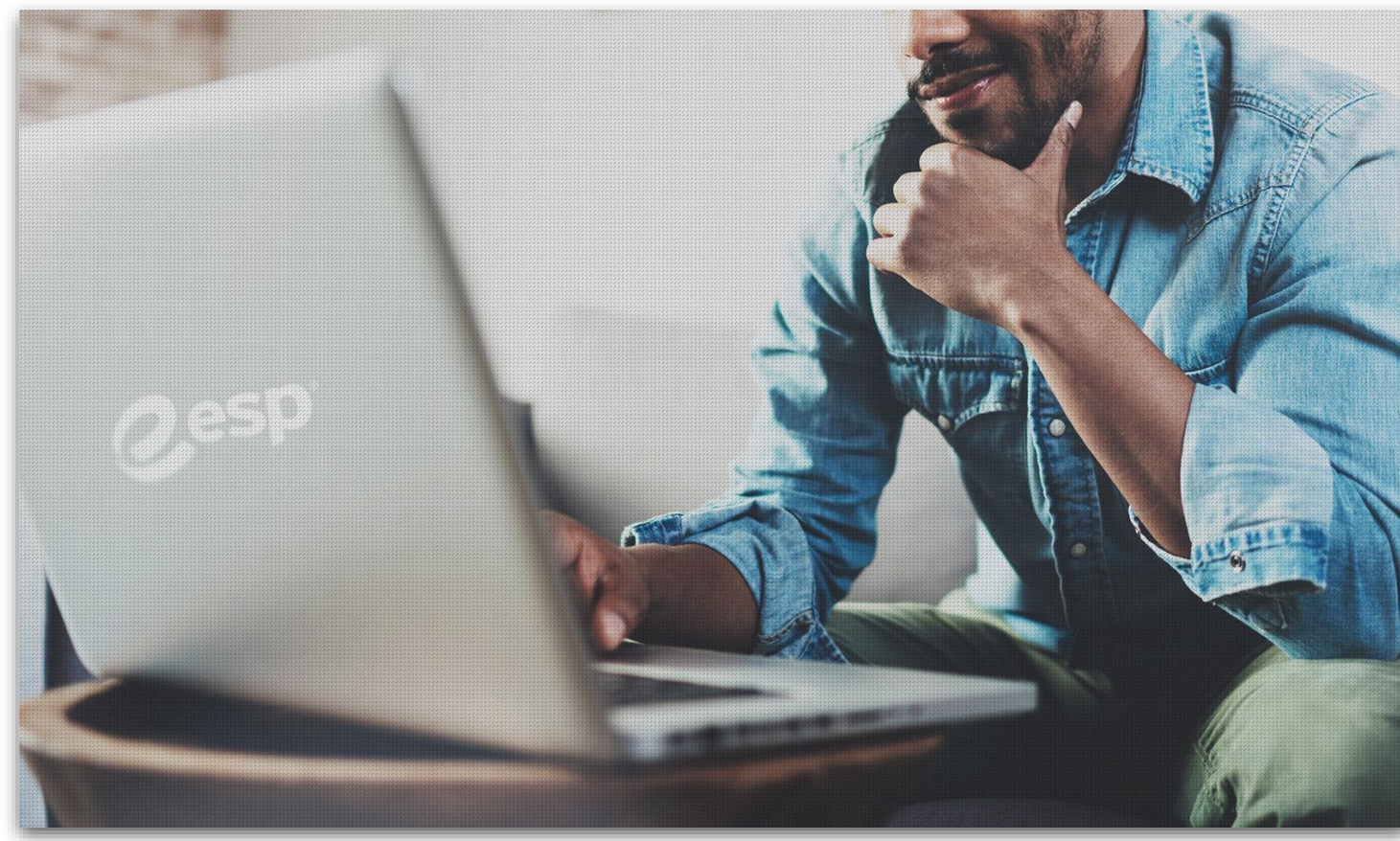- Customers can easily interact and order directly from the link.

70-80% of people shop online monthly

Websites Best Practices

ESP WEBSITES BEST PRACTICES

Custom Domain

yourbrand.espwebsite.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 PAGE CUSTOMIZATION

Inspiration

The Power of Promo   Promo Gets Results

Case Studies
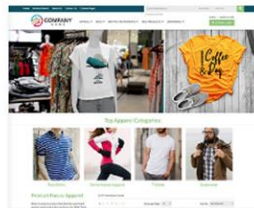
Flu Prevention   Fundraisers   Sports Programs

Product Focus

Apparel   Bags   Drinkware   Golf

- 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 "About Page"

- 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

NAP & LOCAL LISTINGS SERVICE

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.
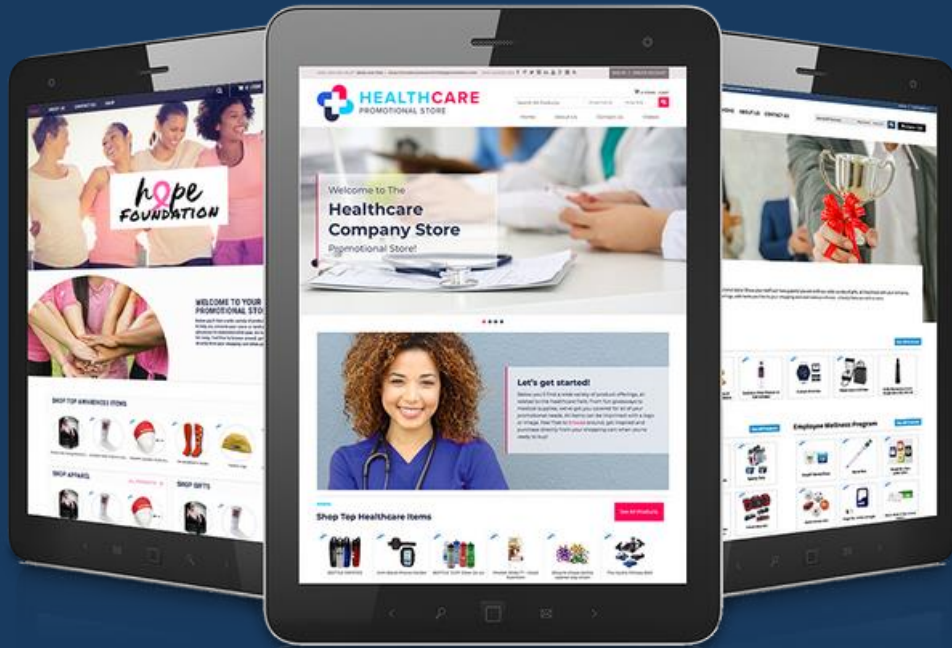
GOOGLE ANALYTICS

- Gain insight about website visitors, traffic sources, track marketing results and more.

- Add analytics to your ESP Website in website settings.
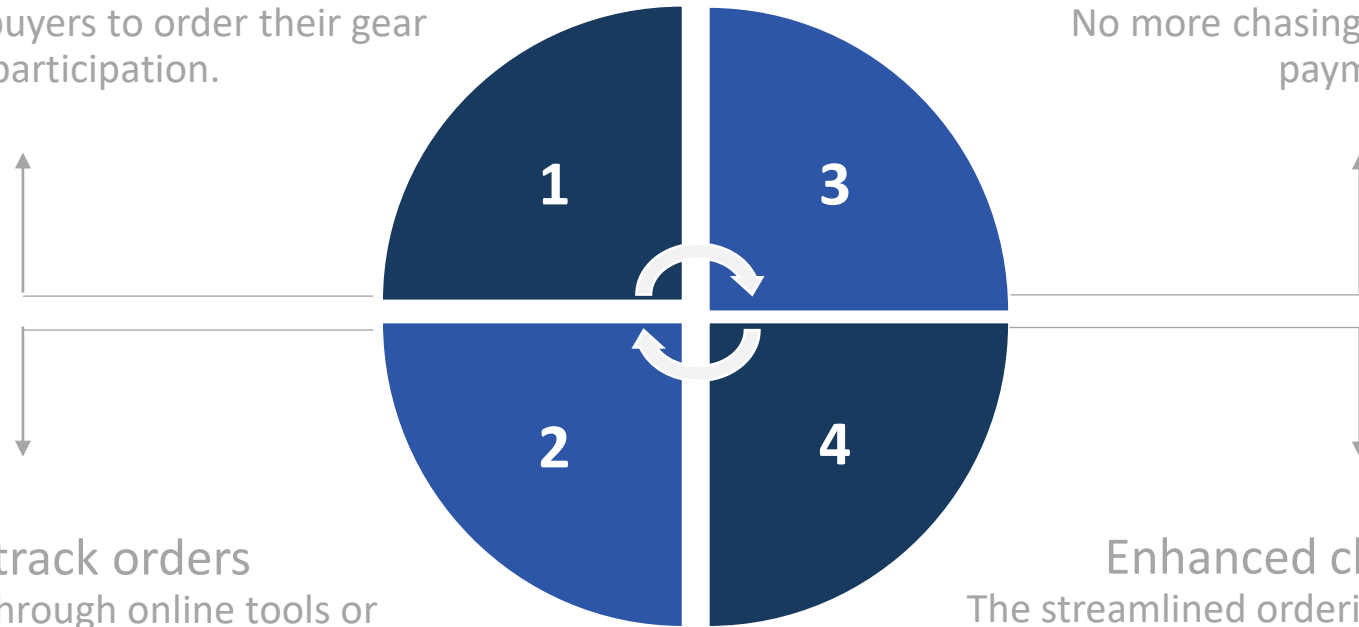
ESP WEBSITES DEMO

COMPANY STORES

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.

1

3

2

4

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
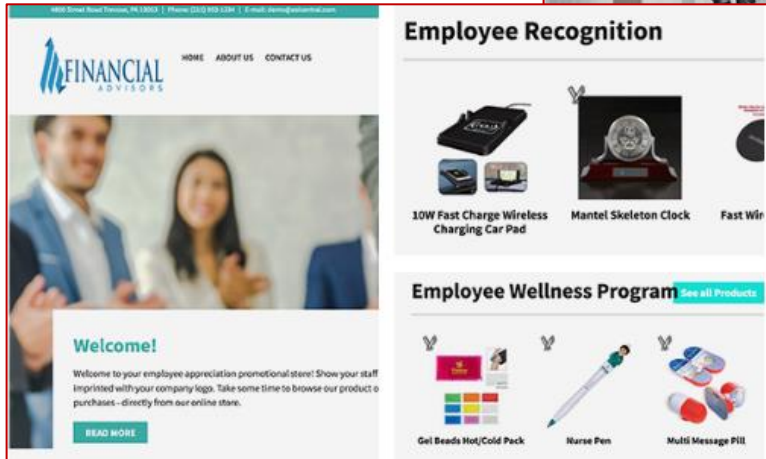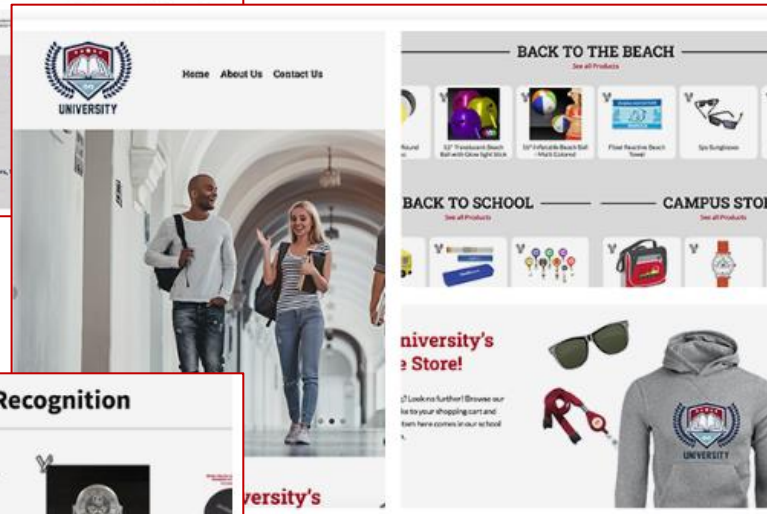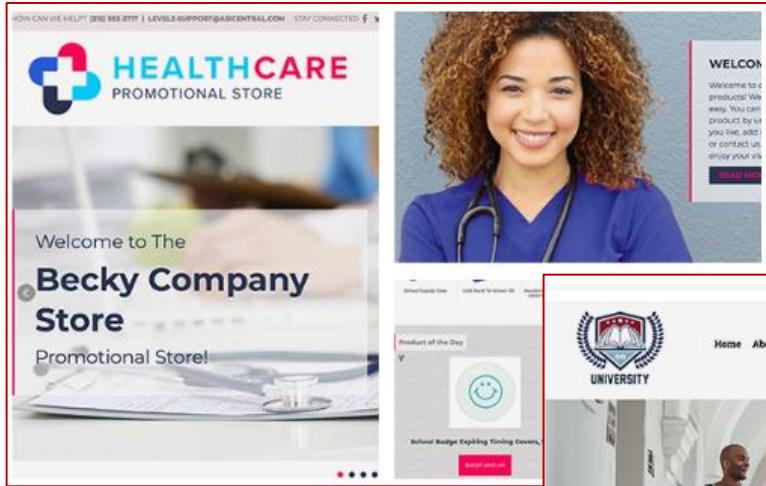
- Employee stores
  - Branded merch
  - Uniforms

- Employee Incentive Programs

- Consistent branded signage

COMPANY STORES FEATURES

Product Choices

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

Point and Coupon System

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

Customer Branding

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

Password Protected

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

E-Commerce

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

Store Designs

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

Who makes a good client for Company Stores?

- 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!

JOIN OUR ASI & ESP USER TESTING PROGRAM!
We're seeking enthusiasts to contribute feedback to our product team. From seasoned pros to newbies – all are welcome!

- Scan the QR code and complete the short survey.
- QR code will be available at different locations around the trade show.
- You will receive more information about the program next week.

THANK YOU!

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