

ONE SUPPLIER EDUCATED DISTRIBUTORS ON CUSTOM PRODUCTS, FAST ORDER FULFILLMENT AND COMPETITIVE PRICING

THE CLIENT

BamBams



THE CHALLENGE

BamBams thought content marketing would be the best way to educate distributors on how to successfully fill rush orders in 3 days or less, allowing them to close more business.

THE SOLUTION

Create a downloadable, concise and engaging infographic that covered the entire process of delivering custom products, from customer request through order delivery.

THE RESULTS

BamBams received sales-ready leads delivered to their inbox in real-time. The infographic was a catalyst to sparking meaningful conversations with distributors, and it helped BamBams position themselves as industry leaders.

- An infographic is 30x more likely to be read than a full text article (CMI 2017)
- Infographics can increase web traffic by 12%. (Demand Gen Report)
- Infographics are "liked" and shared on social media 3X more than other any other type of content.

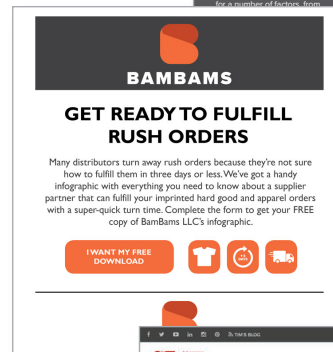
Content marketing allows you to engage with prospects and customers by providing educational information that also positions you as the best option. Suppliers like BamBams continue to use content marketing to position themselves as industry leaders with solutions and value added services for distributors.

CONTENT MARKETING GENERATES RESULTS*

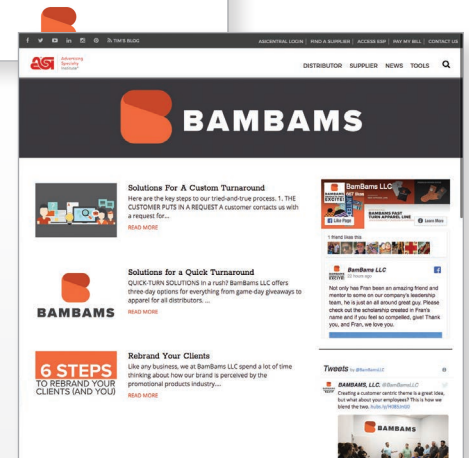
Unique Opens: 22,779
 Unique Page Views: 338
 Total Qualified Leads: 106

*Average across all suppliers

INFOGRAPHIC »



« EMAIL



MICROSITE »

**FIND OUT HOW ASI CONTENT MARKETING CAN WORK FOR YOUR BRAND!
 CONTACT YOUR ACCOUNT EXECUTIVE TODAY TO GET STARTED.**