

HOW A UNIQUE APPAREL SUPPLIER DEVELOPED A STRONG CONNECTION WITH CUSTOMERS

THE CLIENT

No Sweat Specialties



THE CHALLENGE

After many years of touting their made-in-the-USA products, No Sweat Specialties decided content marketing would be a good way to draw distributors' attention toward their main products: socks, headbands and wristbands.

THE SOLUTION

Create an educational download that explained WHY No Sweat Specialties products fit end-buyer needs, and how distributors can capitalize on selling them.

THE RESULTS

No Sweat Specialties increased brand recognition, educated and engaged distributors and received hot leads in real time.

"The writer, editor, designer – really everyone went above and beyond to help us be a better company. I always look forward to working on the next story."

"Having the stories in *Advantages*® magazine gives us pride in our quality products and the exceptional stories that ASI® helps us create."
Santana Fulp, Director of Sales & Marketing, Sports Solutions, Inc.

Content marketing builds brand awareness and strengthens credibility by providing useful, educational information to your customers and prospects. Forward-thinking suppliers like No Sweat Specialties continue to position themselves as trusted leaders in our industry and influence buying habits before distributors even log in to ESP®.

CONTENT MARKETING GENERATES RESULTS*

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

*Average across all suppliers

WHAT'S YOUR CLIENT'S SOCK PERSONALITY?

Customized socks are a fun and comfy way to build your client's brand message from the ground up... with endless possibilities for customization. Read on to learn how to match the right branded sock with virtually any client in any industry.

7 SOCK PERSONALITIES

- 1. THE ENTERTAINER**
You like to show you're fun, creative and spontaneous, even though you're wearing a dark blue suit. Your socks let the world get a glimpse of your wider side. We created this sock as a tip-off for the boss!
- 2. PRACTICAL AND FUNCTIONAL**
You're not just a CEO and a manager. You choose the no-show sock because it's durable, comfortable and performs well. The flat-foot top and super-soft bottom foot-patch is made for walking and doesn't weigh you down.
- 3. COMPETITIVE AND COOL**
You're a serious athlete, a super fan and on top of cutting-edge trends. You want all the bells and whistles the pros have for maximum performance. This crew sock has a reinforced heel and toe for those high-impact areas, and moisture-wicking properties to hold the sock in place, as well as quality construction and moisture-wicking properties.

WHITEPAPER »

« EMAIL

« SPONSORED EDUCATION

MICROSITE »

NO SWEAT SPECIALTIES

No Sweat Specialties was founded in 2001 in a 14,000-square-foot production facility. In 2013, the firm expanded into a 36,000-square-foot building as the demand for the supplier's products increased.

CEO Charles Budgett runs No Sweat Specialties with his wife, and they treat their entire team like one big family. One walk through the production line and you'll see the products on each employee's uniform as they work.

The product team as a whole

A Custom Wearable Everyone Will Love
What do your socks say about you? Customized socks are a fun and comfy way to build your client's brand message from the ground up. In...

Customizable Sock With All-Over Knit-In Logo
Clients across a variety of markets will love the versatility of this fun and fashionable sock.

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