

Creating Shareable Content: Prime Line Educates Distributors & Their Customers Through Video

THE CLIENT

Prime Line, asi/79530

“There is an increasing demand from our customers for digital media. I was looking for videos that would be played and shared on social media.” - David Fiderer, Prime Line

THE CHALLENGE

Prime Line needed more product videos to promote new and best-selling products and to provide content for their customers’ social media pages, websites, blogs, etc.

THE SOLUTION

Prime Line commissioned ASI® Creative Labs to create 50+ product videos to help distributors sell their products and help end-buyers understand how to use them. They shared their videos across countless social media channels, as well as in their eblasts, flyers and catalogs.

THE RESULTS

Their videos reached a vast audience of distributors and end-buyers through several social media channels. Prime Line was able to educate their distributors and their thousands of customers!

**“I’m very proud of the work we created together with the ASI Creative Labs team!”
- David Fiderer, Prime Line**

The average user spends 80% more time on a website with video.
(Wyzowl, 2017)

ABOUT ASI VIDEO

A promotional video has an exponentially higher success rate when it’s shared through a multi-platform distribution strategy. This helps you increase exposure and earn a higher ROI. ASI Video’s distribution package can help you accomplish just that by placing your video in front of the industry’s audience of distributor salespeople, across many popular channels.

