Your 10-Point <u>Holiday Marketing Checklist</u> to Sell More Products

The holiday season is right around the corner, and that means **BIG opportunities for more brand exposure and more sales**. Here's a list of upcoming marketing and advertising opportunities to **help you prepare** for this festive season.

① ESP® Specials
Upload your holiday promotional offers to bring in more sales and gain brand exposure.

FREE!

② Hero Card Advertising
Call attention to your specials by reserving the largest ad spot in ESP, right on the home page. This is limited to only 30 suppliers, so act fast!

③ *Spectrum®* Advertising
Published in November, this catalog is the perfect opportunity to drive holiday sales.

④ *Advantages®* Gifts & Rewards Supplement
- This special magazine issue will hit mailboxes in early October and is your chance to share your products with 88,800 distributor salespeople right before the holiday season. Plus, with every ad purchased, you receive an editorial feature written about your company.

⑤ Product or Custom Video
Showcase the key features and benefits of your products with ASI Video.

⑥ Content Marketing
Tell your brand's story during the holiday season and position yourself as an authority through powerful content created by industry experts.

⑦ EmailExpress™
Create a dedicated holiday-themed email to drive distributors directly to your products in ESP.

⑧ ASI® Power Summit
Get your product directly into the hands of some of the top distributors by sponsoring the industry's most anticipated event right before the holiday

⑨ ESP Trigger Marketing
Engage distributors after they view your products in ESP by sending automatically a special offer email to their inbox.

⑩ Category Product of the Day
What better way to promote your product during this busy time than featuring it as a Product of the Day when distributors are searching within a certain product category? These ad spots go fast, so act now!

To review any of these marketing opportunities in more detail, **contact your account executive.**