

HOW A LEADING MANUFACTURER SHOWED CUSTOMERS THEY CARE

THE CLIENT

BCG Creations



THE CHALLENGE

Since 1981, BCG has been a leader in metal casting and manufacturing of promotional products. They wanted to share their years of experience along with their reputation for being able to fill rush orders.

THE SOLUTION

Create a content piece titled "5 surefire ways to boost end-of-year-sales now" - a guide that provided distributors with inside sales strategies and unique product recommendations to help them upsell their current customers.

THE RESULTS

BCG positioned themselves as a credible source of information by utilizing the things they learned over the years. By giving distributors these tips, they helped their clients be more successful and create a positive brand identity.

Prescriptive content that lays out a formula for success was the most popular types of content among 97% of B2B buyers in 2017. (DemandGen Report)

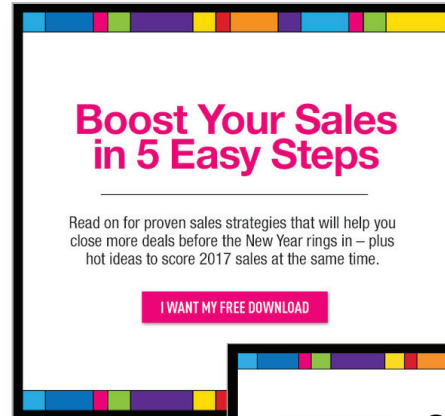
62% say they want content that speaks to their specific needs and pain points.(CMI, 201&)

Content marketing builds brand awareness and strengthens credibility by providing useful, educational information to your customers and prospects. Forward-thinking suppliers like BCG Creations 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*

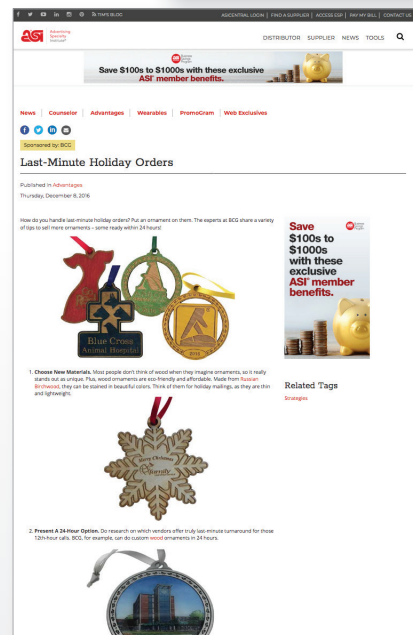
- Unique Opens: 22,779
- Unique Page Views: 338
- Total Qualified Leads: 106

*Average across all suppliers



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