

# HOW A LABEL SUPPLIER POSITIONED THEMSELVES AS AN AUTHORITY IN THEIR NICHE MARKET

## THE CLIENT

Discount Labels



## THE CHALLENGE

As a leading industry label supplier, Discount Labels wanted to help distributors explore new markets, so they could increase sales, encourage repeat business while also positioning themselves as experts in their field

## THE SOLUTION

Create an easy-to-reference white paper spotlighting each profitable market with a brief intro, a product checklist to use as talking points, as well as business and design tips to help the distributor impress their end-buyer clients.

## THE RESULTS

Discount Labels was established as an industry authority, educated distributors on lucrative markets and created positive engagement with customers.

White papers are ranked as the #1 content type that B2B marketers use to drive leads. **(DemandWave)**

Approximately 78% of buyers relied on white papers to make a purchasing decision within the past year. **(Curata)**

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

« EMAIL

HERE'S HOW TO MAXIMIZE SALES IN YOUR **TOP MARKETS**

A proven approach to growing sales is to provide a new service or repeatable product to your most profitable clients. It has to be the right product: something commonly used for a variety of purposes that has the potential for reorder. Labels are the perfect example to learn how to apply this principle. Here are five leading promotional product markets that use a variety of labels and how to sell them successfully.

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