

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

THE CLIENT

Prime Line, asi/79530

THE CHALLENGE

Prime Line needed more product videos to promote new and bestselling 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

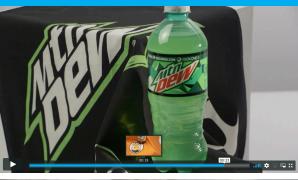
Their videos reached a vast audience of distributors and end-buyers through several social media channels. Prime Line was able to educate their distributors and their thousands of customers!

"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 multiplatform 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.



"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









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