



THE *adventure*

FALL 2022

ASENMARKETING.COM



WHY YOU SHOULD CONSIDER THOUGHT LEADERSHIP CONTENT

Implement a content marketing strategy for 2023

“Thought leadership” is a phrase you often encounter in business. But many business owners and leaders aren’t sure if it applies to their brand or industry.

Because the term is usually applied to keynote speakers, authors, and the like, it’s easy to assume that thought leadership is solely the domain of influencers and well-known personalities. Nothing could be

further from the truth. Every brand needs to be creating and sharing thought leadership content. Why? Because it showcases your brand’s expertise, positions your business as an industry leader, and helps you stand out from the competition.

So, what is thought leadership anyway?

Thought leaders have a unique perspective based on their position within an industry. They share insights from their own experiences and speak

authoritatively within their area of expertise to establish credibility. When brands create thought leadership content, the first goal is to add to the larger industry conversation by sharing educational content presented from the brand’s perspective. It’s deeply rooted in subject matter expertise and delivered from a distinct point of view.

Thought Leadership for Your Brand

There are several reasons why you should prioritize thought leadership:

It builds trust.

Consistently producing high quality educational content positions your brand as a trusted resource for continued learning.

It’s an effective marketing tool.

Thought leadership content can be used to help position a brand in the market. In any industry, consumers want to work with brands they trust and consider to be at the top of their game.

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HAPPY HOLIDAYS

We have a special season’s greeting just for you...

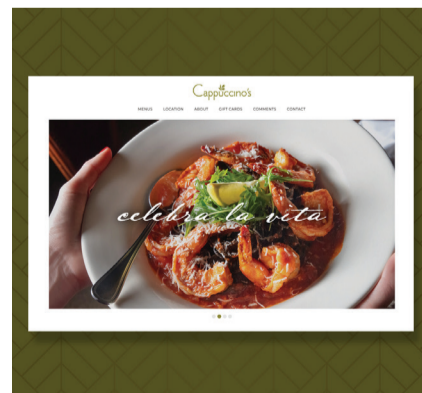
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ASEN CORE VALUES

Start 2023 with a partner who’s dedicated to helping you thrive.

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CLIENT NEWS

BIG things are happening for our partners as we head into 2023...

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ASEN NEWS & PUZZLE

See what’s going on at Asen and fill in the puzzle!

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WISHING YOU HOLIDAY CHEER AND THE HAPPIEST NEW YEAR

A Special Message from Team Asen

The holiday season is among us, and we have a special season's greeting just for you.

As 2022 comes to a close, we're reminded of the Vince Lombardi quote:

"Perfection is not attainable, but if we chase perfection we can catch excellence."

At Asen, we understand it takes teamwork at all levels to not only "catch" excellence, but hold onto it for years to come.

In our pursuit of marketing perfection, we've been able to help our clients and their businesses achieve big goals—not just for the year, but for their overall growth.

From new launches to grand openings to improved sales, we feel fortunate to collaborate with such an amazing group of partners, team members, and vendors. It's this collaboration that will propel us into another great year and ensure we continue to achieve new goals as our partners and our own team grow.

From all of us on team Asen to you and yours, we hope you have a safe and joy-filled holiday season, and we look forward to what 2023 will bring. Something tells us the best is yet to come.

Until then, we'll leave you with these words of wisdom, made famous by Helen Keller:

"Alone we can do so little. Together we can do so much."



The Value of Kindness at Work | James Rhee

After saving a company from the brink of bankruptcy, entrepreneur James Rhee shares the value of investing in a culture of compassion at work. Find out why we should all lead with our hearts in this compelling TED Talk.

MERRY COMMERCE AND A HAPPY E-CHRISTMAS TO ALL!

How to Spice Up Your Ecommerce Strategy

The holidays are almost here, and with them, comes the craze of shoppers trying to score the perfect gift for everyone on their lists.

If not well planned, holiday shopping can turn a season of celebration into a season of stress for vendors and shoppers alike. Luckily, ecommerce is right at your customers' fingertips...

Ecommerce: A must-have for the holidays!

Despite ongoing shipping delays and supply shortages in many industries, there's an up-side: Online shopping has never been easier or more convenient than it is today, making its potential impact on your business even greater.

Providing streamlined online shopping can help your customers avoid purchasing roadblocks and enhance their entire experience with your business. If there was ever a time to embrace enhanced digital strategies like an ecommerce store, it's now.

Tips for existing ecomm brands.

Already have ecomm on your site? Whether you're a seasoned online merchant or trying it out for the first time, we've got some great tips on how to brush up on your strategy and be ready for a surge of online shoppers this year:

Make it easy.

Ecommerce is ALL about the user experience! Showcase your products thoroughly, have a visible contact page, be quick to respond, and make it easy for potential customers to reach out

to your support team if needed. Simply put: convenience brings in customers and helps keep them coming back.

Provide strategic online specials.

Whether you're selling a product or service online, discount codes and special offers go a long way in spreading holiday cheer. If applicable, offer your customers a limited-time deal or loyalty program with rewards. It doesn't have to cost your business much and will help form strong customer loyalty.

Offer order longevity.

In the product world, you can offer "order longevity" by making it quick and easy for customers to return or exchange items without an expiration date. Yes, fussing with returns and exchanges can be a pain. But with so many ecomm brands offering this option, it's also become expected in most industries today.

Consider Chewy, a popular pet brand, or Amazon as examples. Not only do they make it easy to shop, they also make it easy to manage returns. Because like it or not, online shopping creates more room for order error. Once a process is in place, this is a simple way to turn returns and exchanges into positive customer experiences!

Communicate clearly and simply.

The shopping experience can be overwhelming, even online. Having specific categories so shoppers can easily find what they're looking for is the way to go in any industry.

Similarly, providing an FAQ section will help limit the amount of questions you get about your products, return policy, hours... you get the point. This popular

online resource can also help save your customers time, which invites an even more positive experience.

Be available on multiple platforms.

Beyond your website, it's important to be active on social media, email marketing platforms, and other online platforms where your audience spends a lot of time. This will increase your chance of being seen and help improve brand recall.

Pro tip! Have a solid marketing strategy in place for recovering abandoned shopping carts. This is a HUGE opportunity in the ecommerce industry because the shopper has already

expressed trackable interest in your products or services.

Show genuine gratitude.

You can't do what you do without your customers! A special part of the shopping experience, especially around the holidays, is getting to interact with your audience on a deeper level... so don't be a grinch!

All in all, ecommerce is a win-win for everyone involved. But sometimes the right partner can make all the difference in helping your brand stand out in a crowded online marketplace.

Want to brainstorm a few festive ways to show online shoppers you care?

Let's Chat!

Give us a call at 865.769.0006 or visit asenmarketing.com.

Book Report

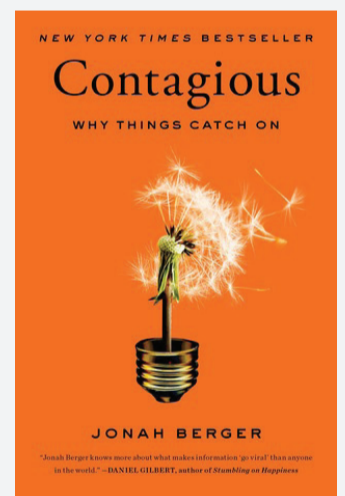
Contagious

Why Things Catch On

by Jonah Berger

"People don't need to be paid to be motivated."

Ever wonder why things catch on? Jonah Berger has your answers in this Asen team pick on the "STEPPS" to going viral, which isn't as easy as it sounds! This book is a true road map for making something exceptionally memorable...



"Our goals can only be reached through the vehicle of a plan... There is no other route to success."

- Pablo Picasso



ALIGNING ON OUR CORE VALUES:

How Can We Help You Thrive?

We understand the search for effective marketing solutions can be challenging.

On top of high-priority tasks and daily operations, it can be time-consuming and difficult to determine which partners truly care about your success and which ones just want to make a sale or keep your business...

Aligning on Our Values

Whether you're a client, team member, community member, or industry partner, we're committed to going the extra mile to uphold strong, mutually-beneficial relationships. Above all else, our vision and passion is helping you thrive. But we don't just talk the talk—we show our commitment by prioritizing these core values in everything we do.

TRANSFORMATIVE.

While our processes and strategies are backed by proven

results, we understand the importance of adapting to our partners, team members, and market's changing needs. We're always on the lookout for new, meaningful ways to make the greatest impact for those we work with.

HONEST.

We believe honesty breeds courage and honor the ability to reach new personal and professional heights by giving and receiving constructive feedback. We rely on our partners and team members just like they rely on us, which is why honesty is prioritized in every conversation and brand interaction we have.

RECEPTIVE.

We believe that listening twice as much as we speak is a big reason the culture at Asen has been referred to as "open" and "collaborative" for nearly forty years. Someone on our team is always only a phone call away and ready to lend a hand in solving a problem.

INVESTED.

We've adopted a known saying around Asen: "Nobody cares how much you know, until they know how much you care." Individually and collectively, we're invested in the growth and success of everyone we work with.

Our (physical and virtual) door is always open to brainstorm and plan for the future, so feel free to knock anytime!

VIRTUOUS.

We work hard to prioritize these commitments every day. As a marketing partner and employer, we hope to inspire excellence and set a high ethical standard for everyone we work with, including ourselves.

We make an active effort to incorporate these values into every campaign and conversation.

EMPOWERING.

We rise by lifting others. We build our partners and team members up by exploring their ideas, encouraging their growth, and celebrating their wins with them. We believe everyone offers their own unique strengths and strive to help those around us achieve more, so we can go forward and thrive together.

Partner to T-H-R-I-V-E

After nearly 40 years of brand growth and business wins for clients in all industries, we've learned a thing or two about how to help you thrive... At Asen, we believe the first step toward helping you thrive is ensuring we're a good fit to work together. That means determining if our values align.

We want you to know who we are, what we do, and how we do it—so you don't have to waste time wondering if we're the right marketing partner for you.

"Shared values serve as the foundation for every successful relationship. This is why alignment on these core pillars is held in such a high regard by our team. Ensuring your success begins with alignment on values. Together, we can enjoy more wins."

-Brookney Chamberlain, Asen Creative & Account Director

Do the above values align with your expectations?

Let's Chat!

Give us a call at 865.769.0006 or visit asenmarketing.com.

Continued from page 1

Utilizing compelling thought leadership content in your marketing will help buyers view your brand as a knowledgeable voice and premier choice.

It helps you stand out from the competition.

In today's crowded marketplace, it's more important than ever to differentiate your brand from the competition. Thought leadership content can help you do just that by showcasing unique knowledge and expertise you have that your competitors may not.

It drives results.

Ultimately, businesses produce thought leadership content to achieve specific results. And there's no doubt that it delivers! Thought leadership content is critical to building a strong brand image. It can also help close sales, attract new customers, and generate leads.

A Few Types of Thought Leadership Content

Thought leadership content comes in many forms, including but not limited to:

Blog posts and articles are probably the most common types of thought leadership content. And these types of long-form content can also form the basis of other marketing content, like social media posts, eblasts, infographics, and more.

White papers are usually technical or academic in tone and style. This content can be a deep dive into a particular industry issue, a researched opinion paper, technical documentation, or an industry report.

Infographics are a striking visual format for sharing facts and statistics, presenting original research, and more.

Video-content for example, a webinar, keynote presentation, speaking engagement, or product demonstration—makes for outstanding thought

leadership content. Video is today's #1 tool for engagement in most industries because it is so connective and engaging. Make sure to utilize it for your brand!

Podcasts, though time-consuming, may be the most dynamic way to highlight your brand's thought leadership. Podcast popularity is on the rise, so delivering compelling content through thought-leader style episodes can be a great way to stand out and reach your audience where they already are.

Creating High-Value Thought Leadership Content

Though it can be highly effective when done right, creating high-value content on a consistent basis is no easy task. Strong thought leadership content is well-researched, authoritative, and original... and you'll want to keep it coming. Your audience may be looking for answers, but they know how to spot (and will likely skip past) filler content that's unoriginal, too "salesy," or isn't updated regularly.

Another consideration for generating strong thought leadership content is search engine optimization. Creating the best content in the world is of little value if no one can find it. SEO best practices will help your content appear higher on search engine results pages.

This doesn't mean cramming keywords into every article on your website. The goal is to create readable content your audience enjoys or benefits from while optimizing your content for search.

At the end of the day, content generation is a time-consuming process. Creating the best original content related to your area of expertise takes effort, planning, and patience, so you'll want to allocate appropriate time and resources to this effort.

Give us a call at 865.769.0006 or visit asenmarketing.com



How Craving Attention Makes You Less Creative | Joseph Gordon-Levitt

What's the only feeling more powerful than getting attention? If you ask Joseph Gordon-Levitt, he'll say paying attention. Find out why (and get helpful tips for embracing your inner creativity) in this insightful TED Talk.

Book Report

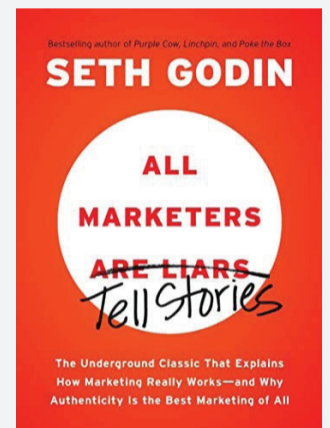
All Marketers Are Liars Tell Stories

The Underground Classic That Explains How Marketing Really Works

by Seth Godin

"If consumers have everything they need, there's nothing left to buy except stuff that they want."

Legendary marketer Seth Godin has three essential questions for every marketer. Find out what they are and how to tell your brand's unique story in this Asen-approved read.



**YOU SAID
MARKETING
WOULD WORK**

**I SAID
GOOD
MARKETING
WOULD WORK**



“The Asen team is so easy to work with. They always come through with what we need.”

Kelsey Headrick

The Copper Cellar Family of Restaurants

Shop Local

Join us in shopping local this holiday season! After a couple of tough years for small businesses and so many amazing local vendors, shopping small can be more meaningful than ever before. This year, give two gifts at once: one to the person on your list and the other to the small business you support!

ASEN STAFF FAVORITES:

Paul: Chesapeake's

Brookney: Chez Guevara

Stacey: Wok Chow

Melissa: Buff City Soap

Quinton: Magpies Bakery

Amanda M: The Farmacy

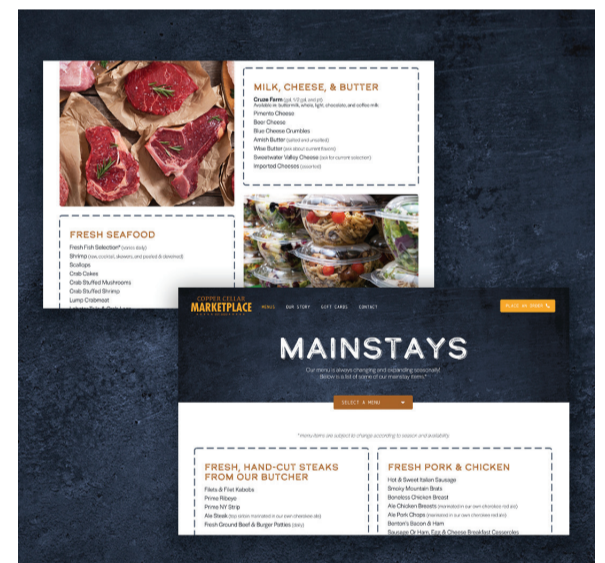
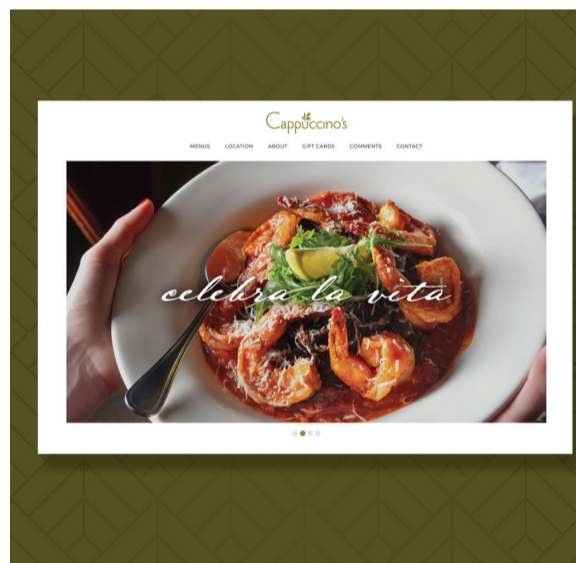
Amanda G: Potchke

Sam: Adopo

CLIENT NEWS

The Copper Cellar Family spices things up with two brand new websites and bold truck wrap designs.

The Copper Cellar Family has some exciting news to share. In partnership with their team, we recently launched brand new websites for two of their restaurant concepts: Cappuccinos Italian Restaurant and The Copper Cellar Marketplace. These sites are packed with all the information guests need about their menus, restaurant atmospheres, and more. But our work with the family doesn't stop there... Check out the new truck wrap for Smoky Mountain Brewery!



HAVE A PROJECT IN MIND?

Give us a call at 865.769.0006 or visit asenmarketing.com



Bringing delicious tailgating, food packaging, and biscuits to life!

This fall, we partnered with Calhoun's to capture custom photos for their new to-go biscuit mix boxes and tailgate platters. The result? Some seriously mouthwatering shots to use in their upcoming marketing efforts.



**photos by asen*

marketing PRO TIP

Content tips to help your brand stand out this holiday season...

Build Momentum

Don't overcrowd feeds and inboxes! Mass messages are at an all-time high during the holidays. Put out a little bit of content at a time to build anticipation without bothering your audience.

Offer Unique Value

Keep an extra close eye on what the competition is doing and saying this time of year to ensure you offer unique value.

Avoid Exclusions

The holidays are all about connecting with others. Whether it's an offer or a simple message, your content should appeal to everyone in your audience.

Be Authentic

Help your audience get to know your brand and the people behind it on a deeper level. Pull back on the promotional content (unless it's holiday related) and share more organic, authentic content.

SUDOKU *Can you fill the grid?*

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6	3				7	8	5	1
	4		8		2	7	9	
7	8		5		1			2

ASEN UPDATES *Latest staff happenings.*



Team Asen is officially part of the Fritter Family! Our team enjoyed a fall trip to Sevierville, where Applewood Farmhouse Restaurant & Applewood Grill welcomed us for breakfast and a tour of the property. We have a feeling the best is yet to come for this growing brand family...



Quinton enjoying his (many) Apple Juleps!



Meet Amanda (aka "AC" around Asen). Our newest team member, AC is excited to be working closely with our team and partners on all things accounts. Visit our site for more on her, and a few fun facts!

A Cozy Christmas

Playlist by Asen...

The perfect soundtrack filled with Santa's favorites! Warm up your holiday celebrations or get cozy by the fire with some of our curated picks. Happy Holidays from team Asen!

