



KERRITS®

**Retail Partner Support**



## Initiative: Retailer Spotlights

### Key Details:

- Ongoing series of stories shared on Facebook and Instagram
- Highlights Retail Partners, their store history, and how to shop with them
- To be featured, contact Scarlett Anderson, scarletta@kerrits.com

## Marketing Support From Kerrits



Selection of Story Posts





# Initiative: "We Love Our Retail Partners" consumer email

## Key Details:

- Sent May 20, 2020 to Kerrits' full consumer promotional email list
- Spotlight on three Kerrits retailers

## Marketing Support From Kerrits

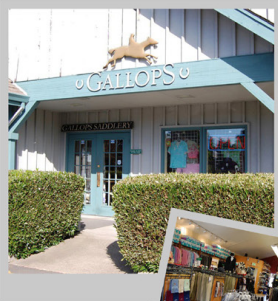
WE ♥ OUR RETAIL PARTNERS

**KERRITS**  
*Retail Partner Spotlight*

We have over 300 Retail Partners, and these local tack stores are an integral part of the Kerrits brand. We'd like to share a few of them with you. Please support your local Kerrits retailer!

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*Gallops Saddlery*




Tigard, OR

*What makes your business unique?*

Gallops is a full-service local tack store for the Pacific Northwest equestrian community. We focus on hunter/jumper, dressage and eventing. We pride ourselves on being local and an integral part of the community since 1992.

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*Equus Now*



Loveland, OH & Lewis Center, OH

*What makes your business unique?*

Our consignment department is a store in itself—truckloads of items arrive weekly from all over the country, so this department is always hoppin.' And we love closeouts. A big part of our inventory is devoted to sale items that you can buy at a fraction of the original cost!

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*Greenway Saddlery*



Scottsdale, AZ

*What makes your business unique?*

Staffed by riders, we offer expert assistance with selection and fit. Shopping in store means you can see, touch, feel, try-on and compare to get the best fit for you. And, we sponsor our local horse shows, clubs, and associations with over \$35,000 in annual contributions. Now is the time to support the local businesses that support your horse activities!

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Find a Kerrits Retailer near you

STORE LOCATOR

Consumer Email



## Initiative: Dreamers & Schemers Gift Card Giveaway

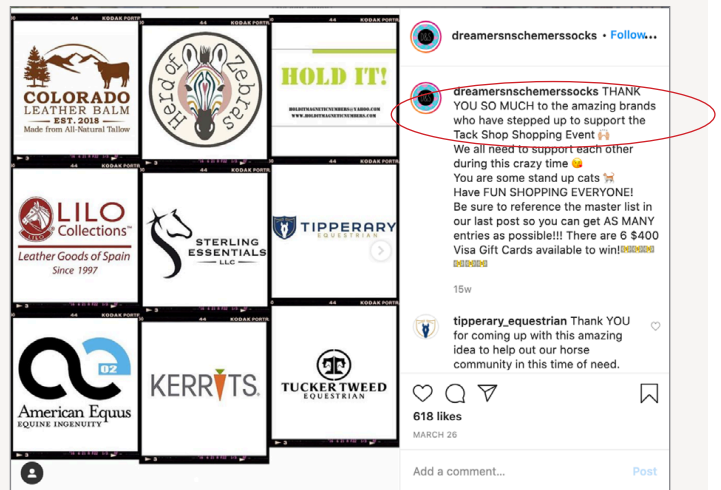
### Key Details:

- March 27–April 4, 2020
- Customers making a purchase on participating local retailer websites earned entry for a chance to win one of (6) \$400 VISA gift cards.
- Kerrits contributed toward the VISA gift card giveaway to customers

## Marketing Support From Kerrits



Facebook post



Instagram cross-promotions & stories



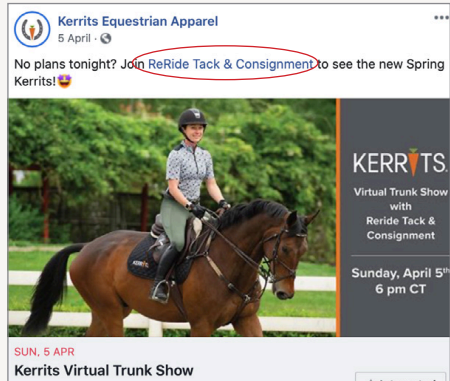
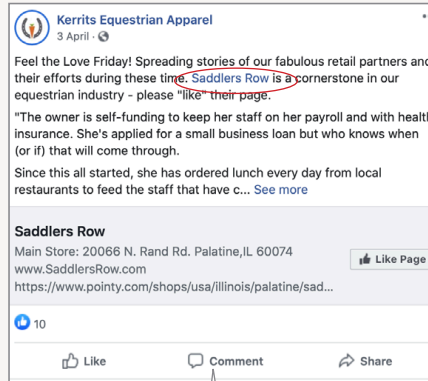


## Initiative: Facebook Support

### Key Details:

- Social marketing directs customers to support local retailers, with shoutouts to specific Retail Partners and shares of in-store and online events.
- To be featured, contact Jennifer Lee, jenniferl@kerrits.com

## Marketing Support From Kerrits



Feel the Love Friday! Spreading stories of our fabulous retail partners and their efforts during these times. [Saddlers Row](#) is a cornerstone in our equestrian industry - please "like" their page.

"The owner is self-funding to keep her staff on her payroll and with health insurance. She's applied for a small business loan but who knows when (or if) that will come through.

Since this all started, she has ordered lunch every day from local restaurants to feed the staff that have c... [See more](#)

### Facebook posts

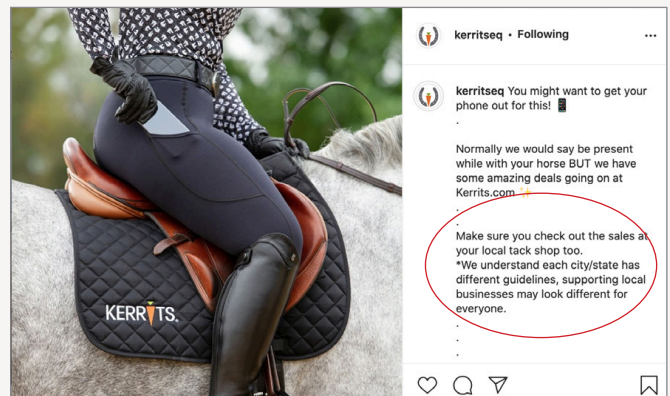
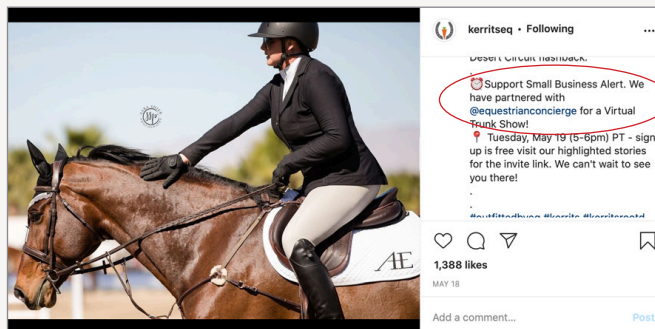
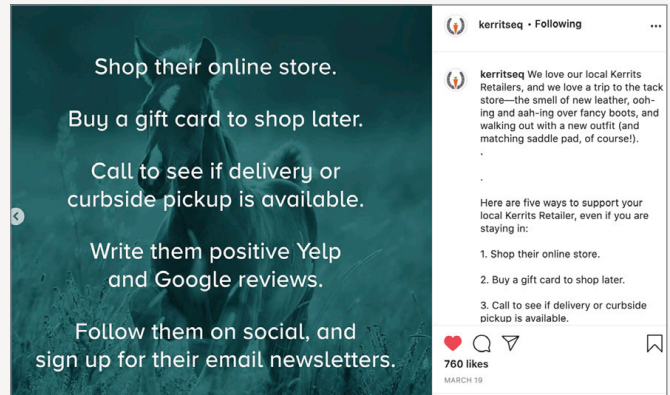


# Initiative: Instagram Support

## Key Details:

- Social marketing directs customers to support their local Retailer in creative ways

## Marketing Support From Kerrits



♥ Side note: Supporting local tack shops is the backbone of our industry, do so as you can! There are ways to support your local tack shop without your physical presence, call your local tack shop to see how you can support them individually.

Instagram posts





## Initiative: Turn-key Social Assets

### Key Details:

- Seasonal social posts images pre-made and ready to post—available on the Retail Partner Portal
- Custom images created to support special events as requested
- Need a pre-made social post for your upcoming event or Kerrits promotion? We would love to help! Simply reach out to your sales rep for more details.

## Marketing Support From Kerrits

**Spring / Summer 2020**

**KERRITS**

*Try Kerrits AFFINITY™ SHOW COLLECTION if you...*

- ...show in the heat (this collection is the coolest!)
- ...want high-end looks and performance at an affordable price
- ...want to upgrade your existing Kerrits show apparel

*Why try Kerrits AFFINITY™ SHOW COLLECTION?*

- If you show in the heat, this collection is the coolest
- If you want high-end looks and performance at an affordable price
- If you already know and love Kerrits show clothes
- If you are trying Kerrits for the first time

*Try Kerrits AFFINITY™ SHOW COLLECTION if you...*

- ...show in the heat (this collection is the coolest!)
- ...want high-end looks and performance at an affordable price
- ...want to upgrade your existing Kerrits show apparel

**KERRITS**

**KERRITS**

**KERRITS**

**KERRITS**

### Pre-made social posts

**EQUUS NOW!**  
Sizzlin' Summer Savings  
July 13<sup>th</sup> - 19<sup>th</sup>

**KERRITS**  
You could win a \$250 Kerrits Shopping Spree

**KERRITS**  
ATTEND THE TRUNK SHOW  
Trunk Show at Millbrook Tack  
Featuring apparel for Sizzlin' Summer Club Collection  
March 18, 2020 | 5-7 pm

**KERRITS**  
Virtual Trunk Show with Reride Tack & Consignment  
Sunday, April 5<sup>th</sup> 5 pm CT

### Custom social posts



## Initiative: Digital Marketing 101 Blogs

### Key Details:

- Series of three blogs covering the basics of website, email, and social marketing made available for Retail Partners looking to start or enhance their online presence during the stay-at-home orders

## Marketing Support From Kerrits

The screenshot shows the Kerrits website navigation bar with categories: Women, Kids, New!, Collections, Activity, Sale, and a search bar. The main content area is titled "Digital Marketing - How To's" and features three blog cards:

- RETAIL WEBSITES - THE BASICS**: So you are considering starting a website for your business but don't know where to start? Here are some tips from Kerrits. [READ MORE](#)
- SOCIAL MEDIA MARKETING - THE BASICS**: Learn why you should communicate with your customers through social media. [READ MORE](#)
- EMAIL MARKETING - THE BASICS**: Tips for successful email marketing from the Kerrits Team. [READ MORE](#)

### Digital resources





## Initiative: Retail Partner Support Videos

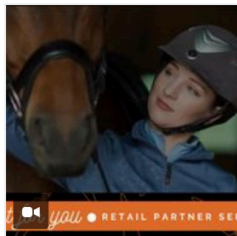
### Key Details:

- Series of videos with step-by-step directions on accessing the Retail Partner portal and available assets, including Kerrits logos photography, social media assets, and all forms.

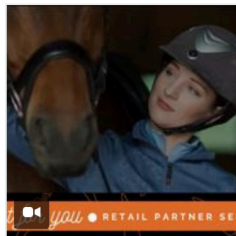
## Marketing Support From Kerrits

### Updated Retailer Support Videos

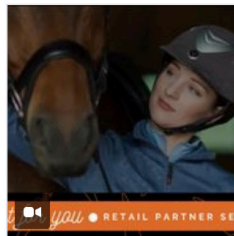
Sorted by name



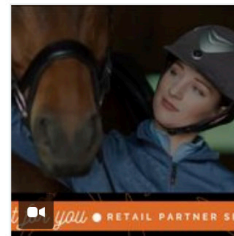
1. Kerrits Retail Partner...  
in.mp4



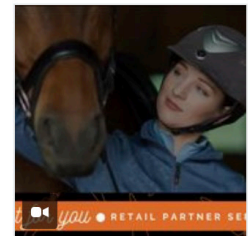
2. Logos Retail Partner S...  
ies.mp4



3. Photography.mp4



4. Social Media Assets.mp4



5. Forms.mp4

### Digital resources



## Initiative: Facebook Dealer Support Group

### Key Details:

- It's a quick and easy way to stay current with all things Kerrits. We post dealer-specific promotions, product highlights, video blurbs, surveys and helpful tips. Facebook's feed format allows you get the most up-to-date information at a glance without having to dig through endless emails. Comments and questions are welcomed, and we're excited to build a community of retailers.
- Want to become a member? Send a friend request to Mary Hallissey or Scarlett Anderson, or ask your rep, and we will add you to the group!



Private Facebook Group to support authorized Kerrits Retail Partners



Get notifications on Monthly Product Promos & Special Offers

Access video content to help you merchandise and cross-sell Kerrits apparel

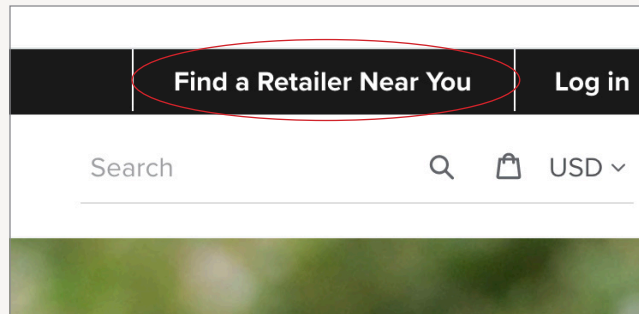




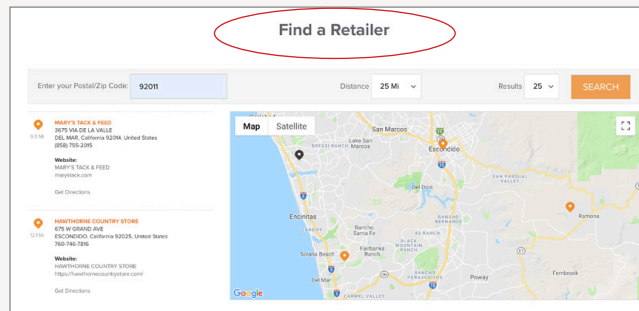
## Initiative: Website (every day!)

### Key Details:

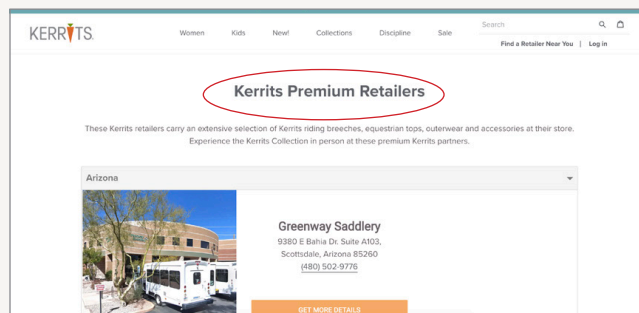
- Store locator landing pages
- “Find a Retailer” buttons and banners on Kerrits.com



Store Locator in Website Header



Find a Retailer Page



Premium Retailers Page