



## CUSTOM BOW EQUIPMENT

### BRAND AMBASSADOR PROMOTIONAL OPPORTUNITIES & EXPECTATIONS

#### OVERALL BRAND AMBASSADOR GOALS

- INCREASE & DRIVE RETAILER TRAFFIC
- INCREASE PRODUCT USE AT NEARBY RETAIL PARTNER
- INCREASE WEBSITE TRAFFIC
- INCREASE SOCIAL MEDIA PROMOTION
- INCREASE BRAND AWARENESS & LOYALTY
- INCREASE PRODUCT EDUCATION

*THE MISSION OF THE OUTDOOR GROUP (TOG) BRAND AMBASSADORS IS TO POSITIVELY REPRESENT AND PROMOTE TOG BRANDS, INCREASE PRODUCT KNOWLEDGE AND EDUCATION WHILE FOSTERING A COMMUNITY THAT CELEBRATES AND SUPPORTS OUR FELLOW ARCHER.*

#### SOCIAL MEDIA PROMOTIONS

SOCIALLY, OUR MAIN GOAL IS TO DRIVE PRODUCT AWARENESS WHILE DRIVING ONLINE TRAFFIC TO OUR WEBSITE AND OFFLINE TRAFFIC TO NEARBY RETAIL PARTNERS.

- SHARE POSTS THAT TOG BRANDS POST
- POST PERSONAL EXPERIENCE WITH PRODUCT (OR A SPECIFIC BRAND) AND INCLUDE PHOTO AND / OR VIDEO
- ENGAGE & ANSWER QUESTIONS ON YOUR PERSONAL POSTS
- KEY MESSAGING THAT WE'D LIKE THE STAFF TO FREQUENTLY HIGHLIGHT
  - FIELD TESTED & PODIUM PROVEN CUSTOM BOW EQUIPMENT (CBE) OFFERS PREMIUM, VALUE-PACKED ACCESSORIES THAT ALLOW ARCHERS TO ACHIEVE CUSTOM COMFORT AND TAILOR THEIR SET-UP WITH THE WIDE VARIETY OF PRODUCTS AND OPTIONS AVAILABLE. DESIGNED FOR DURABILITY, CBE'S SIGHTS, STABILIZERS, QUIVERS, RESTS AND OTHER ARCHERY ACCESSORIES EXTEND ULTIMATE EASE OF USE AND ARE BACKED BY A TOUGH AS NAILS GUARANTEE.
- FREQUENTLY POST AND TAG YOUR LOCAL RETAILER IN SOCIAL MEDIA POSTS PROMOTING THEM & TOG PRODUCTS
- INCLUDE **HASHTAGS** WHENEVER POSSIBLE (#ELITEARCHERY, #SHOOTABILITYCHALLENGE, #WINNERSCHOICE, #SCOTTARCHERY, #CUSTOMBOWEQUIPMENT, #SLICKTRICK)
- TAG TOG BRANDS (@ELITEARCHERY, @SCOTTARCHERY, @CUSTOMBOWEQUIPMENT, @SLICKTRICK, @WINNERSCHOICE) WHENEVER POSSIBLE

#### PARTICIPATE IN ONLINE CONVERSATIONS

- SOCIAL MEDIA - ENGAGE IN CONVERSATIONS ON THE BRAND'S SOCIAL MEDIA POSTS, AS WELL AS BRAND ENTHUSIAST SOCIAL MEDIA PAGES (I.E. ELITE ENTHUSIASTS)
- FORUMS – BOWHUNTING.COM, ARCHERYTALK.COM, BOWSITE.COM, ETC.
  - ANSWER QUESTIONS AND PROMOTE PRODUCT
  - REFRAIN FROM CONTROVERSIAL SUBJECTS AND CONVERSATIONS
- LEAVE REVIEWS ON ELITEARCHERY.COM (OR OTHER BRAND WEBSITES), FORUMS OR OTHER ECOMMERCE WEBSITES ABOUT TOG PRODUCTS

#### PRODUCT KNOWLEDGE

- FULLY UNDERSTAND NEW PRODUCTS, SPECIFICATIONS & OFFERINGS
- KNOW PRODUCT FEATURES AND THEIR BENEFITS
- MANY TOOLS ARE AVAILABLE ONLINE VIA THE WEBSITES, DIGITAL CATALOGS AND ON SOCIAL MEDIA PAGES- DRIVE ONLINE TRAFFIC TO CUSTOMBOWEQUIPMENT.COM

#### LOCAL RETAILER SUPPORT

ESTABLISH A RELATIONSHIP WITH YOUR LOCAL RETAILERS BY VISITING THEM FREQUENTLY, AND SOCIALLY SUPPORTING THEM THROUGH PROMOTION OF RETAILER EVENTS, PRODUCT OFFERINGS AND EXPERIENCES.

- FREQUENTLY **POST AND TAG YOUR LOCAL RETAILER** IN SOCIAL MEDIA POSTS PROMOTING THEM & TOG PRODUCTS
- ENCOURAGE RETAILER TRAFFIC

#### PROVIDE FEEDBACK

- PRODUCT LIKES / DISLIKES AND IMPROVEMENT RECOMMENDATIONS
- LOCAL RETAILERS – FEEDBACK ON OUR RETAIL PARTNERS, HOW TOG PRODUCT IS DISPLAYED AND ANY PERTINENT INFORMATION THAT COULD HELP OUR PARTNERS BE MORE SUCCESSFUL

#### OTHER EXPECTATIONS

- REPRESENT TOG WITH PROFESSIONALISM AND GREAT SPORTSMANSHIP
- AVOID NEGATIVE ONLINE COMMENTS
- REGULARLY ENGAGE WITH TOG SOCIAL MEDIA PLATFORMS