



BRAND AMBASSADOR PROMOTIONAL OPPORTUNITIES & EXPECTATIONS

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.

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

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.

• **KEY MESSAGING** THAT WE'D LIKE THE STAFF TO FREQUENTLY HIGHLIGHT: **AS THE MOST TRUSTED NAME IN RELEASES**, SCOTT ARCHERY HAS BEEN IDENTIFYING THE LITTLE THINGS THAT MAKE A BIG DIFFERENCE TO THE BOWHUNTER AND ARCHER FOR OVER 40 YEARS. PROUDLY **MADE IN AMERICA**, SCOTT ARCHERY BRINGS TOGETHER HIGH-QUALITY MATERIALS, TARGET-INSPIRED DESIGN, AND TIGHT TOLERANCES TO DELIVER DEPENDABLE PERFORMANCE THAT ALLOWS THE SHOOTER TO **RELEASE WITH CONFIDENCE**.

- **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
- 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 SCOTTARCHERY.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