



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

### SOCIAL MEDIA PROMOTIONS

SOCIALLY, OUR MAIN GOAL IS TO ENCOURAGE DEMO AND 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
  - TAKE THE **#SHOOTABILITYCHALLENGE** – ENCOURAGE PEOPLE TO DEMO OUR BOWS AT NEARBY ELITE ARCHERY RETAIL PARTNERS AND POST ON SOCIAL MEDIA ABOUT THEIR EXPERIENCES
  - **S.E.T. TECHNOLOGY**- PROMOTE & EDUCATE FELLOW ARCHERS ON HOW TECHNOLOGY WORKS AND THE BENEFITS IT BRINGS TO USERS
  - **VERSA MODS** ALLOW FOR CUSTOM PERFORMANCE
  - **WINNER'S CHOICE** – INCREASE AWARENESS OF **FACTORY REPLACEMENT STRINGS** AND KNOWLEDGE ON WHY / WHEN YOU WANT TO CHANGE STRINGS.
  - **CUSTOM BOW EQUIPMENT**- MORE THAN JUST BOWSIGHTS, CBE MANUFACTURERS PREMIUM ARCHERY GEAR THAT INCLUDE RESTS, STABILIZERS, QUIVERS AND SIGHT ACCESSORIES.
  - **SCOTT ARCHERY- MOST TRUSTED NAME** IN THE RELEASE MANUFACTURING, OVER **40 YEARS OF AMERICAN- MADE** INNOVATION
  - **SLICKTRICK**- THE WORLD'S DEADLIEST BROADHEAD
- 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 ELITEARCHERY.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 AND DEMO USE**

### 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**