



**KENTUCKY**  
WEB DEVELOPER

## OVERVIEW

Previous Work  
Full Funnel Marketing  
Suite of Tools  
Our Partners

## D2CONSUMER

BigCommerce & FFLs  
Amazon  
Shopify  
SMS Marketing  
Paid Media  
Video  
Events

## DEALERS

DealerCONNECT  
GeoTargeting



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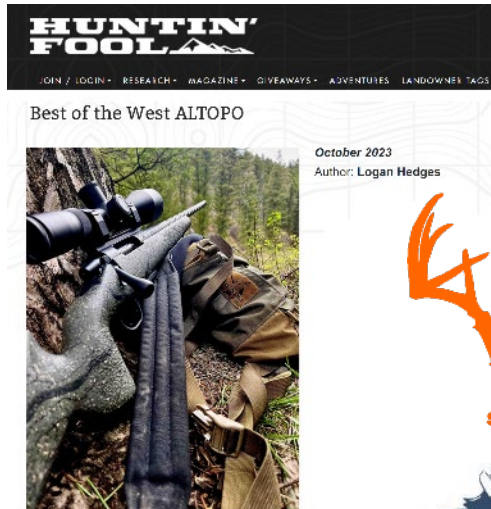
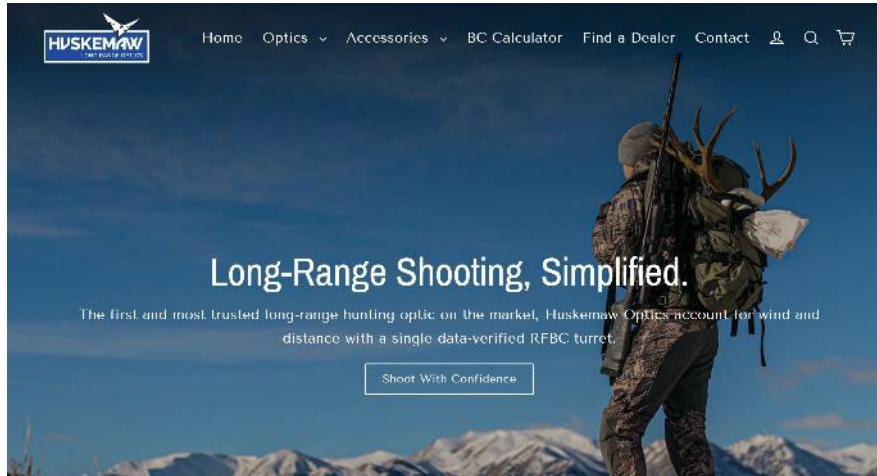
# PREVIOUS WORK

We've worked for and with all of these companies to drive revenue through various initiatives. From eCommerce & Marketing to team leadership and account management.



# PREVIOUS WORK

From Print, Shows, Public Relations, Podcasts, YouTube, Outdoor Giveaways



eurooptic.com

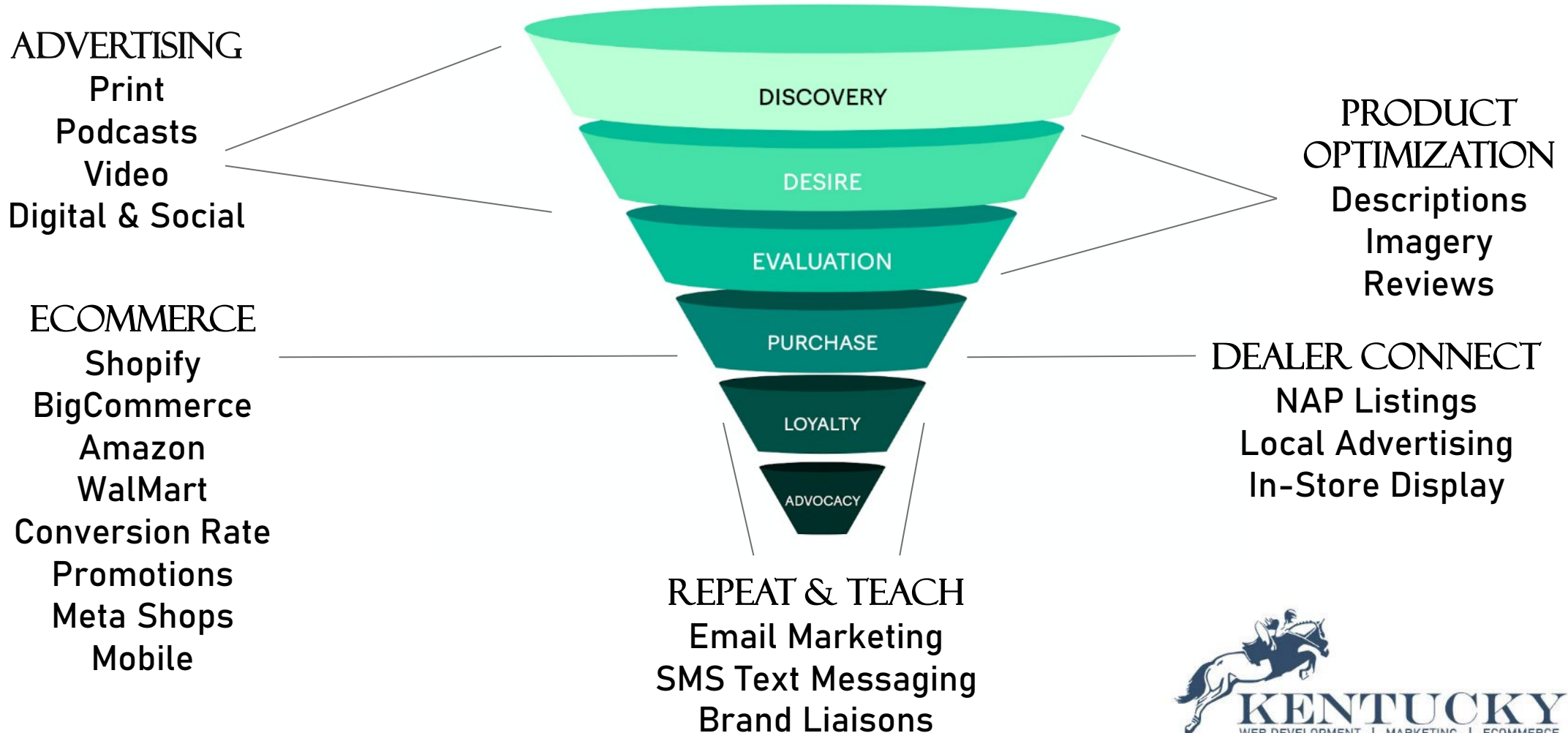


WIN A SCOPE!



# FULL FUNNEL MARKETING

We derive our strategy from a full funnel analysis from Awareness/Discovery to Advocacy. We believe 80% of the incremental lift in sales will come from several key factors:

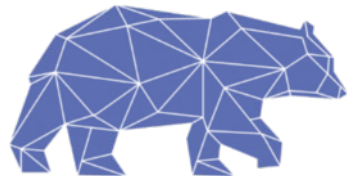


# SUITE OF TOOLS



Google Ads

Meta



bearcognition



Proficient in all of these platforms which create a powerful suite of tools for developing and implementing marketing plans and scaling eCommerce stores.



seller central



Google Analytics



Adobe Analytics



Creative Cloud



Photoshop



Illustrator



Lightroom



InDesign



Premiere



After Effects



and more...



Excel

# OUR PARTNERS

We have relationships with all of these partners and can leverage their suite of advertising capabilities to maximize exposure and drive demand.





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Local Advertising  
NAP Listings  
CoOp Funds to Drive Traffic



# BIGCOMMERCE & FFL



## Selling Firearms Online

It's possible to sell firearms online via FFL finder and specific shipping parameters.

### 2 Shipping

Shipping Address

**FIND A DEALER**

Your purchase requires the choice of an FFL dealer where you will pick up the items. Our store does not have affiliation with any of the dealers listed. The customer is responsible for arranging the FFL transfer and ensuring that the selected dealer will assist with the transaction and accept the transfer.

Enter Zip code

Choose Radius in Miles

0 15

Submit

### 2 Shipping

Shipping Address

[← Back to ZIP selection](#)

#### CINDY'S HOT SHOTS



115-C HOLSUM WAY GLEN BURNIE, MD 21060  
11.79 miles

#### OUTDOOR PRO SHOP, LLC



658 B STREET PASADENA, MD 21122  
14.69 miles

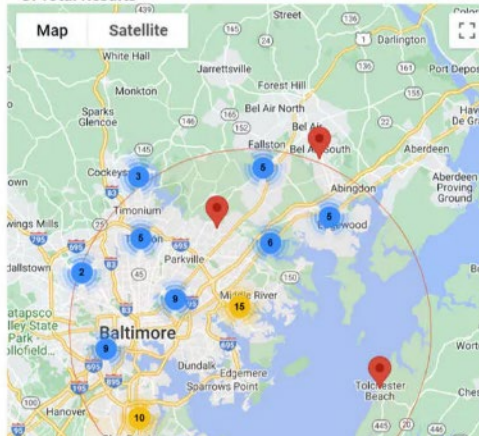
#### THE GUN SHOP

1614 EASTERN BLVD BALTIMORE, MD 212210000  
0.85 miles

#### SIMPLY SILENT

427 EASTERN BLVD SUITE A2 ESSEX, MD 21221

81 Total Results



1 x Faxon Sentinel 16" 8.6 BLK AR-10 Rifle	\$2,399.00
Subtotal	\$2,399.00
Shipping	--
Tax	\$0.00
<a href="#">Coupon/Gift Certificate</a>	
<b>Total (USD)</b>	<b>\$2,399.00</b>

## BigCommerce Plugin

With integration, this plugin allows your BigCommerce store to be a fully functional firearms sales channel.



# AMAZON

**Stores:** Set up Amazon storefront with multiple pages, products, best sellers and images.

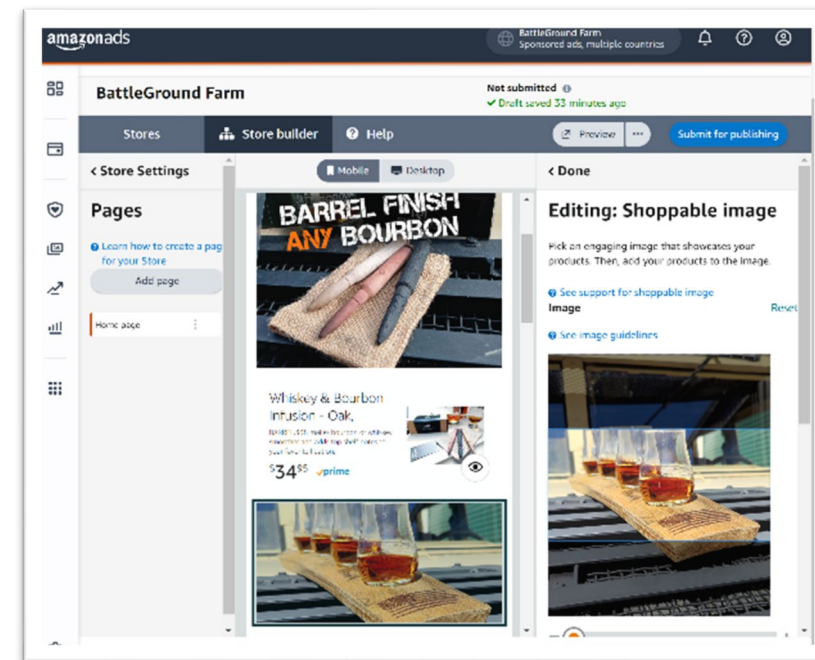
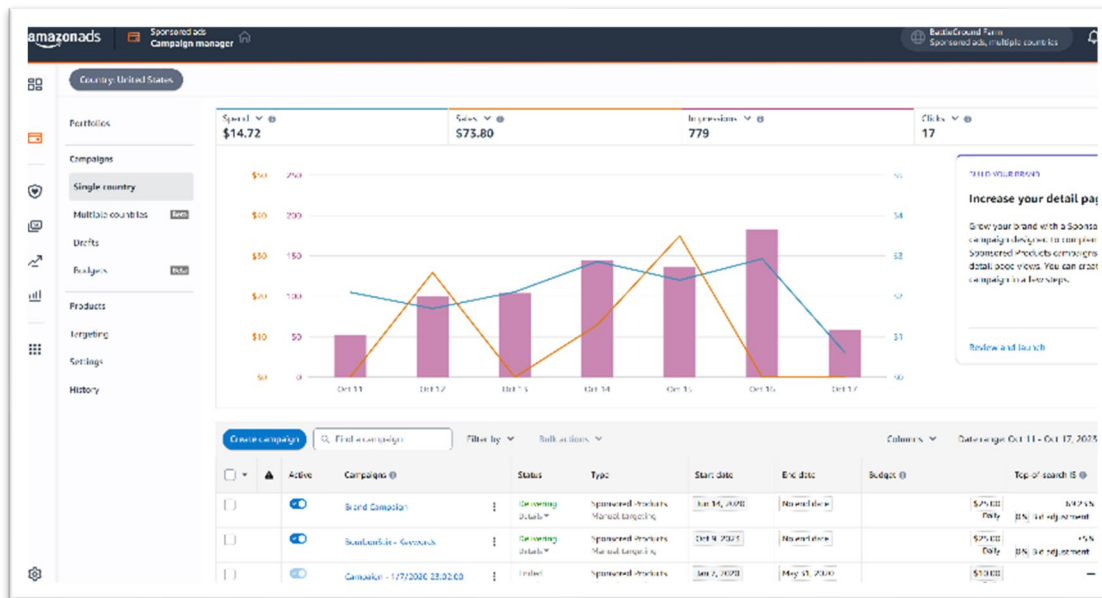
**Ads:** Manage ads with multiple campaigns, ad groups and ads with targeting based on keywords and competitor products.

**Listings:** Built and optimized multiple listings for products with the use of GS1 barcodes.

**Brand:** Verified brands through brand registry, submission and USPTO verification.

amazon  
seller central

Current ACOS: 17.55%  
Current ROAS: 5.70



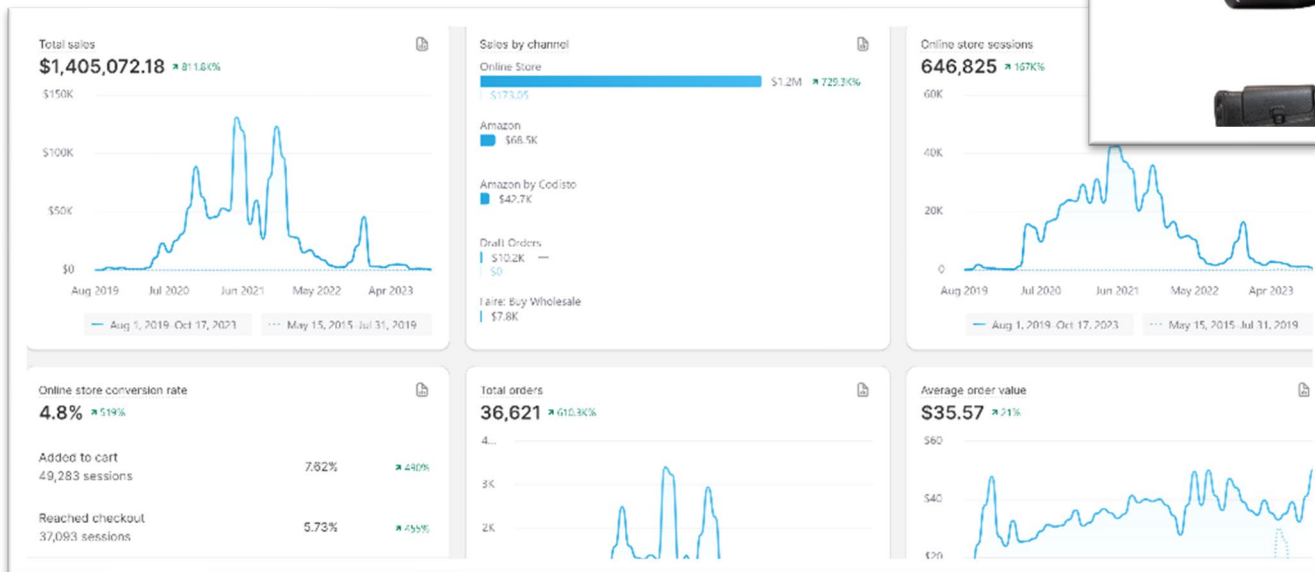
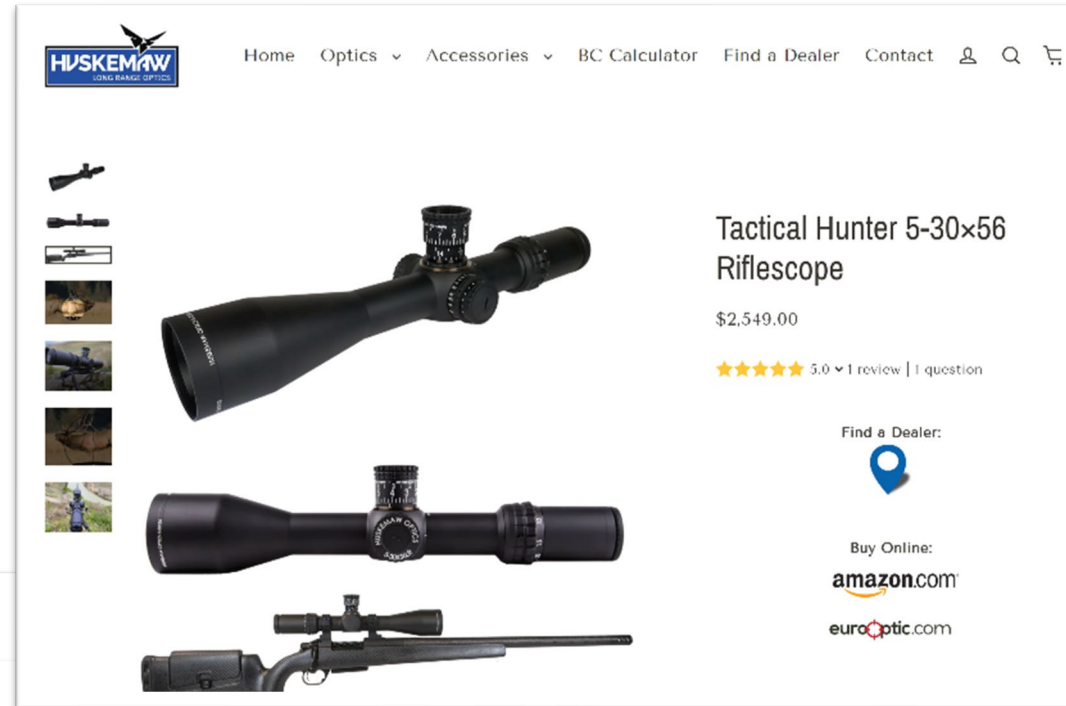
# SHOPIFY



**Stores:** Created and managed BattleGroundFarm.com which produced \$1.4M in sales.

**API:** Connected to Meta, Faire, Google, and other sales channels and platforms for seamless fulfillment.

**AOV (Avg. Order Value)** increased from \$24.04 to \$35.57



# SMS MARKETING

## SMS Marketing is tremendously powerful for D2C revenue generation.

- Get potential consumers into your funnel with Giveaways
- Tremendous ability to segment based on actions
- Multiple marketing messages and automations at once
- Discounts and Offers Specific to their product interests

### Overview

Total Earned  
**\$107,840.26**  
current total



View recent revenue from

All Revenue Streams

- \$0.00 last 24 hours
- \$379.65 last 7 days
- \$656.38 last 30 days
- \$1,008.25 last 90 days
- \$29,359.39 last 365 days

Last updated a few minutes ago

## EMAIL VS SMS MARKETING

	Email	SMS
<b>Open Rate:</b>	20%	98%
<b>Deliverability:</b>	50% reported spam	10% reported spam
<b>Click-Through Rate:</b>	2.78%	45-98%
<b>Response time:</b>	90 minutes	90 seconds

Hey Mark! We noticed you bought the Caza pants. How's 10% off the Selkirk Jacket sound? Get the deal -> <http://hrehro.9876>

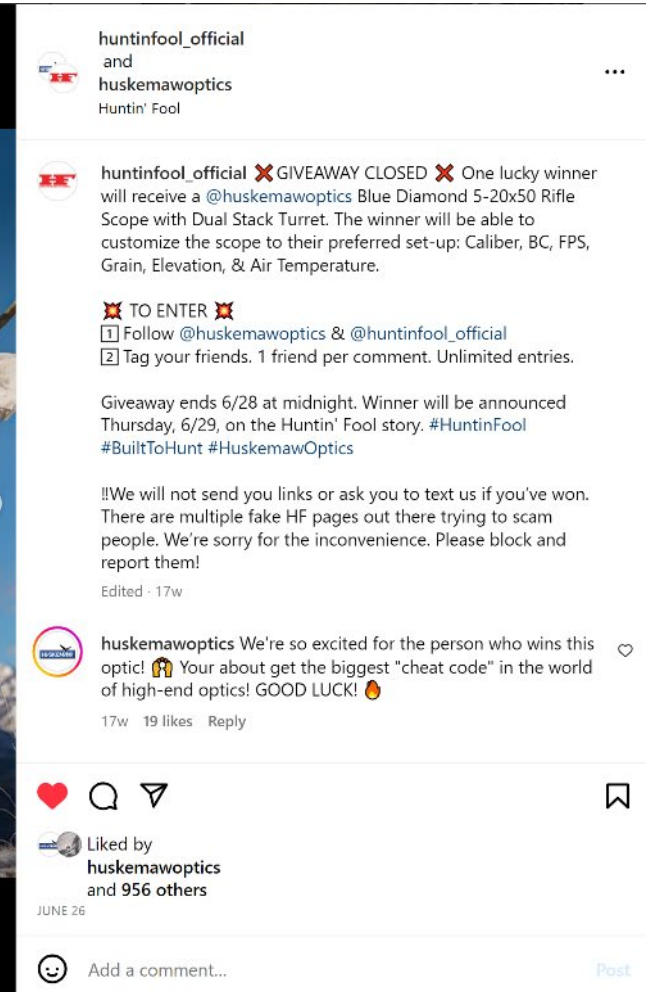
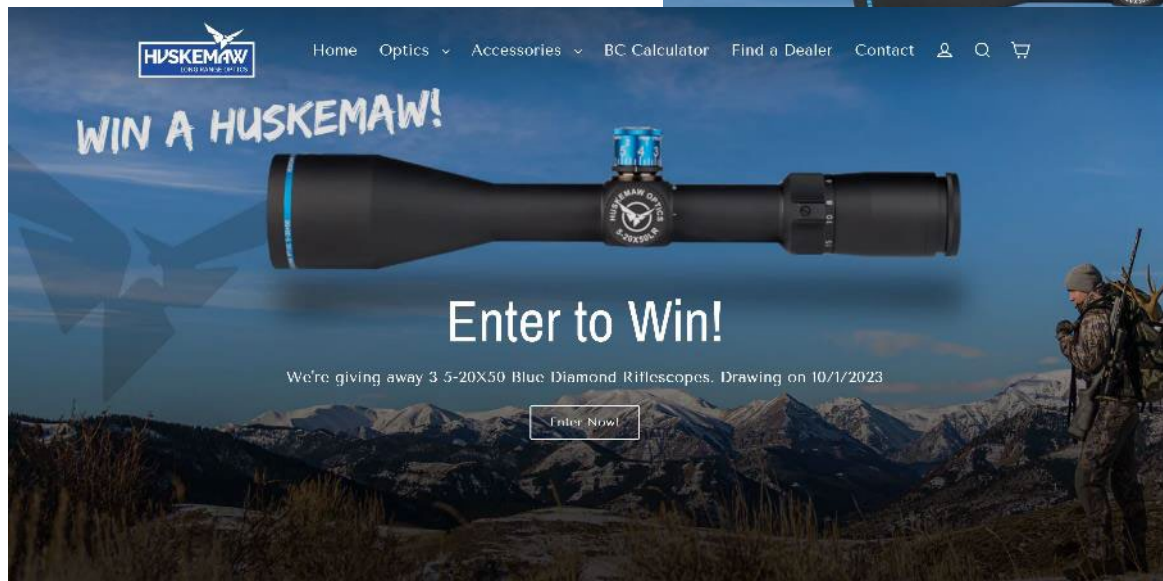
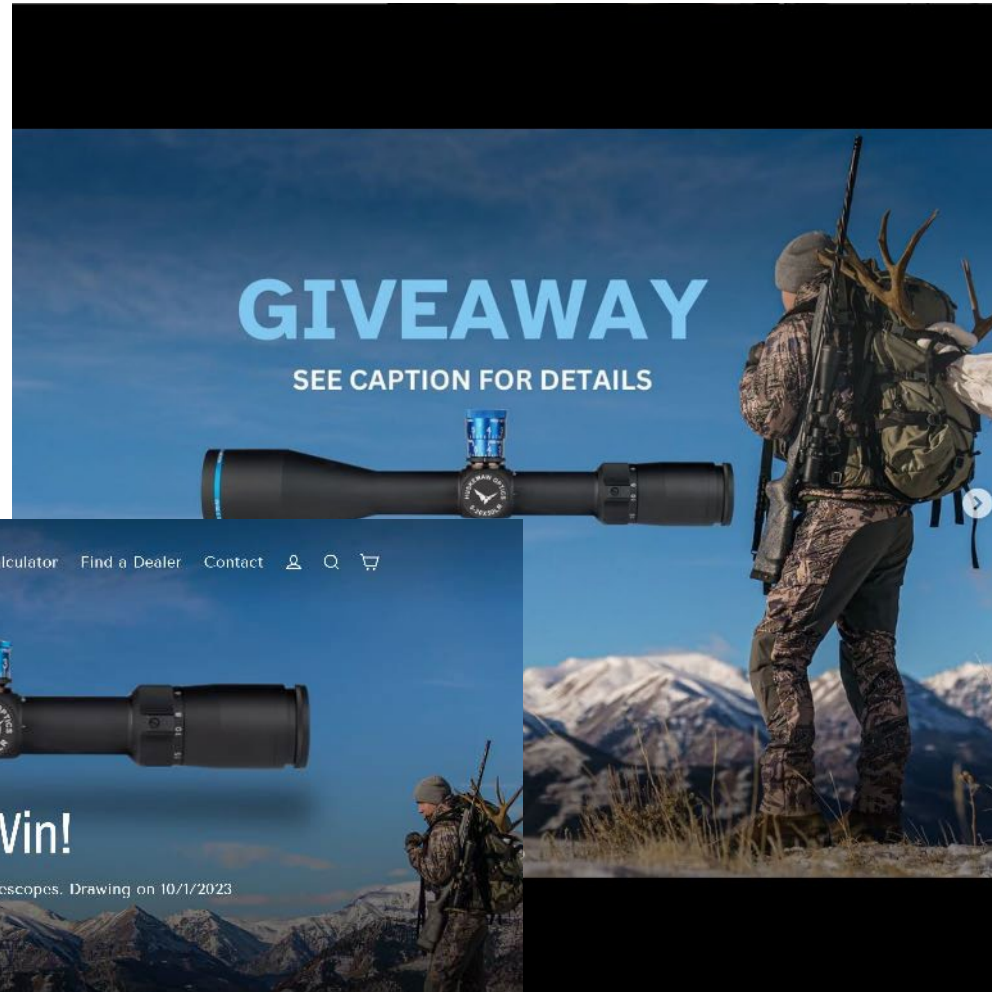


Sweet! Thanks!

# SOCIAL MEDIA GIVEAWAYS

Fill your funnel with social media giveaways with big partners in the industry.

Huskemaw teamed up with Huntin Fool and generated 1000 likes and 4300 people in their funnel.



# PAID MEDIA

**FLAT FEE PRICING:** We build, manage and optimize for a flat & fee.

Open Reporting

API Integration

Ongoing Optimization



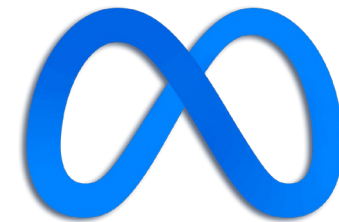
hulu

You Tube

 **iHeart**MEDIA  
INC



Google Ads




Meta



**KENTUCKY**  
WEB DEVELOPMENT | MARKETING | ECOMMERCE

# VIDEO

We've partnered with Urge Media to develop, create and place video content for our clients. Urge media has developed content for numerous well-known brands.



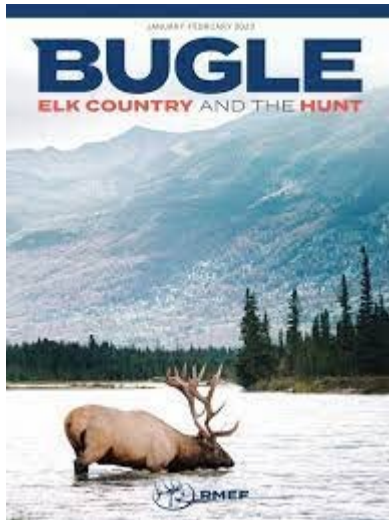
“We combine high volume strategic inventory component placement with commercials, in-show skits, product segments, video billboards, logo wear, strategic product placement, and others within as many TV applications as your budget allows.”





# PRINT

We develop print ads that inform and explain the immediate value proposition of your products with eye catching photography.



**THE PIONEER OF LONG-RANGE HUNTING**

**THE BEST of the WEST** HUSKEMAW LONG RANGE OPTICS

**CUSTOMIZE YOUR LONG-RANGE HUNTING SYSTEM.**

Capable of 1/2 MOA at 1000 yards, The Best of the West Rifles coupled with Huskemaw's "More Distance, Less Math" advantage ensure a lifetime of successful hunting and shooting satisfaction.

Hand-Crafted in Cody, Wyoming | USA  
Customize your rifle now at [WWW.BESTOFTHEWESTARMS.COM](http://WWW.BESTOFTHEWESTARMS.COM) - 866.754.7618

**WIND & DISTANCE SIMPLIFIED**

DISTANCE: 600YDS  
WIND: E 10MPH

Bullet	Enhancement	Scope	Caliber & Ballist Type
6730BC 260SPR	8000740E	3000E	270W 260VLD

**BULL ELK SCENARIO**

SCAN THE CODE & SEE IT IN ACTION!

HUSKEMAW LONG RANGE OPTICS  
Long-Range Shooting, Simplified.

HuskemawOptics.com | 1.866.780.1072 | Cody, WY USA

# ALTOPO

**ZEROED. TESTED. PROVEN.**  
FACTORY ZEROED | PROVEN SUB-MOA AT 1000 YARDS

The **FIRST** 1000 Yard **HUNT-READY** Shooting System

**7PRC LIMITED PRODUCTION**  
Huskemaw 5-20x50 Tactical Hunter Scope

- Dual Stack Turret
- 3000' Outer Turret
- 7000' Inner Turret
- McMillan Carbon Fiber Stock
- 22" Spiral Fluted Barrel
- Threaded Muzzlebrake
- Talley Scope Rings
- TriggerTech Trigger

**SYSTEM INCLUDES:**  
Huskemaw Wind Meter  
Boyt Lockable Hard Case  
Two Boxes of Hornady Ammo

**THE BEST of the WEST**

HUSKEMAW LONG RANGE OPTICS

Cody, Wyoming | USA

LEARN MORE AT [WWW.BESTOFTHEWESTARMS.COM](http://WWW.BESTOFTHEWESTARMS.COM) - 866.754.7618



# EVENT DISPLAYS



# NRA

**The BEST of the WEST**  
**SIGNATURE**  
CUSTOM SERIES

- 1/2 MOA at 1000 Yards
- 30 Co-Color Colors
- 1.2 Shock Patents
- 13 Different Calibers
- 3 Trigger Configurations
- Brain case or Main Line Action
- Carbon Fiber & Steel Barrel

More Custom Options:  
Atlas Drip  
Detachable Magazine  
\*FULLY CUSTOM GRAPHICS

**HUSKEMAW**  
5 Scope Options

**THE PIONEER**  
OF LONG-RANGE  
HUNTING

**The BEST of the WEST**

**THE PIONEER**

**The BEST of the WEST**

**ALTOPO**  
ZEROED, TESTED, PROVEN.  
1000 YARD HUNT-READY SYSTEM

The **FIRST** 1000 Yard  
**HUNT-READY**  
Shooting System

CALLER CHANGES TO 1000 YARD  
1. 1000 YARD ZEROED  
2. 1000 YARD TESTED  
3. 1000 YARD PROVEN

SYSTEM INCLUDES:  
1. Huskemaw 5 Scope  
2. Huskemaw 5 Rifle  
3. Huskemaw 5 Rifle Case  
4. Huskemaw 5 Rifle Bag

**The BEST of the WEST**

**HUSKEMAW**  
LONG RANGE OPTICS

ELK HUNTING SCENARIO

**HUSKEMAW**  
LONG RANGE OPTICS

**HUSKEMAW**  
LONG RANGE OPTICS  
Long-Range Shooting, Simplified

**HUSKEMAW**  
LONG RANGE OPTICS

**HUSKEMAW**  
LONG RANGE OPTICS  
Long-Range Shooting, Simplified

The Huskemaw  
Long-Range Advantage

CALLER CHANGES TO 1000 YARD  
1. 1000 YARD ZEROED  
2. 1000 YARD TESTED  
3. 1000 YARD PROVEN

SYSTEM INCLUDES:  
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DealerCONNECT  
GeoTargeting



# DEALER CONNECT

We help brands more effectively drive consumers to the dealers and support product pull-through at the dealer level.



## Brands:

We will make it easier for people to find dealers and we'll support your dealers with the sales materials they need.

## Rep Groups:

We will work with the sales groups to ensure your products get the support needed.

## Dealers:

Let us help you move product through local NAP listing optimization and Brand Support.

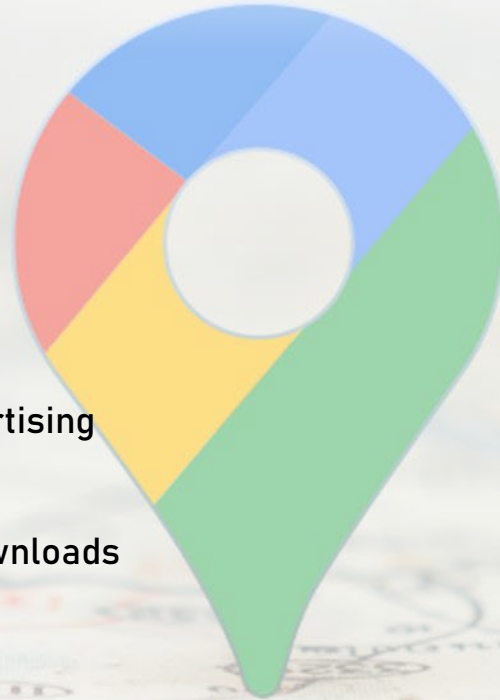


# GEO-BASED TARGETING & RETARGETING

**Drive customers in your area to your store.... Then bring them back!**

## **Geo-Based Targeting**

Campaigns can be developed to target customers in very specific areas with specific interests.



## **Retargeting**

If someone clicks an ad and lands on a product page they will be shown ads for a specific amount of time driving them back to the dealer page.



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Scaling Shopify  
Amazon Stores & Brands  
WalMart Channel

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GeoTargeting





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