



## 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
  - SLICKTRICK- THE WORLD'S DEADLIEST BROADHEAD
  - AN **INDEPENDENT SCIENTIFIC REVIEW** WAS CONDUCTED TESTING THE TOP BROADHEADS IN THE MARKET- DIRECTLY OUT OF THE PACK. 3 IDENTICAL ARROWS WERE FIRED 50 YARDS VIA AN UNBIASED SHOOTING MACHINE. THE SLICKTRICK ASSAILANT PROVED TO BE **53% MORE ACCURATE**- GROUPING JUST OVER AN INCH WHILE THE REST AVERAGED NEARLY A 2 1/2" GROUP...NOT ONLY THE MOST ACCURATE, BUT TESTING CONFIRMED THAT THE SLICKTRICK **PENETRATED DEEPER**, HAD THE MOST ACCURATE WEIGHTS AND THE **SURGICAL BLADES DEFLECTED MUCH LESS** THAN COMPETITORS.
- 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 SLICKTRICKBROADHEADS.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