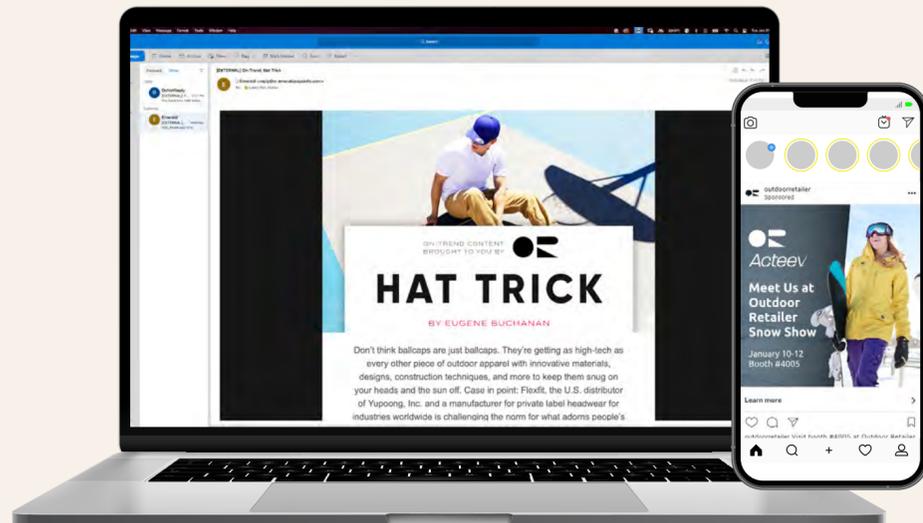




# SOCIAL TARGETING. GO BEYOND.

Get in front of those hard-to-reach retailers with Outdoor Retailer's new social media targeting program. By participating, you will reach Outdoor Retailer's proprietary digital audiences through the top B2B social media platforms.

The Outdoor Retailer team will work with you to develop and execute your next campaign—pre, during and post-show. Use our expansive network to **go beyond**.



## HOW IT WORKS

- 1** Choose your package based on your team's goals.
- 2** Talk to your **Account Executive** about in-house support, so you can leverage our team to create, launch, and track your campaign.
- 3** See the results. You'll get guaranteed impressions to our target audience and detailed reporting, post campaign.

[Contact Your Account Executive](#)

## OPTIONS + ADD ONS

### SOCIAL RETARGETING PACKAGES

#### Out & Back

Your featured listing included on a dedicated spotlight landing page promoted to our show attendees.

#### Thru-Hike

Your content, our audience. Targeted Facebook & Instagram ads promoting your message.

### DIGITAL MARKETING PACKAGES

#### On-Trend Report

Position your brand at the forefront of industry trends.

#### The Transfer

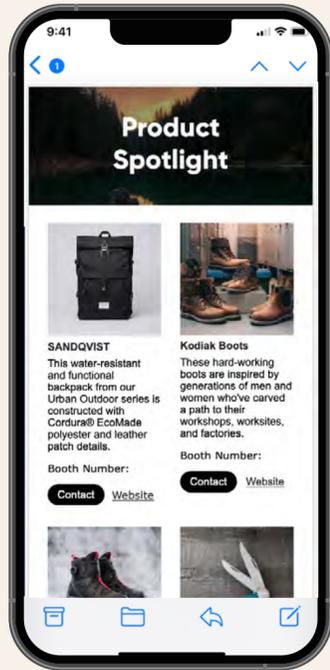
Nurture your prospects closer to the point of purchase.

#### The Peak

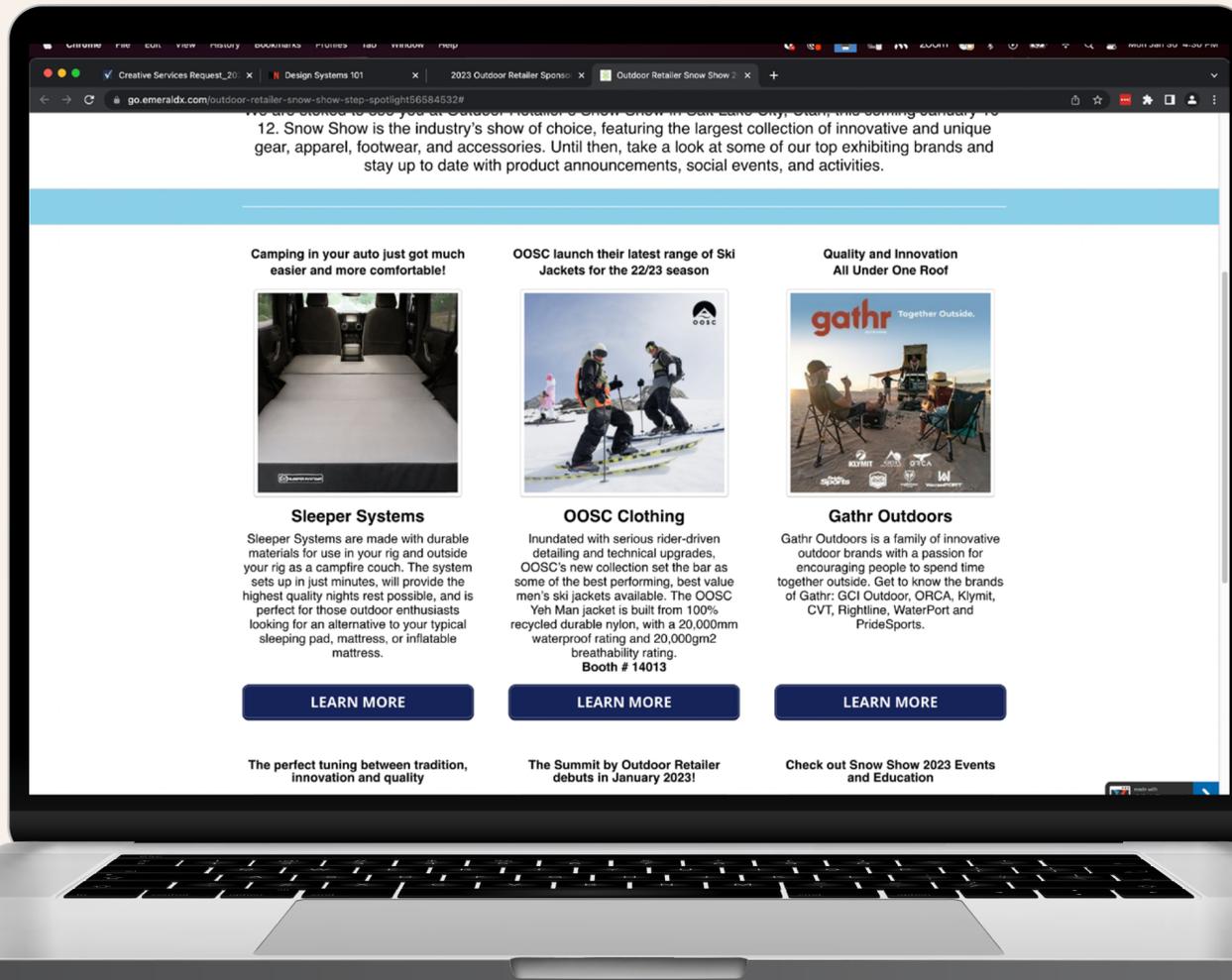
Leverage Outdoor Retailer's engaged audience to generate leads via a nurturing campaign.

#### Product Spotlight

Promote your product and booth location to Outdoor Retailer's network.

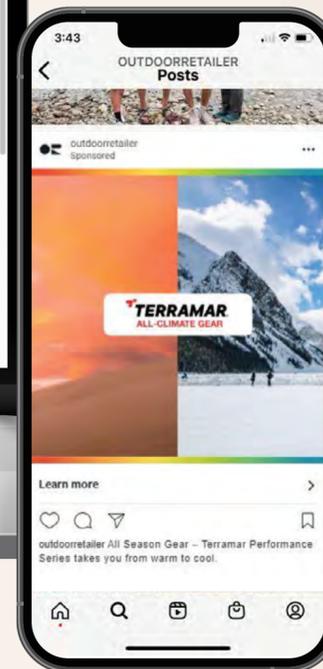


**Upgrade Opportunity:**  
Product Spotlight email



*"Thru-Hike"*  
social media ads

*"Out & Back"*  
spotlight web page



1

## "Out & Back" \$500

We highlight your show related news on our dedicated spotlight website page and drive attendee traffic to the page for three weeks leading up to the event.

- 100,000 Facebook/Instagram impressions over three weeks leading up to the event
- Recognition as one of the must-see companies for the event
- **Upgrade Opportunity:** combine with Product Spotlight email package for \$1,250

2

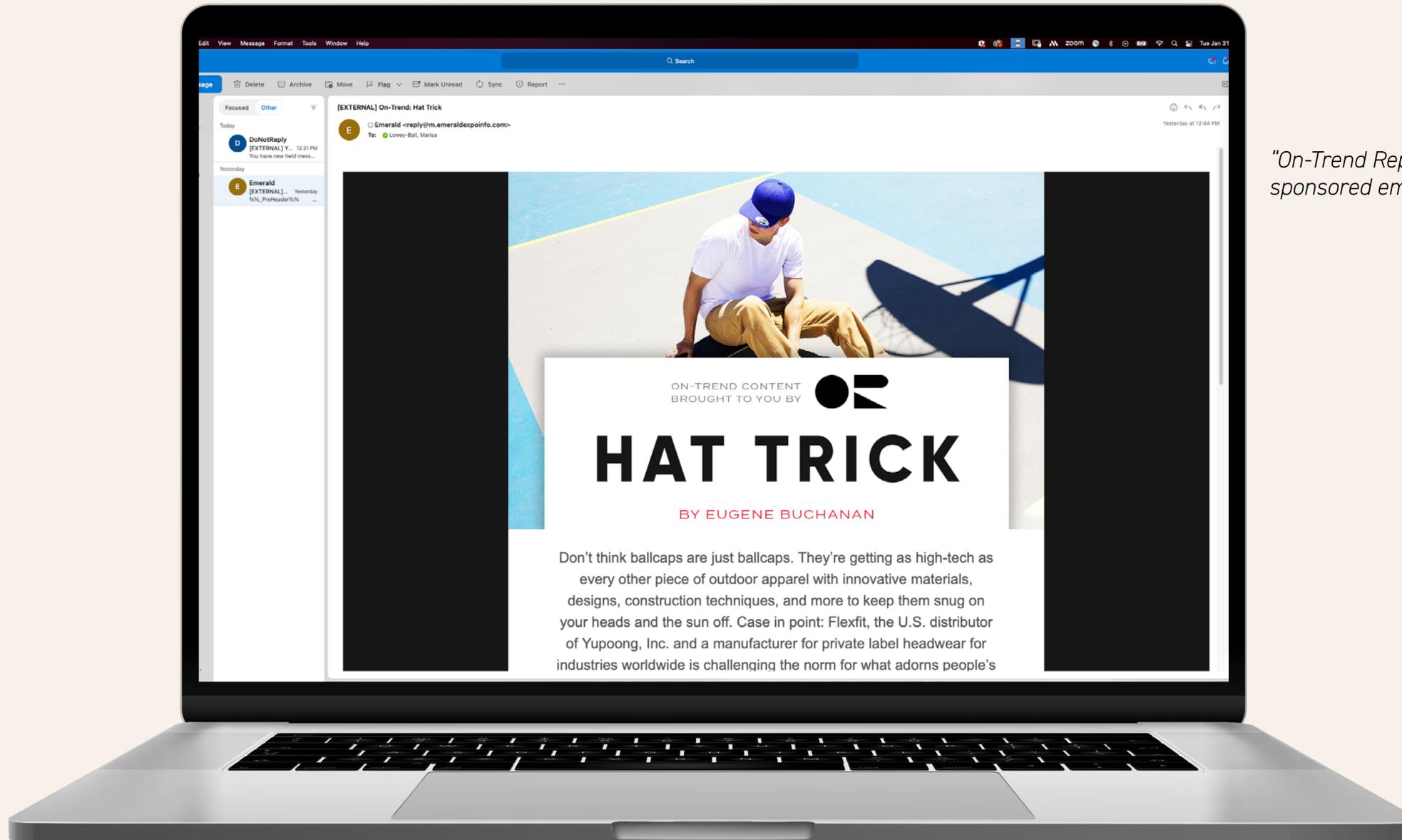
## "Thru-Hike" \$2,000

We work with you to create social media ads with your own content that link to your website where you provide more information about your show plans, products or promotions.

- 20,000 Facebook/Instagram impressions over three weeks leading up to the event
- 5,000 geo-targeted Facebook/Instagram impressions during the event
- Upgrade with custom HTML outreach (\$4,500 special)

## "Product Spotlight" \$995

Promote your product and booth location to Outdoor Retailer's network. Feature gear, innovation, technology or brand message to extend your reach pre- and post-show!



*"On-Trend Report" sponsored email*

3

### **"On-Trend Report" \$4,500**

Position your brand on top of industry trends with a custom article on outdoorretailer.com and an email send to the OR network.

- Sponsored email to Outdoor Retailer's network promoting trend articles
- Leaderboard banner ad
- Content and image section
- Digital: Banner ad on outdoorretailer.com and content page
- Social media visibility on Outdoor Retailer's channels

4

### **"The Transfer" \$9,000**

Lead nurturing YOUR leads through a series of three emails designed to push your prospects closer to the point of purchase. The series follows the initial "thank you" email sent from lead collection post-show.

- Lead nurturing sequence of three emails

5

### **"The Peak" \$17,500 (includes landing page)**

Help harness the buying power of Outdoor Retailer's engaged audience to effectively turn them into customers via three months of lead nurturing.

- We will send out your whitepaper, industry trend report, or product information to our audience in a series of four emails.
- Custom landing page and data collection form (optional)

# CASE STUDY – BALL ALUMINUM CUP

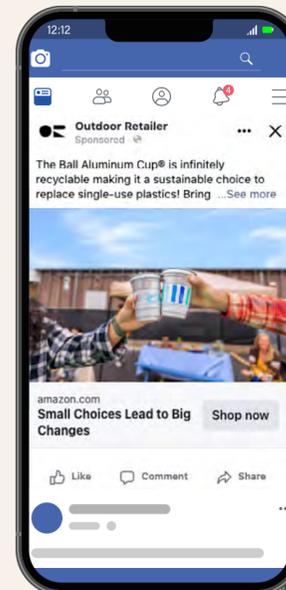
Contact Your Account Executive



Instagram Reel ad

2X 

Received double the benchmark Instagram click-through rate



Facebook feed ads



8X 

Received 8 times the benchmark Facebook click-through rate



It's no secret the Ball Aluminum Cup® is a game changer. Like many of Outdoor Retailer's exhibiting brands, Ball joins the sustainability mission with its recyclable aluminum cup, kicking single-use plastics to the curb.

When looking for exposure for this new product, the **Thru-Hike** Package was ideal because it's impressions- and geo-based. Ball got its new product in front of 25,000 people found only in the Outdoor Retailer social network. This cross-marketing exposure led to tremendous results, including click rates that exceeded the benchmark multiple times over!

Although Ball received great pre-show digital ad results, product advertising did not stop there! Throughout the show, six happy hours and countless celebrations commenced, while participants used (and reused!) their aluminum cups. It is estimated we saved 8,000 single use cups from being thrown into the landfill.