

Please enjoy this short overview to see how Ridge Road Outdoors delivers seamless and super effective direct sales and marketing for shooting and outdoor brands.

**1. Fact - Brand/product videos are the most effective marketing media today**

- a. We create new monthly brand/product videos for participating brands and the video production is included in our two most popular programs.

**2. Fact - Brand/product videos published (shared) campaigns on social media generate the greatest impact at the best cost for shooting and outdoor brands**

- a. Our Power Sharing Network is the largest on staff network of consumer influencers in the shooting and outdoor industry, now in over 1000 special interest groups on social media
- b. We create the video content for you and with great precision our Power Sharing Network puts your video content in targeted interest groups online to interact with
- c. Here is a cost comparison you need to see

Platform	Avg. Cost Per Click	Source
Facebook	\$1.86	<a href="#">Fit Small Business</a>
Instagram	\$0.80	<a href="#">Karola Karlson</a>
Google AdWords	\$2.32	<a href="#">WordStream</a>
Amazon AMS	\$0.97	<a href="#">Ad Badger</a>
Ridge Road Outdoors	\$0.30	

**3. Fact - Selling direct to consumers online is already 24% to 100% of gross sales for shooting and outdoor brands**

- a. All of our social media campaigns for participating brands drive traffic for sales direct to the brands website or their brand store in our marketplace
- b. All traffic and data information is reported back to the brand monthly.

**4. Fact - Selling Direct to reputable independent dealers is still a very important and true sales channel for shooting and outdoor brands. Collectively these stores are still the largest retail footprint for sales.**

- a. **NEW!** Ridge Road Route Trucks now servicing reputable independent retailers in Minnesota, Wisconsin, and Iowa. Nationwide coverage begins in February 2020.
- b. Our Ridge Road Route Trucks stops one or more times a month at reputable independent retailers showing and selling your products right off the truck to them COD at the best prices, no minimums, and no shipping! This service is changing what products reputable independent retailers are stocking on their shelves! Space and categories are limited so get on the truck now or get left behind!

Ridge Road Outdoors brings together unrivaled social media marketing, product representation & distribution, and direct sales & service for shooting and outdoor brands.

We are the absolute best addition a brand can add to their current marketing and sales efforts to *immediately* increase their brand awareness and overall sales!

For more details and information go to [ridgeroadoutdoormedia.com](http://ridgeroadoutdoormedia.com)