

Marketing That Can't Be Shut Off

Making the Most of Meta While Building an Audience You Own



Additional Educational Resources

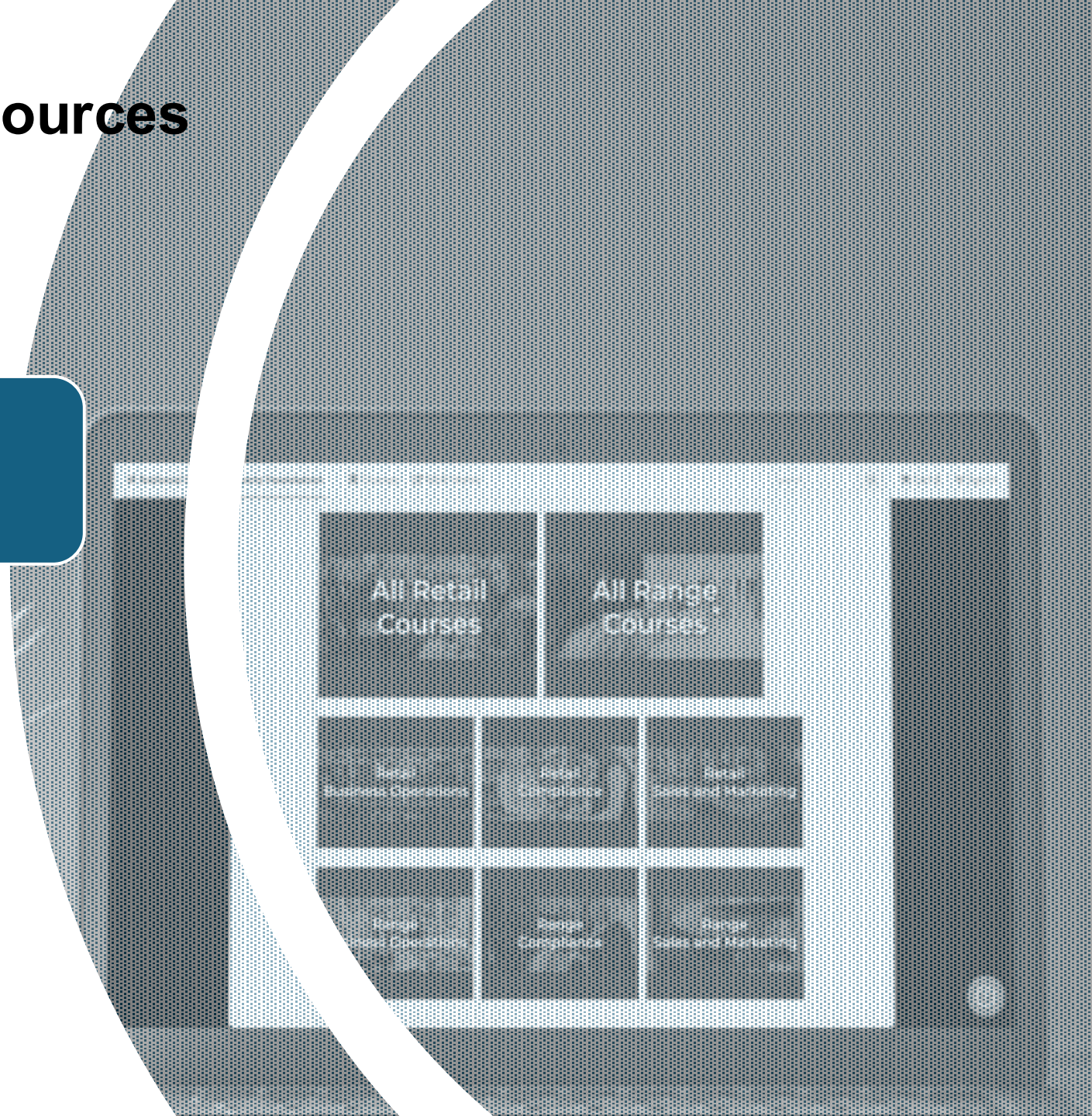
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- Firearm E-Commerce Blueprint
- Unlocking Success in the NFA Space
- Winning at ATF Inspections
- Marketing: The Path to Better Measurement
- Multiple Sales Report

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You don't own your audience on social

For years, firearms businesses have been shadow-banned, demonetized, and shut off with no warning. When a platform changes the rules, your reach — and your revenue — can vanish overnight.



Shut off without warning

Accounts and pages get suspended overnight.



Reach quietly throttled

The algorithm decides who ever sees you.



No say in the rules

Policies shift, and you don't get a vote.

The fix: use the platforms while they work — but own the channels that **don't depend on them.**

What we'll cover

45 minutes of working material, then your questions



Meta: the opening & the guardrails

~10 min



Email & SMS: the audience you own

~15 min



Google Business Profile & reviews

~7 min



The 3-channel foundation & backup plan

~5 min



Live Q&A

5–10 min

01

Meta: The Opening & The Guardrails

Use it while it's favorable — without losing your account.

Yes — you can advertise now. Within a lane.



The one rule that matters most: the sale must happen OFF the platform.
You can advertise that you have it — you can't sell it on Facebook or Instagram.



Licensed retailers get an exception

Brick-and-mortar and online shops can promote firearms & ammo sold off-platform.



Frame it right

Lead with your brand, new arrivals, safety and events — not “buy this gun now.”

Stay in the lane

Age-gate every ad

21+

Firearms & ammunition

18+

Accessories, hunting & safety

Lead with

- ✓ Accessories & safe storage
- ✓ Safety & training courses
- ✓ Events, ranges & memberships
- ✓ Brand & awareness

Never

- ✗ On-platform sales / “buy now”
- ✗ 3D-print or CAM instructions
- ✗ Machine-gun conversion devices
- ✗ Optics, suppressors & mods

Full compliance details live in the takeaway cheat-sheet — we keep the live time tight on purpose.

02

Own Your Audience

The channels no algorithm can take away.

Email & SMS: you own the list

BORROWED

Social: they control your reach and can shut you off.

OWNED

Email & SMS: you reach 100% of your list, anytime, for free.



Email

A direct line to the inbox. No algorithm deciding who sees it — it's yours to keep.



SMS

The highest open rates anywhere. Perfect for new drops, events and range specials.

Rented reach can disappear. An owned list can't.

Email platforms that won't drop you

The top 3 built to keep firearms businesses



OtterText

Firearms-native. Email + SMS in one platform, with firearms POS integrations.

Best for retailers & ranges wanting one 2A tool



Omnisend

Cost-effective e-commerce automation that welcomes firearms businesses.

Best for Shopify & WooCommerce shops



Listrak

Enterprise-grade and openly 2A-friendly — at a premium price.

Best for larger brands with a budget

Steer clear: Mailchimp, Constant Contact & Sendlane deplatform firearms businesses.

Provider policies change — confirm each vendor's current firearms terms before committing.

SMS that clears the SHAFT hurdle

Firearms fall under carrier SHAFT rules — pick a provider that registers you



OtterText

Registers you with the carriers (SHAFT) so texts get delivered; email + SMS combined.

Best for one-vendor simplicity



AIQ (Alpine IQ)

SMS, loyalty & e-commerce for heavily regulated industries, at scale.

Best for loyalty + store integration



Voyage SMS

Compliance-first SMS for firearm accessories and ammunition brands.

Best for accessories & ammo e-commerce

Before you send: register with carriers (10DLC / SHAFT), age-gate opt-ins, and avoid Twilio-based resellers.

Provider policies change — confirm each vendor's current firearms terms before committing.

Turn every customer into a subscriber

- 1 Capture opt-ins at the counter — during the sale and paperwork
- 2 Collect sign-ups at range check-in and every class
- 3 Add in-store signage, a website pop-up, and QR codes
- 4 Give a reason to join: new-arrival alerts, member pricing, range specials
- 5 Then actually email them — consistently, not just once

Always opt-in, always an easy unsubscribe — that keeps you compliant and trusted.

Get found when shooters search

Most local customers find you by searching — not by an ad



Claim & verify

Own your Google Business Profile — it's your new front door.



Complete every field

Hours, services, categories and real photos of your shop or range.



Ask for reviews

Make it a habit at checkout and after every class.



Respond to all of them

Every review, good or bad — it signals you're active and trusted.

The three-channel foundation



OWNED

Email & SMS

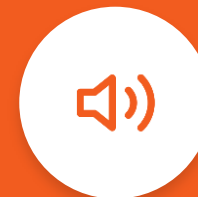
You control it. No one can take it away.



FOUND

Google & reviews

You get discovered by people already searching.



BORROWED

Meta, used carefully

Extra reach — a bonus, never the foundation.

The backup plan: when an ad account gets flagged, your owned + found channels keep the lights on.

Start this week

Small steps that compound into a marketing engine

- ✓ Claim and optimize your Google Business Profile
- ✓ Put a list opt-in at the counter and on your website
- ✓ Send one email to the customers you already have
- ✓ Verify your Meta business account and age-gate settings
- ✓ Pick three pieces of content to post this month

LET FREEDOM PLINK



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Questions?

Let's build something they can't shut off.



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