

# Time to Reload Your **Digital Marketing Skills** w/ Will Altherr from Guns.com

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May 22, 2024

**NSSF<sup>®</sup>**  
*The Firearm Industry  
Trade Association*



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**NSSF**  
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# NSSF RANGE-RETAILER BUSINESS EXPO™

TIME TO **RELOAD**

JULY 10-11, 2024

WEST PALM BEACH, FL

ATTEND RRBE THIS SUMMER AND REFRESH  
THE WAY YOU OPERATE YOUR BUSINESS.



## 3 Takeaways From This Webinar

- Start focusing on email marketing & building your list.
- Contact Armanet to see what they can do for you advertising locally.
- Open Source Defense can assist with your Social Media pain points in terms of compliance and being banned.



# Topics Covered

- Email Marketing & the Different Types of Emails that will increase your performance and grow your email list.
- Display Media, Online Video & Third-Party Marketing Efforts and how they can drive more traffic to your site.
- Social Media & what you can do to get around rules and regulations blocking your posts.



*We're glad you're here!  
Take a look around at what we have to offer.*



SHOP HANDGUNS



SHOP RIFLES



SHOP SHOTGUNS



SHOP USED GUNS

# Email Marketing

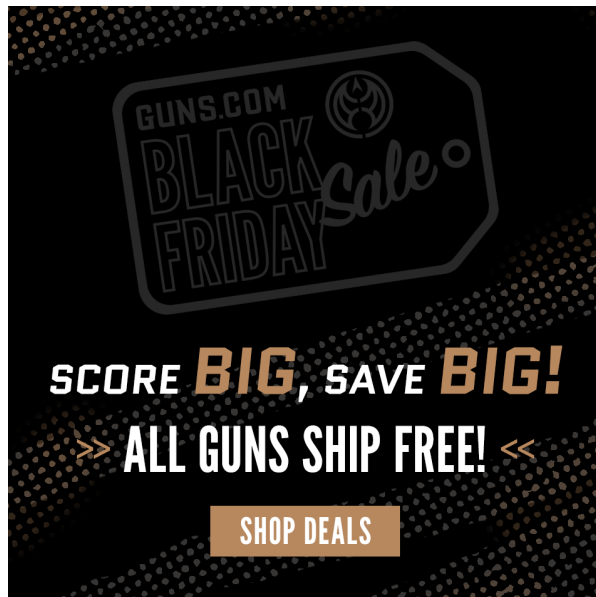
Broken down into three categories:

1. Mass Marketing Emails
2. Segmented Emails
3. Automated Emails



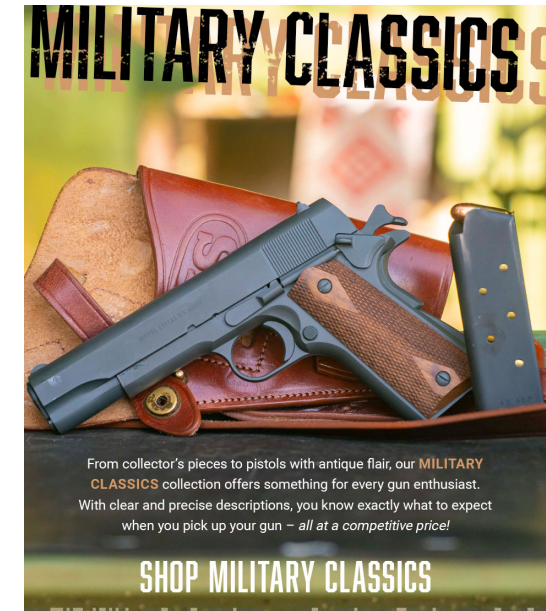
# Mass Marketing Emails

- Emails sent to your entire email list who are opt-in.
- Used primarily for events, holiday weekends, big promotions, etc. When you want everyone to know something particular about your business.
- Metrics around these emails, such as open rates, click-through rates, conversion rates, are usually not the strongest unless it's a big holiday promotion.



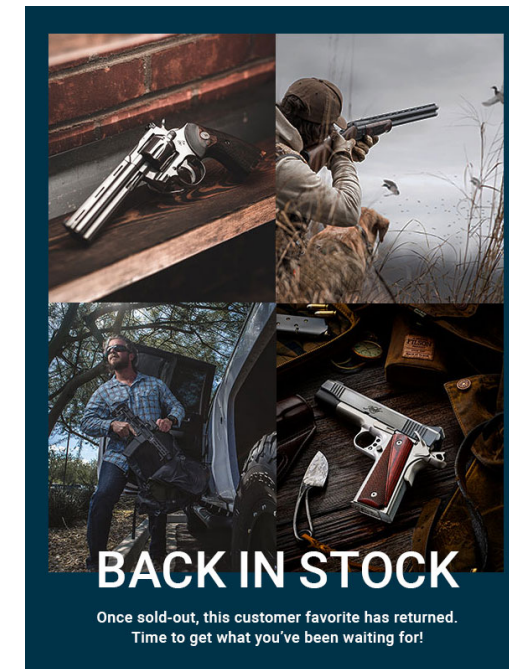
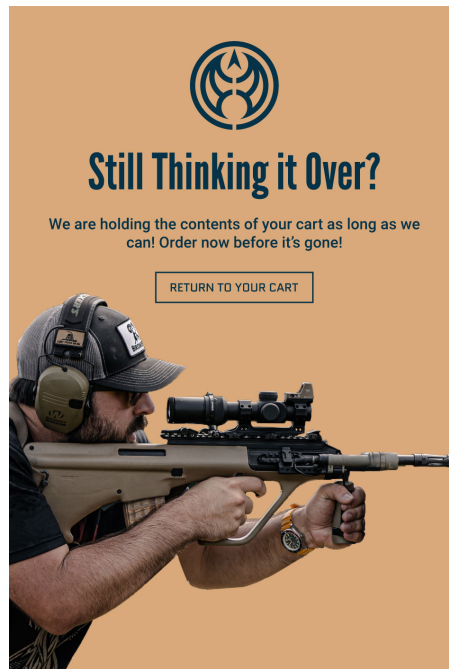
# Segmented Emails

- Segmentation and Personalization will create better experiences for your customers.
- Used primarily for web behavior, shopping behavior, purchase behavior, birthdays, and other data collection interests.
- Metrics around these emails, such as open rates, click-through rates, conversion rates, should see a boost compared to mass marketing emails.



# Automated Emails

- Programs that automatically send emails based off customers experiences on your website.
- Used primarily for cart abandonment, browse abandonment, post purchase, win-back, password recovery, welcome email, thank you submissions, etc.
- Metrics around these emails, such as open rates, click-through rates, conversion rates, should be your top performing emails.

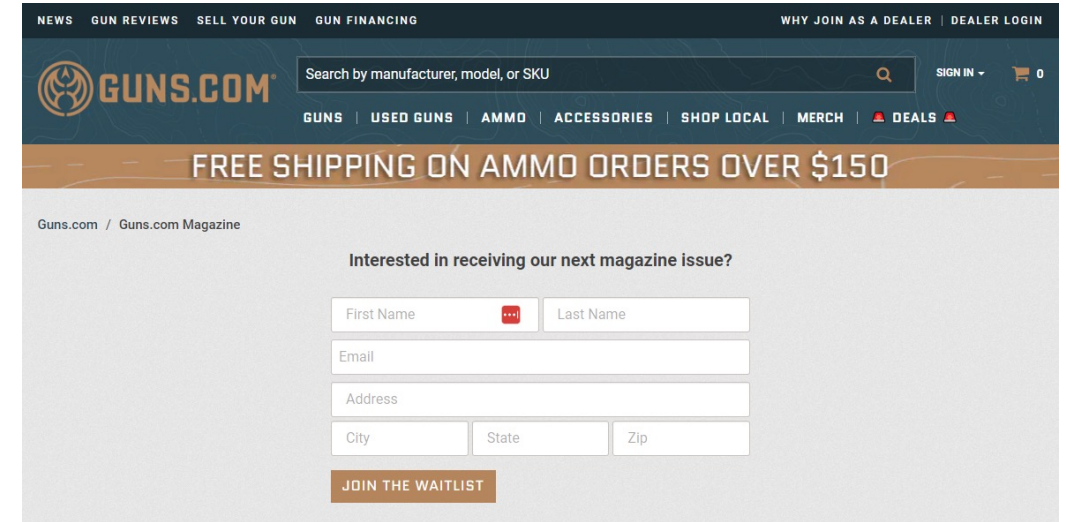


# Email List Growth

- One key focus for email marketing is making sure your email list is growing monthly and healthy with quality emails.
- Giveaways, list acquisitions, popups with promos, in-store signups, event attendees, etc.
- Make sure your email metrics are also growing on a regular basis through engagement Key Performance Indicators (KPIs).



The screenshot shows the Guns.com website with a newsletter sign-up form. The form is titled "SUBSCRIBE TO OUR NEWSLETTER" and includes fields for "First Name", "Last Name", and "Email". A "SIGN UP" button is located below the form. To the left of the form is a large image of a woman in a field holding a rifle, with the text "BE IN THE KNOW..." and "Sign Up For the Guns.com Newsletter to Get the Latest on Industry News, Reviews, Entertainment and More!". The website header includes navigation links like "NEWS", "GUN REVIEWS", "SELL YOUR GUN", "GUN FINANCING", and a search bar.



The screenshot shows the Guns.com website with a magazine subscription form. The form is titled "Interested in receiving our next magazine issue?" and includes fields for "First Name", "Last Name", "Email", "Address", "City", "State", and "Zip". A "JOIN THE WAITLIST" button is located below the form. The website header includes navigation links like "NEWS", "GUN REVIEWS", "SELL YOUR GUN", "GUN FINANCING", and a search bar.

# Display Media



- According to data from Statista Marketing Insights, there's no slowdown in sight for digital display ads' most common format, the banner ad.
- Placing digital display media has increasingly shifted to programmatic purchases, the data-intensive algorithmic purchase and sale of advertising space in real time.
- There are plenty of industry websites that offer this service to show your ads locally.
- Easily measurable with click through rates, cost per action, conversion rate, etc.



**SAVE MONEY**  
ON LE TRADE-INS!



**SHOP LE TRADE-INS**

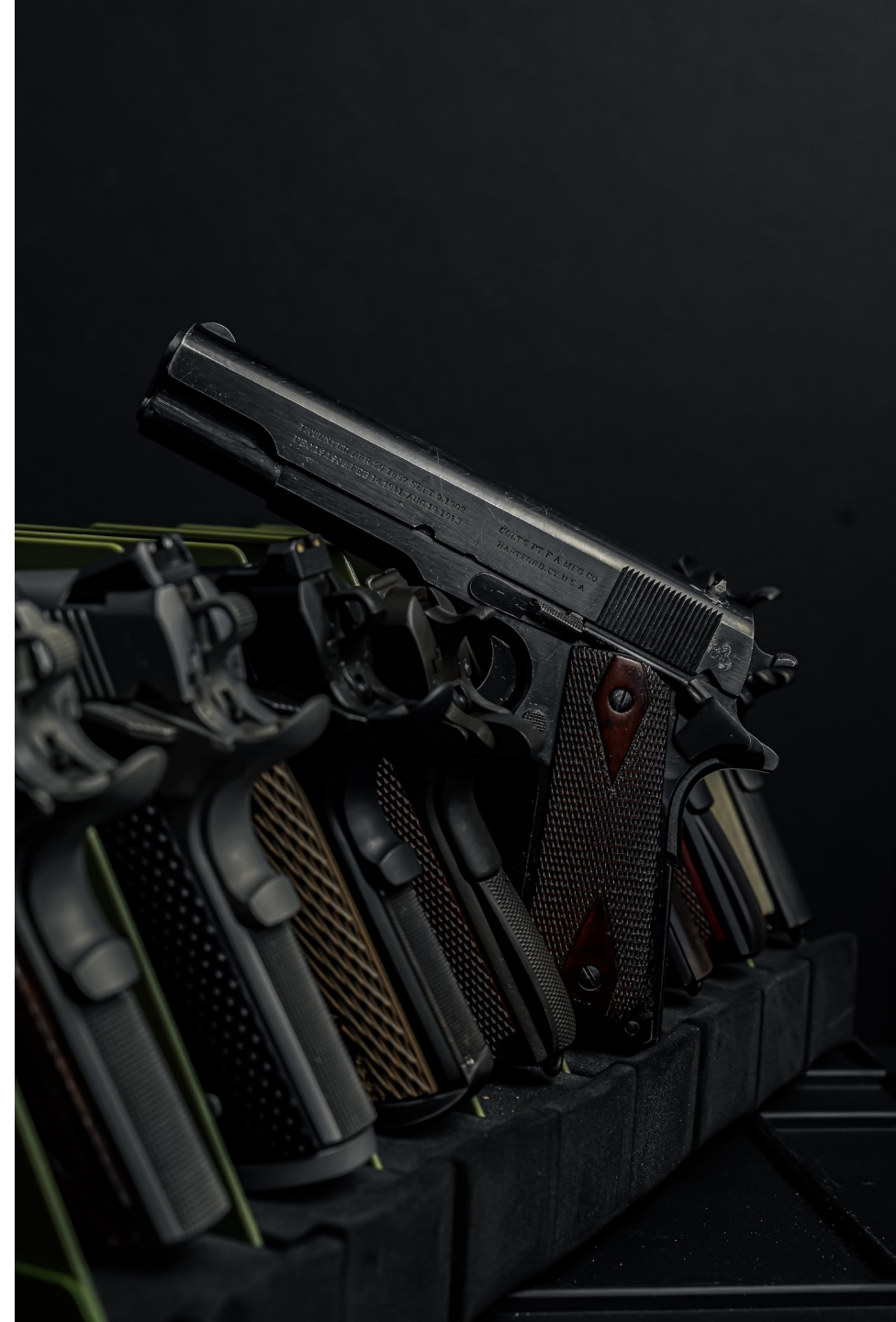


## Online Video

- YouTube is the world's largest online video platform; more users are utilizing online video which helps consumers discover new brands.
- Develop content that resonates with the interests and passions of viewers creates authentic connections with consumers that can turn to large followings.
- Online video's blend of sight, sound and motion provides companies with a unique opportunity to craft a consumer experience that will be appreciated.

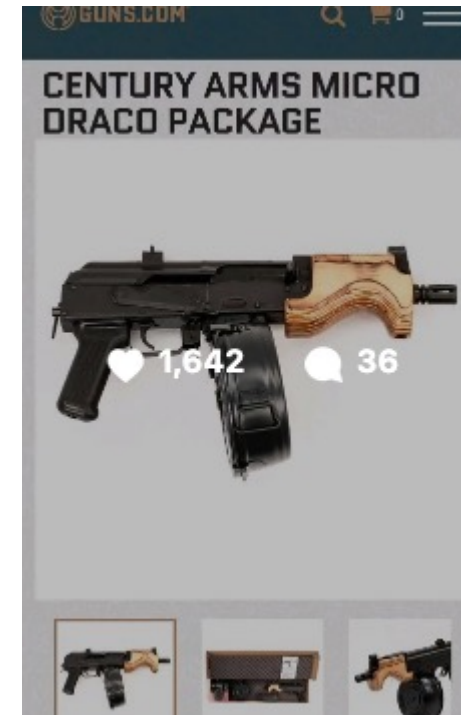
# Third Party Marketing

- Find local companies that you can partner with, joint campaigns, or local blogs that fit your customer base.
- Guns.com – We help local storefront FFLs sell more firearms on a national level.
- Armanet – Modern advertising for the 2A industry to drive immediate, measurable, consumer demand.
  - Retargeting Ads, Geo Targeting, Shopping Ads



# Social Media

- Focus on content that is engaging to your audiences that is also compliant with their rules and regulations.
- Create a separate Social Media Page dedicated to classes offered, education, outdoor activities, fishing, parts not on the firearm, etc.
  - Beretta and Nosler have done this.
- Be your own influencer, link from public profile, hire local micro influencer, or partner with a non-competitor with similar customers.
- Be consistent with posts, stories, videos, etc. and stay engaged with your customers.



# Social Media Compliance

- Landing page can be related to gun sales if you have a brick-and-mortar store. Paid ads cannot have landing pages related to the sales of guns/ammo.
- Escalate issues and don't NOT be there.
- Stay up to date with rules and regulations on each platform.
- Contact Chuck Rossi at Open Source Defense regarding your Meta accounts being suspended or blocked while being compliant.
  - Contact: [chuck@opensourcedefense.org](mailto:chuck@opensourcedefense.org)
  - Submission:  
<https://www.opensourcedefense.org/qrf>

## List of Social Media Platforms





# Takeaways

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