

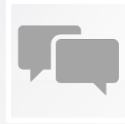
ELEVATE YOUR SOCIAL MEDIA STRATEGY

NSSF[®]
*The Firearm Industry
Trade Association*

WHAT TO EXPECT



**BUILDING
BRAND
STANDARDS**



**IMPACT OF
SOCIAL MEDIA**



**SPREADING
BRAND
AWARENESS**



**SOCIAL MEDIA
ELEVATION
TECHNIQUES**



**PLATFORMS
TO TRY**



**TAKE IT FROM
THE EXPERTS**



**STRATEGY
EXAMPLES**



**BUILD A
GAME PLAN**

ESTABLISH YOUR “BRAND STANDARDS”

IDENTIFY YOUR DIGITAL PRESENCE.

- Having consistency in your brand’s font style, formatting, and colors builds credibility.
- The inconsistent appearance of your brand makes it look messy and unreliable.

DEVELOP A THEME TO YOUR CONTENT.

- Have a healthy mix of firearm photography, informational posts, and share your company’s culture .

ENFORCE YOUR STANDARDS.

- Be sure that your team is following these standards!
- Email signatures to business letterheads.



STAND OUT AMONG THE REST

START CONNECTING WITH YOUR CUSTOMERS.

If you don't have an email list, now is the time to grow one!

- E-Waiver Solutions
- Giveaways/Sweepstakes
- Customer Relationship Management

HUMANIZE YOUR BRAND.

Your brand must have a voice. What is it going to sound like?

Whether you're answering FB/IG messages, it's OK to chat with them like a friend. Try not to sound like a Customer Service Bot.

STAND OUT AMONG THE REST (cont...)

IMPROVE YOUR POST FREQUENCY & QUALITY.

Dedicate time for photos and content creation.

Creating a calendar of your social posts will keep you organized and ensure you're covering all topics you want to share.

ALWAYS ANALYZE & OPTIMIZE.

Look back on your posts and analyze what is/isn't working.

Are you getting more engagement on videos? What time of the day are people engaging with your posts the most?

SPREADING BRAND AWARENESS

BRING YOUR BUSINESS TO LIFE

- **Giving your brand a strong personality makes it memorable and relatable. Customers continue to spread awareness after engaging with brands that left an impression.**

GET INVOLVED IN YOUR COMMUNITY

- **Join your local chamber of commerce, volunteer, and engage with other small businesses.**

IMPLEMENT A REFERRAL PROGRAM/INCENTIVE

- **Sign up for an email list and get a range pass for when the range opens!**

ENGAGE, ENGAGE, ENGAGE!

COMMENT BACK

- Respond to user's comments to show you care about what they have to say.
- Engaging in comments leaves an impact on the user.

CROSS PROMOTE

- Share posts from other small businesses, events, and activities happening in your community.

SEE WHAT YOUR CUSTOMERS ARE SHARING

- "Like", Comment, and Reshare your customer's posts!
- Power of user-generated content!

PROVEN STUDY

71%

**OF CONSUMERS WHO HAVE
HAD A POSITIVE SOCIAL
MEDIA EXPERIENCE WITH A
BRAND ARE LIKELY TO
RECOMMEND IT TO OTHERS.**

60%

**OF U.S. MILLENNIALS EXPECT
CONSISTENT EXPERIENCES
WHEN ENGAGING WITH A
BRAND OR BUSINESS ONLINE.**

ELEVATION TECHNIQUES

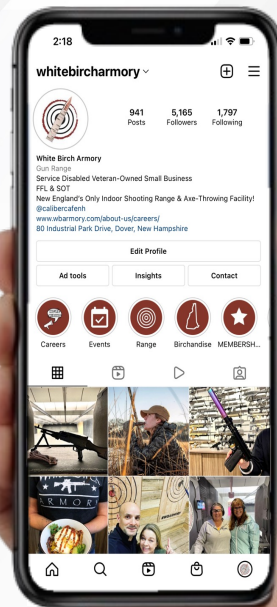
- SET YOUR ACCOUNT TO THE “BUSINESS PAGE”
- INSTAGRAM HIGHLIGHTS
- LINKS
- VIDEO – GET IN FRONT OF THE CAMERA!
- RELEVANT HASHTAGS | **EX. #PEWPEWLIFE**
- RESHARE CONSUMER CONTENT
- ENGAGE IN VIRAL TRENDS
- BLOG
- AUTO REPLIES

Hi Walter ,
Thanks for messaging us. Please allow us up to 24 hours to respond to your message.

If you have a time sensitive question about the range or axe-throwing, please give us a call at (603) 330-0146.

If you are inquiring about an online order or transfer, please email sales@wbarmory.com.

Thank you and we will be in touch shortly!



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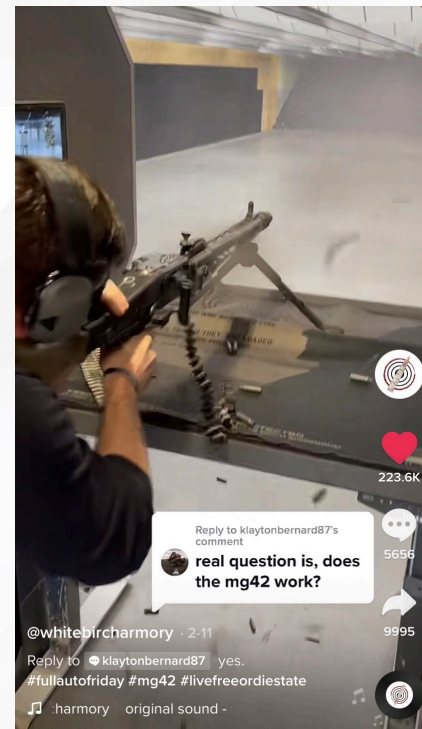
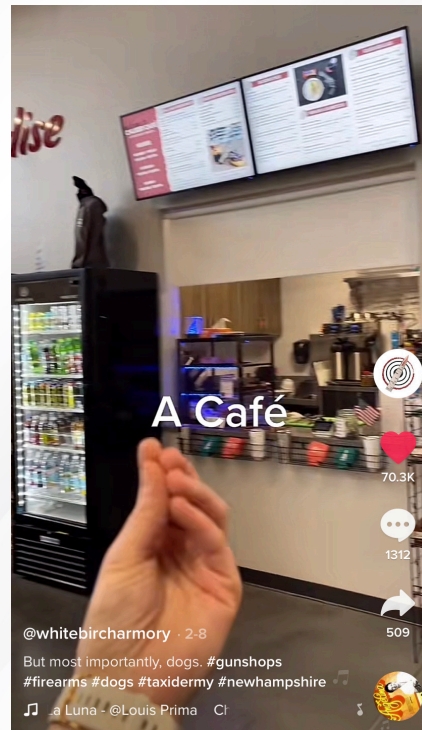
PLATFORMS TO TRY

 Meta

 YouTube

 LinkedIn

 TikTok

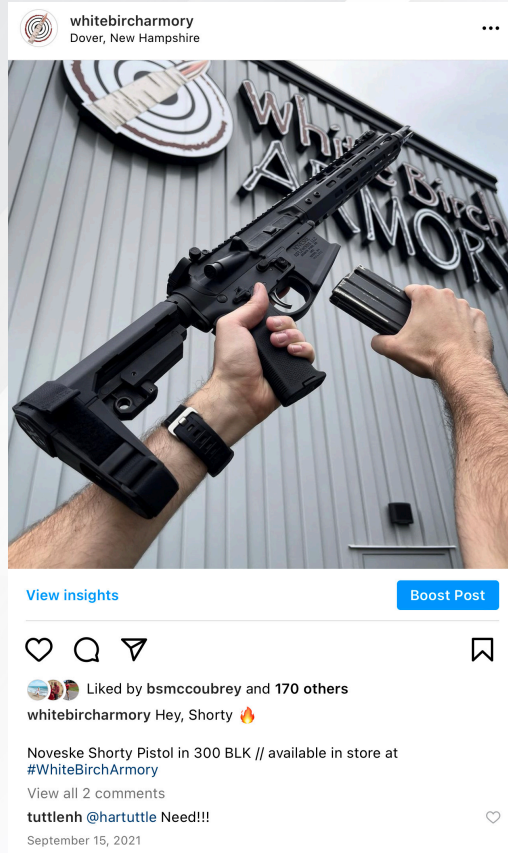


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POST EXAMPLES



POST EXAMPLES (cont...)



A FEW MORE TIPS...

- **ENCOURAGE CUSTOMERS TO “TURN ON POST NOTIFICATIONS”.**
- **SCHEDULE YOUR POSTS (AND STORIES) IN ADVANCE.**
- **PUT YOUR “HIGHLIGHTS” IN ORDER OF RELEVANCE.**
- **BE AWARE OF PLATFORM UPGRADES AND USER EXPERIENCE.**

DO YOUR RESEARCH

- **DON'T JUST GO ON THE MOST POPULAR PLATFORMS...**
- **FIGURE OUT WHAT SOCIAL NETWORKS WILL WORK FOR YOUR AUDIENCE.**
- **CONSIDER HOOTSUITE OR SPROUT.**



BUILD A GAME PLAN

- **WHERE CAN YOU IMPROVE? WHAT PLATFORMS ARE YOU NOT UTILIZING?**
- **COLLECT AS MUCH INFORMATION AS YOU CAN ABOUT YOUR AUDIENCE.**
- **FIND INSPIRATION – WHAT SIMILAR BUSINESSES ARE SUCCESSFUL ON SOCIAL MEDIA?**
- **CREATE YOUR CONTENT CALENDAR.**
- **SNAP SOME PHOTOS.**
- **MONITOR PERFORMANCE AND ADJUST ACCORDINGLY.**



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