

SALES/MARKETING/ADVERTISING INITIATIVES

From: Brian Felter
Re: LE Sales and Advertising Materials
Date: June 16, 2004

With the new emphasis on the law enforcement market, all sales, marketing, and advertising efforts must form a system of sales tools to better reach our target market segments (federal, state, and local LE and military) over a variety of mechanisms (mail, shows, email, website, computer (power point/CD). We must provide our customers with the "call to action" tools, so they will take the next step to find out more about our products and ultimately purchase.

INITIAL STEPS – This is a step-by-step process that builds very quickly.

- 1. Determine Our Advertising Approach** (the look, feel, message, and images).
- 2. Reduce Information to Blocks** that emphasize our features and benefits.
- 3. Produce Three Trifolds (Handgun Ammo, Shotguns and Shells, and Rifles and Ammo)** using the advertising approach decided upon.
- 4. Produce Four Initial Space Ads (2 Ammunition and 2 Longarms)** that can be easily modified to fit various sized advertising space.

Requirements: A one-day shoot with two or three real LE officers for the photos required (produce at least 20 usable photos), in-house development of three space ads using three of those photos and ad copy, and in-house development of two tri-folds (hard copy and jpegs).

Results: The advertising approach is determined, space ads are ready for use in selected magazines/organizational publications, and two inexpensive tri-folds are ready for shows, mailings, e-mailings, and general spread.

Note: Information Blocks – These form the basis for virtually all sale tools (ex: the information blocks for the trifolds are ready made for perfect power point presentations).

DEVELOPMENTAL OVERVIEW – From the initial steps the following sale tools are developed. These can be used at shows, mails to prospective customers, emailed at will, and presented on our CD's and Website.

- 1. Handgun Ammo Trifold**
- 2. Shotgun and Shells Trifold**
- 3. Rifle and Ammo Trifold**
- 4. 4 Space Ads (2 Ammunition and 2 Longarms)**
- 5. Full Line Catalog w/Cube Sized Poster as Center Pull-out**
- 6. Power Point CD** (very inexpensive and use the information already generated)
- 7. Full Size Poster** (make it a yearly poster that will become collectors items)
- 8. Gel Shoot and Ballistic Information CD** (can be power point and pictures with a little streaming video)