

Lock and Load

Email and SMS Marketing Strategies
for Firearm Retailers and Ranges

July 17, 2025

NSSF[®]
*The Firearm Industry
Trade Association*

**NSSF RANGE-RETAILER
BUSINESS EXPO™**



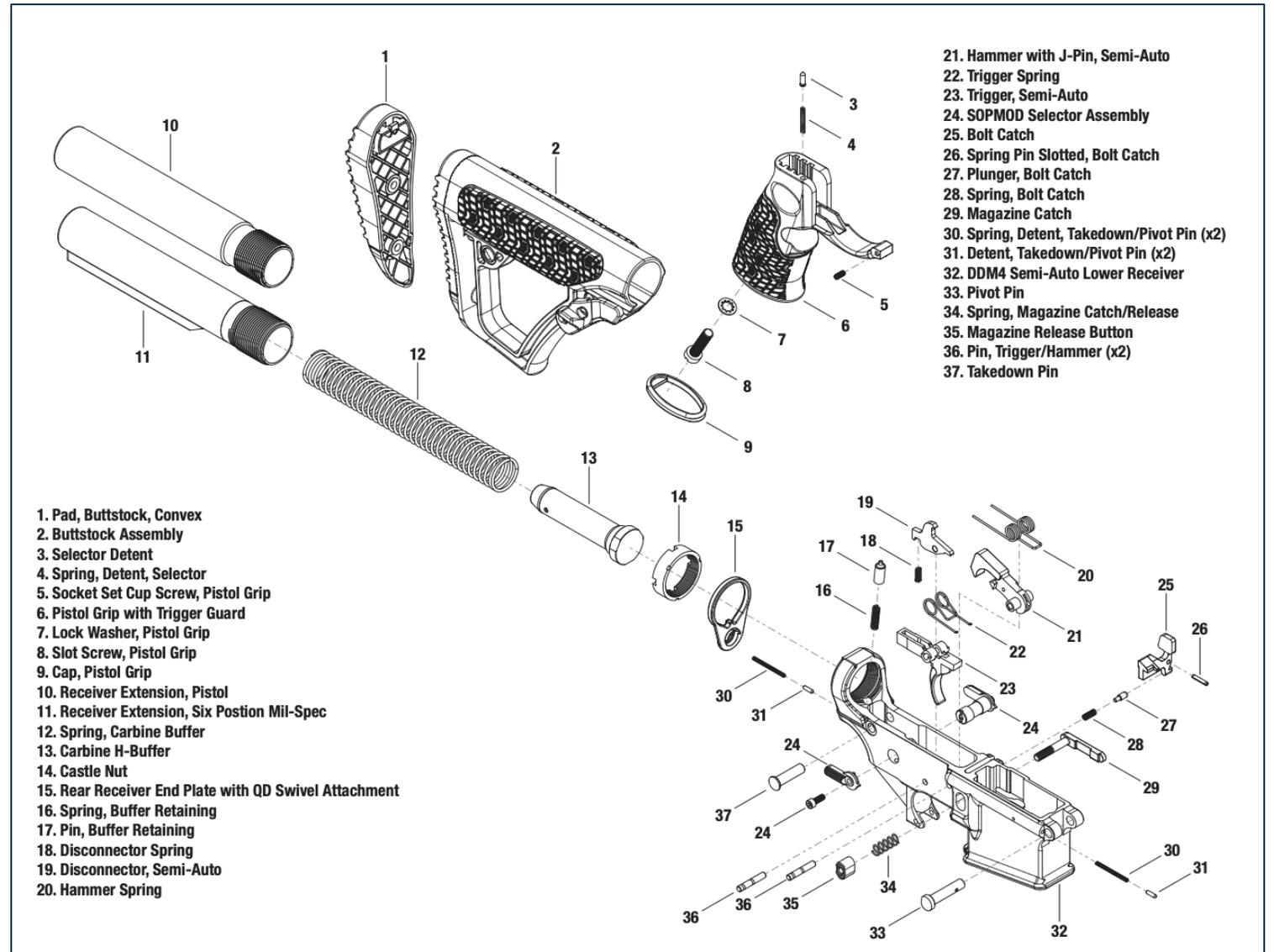


How We Dream of Marketing

We imagine marketing like a precision-built rifle...every component intentional, every part working in harmony. One complete system, built for results.

How Marketing Often Feels

To most business owners, marketing feels disassembled, overwhelming, and full of parts you're not quite sure how to put together or use with any real, measurable results.





1. Content Creation
2. Social Media
3. Website
4. Advertising
5. SEO
6. SEM
7. Google Business
8. Google Reviews
9. SMS/Texting
10. Email Marketing

How We Hope to See Marketing

We should see marketing the way a skilled expert sees a rifle - as a concert of parts, each with purpose, brought together with skill and intent. When aligned, the system performs exactly as it should.

A quick intro...

- **Bo Harvey is the Founder & President of Compass Marketing Group** based in Orlando, Florida
- **30+ years** in B2B and B2C sales, marketing, leadership, and business development across the U.S. and internationally
- **Delivering smart strategies** aligned with every client's mission, goals, and budget
- **SCORE volunteer and business mentor** since 2019
- **Over \$100,000** in pro bono marketing services contributed to organizations worldwide





What we'll cover in the next bit

- **Focus on tactics, not tech** – Practical, proven marketing moves
- **Unpack real-world tools** from your free marketing toolbox
- **Explore the 5 pillars of effective marketing** for any business
- **Discover 4 winning strategies** for email and SMS that convert
- **Dive into tactical campaign ideas** you can launch right away
- **Co-create your event plans** to move forward with confidence
- **Interactive Q&A** – Bring your questions, leave with answers



What is marketing?

The 5 P's of Marketing

1. Product
2. Placement
3. Price
4. Promotion
5. People

Which one(s) do you work on most?

Which Platforms Are Best (for you)?

WIX

 GoDaddy



 OtterText



HubSpot

 TWILIO
SendGrid

mailer  lite



 MOBINITI

klaviyo

 LiveAgent

 Constant Contact

 Podium

ActiveCampaign >



Strategy #1 - List Building

1. Do you have a current database of contacts?
2. Do you have third-party allies?
3. Does your website offer a **pop-up** to join?
4. Do you have a Text-to-Join code?
5. Do you leverage QR codes?
6. Does your POS system collect emails?
7. Do you have monthly drawings?
8. Do you make it a habit?
9. Do you utilize preference updating?
10. Do you clean and purge your list regularly?



Strategy #2 – Customer Segmentation

1. **Shooting Interest or Activity-** Segment by how the customer uses your range or firearms: New Shooter, Recreational Shooter, Competition Shooter, Hunters
2. **Purchase History-** Segment by what customers have bought or how much they've spent: Handgun Buyer, Long Gun Buyer, Ammo-Only Customer, High-Spender, Inactive for 90+ Days
3. **Training Level-** Segment by their level of firearms education or class participation: Took Intro Class, CCW Permit Holder, Tactical/Advanced
4. **Location or Visit Behavior-** Segment by where customers live or how often they visit: Local Residents, Out-of-Towners, Range Members
5. **Communication Preference-** Segment by how customers prefer to receive information: Email-Only Subscriber, SMS-Only Subscriber, Email + SMS Subscriber

Strategy #3 - Automation

- Welcome Series
- Event or Class Reminder
- Reactivation or Win-Back Campaign
- Birthday, Anniversary, or Guniversary
- Customer Made a Purchase
- Add-on Purchase Discount
- Membership Renewal Reminder
- Google Review Request
- Loyalty Programs

AUTOMATIONS FOR GUN RANGES & FIREARM RETAIL STORES



Strategy #4 - Content-Driven Selling

- Value-first approach
- Are you giving or selling?
- People often buy from people they know, like, and trust
- Plan out your annual event calendar in advance
- Do what you're good at – hire for the rest
- Cascade your content across multiple channels
- Reuse and repurpose your content



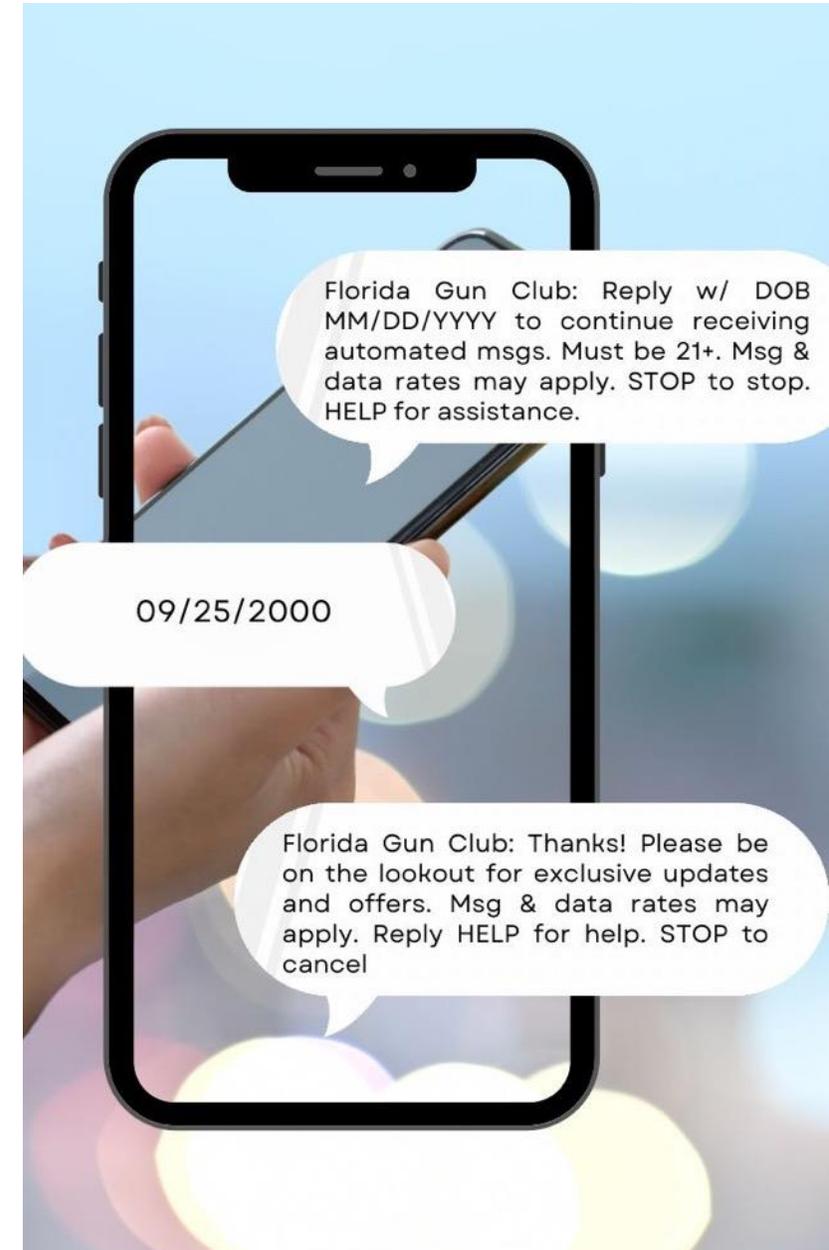
Let's Talk Email Marketing Tactics

- Implement age-gating and proper compliance efforts
- Split test (A/B test) your email subject lines and send times
- Leverage AI where applicable
- Experiment using different voice
- Avoid spam trigger words
- Study heatmaps and other metrics
- Add segmentation links to create new lists
- Avoid sending in one huge group— use separate batches
- Resend to non-openers for an extra 10% lift
- Don't be afraid to email too much
- Include your website navigation links
- Test, test, test. Fail, fail, fail. Test, test, test.



SMS Marketing Tactics

- Implement age-gating and proper compliance efforts
- Split test (A/B test) your email subject lines and send times
- Leverage AI where applicable
- Experiment using different voice
- Avoid spam trigger words
- Announce who you are early
- You only have 160 characters – be concise
- Send SMS less frequently
- Test, test, test. Fail, fail, fail. Test, test, test.





Free Marketing Toolkit

- 2025 Event Calendar with 60 event ideas
- Today's presentation slides
- Spam trigger words to avoid
- Automation flowchart example
- S.H.A.F.T. SMS compliance checklist
- Links to other helpful resources

Questions?

