

# Promotional Media Spec Sheets

# Promotional Media Best Practices

*To maximize results, the most successful brands...*



1. **Objective:** Align their marketing messages with their broader ExpertVoice program objectives such as increasing awareness, seeding product, and/or building advocacy.



2. **Targeting:** Consider targeting a specific or more relevant audience (<10,000 experts) and greet them by name in the copy/design to drive clicks (i.e., Hunt experts, REI employee, organization).



3. **Flight Date:** Bundle content and store launches with media to drive traffic and increase the overall launch impact.



4. **Frequency:** Spread out media placements throughout the year to not “cannibalize” the performance of back-to-back media if targeting the same audience group.



5. **Copy:** Save big incentives for scheduled promotions to give experts a new reason to click. Examples include: % off, gratis product, free shipping, a gift card, or contest.



6. **Design:** Avoid stock imagery and ensure their image subject matches their target audiences’ interests. Lifestyle imagery is encouraged.



# Messaging Guidelines

*We recommend brands connect with experts “the ExpertVoice way.”*

*Expert messaging is different than traditional commercial advertising – experts are hungry to **learn about** and **experience** the latest product innovations and technologies, and respect for the audience is our top priority.*

*Promotional messages should:*

- 1. Put education first to ensure the experts become better recommenders*
- 2. Acknowledge and reward expertise*
- 3. Stand out from any off-platform offers the expert may research (% off, etc.)*
- 4. Never compare or reference a competitor on or off ExpertVoice – avoid messages with “best” or “better” claims*



# Project Management

*Ensure your promotional media launches on time.*

*The ExpertVoice Project Management team helps brands of all sizes coordinate and launch promotional media.*

*Once your copy and imagery are approved, your promotional media will go live as scheduled.*



# Multi-Brand Campaigns



# LEARNING EVENT



Educate experts on your brand's latest content and reward them with limited-time perks during a two-week campaign.

## OVERVIEW

### Duration

Two weeks

### Target Audience

Brands can custom target Retail and/or Pro experts based on the following criteria:

- Affiliation (Organization, Retailer, Team)
- Category (General, Top %)
- Location

### Components

- 1 Promotional Store (Limited-Time)
- 1 Multi-Brand Landing Page (Limited-Time)
- 2 Supporting Emails (Launch + Reminder)
- 1 Homepage Banner (Launch)
- 1 Premium Site Placement (Reminder)
- 1 Mobile Push Notification
- 1 Campaign Card

## SPECIFICATIONS

### Lead Time

6 – 8 weeks prior to campaign launch

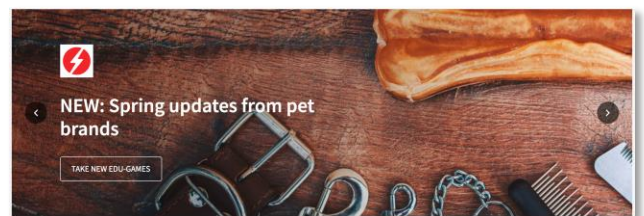
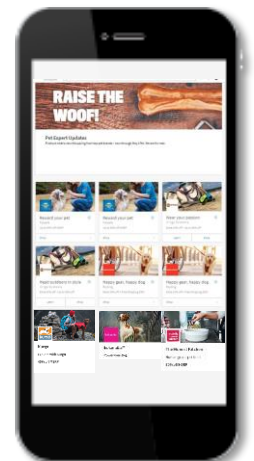
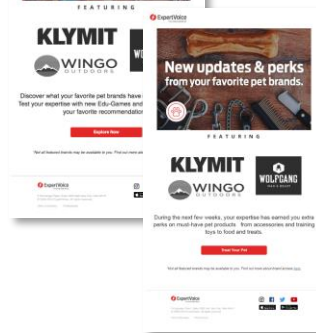
### Assets Needed

- **Copy:** None required
- **Logo:** High res, AI or EPS
- **Image:** Seasonally-relevant image without copy
  - Size: 1,920 x 1,080 px

### Promotional Incentive

- **Recommended:** Additional discount, gratis product, and/or free shipping
- **Duration:** At least during the campaign

## EXAMPLE CREATIVE



# FLASH EVENT



Drive substantial product seeding by offering experts an additional incentive during a limited-time event.

## OVERVIEW

### Duration

7-days, except for the Veterans Day and Black Friday Flash Events which are 3 days each.

### Target Audience

Brands can custom target Retail and/or Pro experts based on the following criteria:

- Affiliation (Organization, Retailer, Team)
- Category (General, Top %)
- Location

### Components

- 1 Promotional Store (Limited-Time)
- 1 Multi-Brand Landing Page (Limited-Time)
- 2 Supporting Emails (Launch + Reminder)
- 2 Homepage Banners (Launch + Reminder)
- 1 Mobile Push Notification
- 1 Campaign Card

## SPECIFICATIONS

### Lead Time

6 – 8 weeks prior to campaign launch

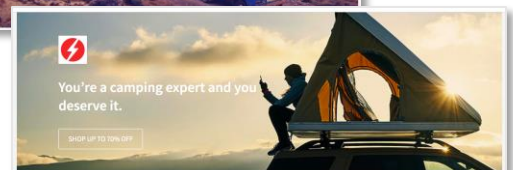
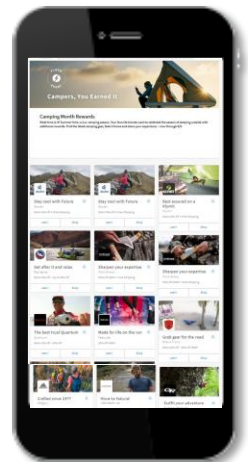
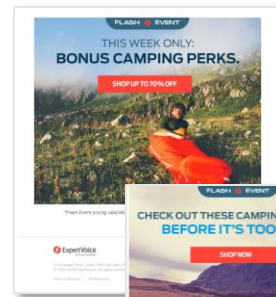
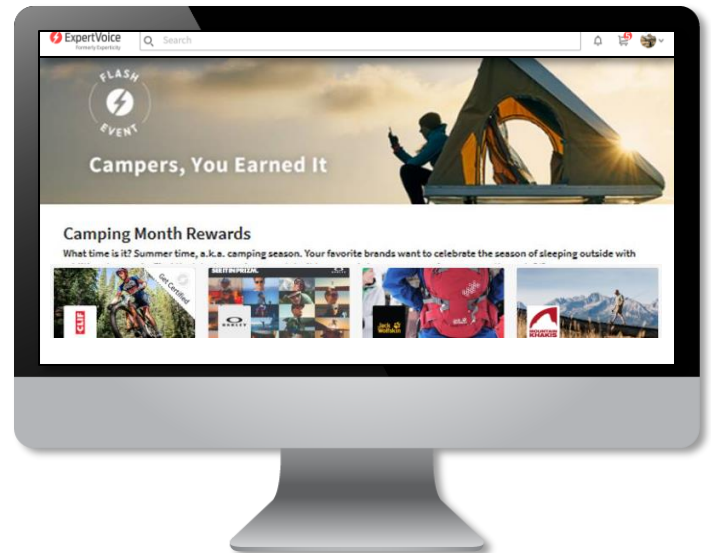
### Assets Needed

- **Copy:** None required
- **Logo:** High res, AI or EPS
- **Image:** Seasonally-relevant image without copy
  - Size: 1,920 x 1,080 px

### Promotional Incentive

- **Recommended:** Additional discount, gratis product, and/or free shipping
- **Duration:** At least during the campaign

## EXAMPLE CREATIVE



# NEWSLETTER PLACEMENT: *PREMIUM*



Increase brand awareness and drive traffic to your ExpertVoice brand page in the top placement of a dynamic newsletter.

## OVERVIEW

### Duration

1 email newsletter send

### Target Audience

Brands can custom target Retail and/or Pro experts. All included brands are dynamic which means a Retail and/or Pro expert has access to all participating brands in the newsletter they receive.

To receive the newsletter, a targeted expert must have logged into ExpertVoice within the past 365 days and access to at least 3 participating brands.

### Components

- 1 Newsletter (Premium Placement)
- 1 Optional Promotional Store (Only if a new promotional incentive is offered)

## SPECIFICATIONS

### Lead Time

6 weeks prior to newsletter launch

### Assets Needed

- **CTA Button:** 60-characters max with incentive and deadline if available
- **Image:** Seasonally-relevant without copy
  - **Size:** 600 x 220 px

### Promotional Incentive

- **Recommended:** Additional discount, gratis product, and/or free shipping
- **Duration:** At least 7 days after the send date

## EXAMPLE CREATIVE



**Make the most of everyday**

Suunto

30% OFF MSRP + FREE SHIPPING

The Suunto 7 combines the versatile sports watch experience with practical smartwatch features, to offer the best of both worlds. See how the Suunto 7 handles it all, from running trails to running errands.

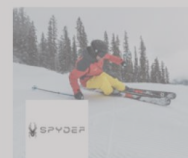


### Shake it up

BlenderBottle

BlenderBottle® revolutionized the supplement industry with the introduction of the BlenderBall® wire whisk. Today they have become the iconic shaker cup of the fitness world.

40% OFF MSRP

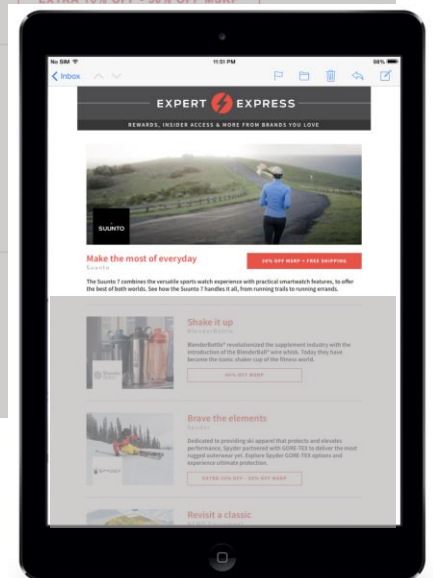


### Brave the elements

Spyder

Dedicated to providing ski apparel that protects and elevates performance, Spyder partnered with GORE-TEX to deliver the most rugged outerwear yet. Explore Spyder GORE-TEX options and experience ultimate protection.

EXTRA 10% OFF - 50% OFF MSRP





# NEWSLETTER PLACEMENT: *IN-LINE*



Increase brand awareness and drive traffic to your ExpertVoice brand page below the premium placement of a dynamic newsletter.

## OVERVIEW

### Duration

1 email newsletter send

### Target Audience

Brands can custom target Retail and/or Pro experts. All included brands are dynamic which means a Retail and/or Pro expert has access to all participating brands in the newsletter they receive.

To receive the newsletter, a targeted expert must have logged into ExpertVoice within the past 365 days and access to at least 2 participating brands.

### Components

- 1 Newsletter (In-Line Placement)
- 1 Optional Promotional Store (Only if a new promotional incentive is offered)

## SPECIFICATIONS

### Lead Time

6 weeks prior to newsletter launch

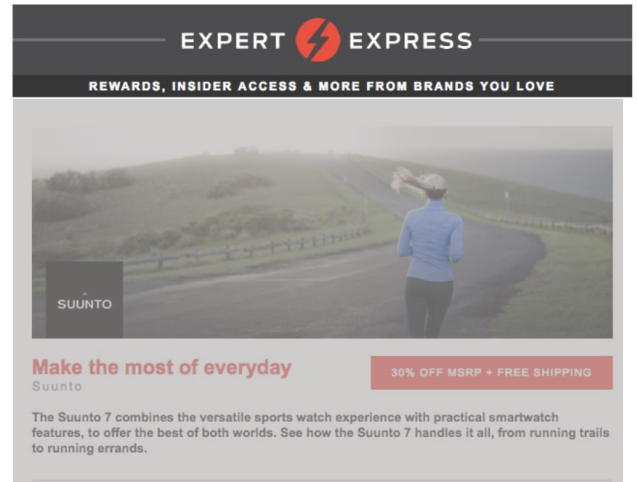
### Assets Needed

- **CTA Button:** 45-characters max with incentive and deadline if available
- **Image:** Seasonally-relevant without copy
  - **Size:** 190 x 158 px

### Promotional Incentive

- **Recommended:** Additional discount, gratis product, and/or free shipping
- **Duration:** At least 7 days after the send date

## EXAMPLE CREATIVE



**EXPERT EXPRESS**  
REWARDS, INSIDER ACCESS & MORE FROM BRANDS YOU LOVE

**SUUNTO**

**Make the most of everyday** 30% OFF MSRP + FREE SHIPPING

The Suunto 7 combines the versatile sports watch experience with practical smartwatch features, to offer the best of both worlds. See how the Suunto 7 handles it all, from running trails to running errands.



### Shake it up

BlenderBottle

BlenderBottle® revolutionized the supplement industry with the introduction of the BlenderBall® wire whisk. Today they have become the iconic shaker cup of the fitness world.

**40% OFF MSRP**

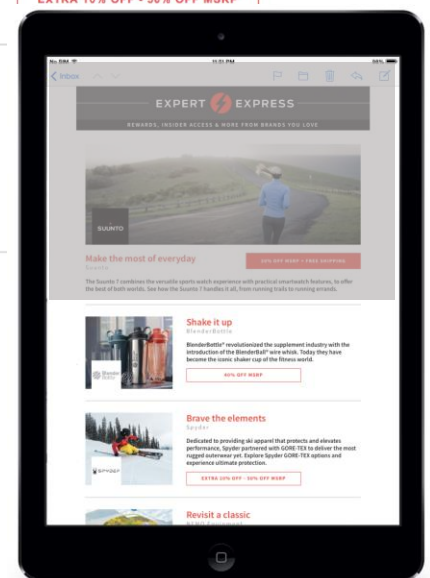


### Brave the elements

Spyder

Dedicated to providing ski apparel that protects and elevates performance, Spyder partnered with GORE-TEX to deliver the most rugged outerwear yet. Explore Spyder GORE-TEX options and experience ultimate protection.

**EXTRA 10% OFF - 50% OFF MSRP**



# CATEGORY NEWSLETTER PLACEMENT: *PREMIUM*



Increase brand awareness and drive traffic to your ExpertVoice brand page in the top placement of a dynamic newsletter.

## OVERVIEW

### Duration

1 email newsletter send

### Target Audience

Brands can custom target Retail and/or Pro experts. All included brands are dynamic which means a Retail and/or Pro expert has access to all participating brands in the newsletter they receive.

To receive the newsletter, a targeted expert must have logged into ExpertVoice within the past 365 days and access to at least 3 participating brands.

### Components

- 1 Newsletter (Premium Placement)
- 1 Optional Promotional Store (Only if a new promotional incentive is offered)

## SPECIFICATIONS

### Lead Time

6 weeks prior to newsletter launch

### Assets Needed

- **CTA Button:** 60-characters max with incentive and deadline if available
- **Image:** Seasonally-relevant without copy
  - **Size:** 600 x 220 px

### Promotional Incentive

- **Recommended:** Additional discount, gratis product, and/or free shipping
- **Duration:** At least 7 days after the send date

## EXAMPLE CREATIVE



**Make the most of everyday**  
Suunto

**30% OFF MSRP + FREE SHIPPING**

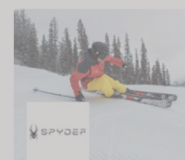
The Suunto 7 combines the versatile sports watch experience with practical smartwatch features, to offer the best of both worlds. See how the Suunto 7 handles it all, from running trails to running errands.



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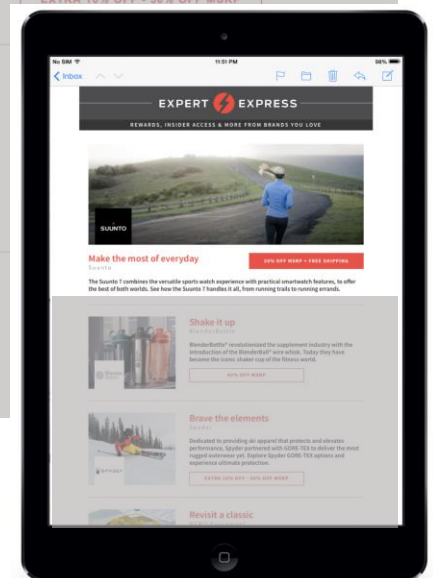
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# CATEGORY NEWSLETTER PLACEMENT: *IN-LINE*



Increase brand awareness and drive traffic to your ExpertVoice brand page below the premium placement of a dynamic newsletter.

## OVERVIEW

### Duration

1 email newsletter send

### Target Audience

Brands can custom target Retail and/or Pro experts. All included brands are dynamic which means a Retail and/or Pro expert has access to all participating brands in the newsletter they receive.

To receive the newsletter, a targeted expert must have logged into ExpertVoice within the past 365 days and access to at least 3 participating brands.

### Components

- 1 Newsletter (In-Line Placement)
- 1 Optional Promotional Store (Only if a new promotional incentive is offered)

## SPECIFICATIONS

### Lead Time

6 weeks prior to newsletter launch

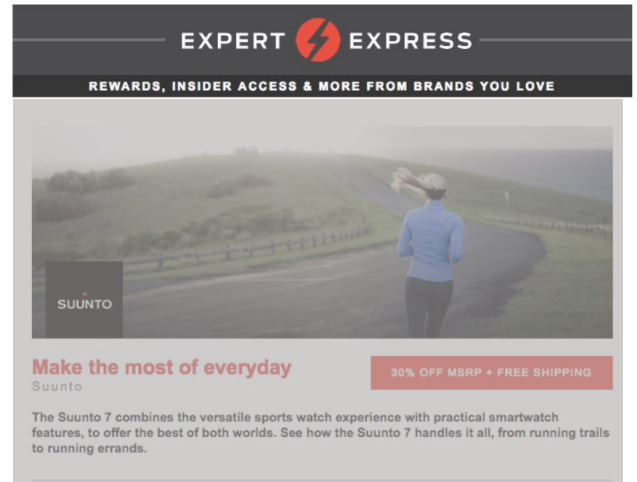
### Assets Needed

- **CTA Button:** 45-characters max with incentive and deadline if available
- **Image:** Seasonally-relevant without copy
  - **Size:** 190 x 158 px

### Promotional Incentive

- **Recommended:** Additional discount, gratis product, and/or free shipping
- **Duration:** At least 7 days after the send date

## EXAMPLE CREATIVE



**EXPERT EXPRESS**  
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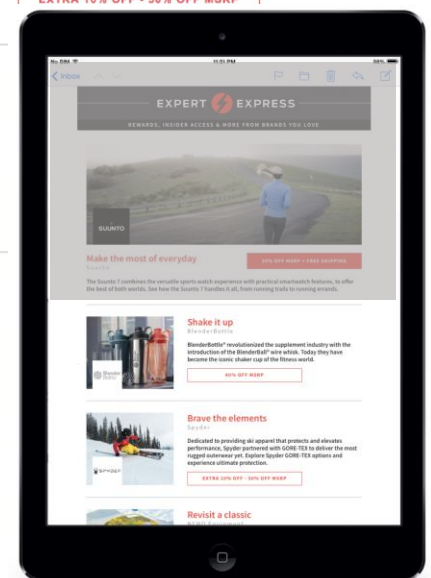


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# Brand-Dedicated Media



# BRAND-DEDICATED EMAIL



Send a custom email to your target expert audience to increase your ExpertVoice site traffic, expert engagements, and/or orders.

## OVERVIEW

### Duration

1 email send on a specific date and time

### Target Audience

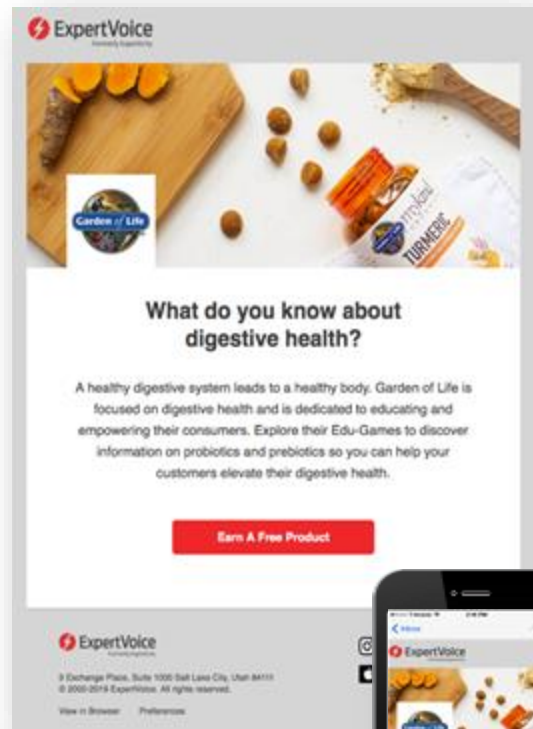
Brands can custom target Retail and/or Pro experts based on:

- Affiliation (Organization, Retailer, Team)
- Category (General, Top %)
- Location

### Components

- 1 Email
- 1 Promotional Store if any new additional incentive

## EXAMPLE CREATIVE



## SPECIFICATIONS

### Lead Time

4 - 8 weeks prior to email launch

### Assets Needed

- **Body Description:** 3-4 sentences
  - FYI ExpertVoice will develop the Email Subject Line + Headline from this
- **CTA Button:** 4 words maximum
- **Logo:** High res, AI or EPS
- **Images:** Seasonally-relevant without copy
  - **Sizes:** 480 x 250 px (mobile); 680 x 250 px (desktop)

### Best Practices

- **Provide Additional Incentive:** Discount, gratis product, and/or free shipping
- **Book Supporting Media:** Combine with other media placements for a more impactful campaign (homepage banner, etc.)

## USE CASE EXAMPLES

### Messaging

- **Awareness:** Content/Store Update, Survey, Contest, Giveaway
- **Seed Product:** Audience Exclusive, Gear Test Program, Gratis Product
- **Build Advocacy:** Recommendation Collection

# HOMEPAGE BANNER



Take the spotlight on the ExpertVoice homepage for seven days to increase site traffic, expert engagements, and/or orders.

## OVERVIEW

### Campaign Duration

7 days

### Audience

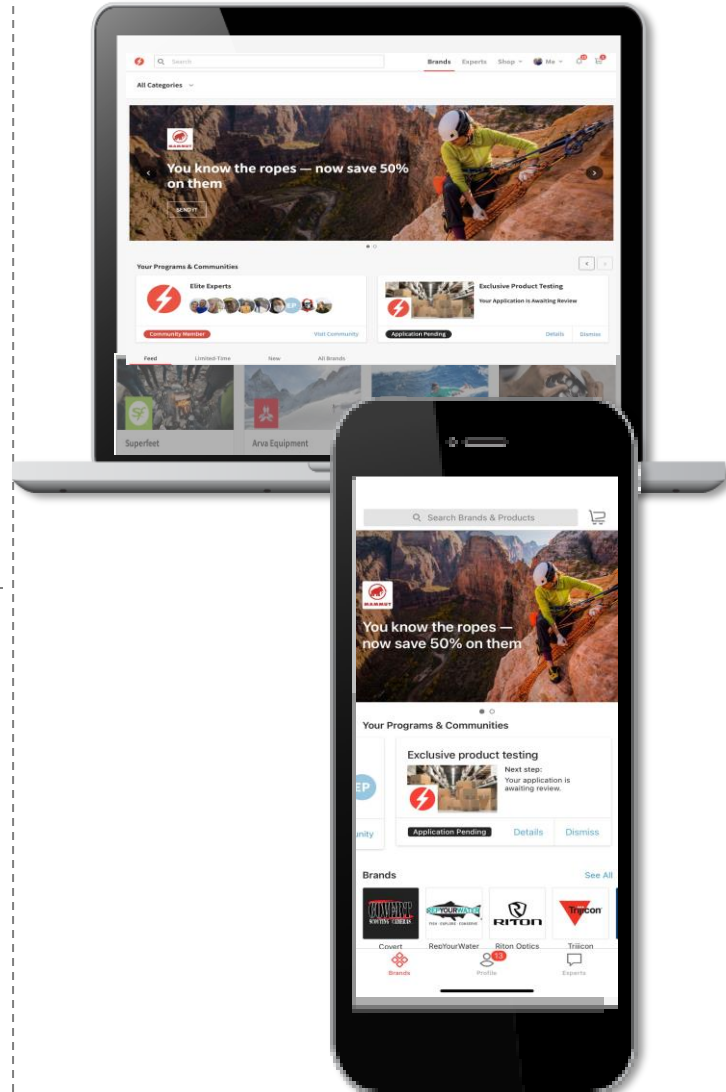
Brands can custom target Retail and/or Pro experts based on:

- Affiliation (Organization, Retailer, Team)
- Category (General, Top %)
- Location

### Campaign Components

- 1 Homepage Banner
- 1 Promotional Store if any new additional incentive

## EXAMPLE CREATIVE



## SPECIFICATIONS

### Lead Time

6 weeks prior to campaign launch

### Assets Needed

- **Headline Copy:** 50 characters with deadline/incentive
- **Onsite CTA Button:** 20 characters
- **Logo:** High res, AI or EPS
- **Image:** Seasonally-relevant without copy
  - **Size:** 1198 X 800 px (mobile); 1104 X 368 px (desktop)
  - **Color:** May be altered if too light or too dark

### Best Practices

- **Provide Additional Incentive:** Discount, gratis product, and/or free shipping
- **Book Supporting Media:** Combine with other media placements for a more impactful campaign
- **Creative:** If running a Banner and Premium Site Placement simultaneously, consider using 2 different images to give experts 2 creative options to click

## RECOMMENDED SUPPORTING MEDIA



Brand-Dedicated Email



Premium Site Placement

# MOBILE PUSH NOTIFICATION



Send a custom message across iOS and/or Android mobile devices and drive targeted experts to your ExpertVoice brand page.

## OVERVIEW

### Campaign Duration

1 day – throttled across the day

### Target Audience

Brands can custom target Retail and/or Pro experts who downloaded the ExpertVoice App and enabled push notifications based on:

- Affiliation (Organization, Retailer, Team)
- Category (General, Top %)
- Location
- Mobile Operation Device (iOS, Android)

### Components

- 1 Mobile Push Notification
- 1 On-site Notification
- 1 Promotional Store if any new additional incentive

## SPECIFICATIONS

### Lead Time

6 weeks prior to campaign launch

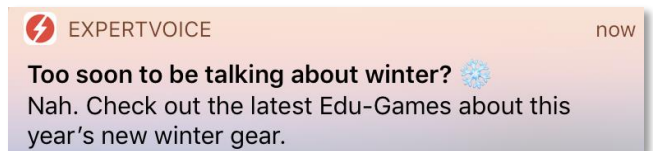
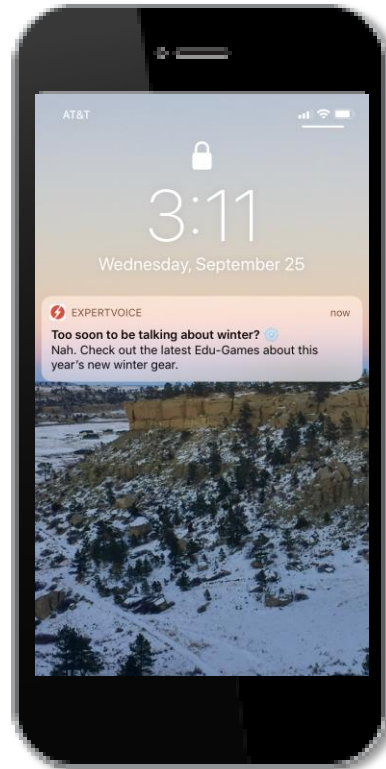
### Assets Needed

- **Copy:** 120 characters with incentive and deadline if available
- **Emojis:** Optional, but use sparingly
- **CTA Destination:** Brand or campaign page

### Best Practices

- **Provide Additional Incentive:** Discount, gratis product, and/or free shipping
- **Book Supporting Media:** Combine with other media placements for a more impactful campaign

## EXAMPLE CREATIVE



## RECOMMENDED SUPPORTING MEDIA



Brand-Dedicated Email



Homepage Banner

# PREMIUM SITE PLACEMENT

Feature your brand in the main ExpertVoice feed with a top card placement beneath the Homepage Banner targeting a custom audience.

## OVERVIEW

### Duration

7 days

### Target Audience

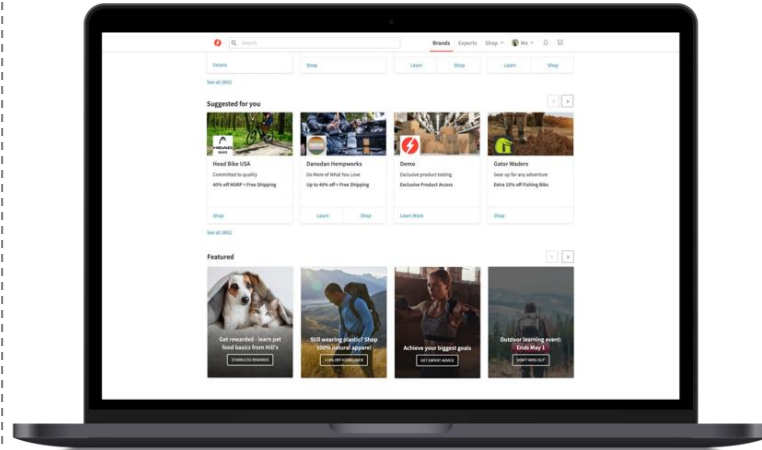
Brands can custom target Retail and/or Pro experts based on:

- Affiliation (Organization, Retailer, Team)
- Category (General, Top %)
- Location

### Components

- 1 Premium Site Placement
- 1 Promotional Store if any new additional incentive

## EXAMPLE CREATIVE



## SPECIFICATIONS

### Lead Time

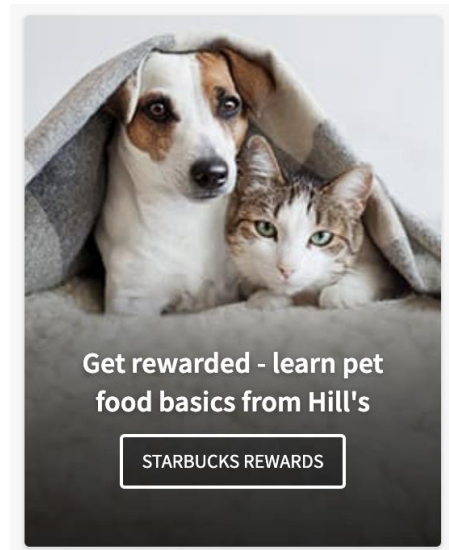
6 weeks prior to campaign launch

### Assets Needed

- **Headline:** 50 characters max
- **CTA Button:** 20 characters max with deadline and/or incentive
- **Image Type:** Seasonally-relevant without copy
  - **Size:** 265 X 345 px
  - **Color:** May be altered if too light or too dark

### Best Practices

- **Provide Additional Incentive:** Discount, gratis product, and/or free shipping
- **Book Supporting Media:** Combine with other media placements for a more impactful campaign
- **Creative:** If running a Premium Site Placement and Banner simultaneously, consider using 2 different images to give experts 2 creative options to click



## RECOMMENDED SUPPORTING MEDIA



Brand-Dedicated Email



Homepage Banner