



ROTHCO INSIDE INFORMATION

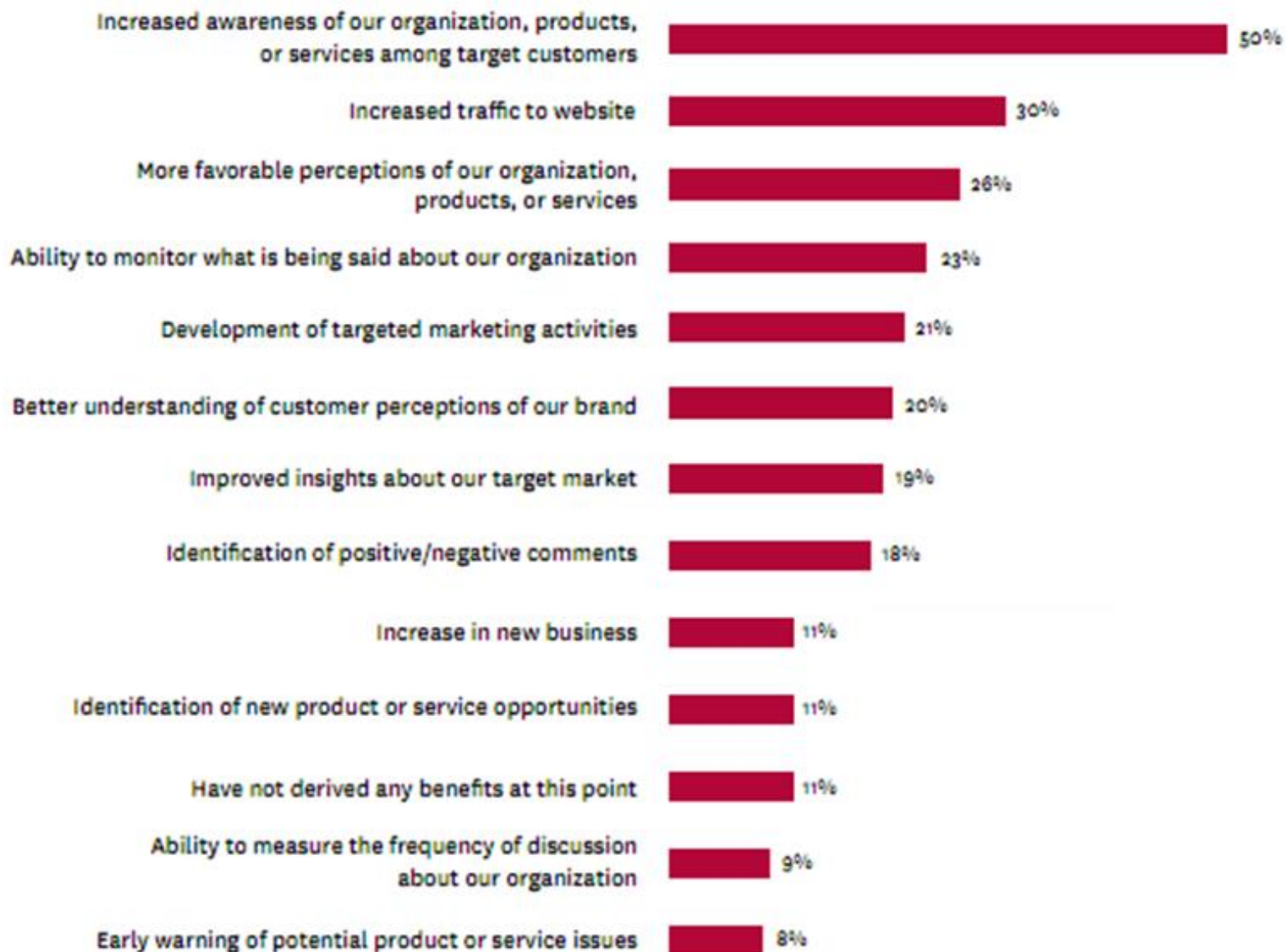
***4 Steps to Improve Your Reach With
Digital Marketing***

Social Media: Besides Facebook What Else Should You Be On?



Primary Benefits FIGURE 3

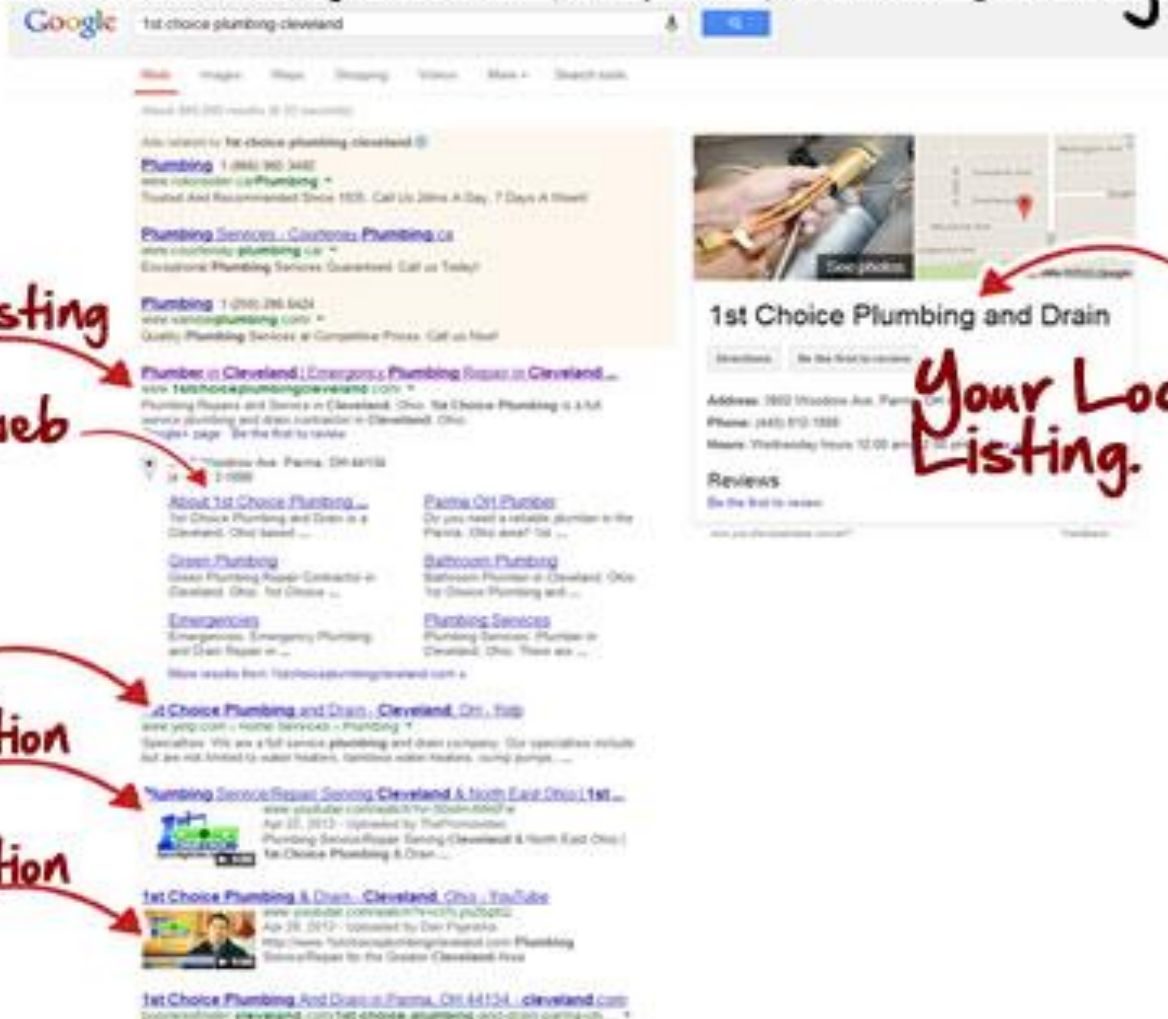
QUESTION: What have been the three primary benefits that use of social media has brought to your organization?
(Select up to three)



Are You Creating A Proper Online Store Presence Via Local Business Directories?



A Good Example Of How Citations Help Your Business Needs To Be Found Everywhere!



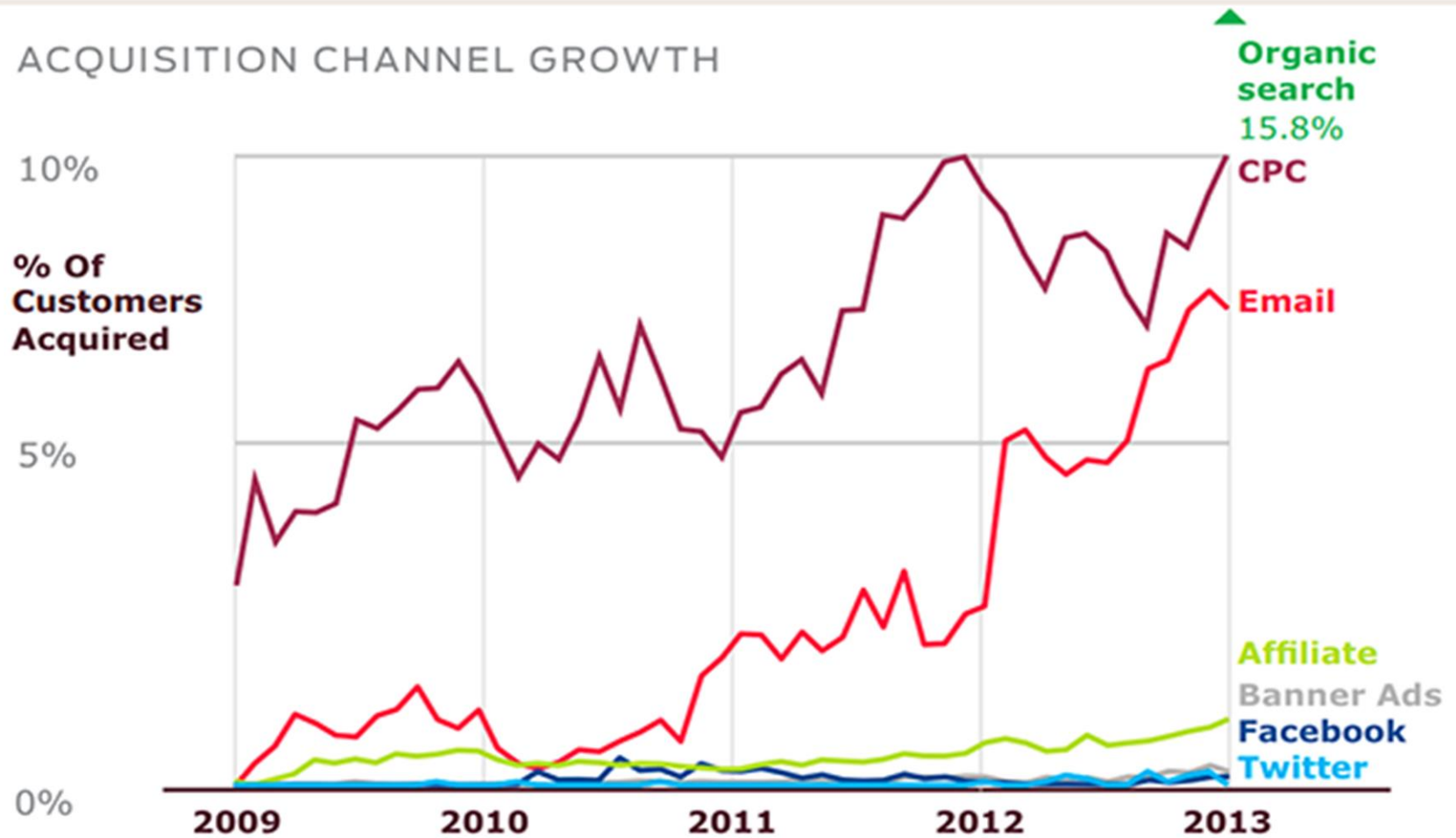
Your Local or Map Listing.

All These Listings Are For The SAME Business
This Drives Your Competition Further Down The Results!

Email Marketing

Customer acquisition via email has quadrupled over the past 4 years!!!

ACQUISITION CHANNEL GROWTH



Email Marketing

Example of Some Stats

SUBJECT:	Sent	SENT:	OPEN RATE:	CLICK RATE:
Rothco's New Concealed Carry Gear Is Here!	5/9	32246	17.90%	7.60%



80 clicks

New Arrivals 22 clicks	Coming Soon 20 clicks	Rothco Info Alerts 1 click	Dealer Tools 6 clicks
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NEW FOR 2014



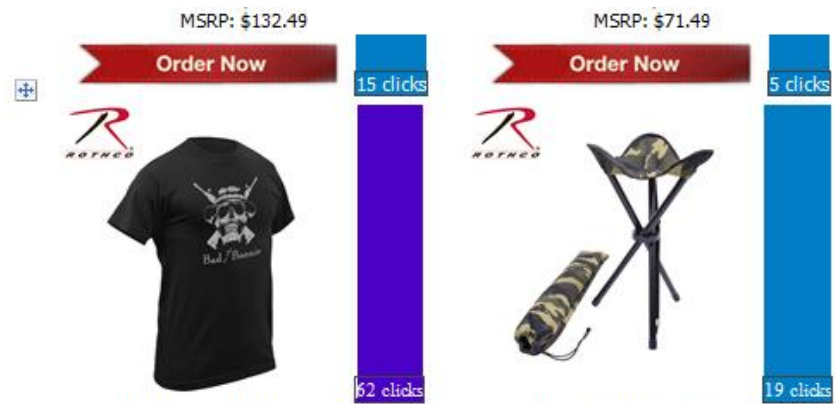
147 clicks

**Rothco Concealed Carry
Soft Shell Jacket**
[Item #55385]



113 clicks

**Rothco Concealed Carry
Soft Shell Vest**
[Item #86500]



**Rothco Bad to the Boonie
T-Shirt**
[Item #67250]

MAP: \$9.49
MSRP: \$13.99

**Rothco Woodland Camo
Collapsible Stool w/Carry Strap**
[Item #4554]

New Color
MAP: \$12.49
MSRP: \$18.49



BACK IN STOCK



62 clicks

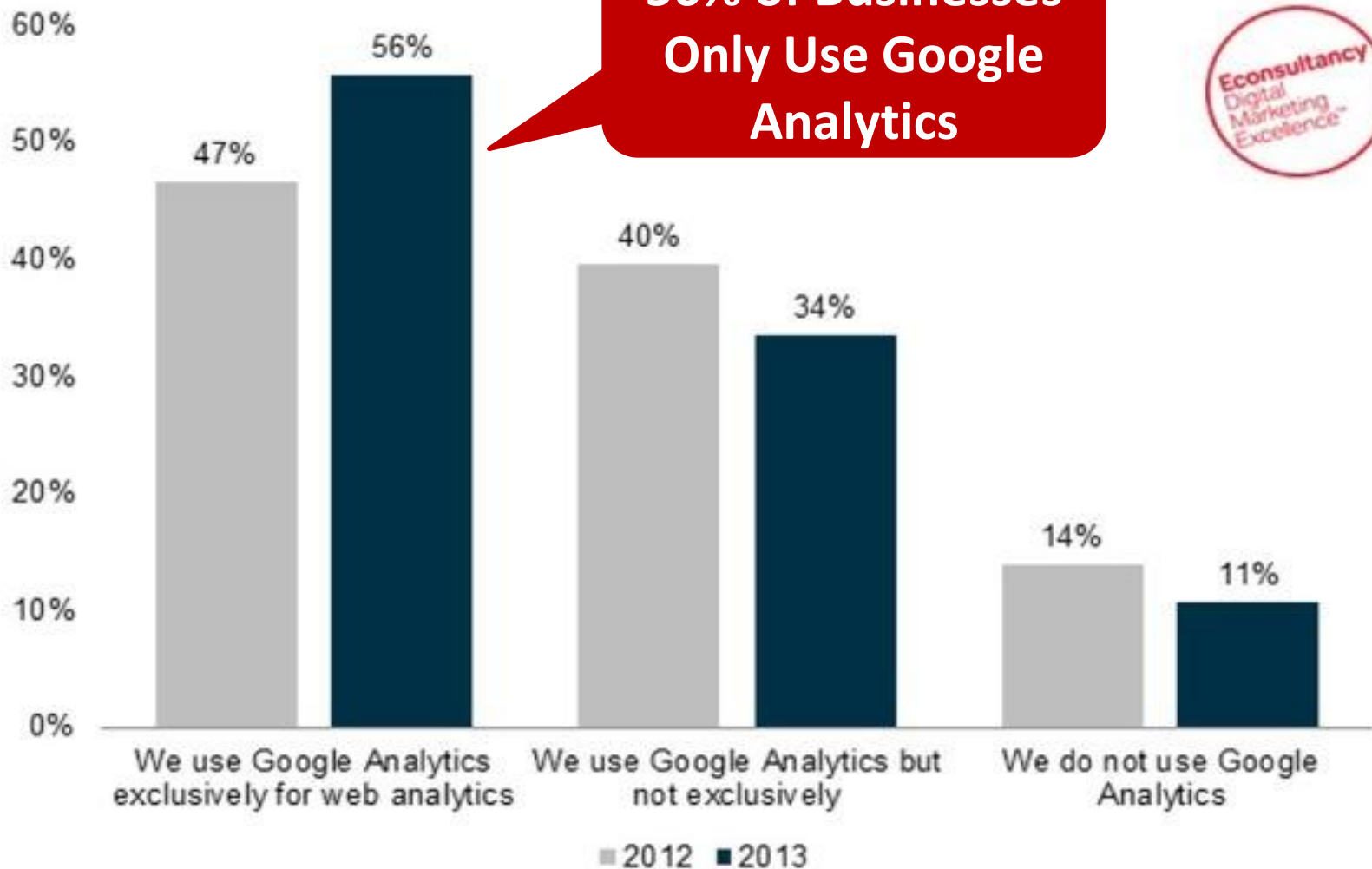
Email Marketing

Email Checklist – Before You Send A Email What Should You Look Out For?

- ✓ **Compelling Subject Line**
- ✓ **Call To Action**
- ✓ **Have You Tested Your Email Against Spam Filters?**
- ✓ **Is Your Email Optimized For Mobile?**
- ✓ **Company Contact Information**
- ✓ **Social Share Options**
- ✓ **Unsubscribe Link (CAN-SPAM Act)**

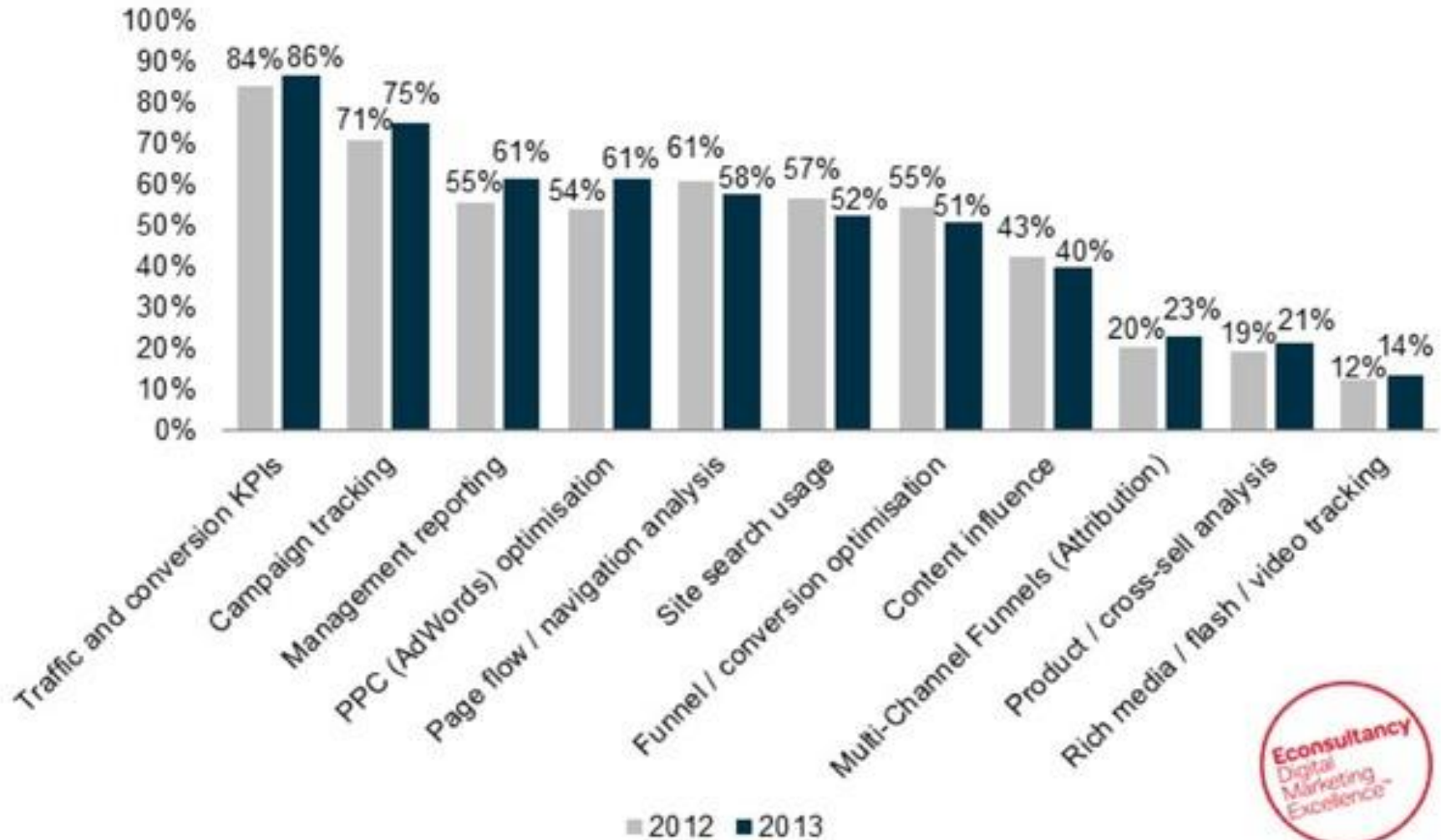


Measure & Analyze Your Web Traffic



Measure & Analyze Your Web Traffic

What to use analytics for?



Measure & Analyze Your Web Traffic

Track It...

Campaign ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	13,904 % of Total: 17.53% (79,338)	64.46% Site Avg: 63.22% (1.97%)	8,963 % of Total: 17.87% (50,156)	41.74% Site Avg: 47.41% (-11.98%)	5.84 Site Avg: 5.50 (6.20%)	00:03:31 Site Avg: 00:03:39 (-3.57%)	6.23% Site Avg: 5.60% (11.30%)	866 % of Total: 19.50% (4,440)
1. Campaign #1	10,665 (76.70%)	66.80%	7,124 (79.48%)	37.39%	6.44	00:03:54	6.68%	712 (82.22%)
2. Campaign #3	1,339 (9.63%)	82.30%	1,102 (12.29%)	57.28%	4.05	00:02:07	4.41%	59 (6.81%)
3. Global Assault Pack Review	466 (3.35%)	75.32%	351 (3.92%)	56.01%	4.17	00:02:54	6.87%	32 (3.70%)
4. Tactical Banner Ad	212 (1.52%)	73.58%	156 (1.74%)	33.02%	5.31	00:03:05	3.77%	8 (0.92%)
5. Be The First To Get Your Hands On Rothco's Brand New Adjustable Boonie Hats	146 (1.05%)	31.51%	46 (0.51%)	61.64%	3.55	00:02:38	5.48%	8 (0.92%)
6. Rothco's New Concealed Carry Gear Is Here!	111 (0.80%)	45.95%	51 (0.57%)	54.95%	3.80	00:02:15	3.60%	4 (0.46%)



Thank You