

NEWS OF OUR CLIENTS



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FULL-THROTTLE CLIENTS CONTINUE TO GET SOCIAL

Agency Recently Helps Launch Mule Deer Hunt Giveaway for NRA Outdoors on Facebook

Social media has quickly climbed the charts as a top channel for brand marketing, and the quickest way to directly reach a mass number of targeted consumers. With more than 901 Million monthly active users on Facebook for example, brands cannot ignore this rapidly growing communications medium, and should begin to engage in this effective form of marketing. No one understands this better than Full-Throttle Communications of Moorpark, CA. In fact, the full-service marketing, advertising and public relations agency has incorporated social marketing into several of its client campaigns for some time now. The company's most recent initiative: A Mule Deer Hunt Facebook Giveaway for NRA Outdoors.

If you're a fan of NRA Outdoors on Facebook, chances are you've been salivating over your chance to win a 5 day New Mexico Muzzleloader Mule Deer Hunt. The winner will go behind the scenes with NRA Outdoors President Greg Ray as the company visits one of its top Western big-game outfitters in September. Contestants have until August 21st to enter into the drawing via a custom giveaway tab on the NRA Outdoors Facebook page: facebook.com/nraoutdoors.

NRA Outdoors is a service provided to NRA members that gives these outdoor enthusiasts and Second Amendment advocates access to hundreds of the finest hunting and fishing destinations around the world. NRA Outdoors carefully vets each outfitter to ensure that every operation is equipped to provide clients with the best chances for success while maintaining the highest levels of quality, service and professionalism as set forth by NRA Outdoors' Approved Destinations Program. In addition to taking the guesswork out of booking outdoor adventures, NRA Outdoors allows sportsmen and women to continue their support for Second Amendment rights as a portion of the cost of each trip booked goes directly to defend the Right to Keep and Bear Arms.

"Engaging in social media is a must for brands to be competitive these days. By consistently engaging with a direct community, it virtually brings the brand to life, and helps create an emotional connection to the company," said Jason Bear, President and CEO for Full-Throttle Communications. "We help clients do more than sell products on social media, we help them engage with their audience by showcasing their personality, promoting a lifestyle, hosting contests, and creating out-of-the box programs specifically for these platforms," he added.

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace — providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge — and effectively elevate their business to the next level.

For more information about Full-Throttle Communications Inc. and its fully-vertical marketing, advertising, and public relations services, contact the agency at 668 Flinn Ave., Suite 28, Moorpark, CA 93021. Telephone: (805) 529-3700 or visit online at www.full-throttlecommunications.com.

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