



CUSTOMER BRAG BOARD



CUSTOMER BRAG BOARD

It's likely every one of your customers has a good fishing story to tell, and pictures to go along with it. Showcase your customers having fun on the water by posting their photos and videos on your website and social media channels. This customer "brag board" will keep customers coming back to your digital assets, and give them the opportunity to see what others are catching in the area.

R3 TIP

Encourage customers to post their #FishoftheWeek on your Facebook page and select a winner for a small prize and/or social media recognition. Better yet, create a custom hashtag that includes your brand (Ex: #BerkleyBait or #FishShimano) which will also help get the word out about your product or service.



IDEAS BEST SUITED FOR:

- Government Agencies • Manufacturers
- Media • Non-Governmental Organizations • Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60