

How Athlon Increased Advocacy By Establishing Authentic Relationships with Experts

GOAL

Athlon offers superior quality optics products and accessories like scopes, binoculars, and rangefinders at a competitive price to outdoor enthusiasts. The brand wanted to identify 20–30 ExpertVoice members with whom they could foster a deeper relationship and increase advocacy.

SOLUTION

The Athlon Uprising community recruited 27 members to join their community and participate in monthly campaigns. Each campaign offered exclusive content that was tailored to community members' interests and provided guidance on the elements of a quality review. Members were then asked to leave product reviews which entered them into a drawing. Finally, Athlon provided members with exclusive pricing and lessons to learn more about its products.

“ *The most rewarding part of the program was seeing the huge flood of content and reviews from the members along with those that went above and beyond just the community program. Additionally, I’ve made connections with so many types of folks in the industry and even acquired new dealers from this program.* ”

- Drake Adams, Sales Manager at Athlon Optics

OUTCOME

70%
Ordered products

From January to March, 70% of Athlon Uprising Community members ordered products. The recommendations made by community members validated the brand's investment to increase advocacy. More than that, Athlon achieved its goal of deepening its relationship with its most passionate brand advocates.

“ *I wanted to help a company that I truly believe in and whose products I love. The exclusive pricing was just a bonus. Athlon Optics produces quality optics at an affordable price and I get asked every competition about what glass I am using because I do so well with it.* ”

- Kevin Kirkpatrick, Athlon Uprising member