

Nightforce Focuses on New Retailer Training Opportunities

“Brandlive has created an efficient, effective, engaging and feature-packed professional customer interaction and communication platform that truly works. It allows us to share profitable and pertinent information with large or selective groups of customers in real-time.”

KYLE BROWN
Director of Sales & Marketing



**PRE-ORDER
SALES
STARTED** **4** days
before “pre-order” even opened

FOUNDED IN 1992, Nightforce Optics is an award-winning brand that strives to make the best riflescopes and spotters that will perform under the most unforgiving conditions on earth. Learning from previous product releases, the Nightforce team was seeking a better way to educate its retailers with information directly from product experts, and in a way that was convenient, scalable, and fast. Most of all, they needed a way to simultaneously train all retail accounts on new products, while maintaining the personal touch of a live demonstration that previous in-person trainings provided.

A New Solution

NIGHTFORCE CHOSE BRANDLIVE'S live interactive video platform to launch highly anticipated additions to its renowned ATACR line of rifle scopes. Instead of utilizing traditional options such as pre-recorded videos, conference calls or time-consuming trainings by sales reps, top product experts used live video to explain new product differentiators and answer audience questions in real time.

The First Shot

BEFORE THE OFFICIAL PUBLIC RELEASE, Nightforce held a live, first-hand look at the new scopes to generate excitement for the upcoming product launch at Shot Show, the largest annual tradeshow for the shooting sports industry.

These Brandlive events were short and to the point, consisting of three 20-minute events in a single day. Two events were for buyers, and the third broadcast was for Nightforce employees, ensuring that the product knowledge was transferred to the entire team.

Questions during the trainings were answered immediately by on-camera product experts, an area in which answers provided via email, phone, and brochures typically fall short.

Instant Success

FROM THE NEARLY ONE HUNDRED dealers that attended these sessions live, feedback came in the form of a large number of enthusiastic orders, and resounding praise for the new training program.

After the first training session, orders began pouring in by phone and email. During the second event, trainers need to remind viewers that Nightforce was not taking any orders until four days later. Besides being one of the best product launches in the company's history, what does this mean for Nightforce's future with Brandlive?

A Promising Future

“We are very pleased to have Brandlive not only as a strategic marketing tool, but as one of the most valuable communication and marketing vehicles we own - in the form of analytics for each and every session. Brandlive is as close as you can get to having a built-in, at-the-ready, ‘easy button’ for our customers.

I can easily report that Brandlive is considered extremely successful when measured by our Sales and Marketing teams, as well as by our customers. We have received nothing but positive feedback and this service is truly an investment for our company.”

WAYNE DAYBERRY
Marketing Specialist