



Desert Fox Golf Marketing Opportunities

More **Customers.** More **Places.**

Desert Fox Golf

- **What Is Exposure & Conversion Marketing?**
- **Program Overviews**
- **Partnership Opportunities**

More customers. More marketplaces. One partner.

We're the most comprehensive end-to-end growth solution in ecommerce.

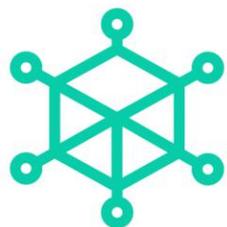
Ecommerce Solutions	Direct FBM, 3PL, FBA	1P Wholesale to retailer	3P Seller Wholesale to reseller	 SpreeTail
Next-day Delivery	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
100% Stocking Partner	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Prime Badge	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
In-House Customer Service	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Listing Management & Optimization	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Marketing on 15+ Marketplaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Retail Erosion Recovery & Prevention	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Returns Logistics	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Multi-Platform Centralized Inventory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Core Competency
 Some Competency
 No Competency



Our Suite of End-to-End Ecommerce Solutions

One partner. Everything you need to grow online.



**Marketplace
Integrations**



**Exposure &
Conversion
Marketing**



**Nationwide
Fulfillment**



**Inventory
Management**



**Customer
Service**

Exposure & Conversion Marketing

Maximize your listings with marketplace services that drive more traffic & increase sales.

Brand Strategy

- Strategy Development & Launch Implementation
- SEO Research & Style Guide Creation
- Brand Positioning Audits & Channel Growth Execution
- Post Launch Evaluations
- Review/Q&A Management

Content & Listing

- Listing Creation & Optimization
- A+/Enhanced Brand Content Development
- Storefront Creation/Enhancement
- Unique Channel Content
- Attribute Management
- Variation Creation
- Virtual Multiple & Package Creation

Review Generation & Syndication

- No management fees—vendor just covers product and shipping costs.

Digital Marketing (Hard Costs Funded by Vendor)

- Coupon/Promotional Management
- Sponsored Product Advertising Across 6+ Channels
- Amazon Display Advertising
- Amazon Sponsored Product Advertising

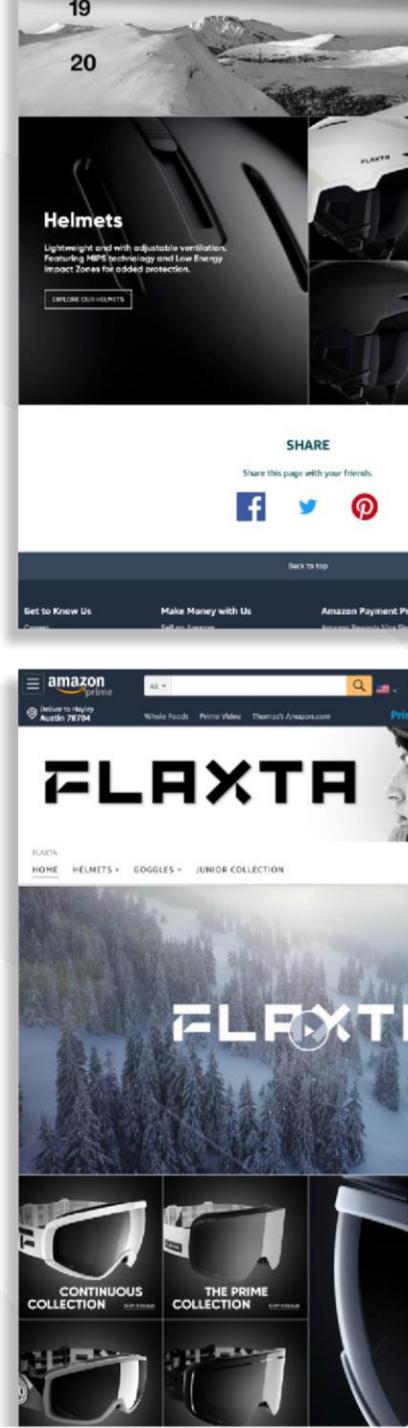
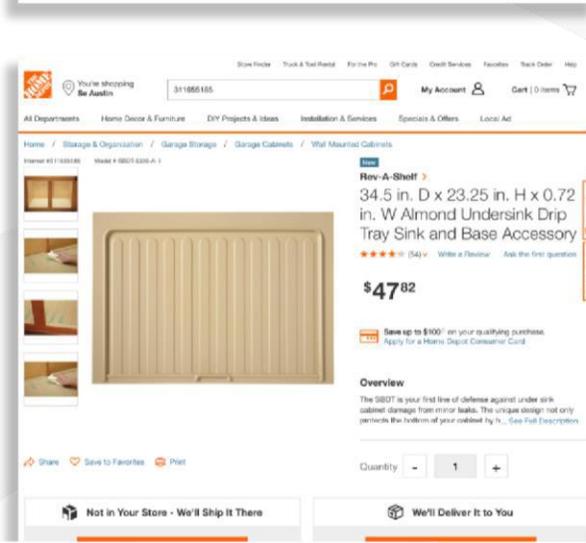
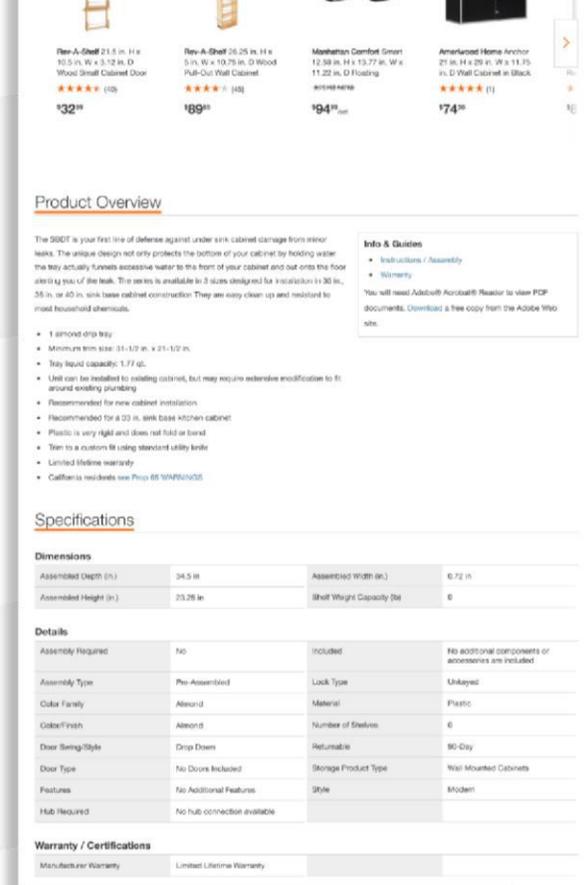
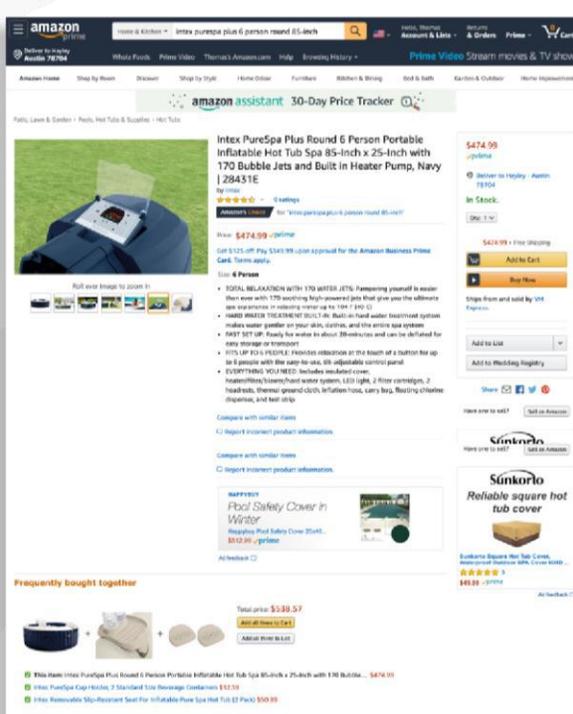
Partnership Opportunities

Content that Converts.

Enhanced brand content means better-informed consumers and more sales.

Up to **15%** increase in traffic.

Up to **30%** increase in conversion rates.



Amazon

Amazon Listing and Brand Content

Listing Content

Sports & Outdoors › Sports & Fitness › Golf › Golf Cart Accessories



Desert Fox Golf Phone Caddy
Brand: Desert Fox Golf

★★★★★ 1,350 ratings | 17 answered questions

Amazon's Choice for "golf cart phone holder"

Price: **\$24.99** & FREE Returns

Get \$50 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

Color: Red

- The best phone holder designed specifically for golf carts
- Keeps your phone safe and at your finger tips
- Adjusts to fit all modern smart phones and all popular cases (see details)
- Installs in seconds and rugged enough to keep in your bag between rounds
- Packaged in a microfiber storage bag

New (2) from **\$24.99** & **FREE Shipping** on orders over \$25.00 shipped by Amazon.

Report incorrect product information.

Rapsodo Mobile Launch Monitor

★★★★★ 903

\$499.99

Sponsored

Roll over image to zoom in

Branded Content Optimization

Product Description

Fits All Modern Smartphones

Fully adjustable, see website for details.



Fully Adjustable

Depth

With the thumbscrew on the top of the Phone Caddy and the sliding faceplate, you can adjust the Phone Caddy to match the depth of your phone with or without a case. Simply loosen the thumbscrew 1-2 turns, press the thumbscrew towards the back of the Phone Caddy, insert your phone, then press the thumbscrew towards the back of the phone, and finally tighten the thumbscrew.

Width

The thumbscrew on the back of the Phone Caddy and the sliding wings allows the Phone Caddy to adjust to the width of your phone + case combination. Simply loosen the thumbscrew 1-2 turns, spread the wings, insert your phone, clamp the wings and then tighten the thumbscrew.

- Width Adjustment
- Depth Adjustment
- Adjustable Strap
- Does not work with Pop Sockets or folding wallet cases

Velcro Strap

The velcro strap allows the Phone Caddy to mount to any round or rectangular frame from 3/4" to 1 1/4". This works with all modern golf carts. Simply wrap the velcro around the pole, loop through the plastic loop, and pull tight. Once secured the anti-slip pads on the back of the Phone Caddy keep it from sliding down the frame.



Phone Caddy - Patriotic

Support our troops, police officers, firefighters, and all other 1st responders with a patriotic Phone Caddy. The same great, fully adjustable Phone Caddy, but with a little patriotic flair.

Phone Caddy - Funny Quotes

Say something about your golf game, or give that perfect gift to a friend or family member. You'll get a kick out of our funny quote Phone Caddy.

- "It takes a log of BALLS to play like me"
- "I like to WINE down after golf"
- "I WORK to support my golf habit"
- "Yell fore SHOOT 5 write 4"



Standard Phone Caddy

Or go with a standard Phone Caddy with your choice of Red, Blue, Gray, Orange or Pink color.

Technical Specifications

Carts	Supports all modern golf carts with 3/4", 1" and 1 1/4" frames.
Apple Phones	iPhone 6, 6+, 7, 7+, 8, 8+, X, XS, XS Max, XR, 11, 11 Pro, 11 Pro Max, 12, 12 Pro, 12 Pro Max. iPhone 5, SE, and 12 mini (with cases)
Samsung Phones	Galaxy S4, S5, S6, S7, S8, S9, S10, S20. Galaxy Note 4, 5, 6, 7, 8, 9, 10, 20
Google Phones	Pixel, XL, 2, 2 XL, 3, 3 XL, 4, 4 XL
Motorola Phones	Moto C, E, G, X, Z (all models)
Fits All other Phones + Cases	Width: 2.6" - 3.7" Length: 0.16" - 0.67"

Amazon Listing and Brand Content

Listing Content

Sports & Outdoors › Sports & Fitness › Golf › Golf Cart Accessories



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 Brand: Desert Fox Golf
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Report incorrect product information.

Sponsored

Rapsodo Mobile Launch Monitor
 ★★★★★ 903
 \$499.99 prime

Roll over image to zoom in

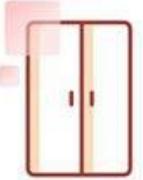
Branded Content Optimization

Product Description




Rev-A-Shelf SWB Series Two-Tier Wire Basket
 The SWB Wire Basket Series by Rev-A-Shelf features both single and 2-tier chrome wire baskets that are great for organizing pots, pans, and other bulky items. This series is available in various sizes to fit your organizing needs!

Features

-  Custom Fit
-  Heavy-Duty Construction
-  Simple Installation

15 in x 22 in Two-Tier Pull-Out Basket

What's included:

- Top basket
- Bottom basket
- U-shape supports
- Mounting hardware

Specifications:

- Full product dimensions (W x D x H): 14.75 x 22 x 19 inches
- Product weight: 21.41 pounds
- Minimum cabinet face-frame opening: 14.5 inches
- Minimum cabinet frameless opening: 14.75 inches

More features:

- 100-pound full-extension ball-bearing slides
- Optional door mount kit available (SWB-DMKT, sold separately)
- Limited Lifetime Protection

Organic Enhancement Results

- Variation creation and management
- Met brand content standards and improved keyword quality
- Accelerated reviews

Rev-A-Shelf 5WB1-1522CR-1 15 Inch x 22 Inch Single Wire Basket Pull Out Shelf Storage Organizer for Kitchen Base Cabinets, Silver

by Rev-A-Shelf

★★★★★ 55 ratings | 6 answered questions

#1 New Release in Pull-Out Home Organizers

Price: \$75.99 & FREE Shipping

Get a \$60 Amazon Gift Card instantly upon approval for the Amazon Rewards Visa Card.

Size: 15 x 22 Inch



- **EASY ACCESS TO KITCHEN ACCESSORIES:** Access pots, pans, lids, bottles, stand mixers, and other kitchen accessories with this single sliding basket kitchen storage organizer
- **DURABLE AND SMOOTH:** Slides smoothly on a full-extension ball-bearing system and is strong enough to hold up to 100 pounds
- **MAXIMIZE SPACE:** Great for maximizing space under the sink or in vanity cabinets with 22-inch depth and sturdy, heavy-gage wire construction
- **DIMENSIONS (W x D x H):** 14.375 x 22 x 6 inches; designed to fit most 18-inch cabinets with an 14.5-inch opening
- **INCLUDES:** Basket and mounting hardware; optional door mount kit available (5WB-DMKIT, sold separately)

Store Enhancement Results



- 34% of traffic is coming from other sources (Google)
- 66% of traffic is coming from organic traffic on Amazon
- 17% of sales driven by Store

Sea Eagle

[HOME](#) [INFLATABLE KAYAKS](#) [INFLATABLE CANOE](#) [INFLATABLE SUPS](#) [INFLATABLE FISHING BOATS](#) [INFLATABLE BOATS](#)

+ Follow

For 51 years, whether it is an adventure to Angel Falls, South America, or to make a first descent of the upper Yangtze River in China, or down the Ganges River in India, our inflatable boats have been the choice for expeditions far and wide.

[Shop now](#)



Walmart

Walmart Listing and Brand Content

Listing Content

Desert Fox Golf Phone Caddy - Orange
 \$32.34
 Only 11 left!

About This Item
 We aim to show you accurate product information. Manufacturers, suppliers and others provide what you see here, and we have not verified it. [See our disclaimer](#)

Specifications

Color	Orange
Brand	Desert Fox Golf
Product Name	Desert Fox Golf Phone Caddy - Orange
Manufacturer	Desert Fox Golf

Organic Brand Landing Page

Desert Fox Golf Phone Caddy - Orange
 \$32.34
 2-day delivery
 Sold & shipped by J & L Outfitters, LLC

23 x 10R - 12 Excel Tire Street Fox Golf Cart Tire
 \$82.88 (each)
 Sold & shipped by Chaparral Motorsports
 Free delivery

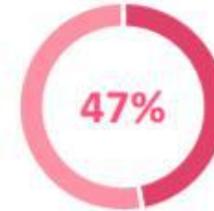
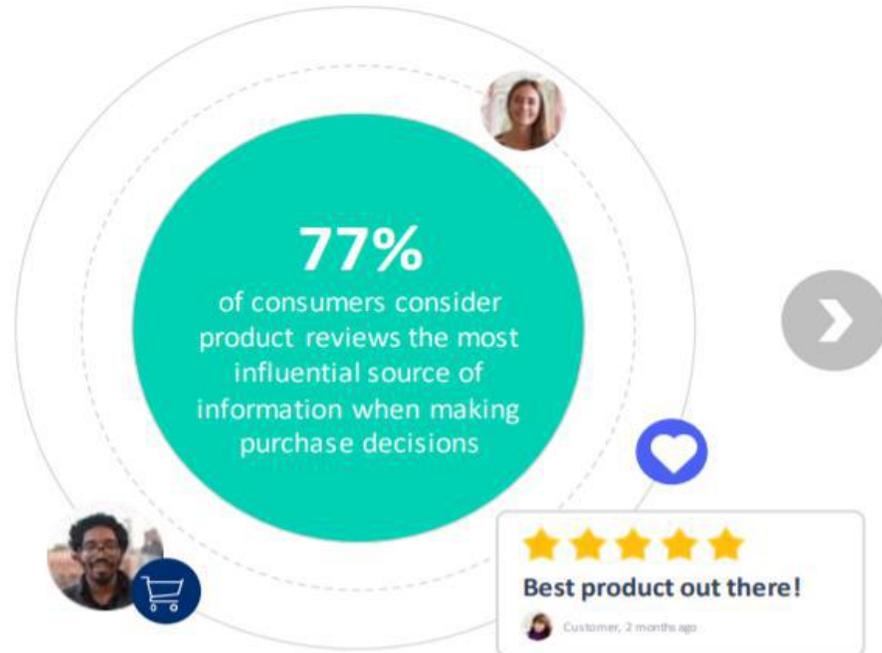
The Desert Fox (DVD)
 \$9.99 (each)
 Free delivery on orders over \$35
 W+ Free shipping

Little Love by NoJo Desert Flower - Fox and Feathers Pink, Grey and Aqua 3 Piece Crib Bedding Set - Comforter, Fitted Crib Sheet, Duvet
 \$50.75 (each)
 2-day delivery

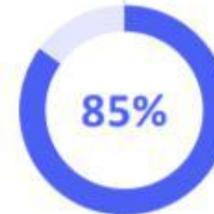
Review Generation



The Value of a Review



Shoppers think product reviews older than 3 months are still relevant



Shoppers look at how recently a review was written to inform their purchase decision



Shoppers think recency is equal or more important than the quantity of reviews a product has

What is the TryIt Sampling Program?

Engage a curated community of consumer advocates in exchange for authentic product reviews.

- Insights pertaining to members' lifestyles, interests, and product preferences ensure your products get into the hands of the right samplers so their reviews will be authentic and relevant to other shoppers making purchase decisions
- 90% review response rate



Advertising

Advertising

Advertising drives awareness and traffic. Content and reviews drive conversion.

AMAZON

Look at historical spend. Secure funds to continue that for products we're taking on, then build and optimize.



[+11 colors/patterns](#)

Sponsored ⓘ

Desert Fox Golf Phone Caddy

★★★★★ 1,312

\$24⁹⁹

Get it as soon as **Sat, Aug 14**

FREE Shipping on orders over \$25 shipped by Amazon

Frogger Golf Phone Latch-It Golf Cart Mount

Visit the Frogger Store

★★★★☆ 259 ratings | 14 answered questions

Price: \$24.99 & FREE Returns

Get \$50 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

- CONVENIENT PHONE ACCESS: Mount to golf carts for fast, easy access to golf GPS apps, score keeping and more
- SAFE & SECURE: Non-slip straps and innovative Catch Latch 3-Stage Security keep smartphones safe even on the bumpiest courses
- UNIVERSAL FIT: Compatible with leading smartphones (even fits most phones with slim cases). Fits Phone Sizes: 4.7" to 6.23" High, Up to 3.07" Wide, Up to 0.45" Thick
- AWARD WINNING: 2017 PGA Merchandise Show "Best New Product," part of the Latch-It Ecosystem powered by Catch Latch
- SWING TRAINING AID: Attach your phone to your cart for an easy way to film your swing

Compare with similar items

New (2) from \$21.95 & FREE Shipping

Report incorrect product information.



GEARV 2Pack Cup Holder for Bike, Scooter and Wheelchair, Water Bottle Holder for UTV/ATV, Walker, Golf Cart and Beach, Universal...

★★★★☆ 3,047

\$12.99 **prime**

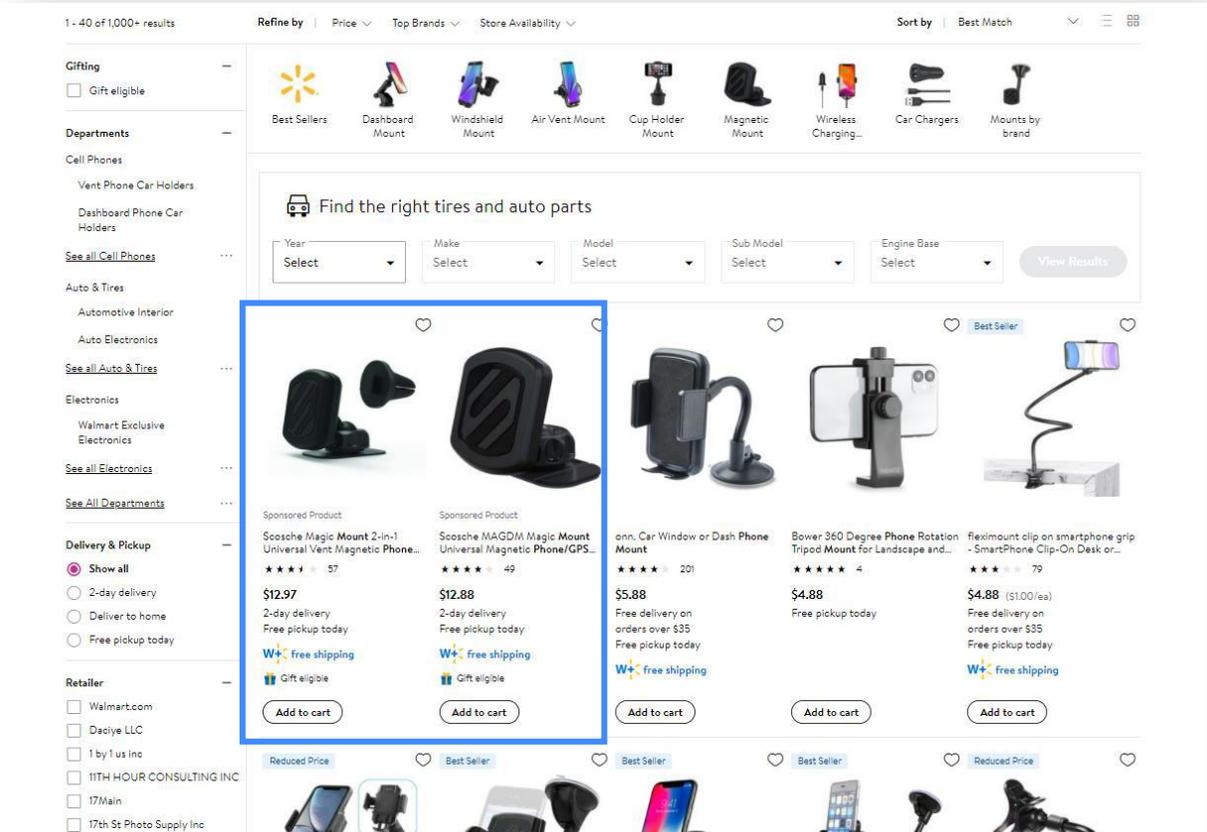
Sponsored ⓘ

Advertising

Advertising drives awareness and traffic.
Content and reviews drive conversion.

WALMART

Focus on creating strong content and generating reviews, then run sponsored advertising.



Amazon Advertising Results

- **60% of NTB sales**
- **15% of storefront GMV**
- **46% of product launch GMV**
- **Drastic ACoS Improvement**



Sponsored ⓘ
 Rev-A-Shelf 5WB1-1520CR-1 15 Inch x 20 Inch Single Wire Basket Pull Out Shelf Storage Organizer for Kitchen Base Cabinets, Silver
 ★★★★★ ~ 51
 \$64⁹⁹
 Get it as soon as Fri, Mar 6



Sponsored ⓘ
 Rev-A-Shelf 5WB2-0918CR-1 9 x 18 Inch Two-Tier Kitchen Organization Cabinet Pull Out Storage Wire Basket, Chrome
 \$109⁹⁹
 Get it as soon as Fri, Mar 6

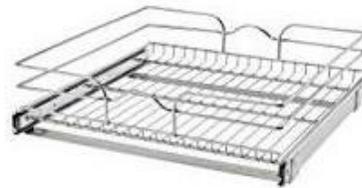


Sponsored ⓘ
 Rev-A-Shelf 5WB1-2122CR-1 21 Inch x 22 Inch Single Wire Basket Pull Out Shelf Storage Organizer for Kitchen Base Cabinets, Silver
 ★★★★★ ~ 51
 \$84⁹⁹
 Get it as soon as Fri, Mar 6



SPONSORED BY REV-A-SHELF
 Convenient Storage with the New Pull Out Baskets

[Shop now >](#)



Rev-A-Shelf 5WB1-2120CR-1 21 Inch x 20 Inch Single Wire Basket Pull Out Shelf Storage Organizer for Kitchen Base Cabinets, Silver



Rev-A-Shelf 5WB1-1222CR-1 12 Inch x 22 Inch Single Wire Basket Pull Out Shelf Storage Organizer for Kitchen Base Cabinets, Silver



Rev-A-Shelf 5WB1-1820CR-1 18 Inch x 22 Inch Single Wire Basket Pull Out Shelf Storage Organizer for Kitchen Base Cabinets, Silver

Looking Beyond Amazon & Walmart

Target
eBay
Best Buy
AND MORE

- **Style guide implementation for robust, consistent content**
- **Review generation (Target and Best Buy)**
- **Store optimization (eBay)**
- **Once items are live, content optimizations are made, and initial reviews are generated, explore sponsored advertising opportunities.**