



## DRIVE EXPOSURE WITH GEAR REVIEWS

Through The Link's gear review program tap into the expertise of true outdoor professionals for authentic product feedback that promotes your brand and influences end consumer sales.

Drive adoption of key products in the outdoor professional community.

Leverage gear testers' expertise and status to influence retail trends.

Increase product sales through user generated content, product ratings, and social media buzz.

**Get all the benefits of gear reviews without the heavy lifting. Our team will manage the process from end-to-end. You'll walk away with:**



### Reviews

First, select products you'd like to be reviewed. We will match each product with the ideal gear tester. You donate the product and ship it directly to them.



### 500 word write-up

Your gear tester will submit a 500+ word write-up reviewing the product. Their authentic feedback will include pros and cons, opinions on key features, specs, and an overall rating from 1 to 5.



### Third-party ratings

Your gear tester will also submit short product ratings on your brand's web store, Outdoor or Pursuit ProLink, and on other dealer sites of your choosing.



### Action photography

Each review will be submitted with high quality action photography and product detail photos. Your brand has the rights to use these photos however you please!



### Social media

The gear tester will promote their final post on their social media channels, as will Outdoor ProLink. We highly recommend that you repost on your brand's social channels as well!