



ELEVATING SPORTS BRANDS THROUGH DIGITAL EXCELLENCE

Proven Digital Marketing for sporting goods, technology, and outdoor lifestyle brands in the ecommerce marketplace.





WELCOME TO NATIONAL POSITIONS!

We unlock growth through proven digital marketing strategies with game-changing technology, and a conversion-first approach to eCommerce.

20 YEARS OF SUCCESS

150 TEAM MEMBERS

300+
FORBES PUBLICATIONS



20+
TIME AWARD-WINNING



TRUSTED BY:



TRUSTED PARTNERSHIPS



SPORTS BRANDS WE HAVE ELEVATED

From products and technology to lifestyle and apparel - the sports industry connects with customers across audience segments of all types.

SPORTS PRODUCTS BRANDS

INFINITE DISCS

115% Higher Amazon Revenues

SAFARILAND

170% Higher Amazon Revenues

SPORTS TECHNOLOGY BRANDS

UPSIDE GOLF

240% Higher Revenues

FORESIGHT SPORTS

15X Social Media ROAS

SPORTS LIFESTYLE & APPAREL BRANDS

BRIXTON

450% Higher Revenues

SULLEN ART COLLECTIVE

75% Better Campaign ROAS

OUR DATA-DRIVEN APPROACH



DATA-DRIVEN STRATEGY

Utilizing first-party data, analytics, and AdBeacon™ technology for targeted and impactful marketing.



OMNICHANNEL INTEGRATION

SEO, PPC, email marketing, SMS, social media, and Amazon tailored to each brand's unique audience.



CONVERSION-OPTIMIZED TECHNIQUES

A/B testing, UX/UI improvements, and CRO to drive consistent revenue growth and LTV.

OUR OMNI-CHANNEL SOLUTIONS

✓ PPC (Google and Microsoft)

✓ Pinterest Marketing*

✓ Conversion Rate Optimization

✓ Meta Marketing* (Facebook & Instagram)

✓ YouTube Marketing*

✓ Amazon & Walmart Marketing

✓ TikTok Marketing*

✓ Search Engine Optimization (SEO)

✓ Influencer Marketing

✓ Snapchat Marketing*

✓ Marketing Automation

✓ Affiliate Marketing

Providing paid media and organic management

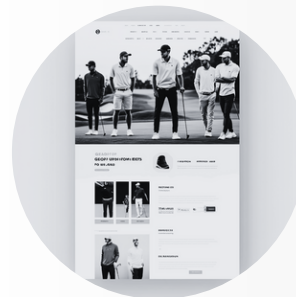
TAPPING INTO THE SPORTS LIFESTYLE



Audience Targeting & Segmentation: Understanding and targeting different personas—athletes, fitness enthusiasts, action sports fans, etc.



Connecting Brand Identity with Lifestyle: For example, Brixton's positioning in surf and skate apparel using lifestyle-focused campaigns to drive brand profitability.



Cross-Channel Engagement: Leveraging social platforms, PPC, influencer partnerships, and content marketing to create consistent touchpoints

SPORTS PRODUCT AND TECHNOLOGY SUCCESS STORIES



Sports Product Brand Examples:

Versa Gripps, Bundle Hive
FlexU, Bownet, Infinite Discs



Multi-Touch Strategies:

*High-impact social media
and PPC campaigns focused
on highlighting product
performance and user
benefits.*



Sports Technology:

Foresight Sports, Upside Golf,
Brake Free Tech

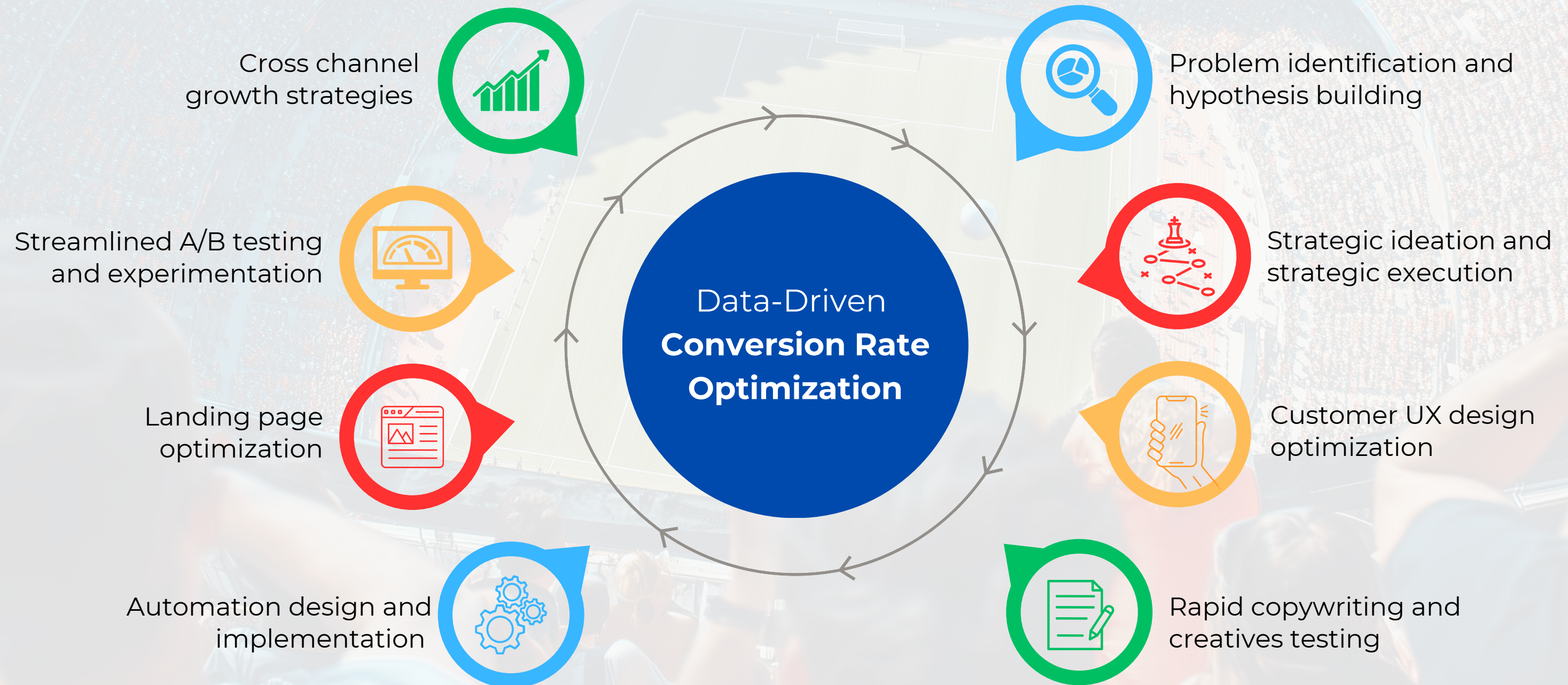


Strategy Mix: Amazon,
Google Ads, and targeted
social campaigns to capture
tech-savvy, performance-
focused users



OUR CONVERSION-FIRST APPROACH

Deep-data learning, testing, and optimization strategies to supercharge conversions and profitability.



HUNDREDS OF SUCCESS STORIES

See our featured client case studies on NationalPositions.com



BRIXTON

- 760%** Return on Ad Spend (Social)
- 870%** Return on Ad Spend (Google)
- 450%** Higher Social Commerce Revenues
- \$1M +** In Assisted Revenues (Monthly Avg.)



Foresight Sports

- \$1M+** in BF/CM Revenues (2022)
- 1500%** Return on Ad Spend (Facebook/Meta)
- 70%** Better Return on Ad Spend (Facebook/Meta)
- 265%** Greater Purchase Volume (2022)



Safariland

- 540%** Return On Ad Spend (Social)
- 17,000%** Higher Amazon Sales Revenues
- 22,000%** Greater Conversion Volume
- 1200%** Higher Conversion Rates



GETTING STARTED

There you have it! Now that you know all about us, we're excited to get to know you and your brand. Contact your Digital Marketing Strategist to set up a complimentary Digital Marketing Audit. Act now if you are serious about taking your business growth to the next level.



Los Angeles Headquarters
31280 Oak Crest Dr Suite #1
Westlake Village, CA 91361



Email: Marketing@NationalPositions.com
Local: (818) 852-0600
Toll Free: 1 (877) 866-6699

