

## Forum Outreach, Brand Rep & Social Media

October 2018

### Forum Outreach Report

#### Forums Currently Active

- American Adventurist
- Tacoma World
- Expedition Portal
- Overland Bound
- T4R.org
- Rav4 World
- FJ Cruiser Forum

#### ClicOutdoor Network Active Threads:

- T4R.org
  - o Fargo4x4
  - o DestroTRD
  - o Team4Rpro
  - o Team4Runner
  - o FirestoneAdventures
- Tacoma World
  - o TorconTRD
- FJ Cruiser Forum
  - o Topside ATC
  - o Augustine\_Sharpe
- Rav4 World
  - o Radventure4

Total Threads mentioning Dometic: **9+**

#### Forum Threads Currently Active

- American Adventurist: 10
- Tacoma World: 7
- Expedition Portal: 10
- Overland Bound: 10
- T4R.org: 8
- Rav4 World
- FJ Cruiser Forum
  - o **Total: 45** (up 5)



## Threads Started in October

- **Total: 5**

## Monthly Forum Traffic:

- 5 Forums totaling: **3.1 Million Monthly Views**

## Total Threads/Comments Talking About Dometic

- As of July 31: 351 (up 13)

## Total Relevant Engagement Talking About Dometic Electric Coolers

- As of July 31: 1,075

## Feedback

**Message from [Dave](#)** (Founder) of American Adventurist:

"Hello!

Not sure who runs your social or posts here for Dometic but I'd like to introduce myself. I'm Dave Bennett and I founded this community. In light of your support (thank you!) and activity here I assume you know who we are and what we do for the community of interest on a national level.

In case you aren't aware, we are Title Media and Forum Sponsors for Overland Expo, and we will be at Expo East in booth P19. This is the largest overland-focused trade show on the East Coast with thousands of attendees. As Media Sponsors, dozens of the top automotive and adventure travel journalists from around the globe visit our booth and our website.

Since you are posting here as a vendor, I'd like to ask that Dometic become an official site sponsor. Here is our [MEDIA KIT](#).

Let me know if you have any questions.

Dave"