



COWBOY BRANDING

BY BONAFIDE COWBOY

Elevate Your Wyoming Business with Expert Social Media Content Creation + Marketing

Feeling overwhelmed by social media? As a busy small business owner, you have a lot on your plate. You're juggling countless tasks, from managing your team to serving customers. Social media can feel like just one more thing to worry about. But social media is essential for business success. It lets you connect with your local community, build brand awareness, and generate leads.

How Can We Help You Reach Your Goals?

- **Expert Content Creation:** We'll create engaging content monthly to resonate with your local audience.
- **Strategic Social Media Management:** We offer partial or full management services of your social media accounts and will even help you interact with your followers.
- **In-Depth Analytics:** We'll help you track your performance and provide valuable insights.
- **Personalized Coaching and Consulting:** Want to keep things in-house, but need some additional help? We can work with you and your team to develop a customized strategy & give you all the tools to follow it.

Why Choose Cowboy Branding by BonaFide Cowboy?

- **Local Expertise:** We're local and we're hands-on. We know your community because we're apart of it.
- **Data-Driven Approach:** We use analytics to optimize our strategy, and find what works for your audience.
- **Creative Content:** Our high-quality visuals will always resonate with Wyoming-based audiences.
- **Dedicated Support:** We love our town and we're committed to your success.

What Can You Use Your Professional Photos/Video For?

- **Social Media Content:** Elevate your social aesthetics and increase brand awareness.
- **Website Visuals:** Consistency in branding from your socials to your website increases your business' authority in your market and gives it a more professional appearance.
- **Print/Marketing Material Use:** Whether you are creating printed marketing materials or you want to put up a billboard on I-80, professional-quality images will help maximize your reach.



HEY THERE!
I'M KENZIE

ABOUT US.

Hey there, I'm Kenzie, a commercial photographer & videographer who specializes in Western Lifestyle imagery. I moved to Laramie, WY in 2014 and graduated from the University of Wyoming in 2018. After moving away for awhile, I decided Wyoming will always be home and moved back in the summer of 2024. I have been full-time with my business, BonaFide Cowboy, since 2020, and have since worked with top brands like Pendleton Whisky, Cinch, Ariat, Schaefer Outfitters and more.

Cowboy Branding was created out of the desire to help Wyoming businesses grow with the aide of strategic branding and social media marketing. With the help of my specially curated team, we are here to help you increase brand awareness and traffic into your local business.

SERVICES



Content Creation

- Capture your brand's essence with captivating visuals. We create high-quality photos and videos that tell your story and engage your audience.

Social Media Management

- Let us handle your online presence. We'll craft engaging content, schedule posts, and monitor your social media channels to maximize your reach and engagement.

Coaching/Consulting

- Valuable insights and expert guidance. Our team provides personalized coaching to help you achieve your goals.

Web/Graphic Design

- Elevate your brand with professional design. We create stunning websites, eye-catching graphics, and impactful branding materials that leave a lasting impression.

STATS

Don't just take it from us... Social Media Marketing & consumer habits have been vastly studied and we have data to back it up. Check out some of the statistics below:

- **Boosted Sales and Foot Traffic:**
 - A study by Bazaarvoice found that **66% of consumers make purchases after seeing others' social media posts.**
 - According to a study by Social Media Examiner, **71% of consumers are more likely to buy from brands they can reach on social media.**
- **Increase in New Customer Discovery:**
 - According to Tinted's State of Social and User-Generated Content Report, **75.78% of consumers say they use social media to search for and discover new products and brands.**
- **Highest Marketing Return on Investment:**
 - 63% of marketers respectively say that **social media and email drive the highest ROI** of all marketing channels. (HubSpot State of Marketing Report, 2024)
- **High Quality Visuals Impact Engagement:**
 - According to a study by Buffer, posts with images get **65% higher engagement than text-only posts.** By investing in professional photography and videography, you can elevate your social media presence and achieve significant results.