

# SHOOT2HUNT

MARKETING PORTFOLIO





**DIAL UP YOUR  
MEDIA GAME**



A photograph of a taxidermy shop. The wall is made of vertical wooden planks. Several taxidermy mounts of deer heads with antlers are displayed. The most prominent one is in the foreground, facing right. Other mounts are visible in the background, slightly out of focus. The lighting is warm and somewhat dim, creating a rustic atmosphere.

“

**THE GUN INSURES THAT THE PEOPLE ARE THE  
EQUAL OF THEIR GOVERNMENT WHENEVER THAT  
GOVERNMENT FORGETS THAT IT IS SERVANT  
AND NOT MASTER OF THE GOVERNED”**

**-RONALD REAGAN**

# WHO IS SHOOT2HUNT

“SHOOT2HUNT“ IS NOT JUST A MEDIA COMPANY; WE ARE A PASSIONATE COMMUNITY DEDICATED TO THE ART OF HUNTING AND PRODUCING MARKSMEN. OUR MISSION GOES BEYOND ENTERTAINMENT. WE ARE COMMITTED TO EDUCATING, INSPIRING, AND HELPING HUNTERS BECOME BETTER SHOOTERS. WE BELIEVE IN THE RESPONSIBLE PURSUIT OF GAME AND THE PRESERVATION OF OUR NATURAL RESOURCES. WE STRIVE TO HELP DEFEAT THE SOCIAL MEDIA ANTI 2A SHADOW BANS, POST REMOVALS, AND FULL BANS ON YOUR ACCOUNTS!

**OUR MAIN ACCOUNTS:** UNKNOWN MUNITIONS, ROKSLIDE, SALMON RIVER SOLUTIONS, AND BAT MACHINE.





The image features a central landscape scene viewed through a series of overlapping, slanted rectangular frames. The scene depicts a mountainous region at night or dusk. In the foreground, a tent is illuminated from within, casting a warm yellow glow. To the right of the tent, a fire burns brightly, emitting a strong red and orange light that illuminates the surrounding terrain. The background shows a range of mountains under a dark, cloudy sky. The overall composition is framed by a dark border, with two thin yellow horizontal lines intersecting the slanted frames. The text "GET DIALED" is superimposed in the center of the image.

*GET DIALED*

# UNKNOWN

MUNITIONS







## WHAT WE DELIVER

- SOCIAL MEDIA
- VIDEOGRAPHY
- PHOTOGRAPHY
- CUSTOM ART
- GRAPHIC DESIGN
- HOSTING GIVEAWAYS
- EMAIL CAMPAIGNS
- EVENT COVERAGE
- WEBSITE DEVELOPMENT
- WEBSITE MANAGEMENT

## IMPACT

**2023** - 12.5K TO 21K  
INSTAGRAM FOLLOWERS

**\$975,221** IN REVENUE  
FROM EMAIL CAMPAIGNS

AVERAGE OF **5K** WEBSITE  
VISITS PER DAY

## WHAT WE DELIVER

WORDPRESS MANAGEMENT  
WEBSITE MANAGEMENT  
FORUM MANAGEMENT  
ARTWORK PRODUCTION  
SOCIAL MEDIA  
GRAPHIC DESIGN  
WEBSITE UPDATES  
PODCAST EDITING  
PRODUCT VIDEOS  
HUNTING VIDEOS

## IMPACT

**1,284,223** TOTAL PODCAST LISTENS

**35,000** PODCAST DOWNLOADS  
A MONTH

**150,000** WEBSITE VIEWS PER DAY

**500** FIRST PAGE GOOGLE REVIEWS

47.7180° N, 116.9516°







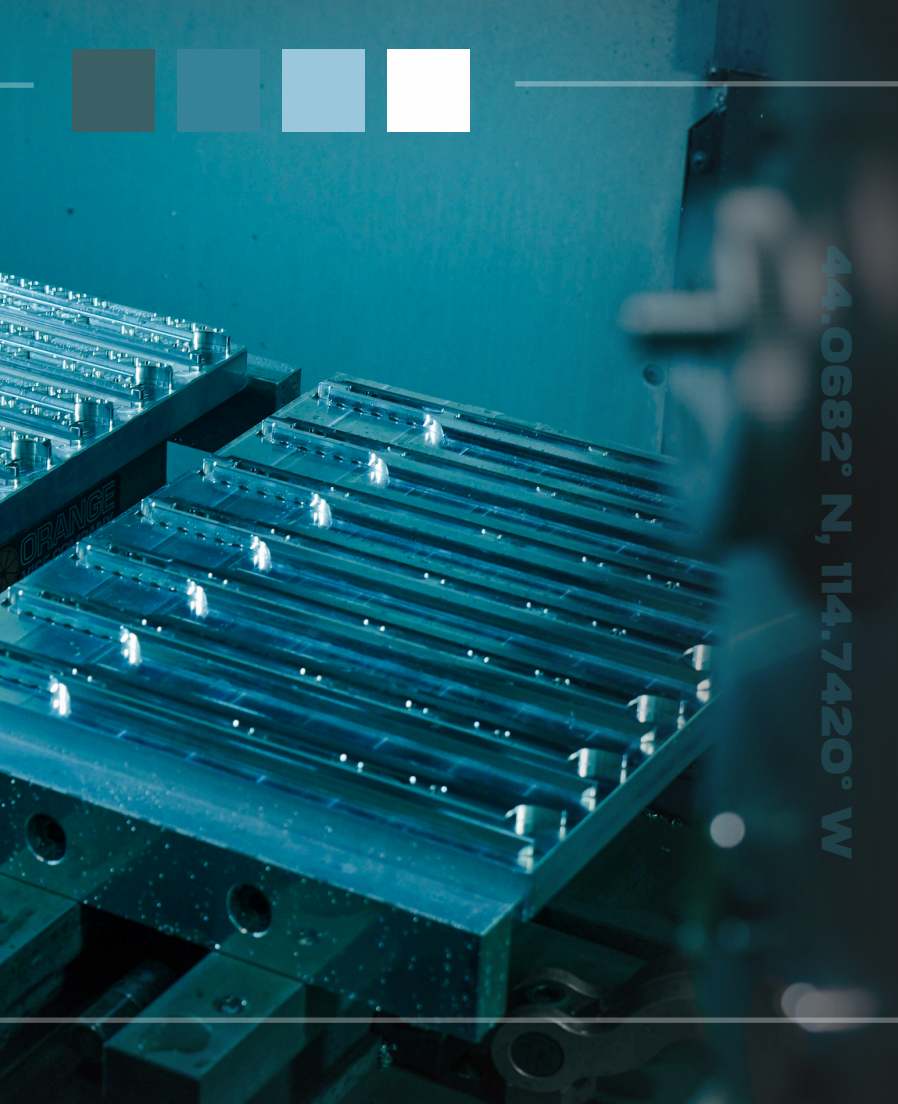
**ROKSLIDE.COM**

# SALMON

RIVER SOLUTIONS







44.0682° N, 114.7420° W

## WHAT WE DELIVER

CUSTOM VIDEOGRAPHY  
PRODUCT PHOTOGRAPHY  
CUSTOM PRODUCT TAGS  
ARTWORK DEVELOPMENT  
SOCIAL MEDIA  
GRAPHIC DESIGN  
LOGO DEVELOPMENT  
REBRANDING

## IMPACT

**OVER 54,000** IMPRESSIONS  
ON INSTAGRAM

**61%** INCREASE OF INSTAGRAM  
FOLLOWERS IN 1 YEAR

**96%** INCREASE IN PRODUCT SALES

## WHAT WE DELIVER

SOCIAL MEDIA  
GRAPHIC DESIGN  
VIDEOGRAPHY  
PHOTOGRAPHY  
EVENT MEDIA COVERAGE  
LOGO DEVELOPMENT

## IMPACT

SECURED **PARTNERSHIPS**  
THROUGH BRAND AWARENESS

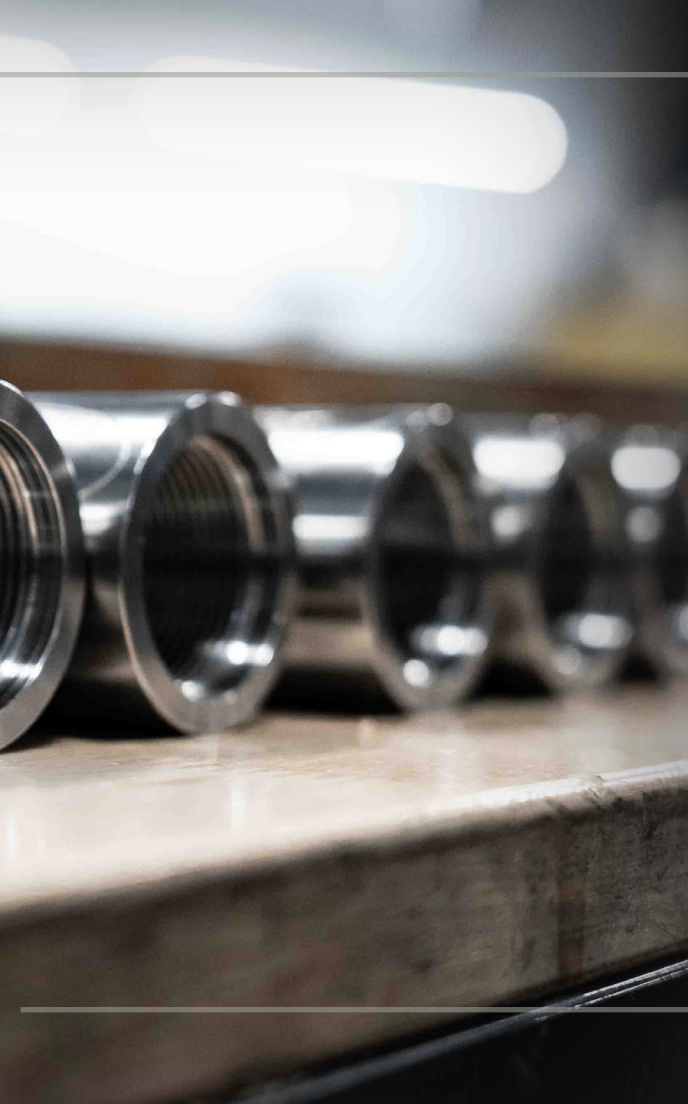
**23,000** YEARLY  
INSTAGRAM IMPRESSIONS

3 POSTS A **MONTH** TO  
3 POSTS A **WEEK**

47.7049° N, 117.0379° W









# SOCIAL MEDIA



COLLABS

PHOTOS

VIDEOS

GRAPHICS







**“AS A MANUFACTURER AND AN ONLINE RETAILER,  
WE HAVE GREATLY INCREASED OUR SOCIAL MEDIA REACH.  
WHAT WE DIDN'T EXPECT WAS HOW BENEFICIAL THE GRAPHIC  
DESIGN SIDE OF SHOOT2HUNT HAS BEEN FOR US”**

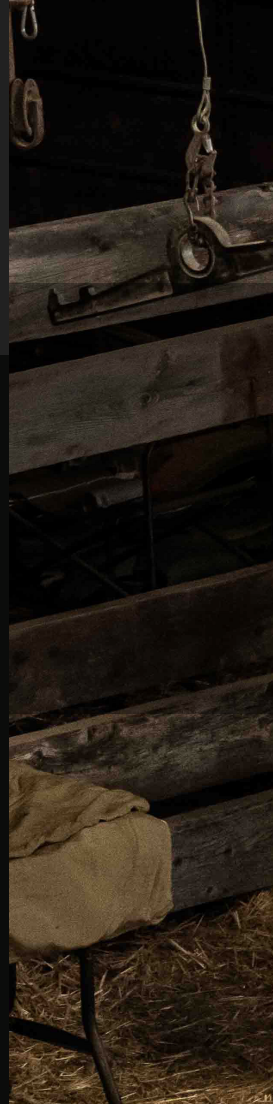
**- KEN TRAPP, SALMON RIVER SOLUTIONS**

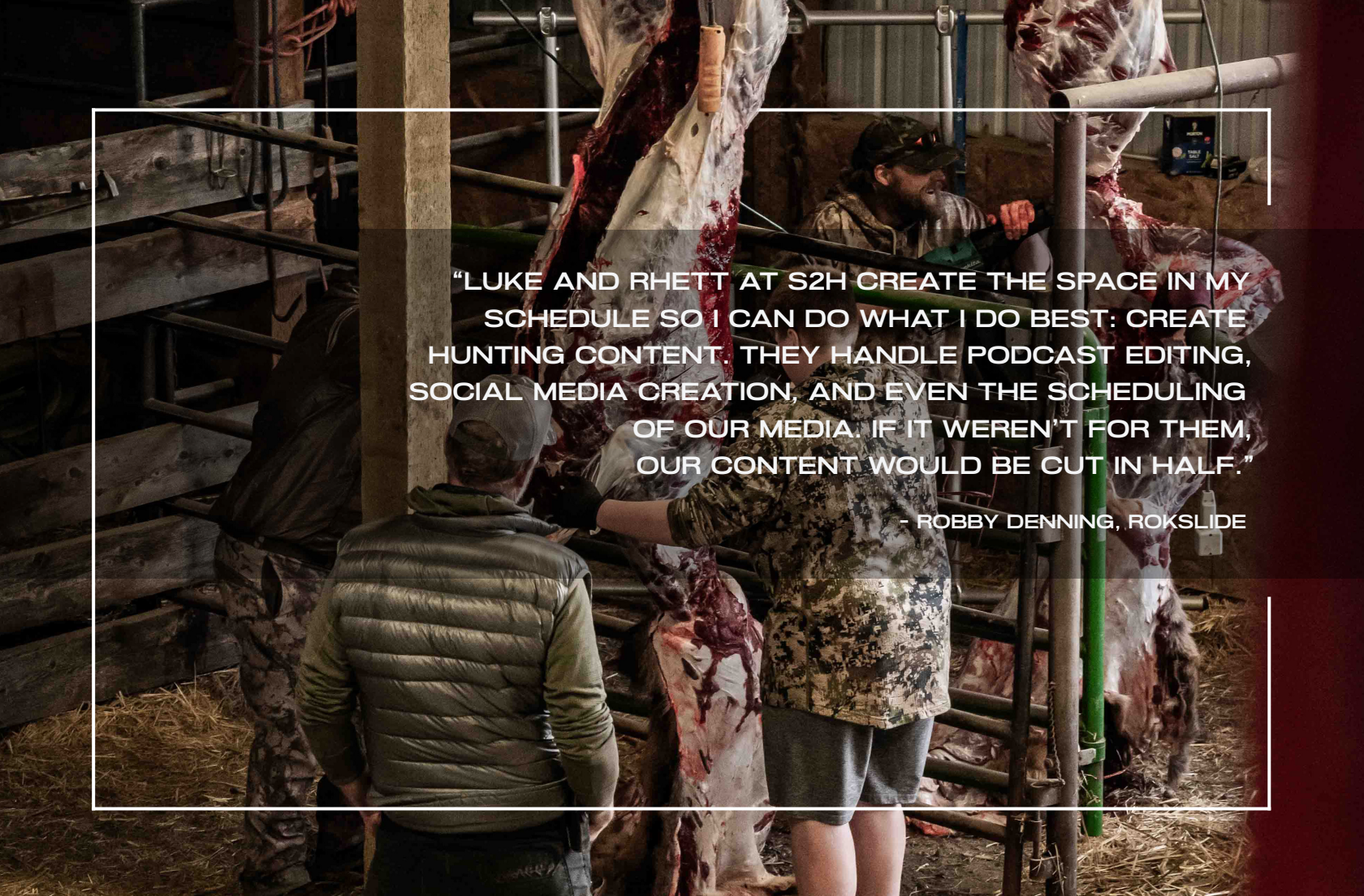




# BRANDING

LOGO DEVELOPMENT  
CONTENT CREATION  
CUSTOM ARTWORK  
CUSTOM MERCH

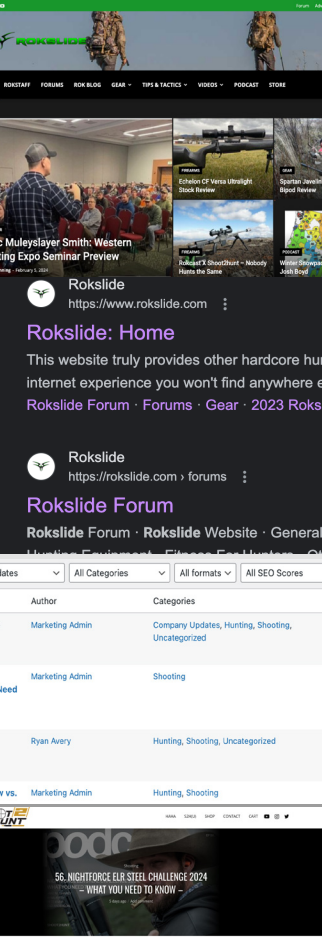




“LUKE AND RHETT AT S2H CREATE THE SPACE IN MY SCHEDULE SO I CAN DO WHAT I DO BEST: CREATE HUNTING CONTENT. THEY HANDLE PODCAST EDITING, SOCIAL MEDIA CREATION, AND EVEN THE SCHEDULING OF OUR MEDIA. IF IT WEREN'T FOR THEM, OUR CONTENT WOULD BE CUT IN HALF.”

- ROBBY DENNING, ROKSLIDE





# WEBSITE

# FULL BUILD

# SEO

# MANAGEMENT

# PRO 2A SERVER



A person wearing a large tan backpack and camouflage pants is hiking through a snowy, wooded area. The person is seen from behind, walking away from the camera. The ground is covered in snow, and there are bare, brown bushes in the foreground. In the background, there are evergreen trees under a blue sky with some clouds. The text is overlaid on a semi-transparent dark grey rectangular area in the center of the image.

**S2H MARKETING HAS MADE MY LIFE SUBSTANTIALLY EASIER. I USED TO SPEND MULTIPLE HOURS A DAY DEVELOPING AND POSTING CONTENT TO HELP GROW OUR BUSINESS. NOT ONLY IS S2H MORE CONSISTENT THAN I WAS, BUT THEIR CONTENT IS EXPONENTIALLY BETTER AS WELL. WE HAVE BEEN ABLE TO TRACK S2H'S PERFORMANCE BY OUR INCREASE IN SOCIAL MEDIA FOLLOWERS AND EMAIL SUBSCRIBERS**

**- JAKE MUSHANEY, UNKNOWN MUNITIONS**





# EVENT

## PROMOTING


## ARTWORK

## CONTENT CREATION

## LANDING PAGES





A photograph of two hunters in a field. The hunter on the left is wearing a light blue jacket and yellow pants, looking through binoculars. The hunter on the right is wearing a dark jacket and a cap, operating a camera mounted on a tripod. The field is filled with tall grass and purple flowers. The background shows a line of trees under a bright sky.

WE HAVE BEEN VERY PLEASED WITH SHOOT2HUNT MARKETING HANDLING OUR SOCIAL MEDIA. THEIR EFFORTS IN GATHERING CONTENT, INCLUDING COMING TO OUR FACILITY TO TAKE PHOTOS, AND SEARCHING FOR RELEVANT CONTENT TO PUBLISH, W BEEN VERY HELPFUL. OUR ONLINE SALES HAVE STEADILY BEEN INCREASING, SO WE KNOW THEIR WORK IS INCREASING OUR BOTTOM LINE.

- BRUCE A THOM, BAT MACHINE



# DETAILED PROC

**BRAND  
AUDIT**

**IDENTIFY  
PAIN POINTS**

**ANALYZING  
MARKET  
POSITION**





# ESS

**ESTABLISHING  
KEY GOALS**

**EXECUTING  
GAMEPLAN**

**ANALYZE  
AND ADAPT**







# TRAVEL COST

LOCAL PRICING: \$800  
0-300 MILES

DISTANCE PRICING: \$2000  
300+ MILES



# PACKAGES

## STARTER

LOCAL

**\$1540**

DISTANCE

**\$2065**

- 4 REELS- 60 SEC
- 12 POSTS
- QUARTERLY VISITS

6 MONTH CONTRACT REQUIRED  
PRICE AND DELIVERABLES PER MONTH

## BUSINESS

LOCAL

**\$2890**

DISTANCE

**\$3290**

- 5 REELS- 60 SEC
- 15 POSTS
- 1 BRAND VIDEO
- ANALYTIC REPORTS
- QUARTERLY VISITS

6 MONTH CONTRACT REQUIRED  
PRICE AND DELIVERABLES PER MONTH

## GROWTH

LOCAL


**\$4025**

DISTANCE

**\$4625**

- 6 REELS- 60 SEC
- 20 POSTS
- 1 BRAND VIDEO
- 1 BRAND ASSET
- ANALYTIC REPORTS
- 6 VISITS A YEAR

6 MONTH CONTRACT REQUIRED  
PRICE AND DELIVERABLES PER MONTH



# ADD-ONS

## \$375-BRANDING-VIDEO

2 MIN OR LESS

- ABOUT US
- WEBSITE BANNER
- CAMPUS TOUR
- PRODUCT HIGHLIGHT
- EDUCATIONAL
- DRONE

## \$500-BRANDING-ARTWORK

- FLYER
- INFOGRAPHIC
- WEBSITE ART
- PRICING SHEETS
- BROCHURE
- PACKAGING

## \$125-SOCIAL MEDIA REEL

- 60 SEC OR LESS

## \$75-SOCIAL MEDIA POST

- GRAPHIC AND/ OR PHOTO

## \$450 SHOOTING RATE-1/2 DAY

(TRAVEL BASED ON IRS MILEAGE COST)

- 0-4 HRS
- BRAINSTORMING MEETING
- STORYBOARDING
- SCRIPT WRITING
- LOCATION SCOUTING
- PREPPING GEAR
- DIRECTING
- LIGHTING
- LOCATING ACTORS
- AUDIO/ FOLEY

## \$900 SHOOTING RATE-FULL DAY

(TRAVEL BASED ON IRS MILEAGE COST)

- 4-8 HRS
- BRAINSTORMING MEETING
- STORYBOARDING
- SCRIPT WRITING
- LOCATION SCOUTING
- PREPPING GEAR
- DIRECTING
- LIGHTING
- LOCATING ACTORS
- AUDIO/ FOLEY



### **\$150-PODCAST AUDIO EDITING**

- PER EPISODE
- NO LIMITATION ON TIME

### **\$60-REPUTATION MANAGEMENT**

- PER MONTH

(STARTING AT)

### **\$7500-WEBSITE BUILD-50 SKUS**

- \$1000- PER 50 SKUS
- CUSTOMER PROVIDES CONTENT
- ESTIMATED PRICE-MUST HAVE CONSULT

### **\$3200-BUSINESS BOOKLET**

- UP TO 30 PAGES

### **\$1500-MERCH LINE UP**

- BRAINSTORM
- CHOOSE THEME
- CHOOSE APPAREL
- TOTAL OF 4 ITEMS
- DESIGN GRAPHICS
- WORK WITH PRINTING COMPANY

### **\$800 LOGO DEVELOPMENT**

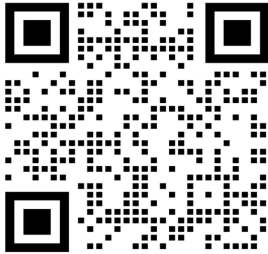
- BRAND AUDIT
- BRAINSTORMING
- ANALYZING COMPETITION
- GENERATE IDEAS
- ROUGH DRAFT- 3 LOGOS
- CHOOSE LOGOS
- 1 FINAL WITH TOUCHUPS
- DELIVER ALL FILE TYPES

### **\$1600 IDENTITY KIT**

- BRAND AUDIT
- BRAINSTORMING
- MISSION STATEMENT
- COLOR PALETTE
- FONT PACK
- LOGO DEVELOPMENT
- BRAND GRAPHICS

### **NEWSLETTER, GIVEAWAYS, & COLLABS**

- MUST HAVE CONSULT FOR PRICE



## SHOOT2HUNT

MARKETING/MEDIA/PODCAST

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