



KIMMIES

BRANDING YOUR SOCIAL MEDIA

OVERVIEW

This workshop is about branding your social media to create a cohesive appearance across multiple platforms, and how to best utilize and leverage your content.

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CAMRYN FAUST

MARKETING COORDINATOR

As the Marketing Coordinator at Kimes Ranch, Camryn manages all social media platforms for our brand including Facebook, Instagram, TikTok, Pinterest, YouTube, and LinkedIn. Camryn also oversees all influencer collaborations and coordinates all of the branded photoshoots.





CLAIRE TRAFTON

DIGITAL MARKETING ANALYST

As the Digital Marketing Analyst at Kimes Ranch, Claire manages all paid social media advertising for our brand including Facebook, Instagram, TikTok, and Google. Claire also strategically guides our organic social media.





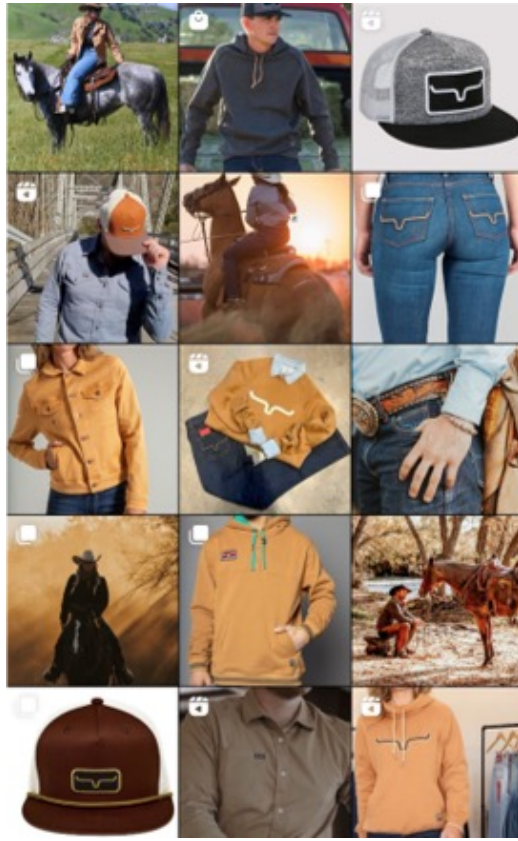
CONTENT & PHOTOS



“It’s more than just
snapping butts.”

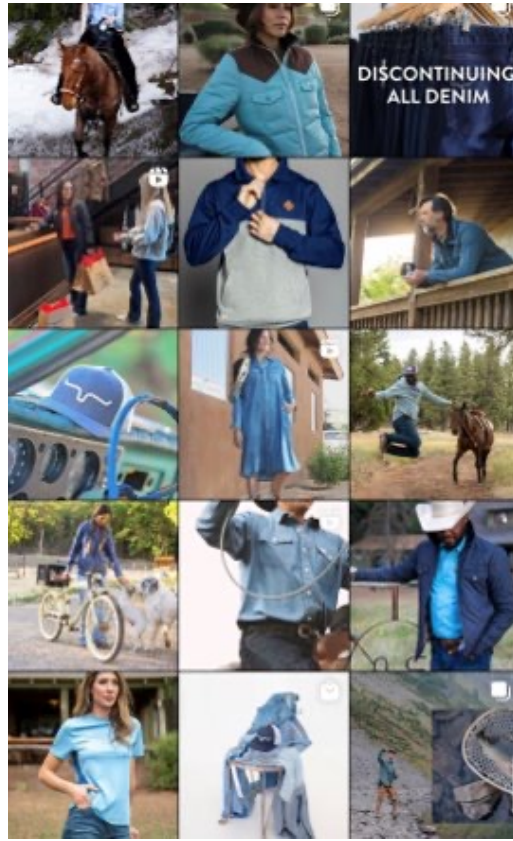






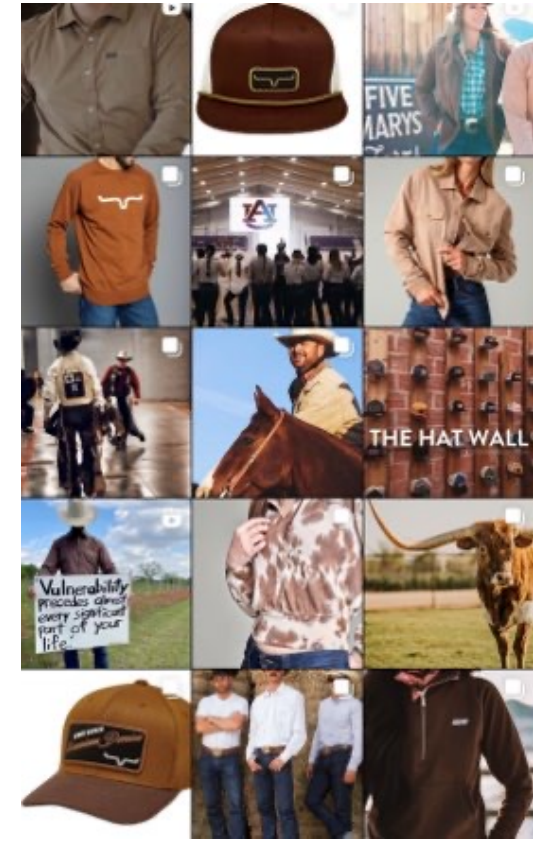
Color Blocking

Creates a cohesive, clean look to the feed.



Logo Placement

Let your photos create logo recognition without graphics.



Alternating Categories

80/20 Rule to help mix the types of images posted.

STORY & POST GRAPHICS



**STUDENT
ATHLETE
UPDATE**

**COLLEGE FINALS
NATIONAL RODEO**

Casper, WY



**NEED A GOOD LITTLE
READ WITH YOUR
MORNING COFFEE?**

Take a minute to check-out this article presented by Show Horse Today Style Issue! You will learn a little more about the brand and where the people who built Kimes Ranch came from!



Pages 48-55



**MAY 31st THROUGH
JUNE 10TH**

**WESTWORLD OF
SCOTTSDALE**



KIMESRANCH.COM

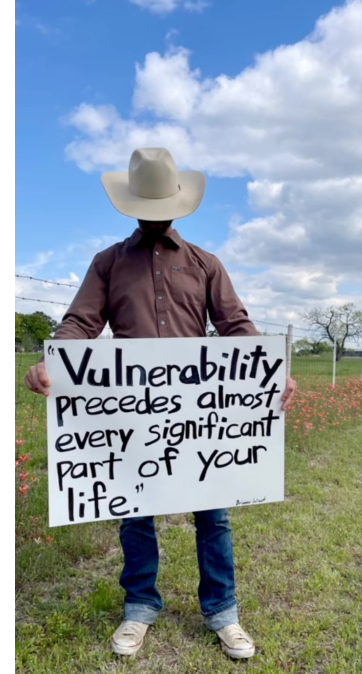
FOR MORE INFORMATION:
nrcha.com/events/western-derby



**ATHLETES
UPDATE**

**CHAD
RUTHERFORD**

BAREBACK
RIDER



COLLABORATIONS



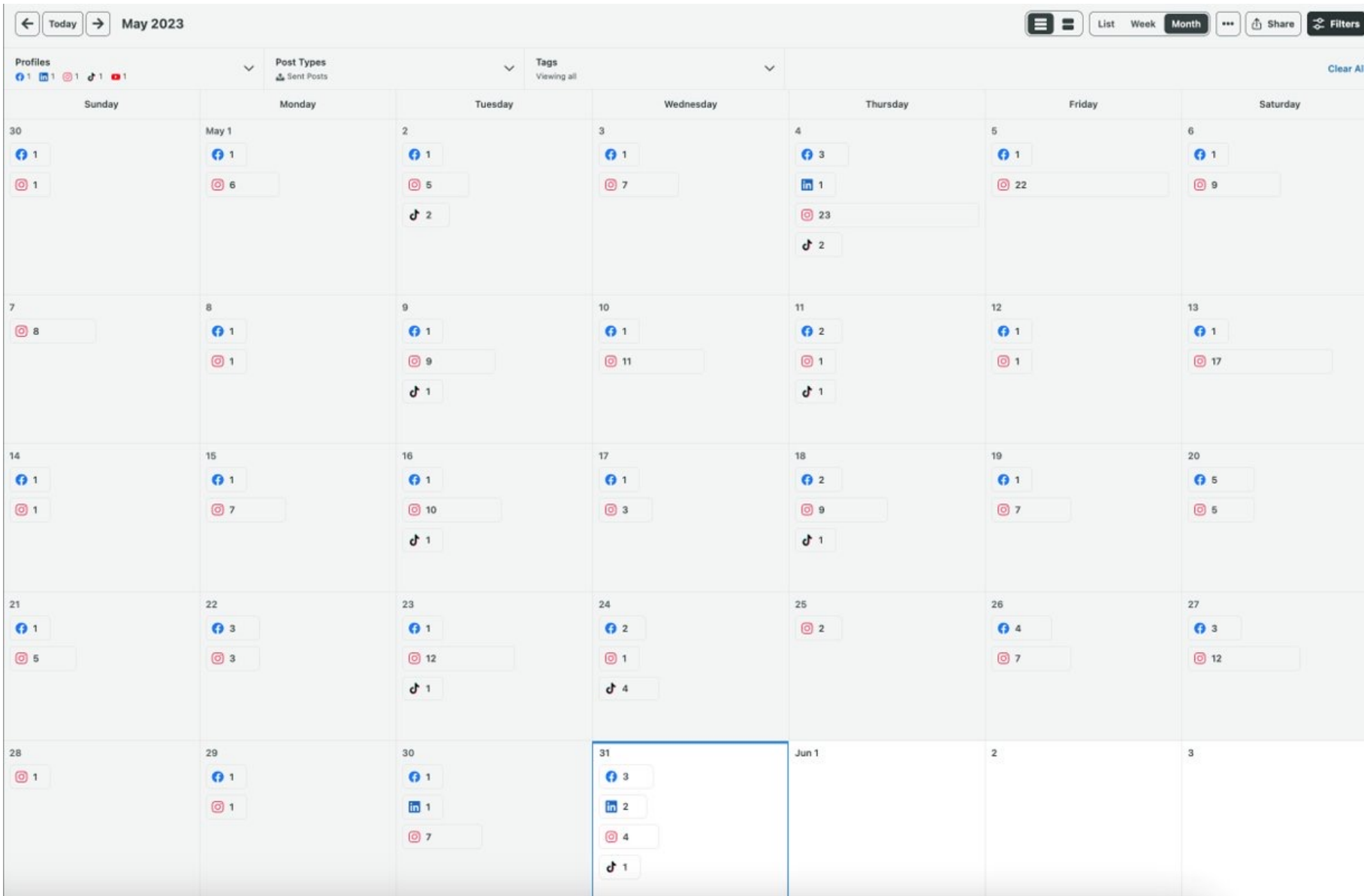
"Please take photos in our stuff."



THE ART OF CONSISTENCY



“Might have forgotten
to post yesterday... and
the day before that.”

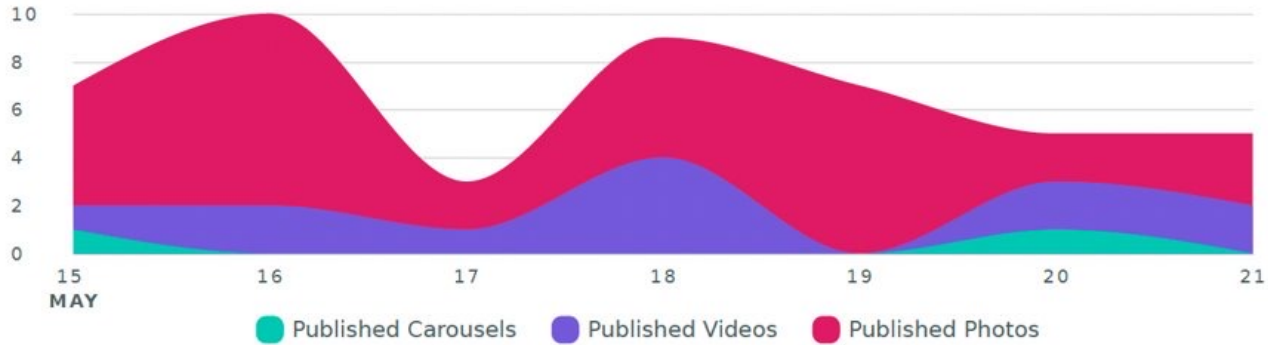


- Minimum 4x a week
- Quality over quantity
- Minimum 1 story a day, up to 5
- Stories can be informal: what would an individual want to post to their story?

Publishing Behavior

View the different types of posts, stories, and reels you published during the selected time period.

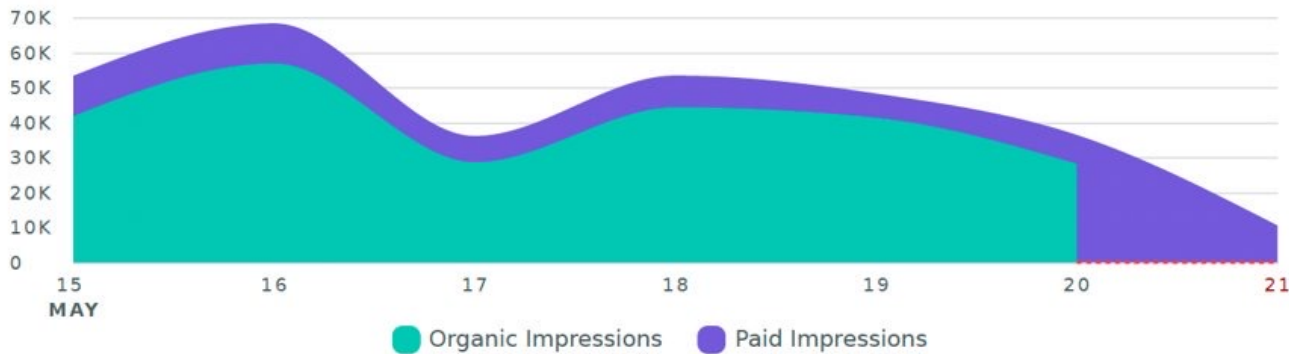
Published Posts Content Breakdown, by Day



Impressions

Review how your content was seen by the Instagram community during the reporting period.

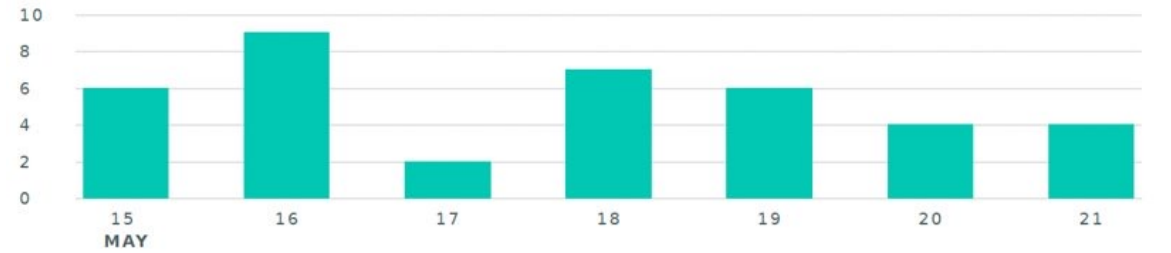
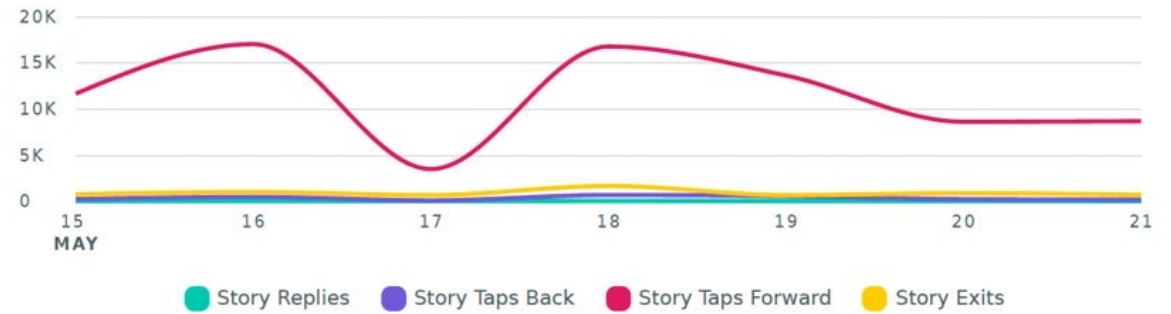
Organic and Paid Impressions Breakdown, by Day



Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

Published Stories, by Day

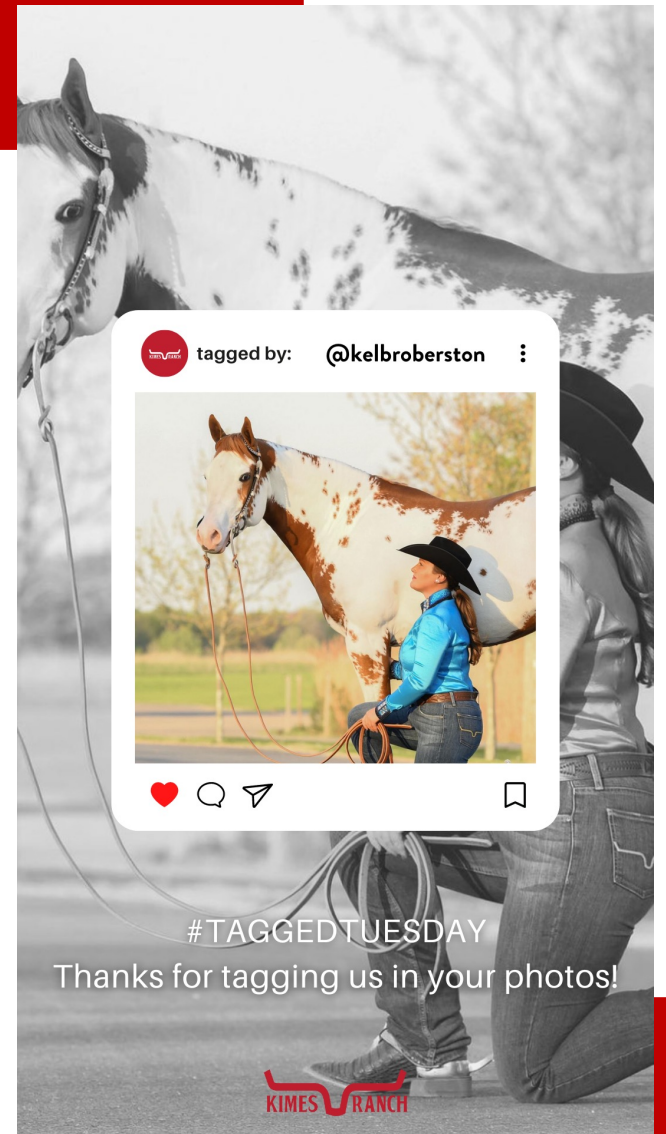




COMMUNITY

—

"Kimes Ranch is my ride or die."





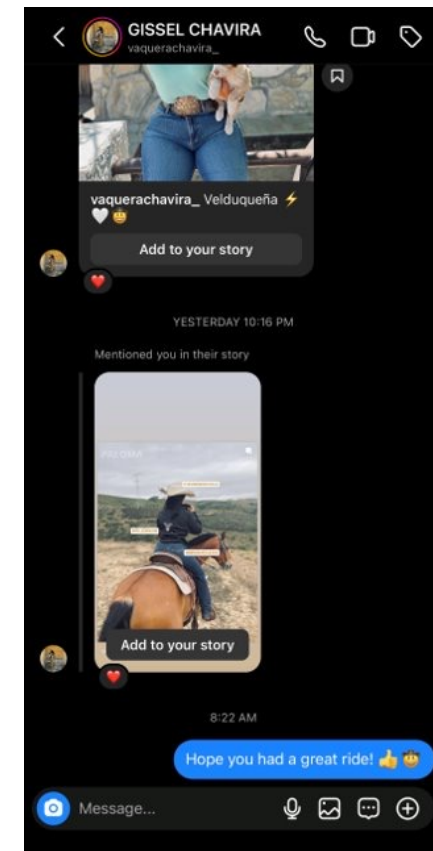
Commenting on Posts

Like & comment on posts you're tagged in.



Interacting with Like-Minded Accounts

Create new relationships and find your people.




Responding to DMs

Respond to stories and questions.

GUESS WHO?



-DERBY EDITION-



Her guilty pleasure...
WHITE POWDERED DONUTS



GUESS WHO?

WHO COULD IT BE??



INTERACTIVE STORIES



PLANNING POSTS & CONTENT



“Ahh, the dreaded social media calendar.”



THEME FOR 2023: Back To Our Roots

Monthly Theme: Who are we?

Day of the Week	Date	Instagram Posts/Reels Content	Person	Instagram Stories Content	Person	TikTok
Sunday	1/1	New Year New Kimes! Comp. of jean videos OR Cheers it's Chelsea (if this content is provided)	CF/CT	Sneak peaks of what to come in for the new year?	CF	Cheers it's Chelsea helps make a TikTok about how excited she is for her new pair of jeans!
Monday	1/2	Restart Day				About the Brand Matt & Amanda pt. 1
Tuesday	1/3	About the Brand Matt & Amanda pt. 1		Tagged Tuesday		Tagged Tuesday Reshare/Post "viral" videos on TikTok & make TikTok of Marijka running in technical gear
Wednesday	1/4	Excersizing images w/ Marijka (Not too late for New Years Resolutions, let Kimes Ranch help you along the way)				
Thursday	1/5	Horseback Winter Shot- Sagebrush Cowgirl or Emmie S *Need to get using rights*		Use the other photos in stories that are with this shoot		Clip of images w/ high beat song
Friday	1/6	About the Brand Matt & Amanda pt. 1		Stories of products to highlight & sell at the store?		Store TikTok-
Saturday	1/7	Break				
Sunday	1/8	How the jeans got their name post! Betty and Barney example or throwback jean (Johnny w/ picture of the dog)				Video on how the jeans got their name- coherent w/ the Instagram post
Monday	1/9	About the Brand Matt & Amanda pt. 2				About the Brand Matt & Amanda pt. 2
Tuesday	1/10	Reel of styling Roger	Lexi	Tagged Tuesday		Tagged Tuesday Reshare/Post "viral" videos on TikTok
Wednesday	1/11	Compilation of the SAY WHAT (From LP Just sent me)		What do you think? Wednesday- GIVEAWAY		
Thursday	1/12			Engagement Stories		
Friday	1/13					
Saturday	1/14	Style the mannequin with us- choose your favorite	Lexi			Style the mannequin TikTok
Sunday	1/15	Music video @ ranch w/ Angie K (Repost as Reel)				Music video @ ranch w/ Angie K (Repost as Reel)
Monday	1/16	About the Brand Matt & Amanda pt. 3				About the Brand Matt & Amanda pt. 3
Tuesday	1/17	Influencer Post- California Dreamin *Winter Vibes*		Tagged Tuesday		Tagged Tuesday Reshare/Post "viral" videos on TikTok
Wednesday	1/18	Influential women connected to Kimes (Peggy, Ruth, etc)		Art of the Cowgirl Stories		Influential women vid
Thursday	1/19	DIY Post (How to Video)		Art of the Cowgirl Stories		How to DIY video
Friday	1/20	Store post- favorite product piece for the month!	Lexi	Art of the Cowgirl Stories		Store post- POV shopping at the Kimes Ranch store in Fort Worth
Saturday	1/21	Kimes on the Street @ AOTC		Art of the Cowgirl Stories		Kimes on the Street @ AOTC
Sunday	1/22	Break				
Monday	1/23	About the Brand Matt & Amanda pt. 4				About the Brand Matt & Amanda pt. 4
Tuesday	1/24	Detailed Product Shot- Jeans on rack....		Tagged Tuesday		Tagged Tuesday Reshare/Post "viral" videos on TikTok
Wednesday	1/25	Outdoor Western Shot- Taylor aka Sagebrush Cowgirl		Mile 0		
Thursday	1/26	Kimes on the Street @ Mile 0		Mile 0		Kimes on the Street @ Mile 0

Sunday 16

Monday 17

Tuesday 18

Wednesday 19

Thursday 20

Friday 21

Saturday 22

Orange Transition fro...

Orange Reel

Orange

Orange Reel- tacking...

Sunrise picture- lifes...

Lexi reel

Orange- Jean detail (...)

11:15 am

kimesranchjeans
Sweater Weather? Our new vintage crew is...



11:26 am

kimesranchjeans



6:48 am

kimesranchjeans
@SPLITBEAMWATERFO WL



10:15 am

kimesranchjeans



10:02 am

Kimes Ranch
Two Scoops Hoodie. The comfiest hoodie...



9:35 am

kimesranchjeans



1:38 pm

Kimes Ranch Jea...
Congratulations Matt Mills Reining on your...



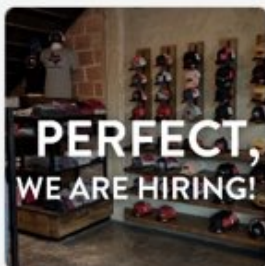
4:22 pm

Kimes Ranch Jea...
Sweater Weather? Our new vintage crew is...



11:26 am

kimesranchjeans



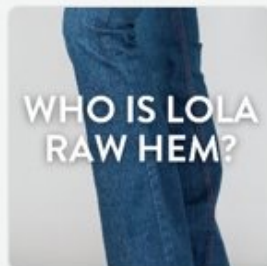
6:49 am

kimesranchjeans
@DIXIE_FAYRANCHES



10:15 am

kimesranchjeans



10:04 am

Kimes Ranch Jea...
Two Scoops Hoodie. The comfiest hoodie...



9:41 am

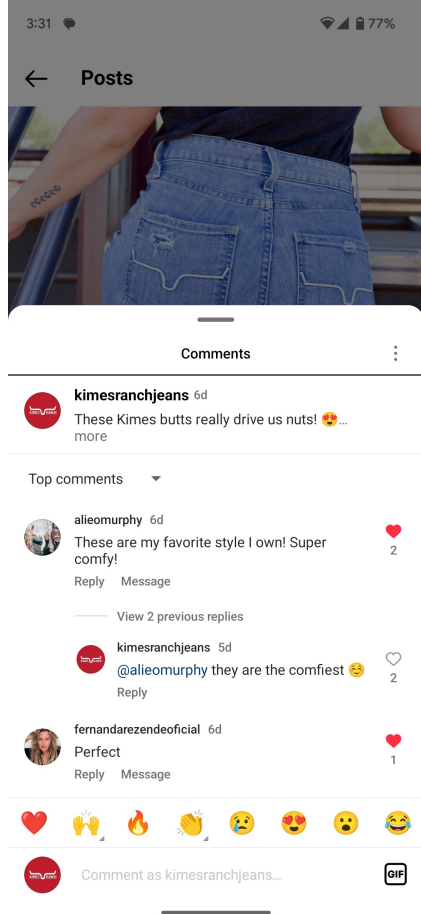
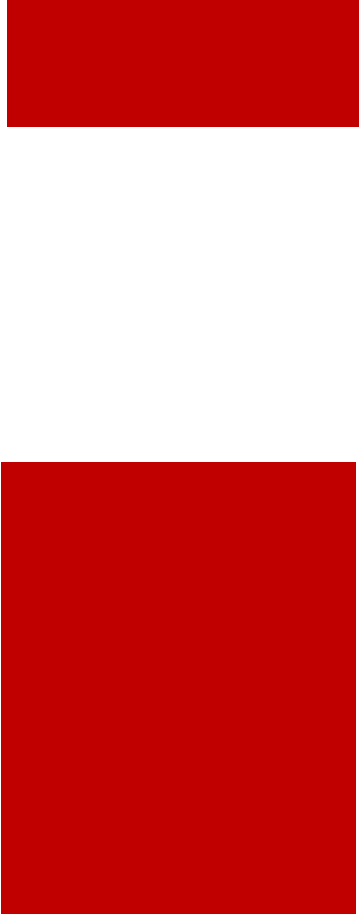
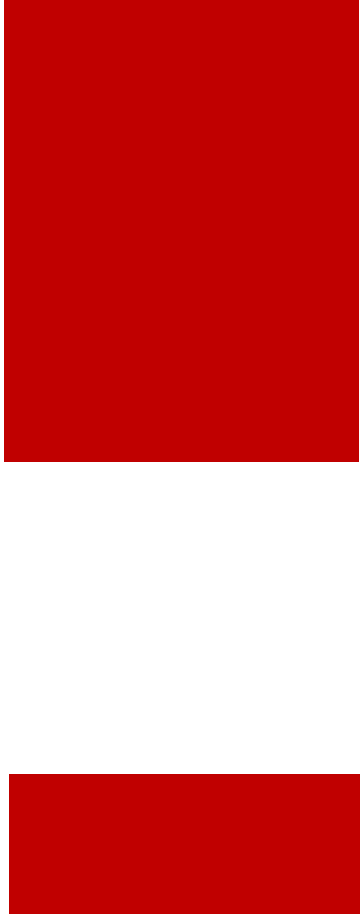
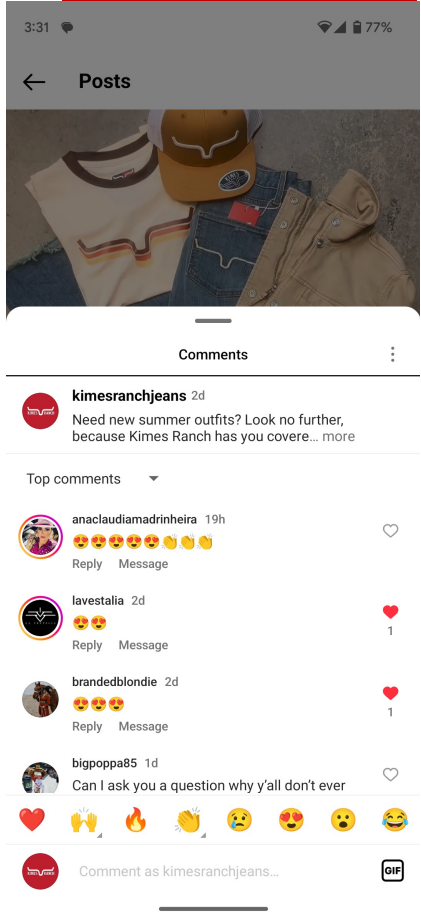
kimesranchjeans
SANTA FADE VINTAGE CREW KAYCEE DENIM



1:40 pm

kimesranchjeans
Good luck tonight @trevordareining 🍀🍀





VOICE

“The sass is everything.”



kimesranchjeans · May 21 · 1,774 likes

If Doc Holiday was a 21st-century cowboy, this is his look! Don't you agree?! @chase_bronx

#KimesRanch #WesternUncomplicated #LiveWestern #dochoholiday #cowboys #saddlebrnc #mustache

Edited · 1w

caraspirazza Haha yes!!! Love this! ❤️
1w · 1 like · Reply

— View replies (1)

sthrboot Stache is your logo upside down
1w · 1 like · Reply

— View replies (1)

lonnymayo À p
1w · Reply · See translation

Liked by camrynf Faust and 1,774 others

JUNE 9

Add a comment...



Kimes Ranch Jeans · May 21 · 10 comments

It's giving Beth Dutton vibes... Comment below your favorite Beth quote

Camryn Faust and 91 others · 10 · 4

Like · Comment · Share

Most relevant

Mary Gates
When your hat jeans and t-shirt cost more than all your horses tack combined 🤔 time to treat the horse better lmao
Like · Reply · 4w

Brandi Lynn
Every so often, you say something that makes me think you're smart. And then I look at you, and that thought fades
Like · Reply · 4w

Top fan
JC Roofener
I'm the bigger bear.
Like · Reply · 4w

Sara Witt
You are the trailer park and I am the trailer
Write a comment...



kimesranchjeans · Cheyenne Frontier Days™ · 1,774 likes

Jeans fit for a Queen? Jennifer all the way!

clickthompson

#KimesRanch #WesternUncomplicated #LiveWestern #throwback #rodequeen #jeansfitforaqueen #showusyourhorns #cfd #rodeolife #missrodeocalifornia

1d

flyingreddun_1997 And I spy some @rhinestoneliplgloss earrings
1d · 3 likes · Reply

flyingreddun_1997 My favorite pair of jeans!
1d · 1 like · Reply

— View replies (1)

legacyprorodeo We love our @kimesranchjeans
1d · Reply

folsomprorodeo_CA rodeo queens, represent! 🇺🇸
1d · 2 likes · Reply

marliea minton IN I LOVE

Liked by camrynf Faust and 2,350 others

1 DAY AGO

Add a comment...



Kimes Ranch Jeans · 23h · 40 likes

It's that time again! Kimes Ranch is now accepting applications for the 2023-2024 Student Athlete TEAM! 🤠🤠

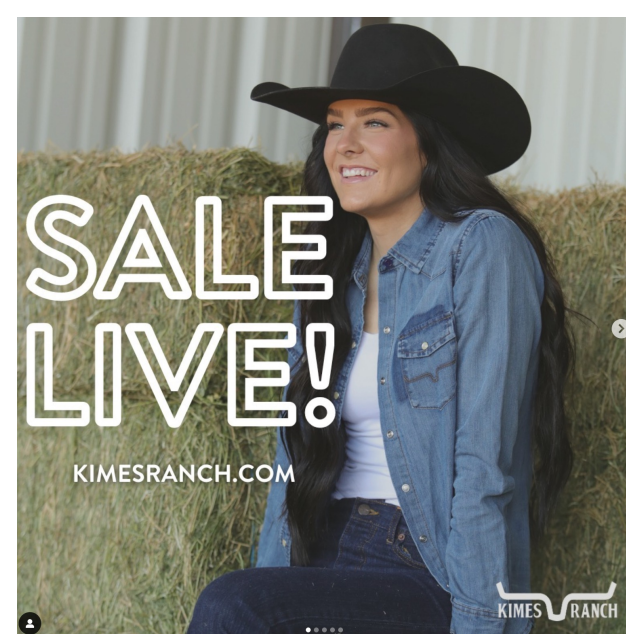
Open to Junior High, High School, and College Students. Previous team members may apply!

Our Kimes Ranch student team will be comprised of 20 junior high, high school, and college students that exemplify the integrity and work ethic that we believe is essential to success in and out of the arena. Each chosen athlete will earn a one-year ambassadorship (August-August)... See more

Charles Greene
Thanks for sharing 🙏🤞
Like · Reply · 13h

Nichole Nordstrom
Maylee Nordstrom
Like · Reply · 23h · 1 Reply

Write a comment...



kimesranchjeans · 6w · 1,534 likes

You've heard, right?!? The Kimes Ranch Spring Sale is LIVE until Sunday, May 7th! Jeans, shirts, jackets, tees, and more are on sale!

Head to kimesranch.com now before you miss out on the best deals! 🛍️

#KimesRanch #WesternUncomplicated #kimesranchsale #jeansale #bestdeals #westernfashion #womensjeans #mensjeans

6w

walkthewildside Just snagged a few styles I've been eyeing for months 🤞🤞
6w · 1 like · Reply

— View replies (1)

thebootbabes 🔥🔥🔥🔥
6w · 1 like · Reply

tumblingjohairtack @marijka_dam is such a sweetie pie!! Glad to see her lovely face!! 🥰🥰
6w · 1 like · Reply

— View replies (1)

Liked by camrynf Faust and 1,534 others

MAY 4

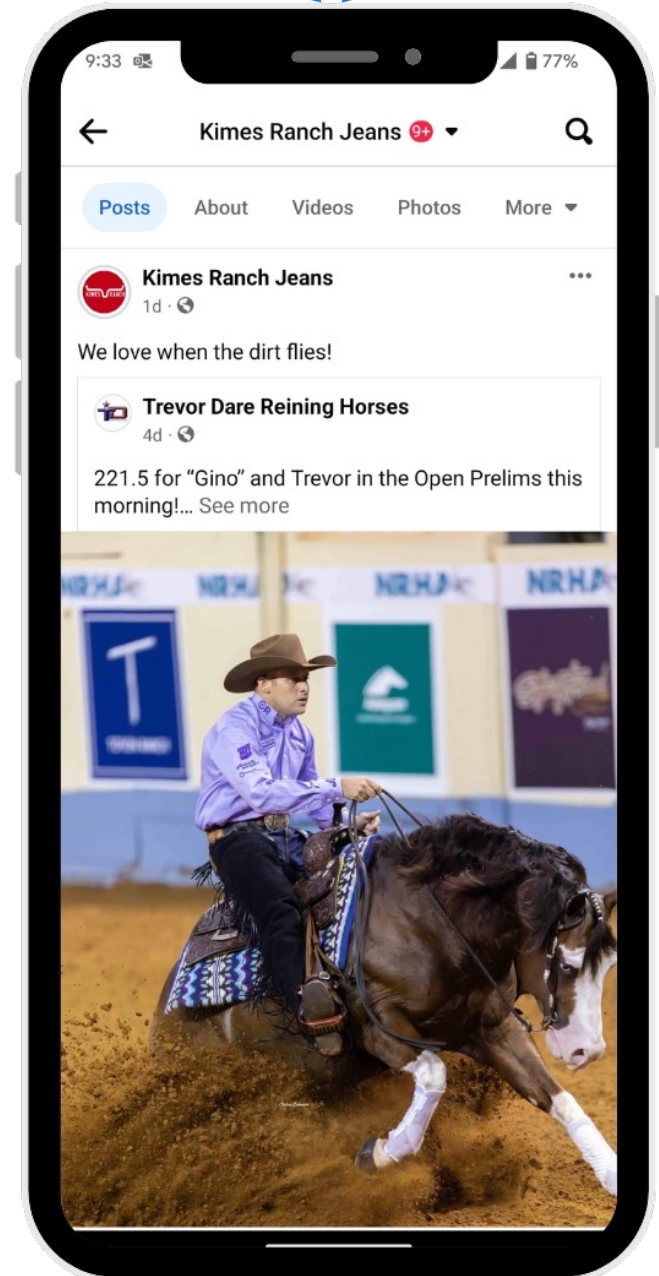
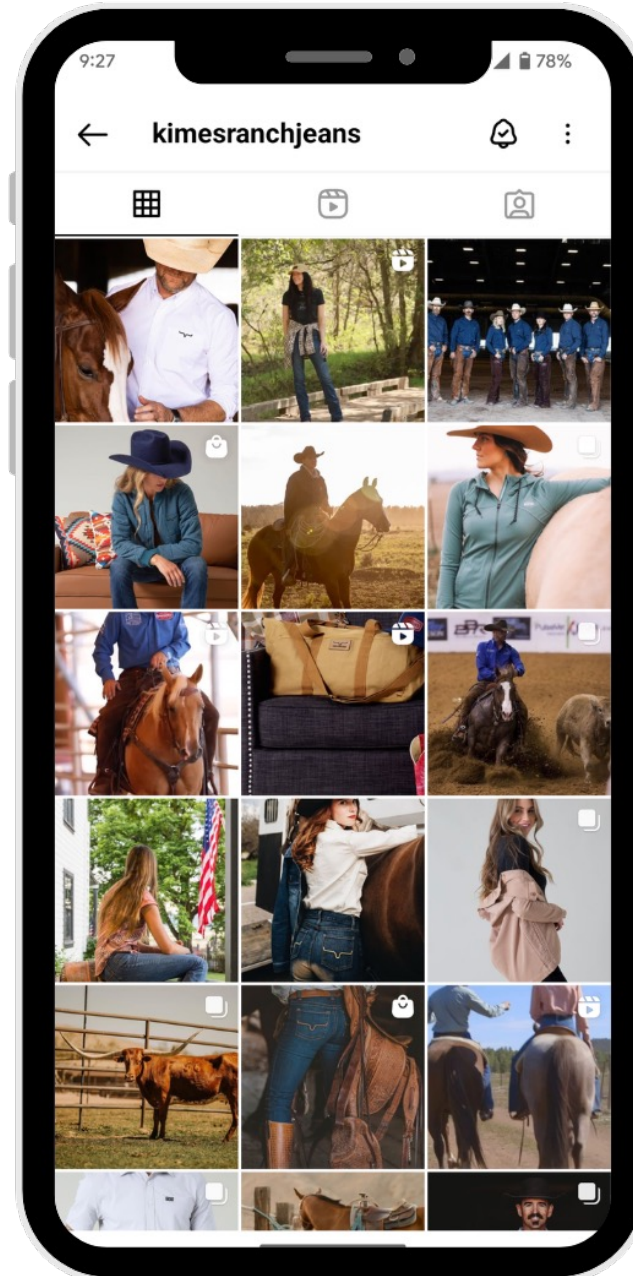
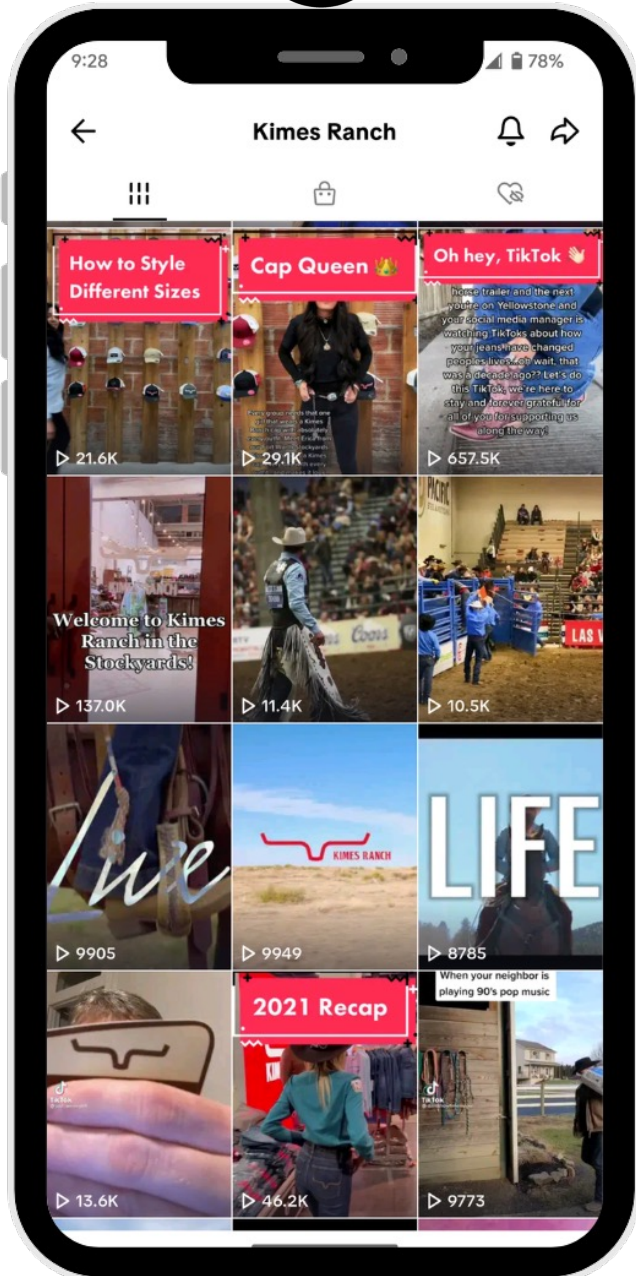
Add a comment...

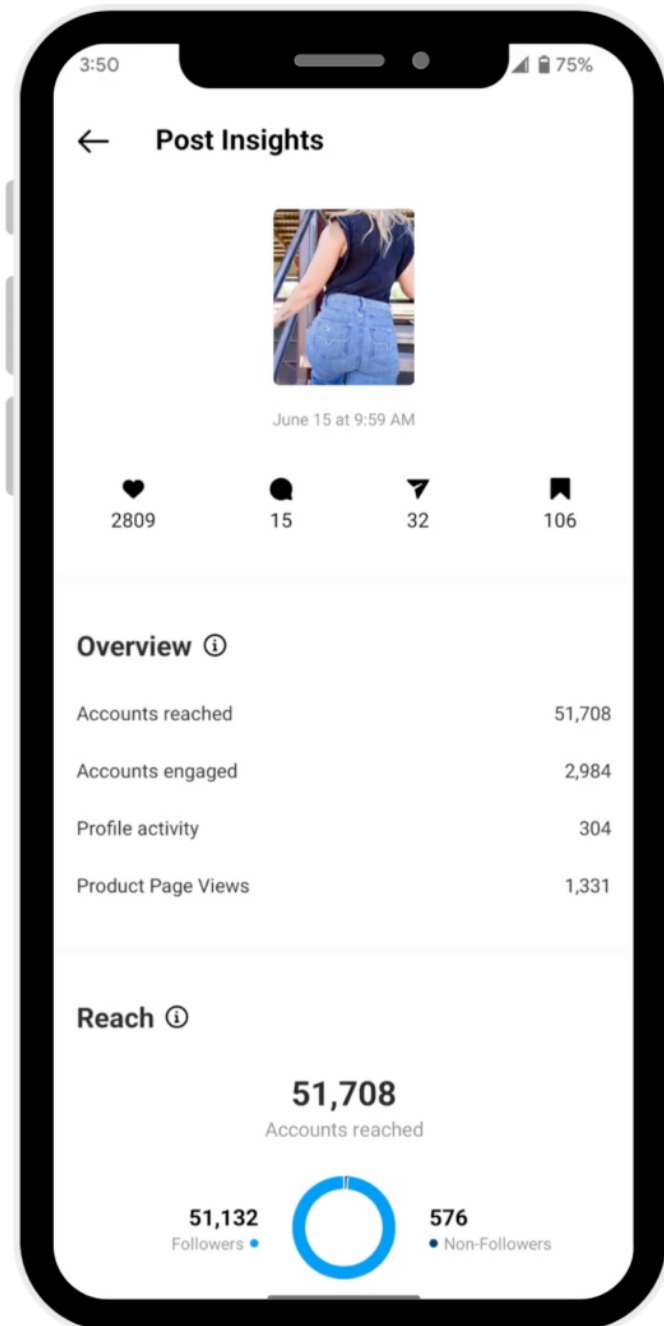


THE DIFFERENCE IN
PLATFORMS



“Have you seen that
trending tikytok?”

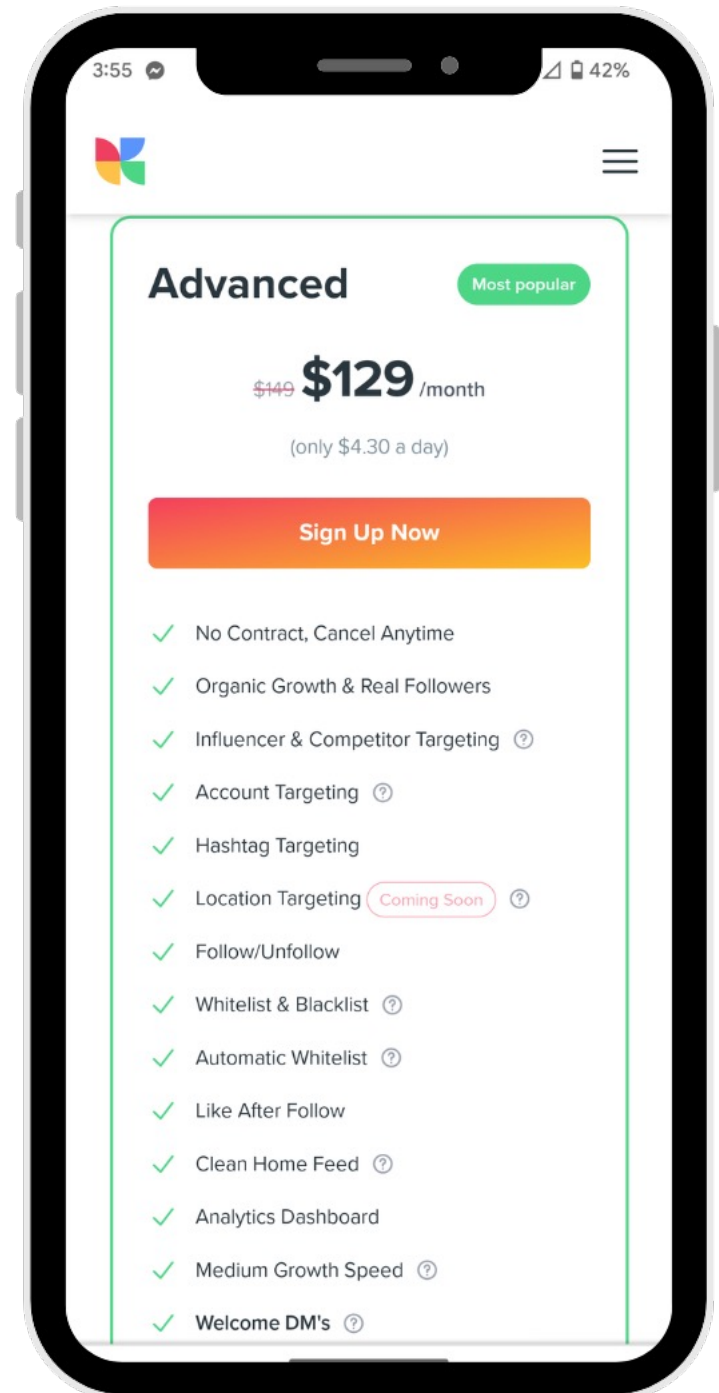




ANALYTICS

—
“Numbers don’t lie...
right?”

- What are vanity metrics?
- Do not use AI/Automated tools for growth
- Engagement: likes, saves, comments, story replies, story votes/responses/interactions, profile views, link clicks.
- 1-2% engagement rate is average on FB
- 1-3% engagement rate is average on Instagram
- Reels are engaged with more by users that DON'T follow us. Photos are engaged with more by users that DO follow us
- Test time of day





TIPS & TRICKS

—

“Might be unconventional,
but it works.”





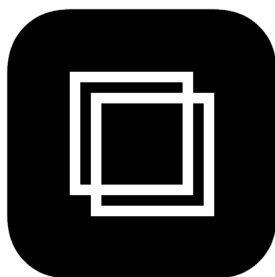
sproutsocial



CapCut



splice





QUESTIONS?

BRANDING YOUR SOCIAL MEDIA