



AUSTIN BOLO

Austin Bolo is a local brand creating unique bolo ties that merge contemporary design with a touch of Western flair. Our campaign highlights the brand's craftsmanship and modern appeal through targeted social media content, events, and influencer partnerships, connecting with rugged yet fashion-forward men who seek originality and bold self-expression in their accessories.



SAMPLE POSTS:



STRATEGY

Digital Marketing:

- Posted three a week on Instagram 6 week campaign period.
- Created social media graphics, Instagram stories, and Instagram reels highlighting the variety of bolos.
- Provide ideas about the styling the bolos with modern fashion forward outfits, close-up product showcase, and celebrity post.

Design:

- Created original static and video content for Instagram.
- Designed 13 Instagram and posts and 3 Instagram Reels posts that focus on Austin Bolo's product.
- Created a short video format showcasing a Build Our Own Bolo event highlighting the bolo creation process.

Public Relations:

- Sent 20+ pitches and media advisories to various media outlets such as American Austin Statesman, Austin Family, and possible Instagram influencers.
- Developed a relationship with at Artist managers performing at ACL for possible collab on social media.

GOALS

- Raise awareness for the Austin Bolo products and brand.
- Increase media coverage before, during and after the Build Our Own Bolo event.
- Highlight products and styling options items on social media.
- Use social media to attract buyer and raise awareness about Austin Bolo.

RESULTS

- Instagram account gained 54 followers
- IG Accounts engaged: 86.96% increase
- Successful product placement with music artist attending ACL.
- Increase amount of post on social media.

 @AUSTINBOLO

 WWW.AUSTINBOLO.COM

