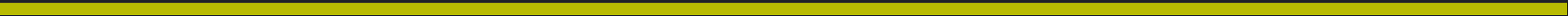


# Branch & Bramble



[About Us](#)

# AGENDA

- Who We Are
- Case Studies
- Contact Us

# WHO WE ARE

We approach marketing by combining tangible data analytics, purpose-driven content, and digital insights to connect the needs of customers with the voice and values of your brand.

# ABOUT US



From companies willing to take social stances to eco-conscious materials, today's consumers are much more eager to engage with companies that have embodied an individualized meaning. At Branch & Bramble, we understand that finding an audience who shares your values is the key to success. We bring your brand's story to life and craft strategies that cultivate meaningful relationships between our clients and their audiences—turning ordinary followers into lifelong fans. The best part? Every plan is driven by cold, hard data and analytics to meet your business objectives.

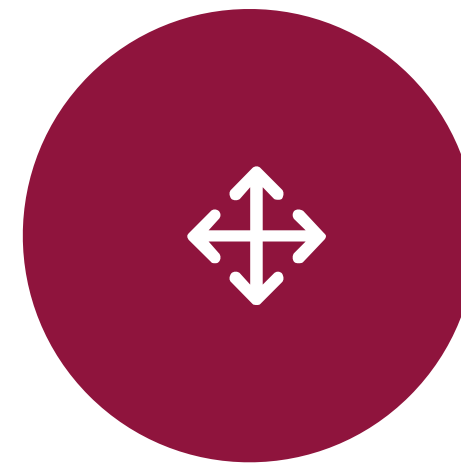
## FOSTER CONNECTIONS

We help target your readership with the goal of fostering real connections that keep audiences engaged and active.



## DOUBLE THE EXPERTISE

Our team members are experts in the publishing industry and have extensive experience targeting various audiences. Our marketing, public relations, and social media backgrounds mean we create content that makes a direct impact on business goals.

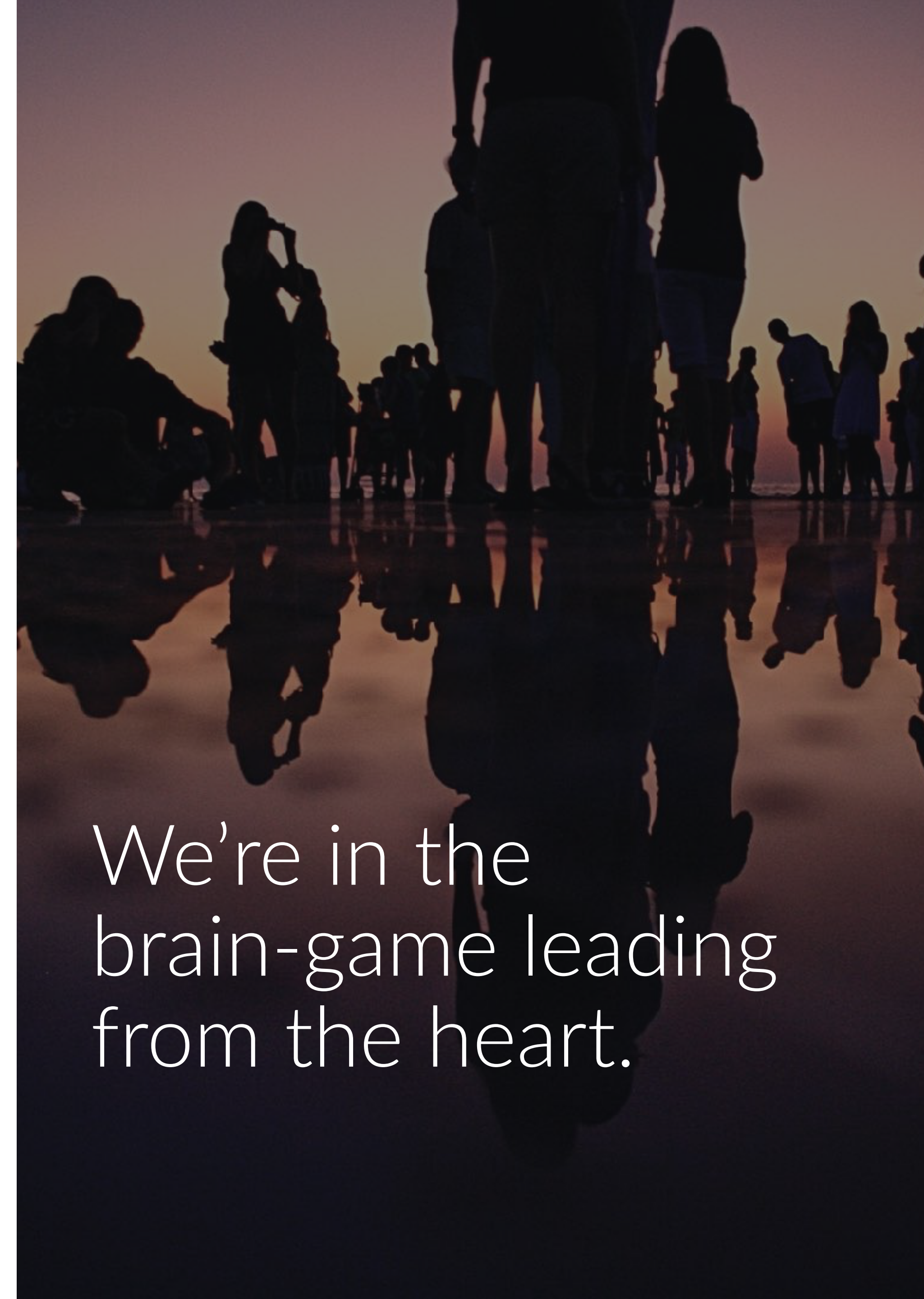


## CREATE & INTEGRATE WITH DATA

Real business impact happens at the intersection of data and creativity. Our individually tailored solutions are continuously refined to remain innovative.



We're in the  
brain-game leading  
from the heart.



# WHAT WE DO

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## STRATEGIC PLANNING

Comprehensive marketing guidance designed to continuously grow your brand.



## SOCIAL MEDIA

Strategies for a social presence that lead to action and fosters engagement.



## PAID ADVERTISING

Ad campaigns creatively tailored to drive brand awareness and conversion results.



## PARTNERSHIP MANAGEMENT

Relationships built with the right partners and influencers to expand your share of voice.



## CONTENT DEVELOPMENT

Social posts, newsletter copy, website text, and everything in between to convey your brand's unique voice.



## INNOVATIVE DESIGN

Stunning visuals and creative experiences to effectively tell your story and convert audiences.

# EMILY LYMAN

CEO, BRANCH & BRAMBLE

Emily Lyman worked with top global companies for well over a decade before founding Branch & Bramble in 2016 to help drive real results for businesses that create a better world. She champions the kind of digital marketing that is backed by data and valuable to both the brand and customer. She is currently an Adjunct Professor at Fordham University.

FEATURED IN:



**DIGIDAY**



THRIVE  
GLOBAL



**yahoo!**  
finance



# CLIENT BRANDS





# CASE STUDIES

- Michelle Obama's Pass the Love Campaign
- America's Best Racing
- Lifestyle Brands & Authors
- Audio Publishers Association



# GENUINE FOODS

Activated Genuine Foods' CEO's social media channels and spearheaded the collaboration with Michelle Obama's Pass the Love campaign and the Netflix show Waffles + Mochi.

## THE SOLUTIONS

- Launched national Pass the Love campaign in 4 cities.
- Liaison for Waffles + Mochi campaign partner Partnership for a Healthier America.
- Created and curated content to grow all relevant social channels.

## THE RESULTS

- Organic campaign growth of **15% overall in 6 months.**
- Maintained a **\$0.50 cost per result** on all boosted posts as part of paid campaign.
- Increased engagement by **2,000% month-over-month.**

# AMERICA'S BEST RACING

RAISING AWARENESS



INFLUENCERS

CLICK ME

BRAND AMBASSADORS



@UTBighair



# 2021 PROGRAM

**26 ABR INFLUENCERS**

**FIRST HALF YEAR**

114M

REACH



555K

VIDEO VIEWS



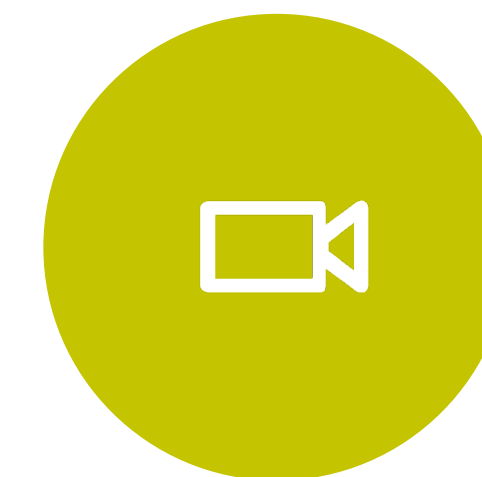
125K

ENGAGEMENTS



428K

LIVESTREAM VIEWS

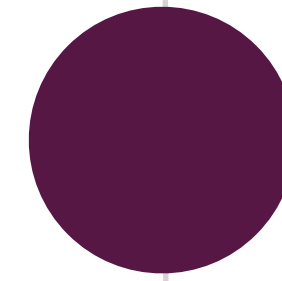


# OPINION & INDUSTRY LEADERS

Branch & Bramble helped America's Best Racing tap into industry and sports leaders to raise awareness around Thoroughbred treatment and aftercare.

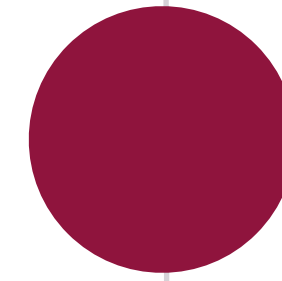
We built upon this collective mindset to up-level the sport with trusted relationships.

- Lifestyle influencers
- Industry influencers
- Animal and horse lovers
- Sports personalities
- Bloggers and writers
- Reality and mid-tier celebrities



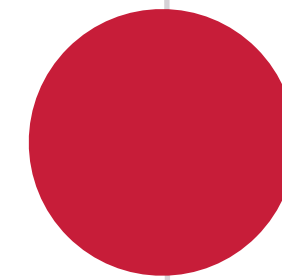
## LOCAL EVENTS

Brought influencers out to the local tracks creates an all-day experience to remember.



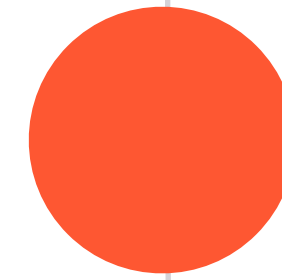
## BEHIND-THE-SCENES

Moved beyond the events themselves to help influencers feel like true insiders by taking them behind the scenes to meet the jockey, see the horses, and get access like never before!



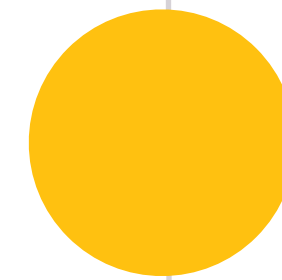
## IN-PERSON / VIRTUAL EXPERIENCES

Everyone wants to be "in the know" and we've brought our influencers into the fold beyond the local tracks for in-person events like music fests, Derby week, Bourbon Day, etc.



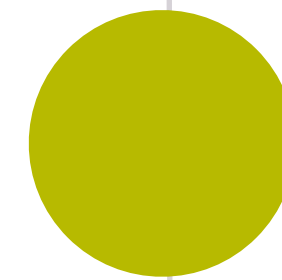
## PARTNERSHIP EXPERIENCES

Leaned on influencers to up level giveaways, sweeps, etc. and to highlight partners to their audiences as part of ongoing, insider storytelling.



## CULTURAL MOMENTS

Major moments get major attention. Influencers highlighted ABR during times when all eyeballs are on their screens (think Fourth of July event, Derby Prep, Memorial Day, etc.)



## THE ULTIMATE VIP

Curated moments & immersive influencer experience where they have the opportunity to tell a unique story through their lens and what s/he discovered.

# LIFESTYLE BRANDS & AUTHORS

LAUNCHING BIG IDEAS

# BARBARA F. WALTER

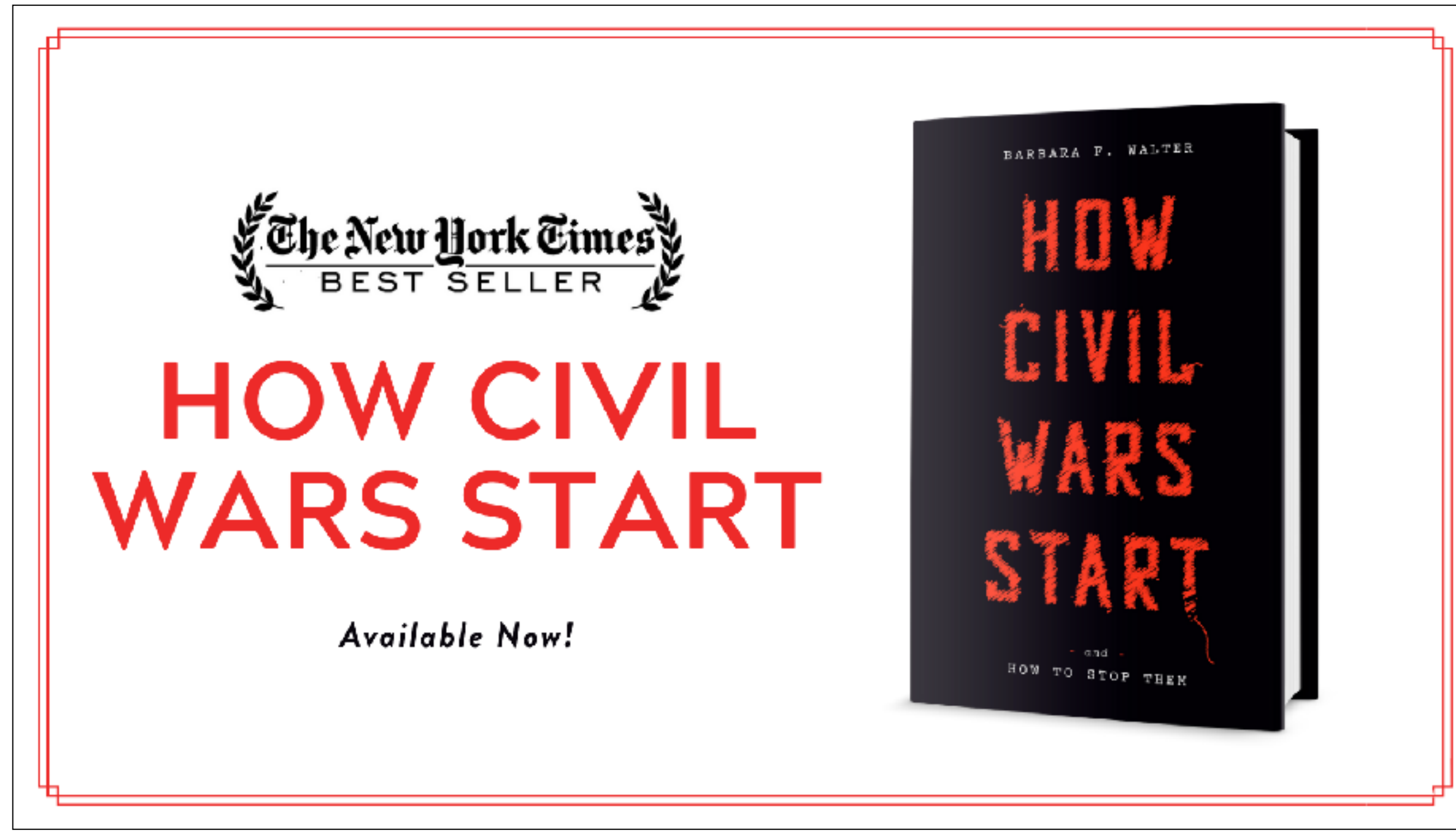
Launched an academic author's brand and drove awareness to her bestselling book.

## THE SOLUTIONS

- Generated and published regular custom content to reactivate author's social account.
- Implemented engagement tactics to foster online conversation and activity.
- Drove author and book awareness and direct traffic to website for potential book sales.

## THE RESULTS

- Hit the **New York Times bestseller's list**.
- Organic follower growth grew by **over 800% in 10 weeks**.
- Maintained a **4.4% engagement rate** since time of reactivation.
- **Doubled profile visits** every month for the duration of the book program.





# KARENA KILCOYNE

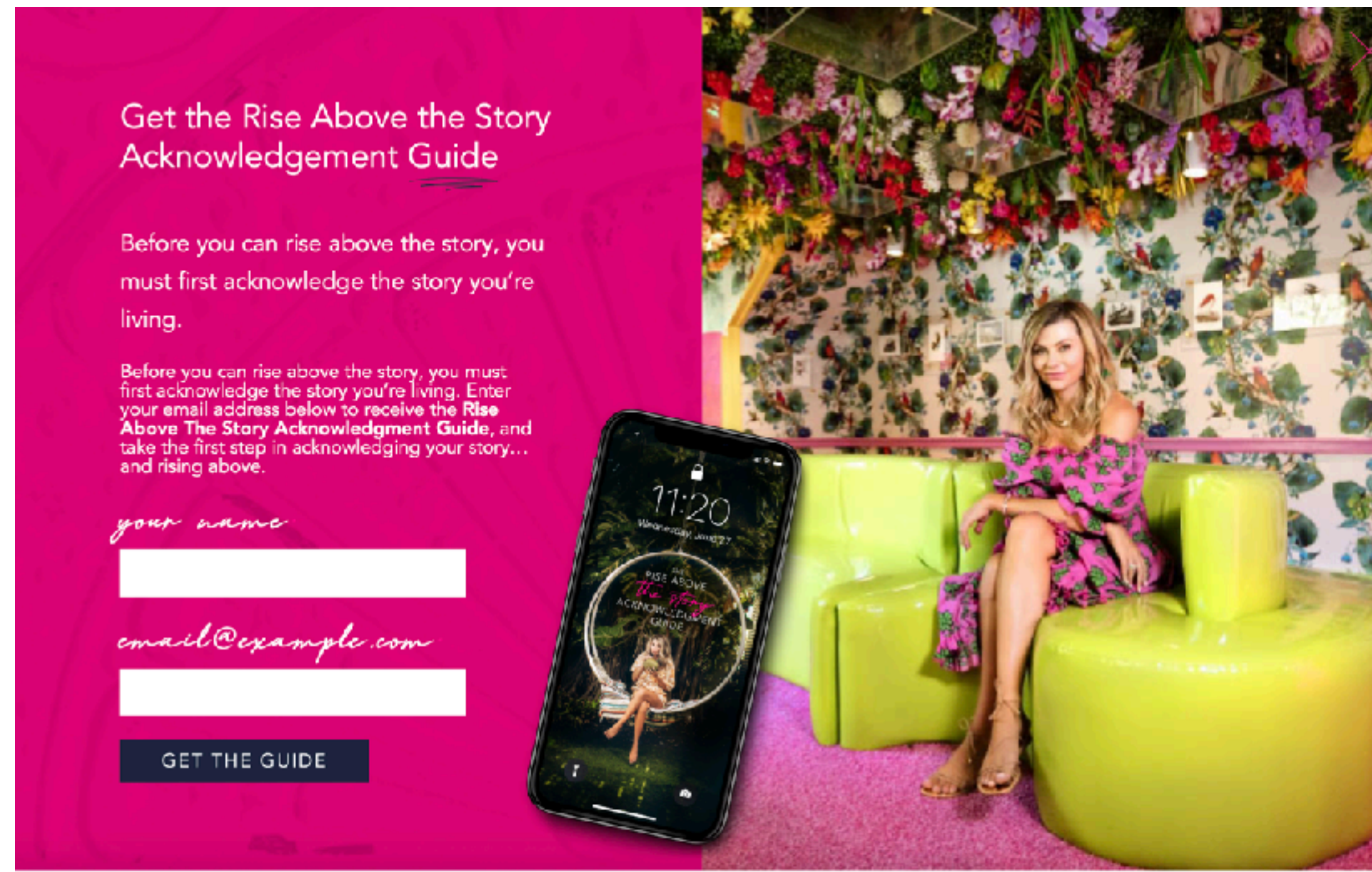
Built an author's audience base to successfully launch her lifestyle brand.

## THE SOLUTIONS

- Created content based on top performing themes to encourage audience engagement and activate user-generated conversations.
- Developed brand assets such as lead magnets and consistent newsletters.
- Established always on community engagement that fostered authentic audience relationships and increased traffic to our author's website.

## THE RESULTS

- Grew a new Facebook page to **38,000 followers in 5 months.**
- Maintained a **3.1% engagement rate on Facebook** month over month.
- **Increased newsletter open rate by 7%** month over month.



# AUDIO PUBLISHERS ASSOCIATION

BRINGING IN NEW LISTENERS

# CAMPAIGN DETAILS

● **Overall Goal:** Drive awareness and engagement around audiobooks as a reading format.

● Branch & Bramble sourced 22 influencers across multiple categories (lifestyle, business, bookstagram, etc) and paired each individual with an audiobook title. Influencers then created content, posted multiple times, and engaged with their followers to help drive awareness for the audiobook format.

● **45% of the influencers were BIPOC**, bringing audiobook awareness to groups that are historically underserved and restricted across social media channels, especially on Instagram.



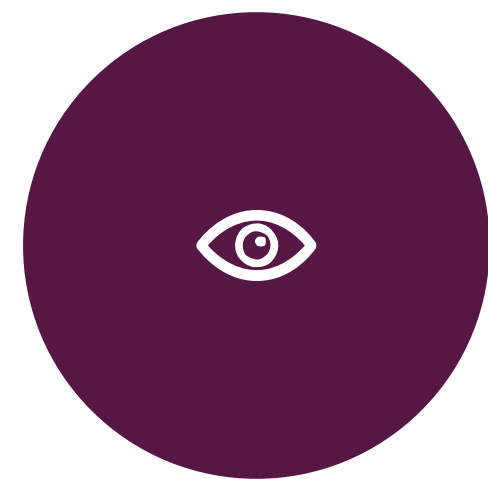
# OVERALL PROGRAM

**JUNE 2021**  
*(22 Influencers)*

3.4M

## REACH

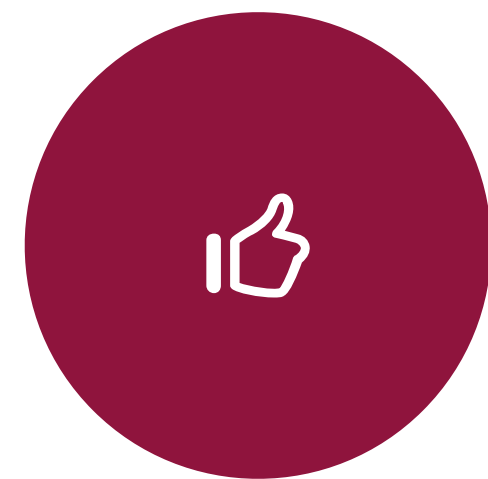
total audience across  
organic & paid posts



126,901

## ENGAGEMENTS

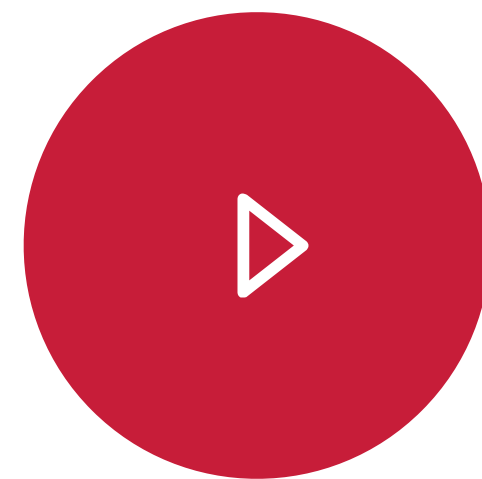
total likes, comments,  
replies, and URL clicks



41,544

## VIDEO VIEWS

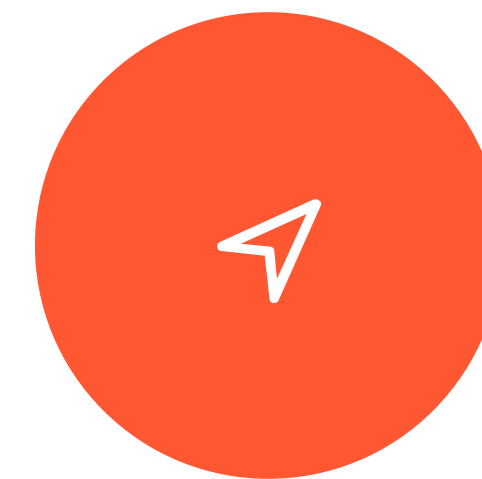
views of content



1,605

## URL CLICKS

total clicks or swipe ups on  
campaign URLs



215

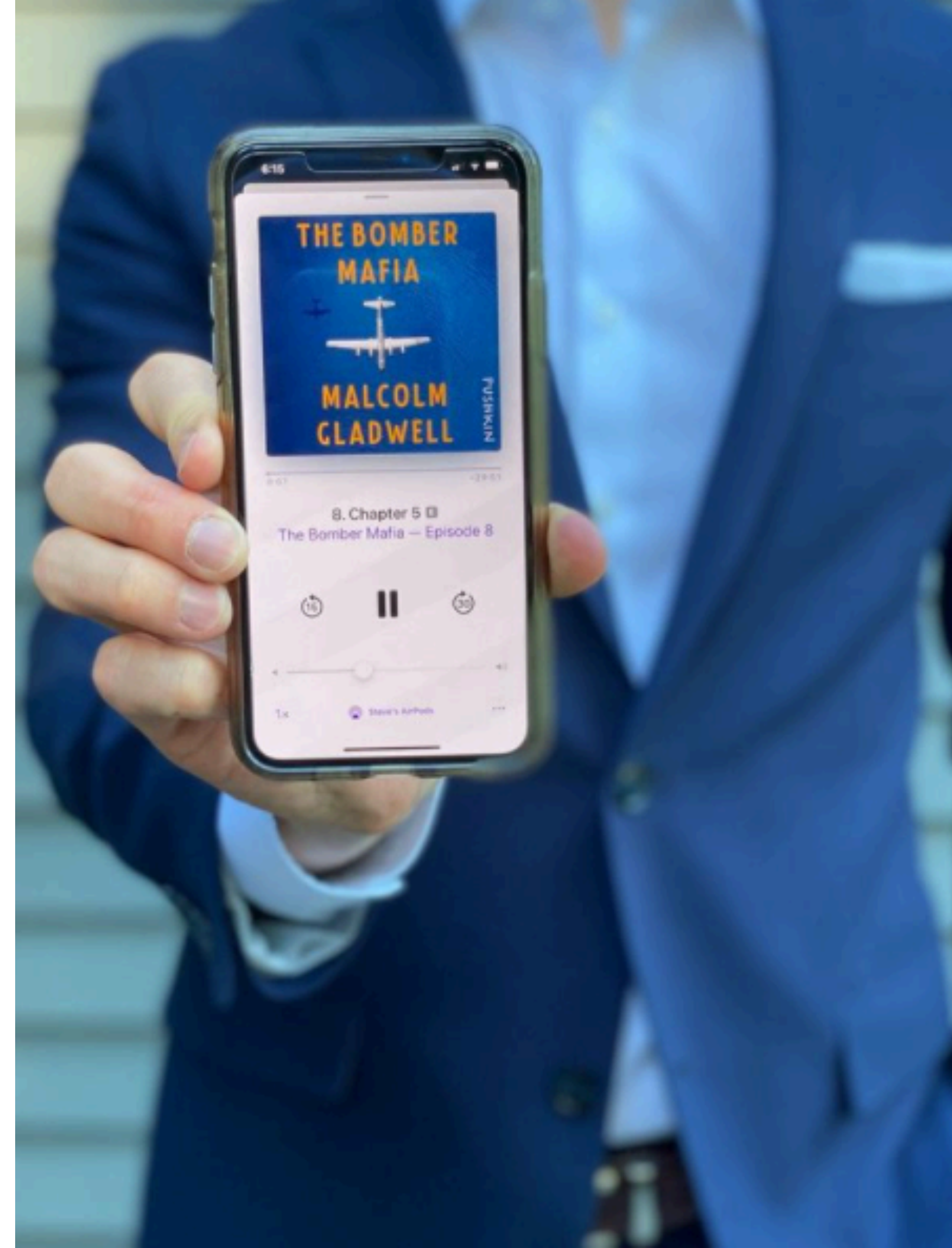
## REDEMPTIONS

total audiobook  
redemption downloads



# KEY INSIGHTS

- The overall campaign garnered an impressive **5% engagement rate, which is 254% higher than industry average.** The industry average for influencer campaigns on Instagram is 1.42%.
- The campaign's **13% conversion rate** (% of clicks that resulted in redemptions) is 602% higher than the industry average of 1.85%.
- Taking into account the full spend, the campaign's **cost per result was \$0.20**, which is 23% lower than the industry average of \$0.26. Cost per result accounts for total engagements and video views.
- An analysis of the social listening data gathered in May and June shows a **78% month-over-month increase** in conversation around audiobooks for the month of June. While this takes into account all audiobook conversations, the **engagements generated by the campaign accounted for 8% of all audiobook engagements for the month.**



# CONTACT US

We'd love to talk to you about your specific needs and customize a plan of action that will help you achieve your goals.

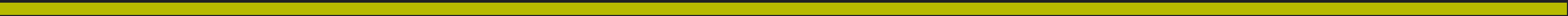
Emily Lyman

801-808-3767

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[branchandbramble.com](http://branchandbramble.com)

Branch &  
Bramble



THANK YOU!