



CREATIVE HUNTER 

USING SOCIAL MEDIA TO SHARE THE PASSION OF CAPTURING THE HUNT



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CREATIVE HUNTER

I create authentic and relatable content for brands by living a lifestyle that my audience relates with. Hunting and creating content are two worlds that collide on The Creative Hunter Channels.

I love sharing my knowledge and adventures with my audience as a way to give back and help others who are on a similar journey as myself.

Founder - Logan Romney



Scan for all social channels

EXECUTIVE SUMMARY





OVERVIEW

Building an account to help creatives and hunters alike is a niche concept but has unlimited potential. As hunters, we get to experience amazing things and being able to capture those moments can create lasting memories and stories for generations to come. The Creative Hunter bridges the gap between hunter and creator.

GOALS

The main objectives were to increase brand awareness and increase engagement rate.

KEY TAKEAWAYS

By creating a posting schedule, scripting reels, studying hooks, and collaborating with other accounts, I was able to increase engagement rate from 10% to 12% and land two new clients through creating and sharing a media kit.

INCREASE BRAND AWARENESS



Main Goal

Increasing brand awareness was the major goal for the duration of this case study.

KPI's

- non-follower performance
- Reach.

Strategies

- Increase Collab Content from 6 posts/month to 15 posts/month
- Increase Reach through content improvements such as hooks, captions, and humor

INCREASE ENGAGEMENT RATE



Secondary Goal

Increase engagement rate since it is an essential KPI for social media channels nowadays.

Performance was measured by calculating Total Engagement / Reach = Engagement Rate.

The goal was to increase this from around 10% to 12% in the course of 6 weeks.

This was done by

1. Creating more engaging captions
2. Interacting more on stories and reels

$$\frac{\text{Total Engagement}}{\text{Reach}} = \text{Engagement Rate}$$
$$\frac{3,564}{31,207} = 12.51\%$$

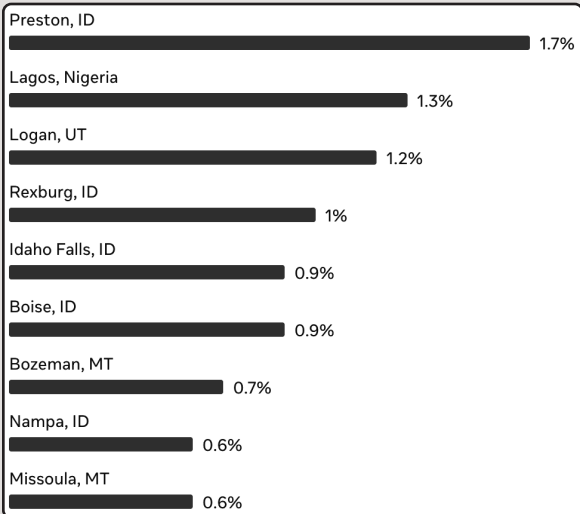
AUDIENCE

The audience of Creative Hunter believes hunting is not just a passion, it's a lifestyle. One of the best parts of creating and sharing content is to bring the audience along to experience the wild places and amazing adventures we get to be on.

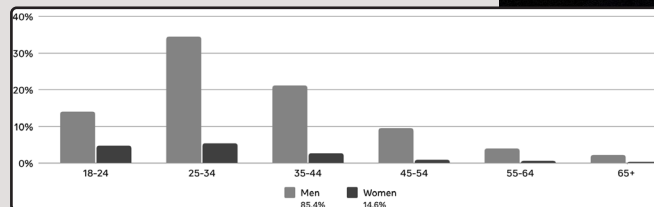
Interests/Hobbies

- Hunting
- Photography
- Videography
- Physical Fitness

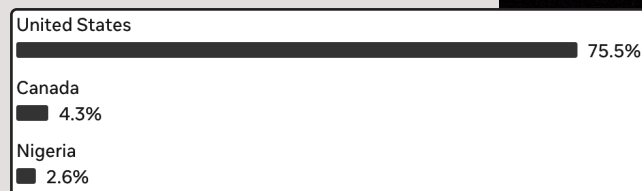
Top Cities



Age and Gender



Top Countries



IT'S NOT JUST A PASSION
IT'S A LIFESTYLE



COMPETITOR ANALYSIS

Conducting a competitor analysis helped expose things that work well and things that may not work well. The biggest takeaway was seeing the results of consistent posting mixed with quality of the content. Sometimes, accounts with better quality and less consistency stand out and generate more reach. This is something I kept in mind to make sure The Creative Hunter page not only had consistent content but also a high standard of quality.



Brayden Critt

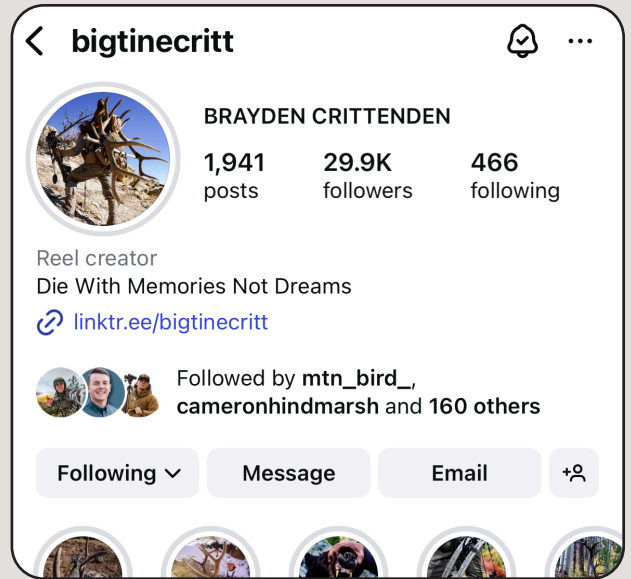
Brayden is a younger creative focused primarily on youtube. His style is more about producing a lot of content quickly rather than trying to produce the best quality content.

Strengths

- Quick turnaround time from filming to posting
- Shares his personal life frequently

Weaknesses

- Content quality is lacking



Steven Drake

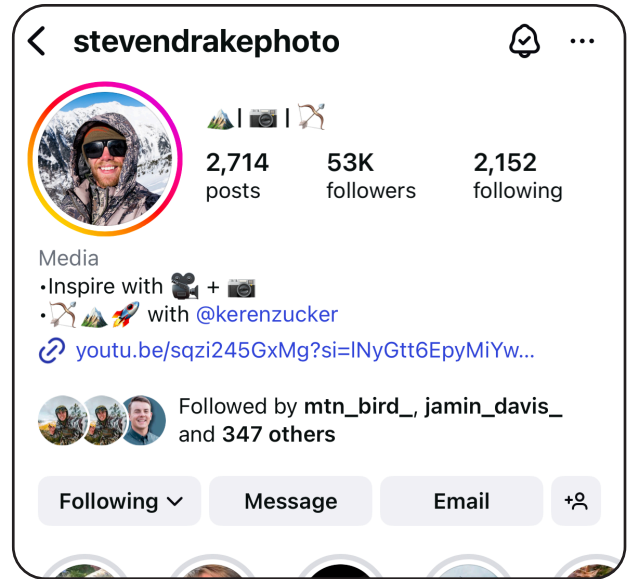
Steven is a hunting adventure photographer who posts a lot of educational content about hunting, photography, and living outdoors. Steven has been in this industry for a long time and is well known.

Strengths

- Great content quality
- Posts frequently (at least once every day)

Weaknesses

- Lacks some behind the scenes and life updates



Koby Owens

Outdoor adventure photographer based out of Wyoming. Most of Koby's content is photographs he has taken and occasionally video clips from his adventures.

Strengths

- Content quality is extremely high

Weaknesses

- Non-consistant posting schedule
- Mostly posts photos so there can be a lack of personality



• EDUCATE

ENTERTAIN

INSPIRE





EDUCATE

I have a lot of experience and knowledge in all things hunting and content creation. Creating educational content is also a way to reach current followers and bring them value. The Creative Hunter audience loves learning about how to combine content creation and hunting. The demand for this type of content is only growing!

37%
CONTENT





How I carry my camera on hunts

Type: Reel
Views: 2,867
Reach: 1,698
Engagement Rate: 7.83%



How to film Archery Hunts



logan.romney If you want to be good at filming hunts you have to be a good hunter!! I live by this and I intentionally spend as much time hunting as possible in order to be the best videographer and photographer I can.

Type: Reel
Views: 2,312
Reach: 1,554
Engagement Rate: 5.12%



ENTERTAIN

Entertaining content recieved the highest engagement rates on average at 9.13% over the last 6 weeks.

Another way to bring value to the audience is through sharing entertaining content that resonates with the audiences passions and hobbies. People love to watch others do things they want to do. This type of content revolves around sharing things that other people love think about every day and love

37%

CONTENT



Type: Photo Carousel
Views: 2,389
Reach: 1,554
Engagement Rate: 20.27%



Type: Photo Carousel
Views: 2,658
Reach: 1,862
Engagement Rate: 25.18%



Type: Reel
Views: 2,155
Reach: 1,606
Engagement Rate: 15.07%



Another form of entertaining content is long-form youtube films that usually take much longer to watch but are still very entertaining since they tell a story and bring people along on hunting adventures.



INSPIRE

Inspiring content is made to help create or increase passions. The type of content I create and activities I do are full of passion and love for the outdoors, hunting, and creating content. All of my content has a portion of inspiration but some posts are specifically designed to generate inspiration.

26%
CONTENT



Type: Single Photo
Views: 3,497
Reach: 2,501
Engagement Rate: 4.1%



Type: Single Photo
Views: 1,220
Reach: 835
Engagement Rate: 12.93%



POSTING AND CONTENT STRATEGY



PLANNING CONTENT



Planning content is a helpful way to increase productivity and creativity. This can help free up time and make the process of creating content much faster and easier.

I planned out content at least two weeks in advance for every platform allowing me to create continuity between channels and make slight changes depending on results.

This also aided in recording analytics since it was an organized space to keep all of the data for future use.

INSTAGRAM								
Date Posted	Day	Posted Time	Affiliate/Promotional	Type	Content Theme	Status	Description	Caption
6/15/25	Sunday	7:30AM	No	Carousel posts		Posted	Fathers Day post	Happy Fathers Day!
6/14/25	Saturday		No	Reel	Content Creation Educate	Posted	What to say to the camera while filming a hunt	If you want to be better at capturing content hunts this is the one channel you need to be following.
6/13/25	Friday	11:10AM	No	Single image	Inspire	Posted	Borah Peak, Idaho	Borah Peak, Idaho
		8:20AM	No	Reel	Hunting Educate	Posted	What gear do I bring summer scouting?	What's in my pack for early summer scouting. This time of the summer I love cruising country and just getting a lay of the land when I'm scouting new areas.
		10:00AM	No	Reel	Entertain Hunting Meme	Posted	Trump budget Meme	Facts.
6/12/25	Thursday	9:00AM	No	Collab Carousel posts	Content Creation Inspire	Posted	Collab post with Koby and Drake	
		5:30PM	No	Carousel posts Collab	Hunting Inspire	Posted	Creative Carousel - Photos from Jacob Borg Elk Hunt	Last fall I was able to join y good buddy josh on this hunt with lookoutborg. We ended up finding some slammer bulls and put the hammer down on a stud. it was a nawesome hunt to film and photograph. a rifle hunt during the rut doesnt come around too often!
6/11/25	Wednesday	11:40AM	No	Reel Collab	Educate Entertain Hunting	Posted	Podcast clip (Brian Barney)	"patients kills..." Awesome episode with brian barney just dropped! We talked about filming hunts and scouting for high country mule deer. Check it out!!
6/10/25	Tuesday		No	Reel	Hunting Educate Entertain	Posted	Follow up on Trail cam photos from two weeks ago	I love having cameras out and seeing whats cruising around the woods. its been fun this year to use the taticam reveal cameras. does any else hav nay cameras out yet?
6/9/25	Monday	8:55AM		Carousel posts	Hunting Inspire	Posted	Photos from deer hunting	From the stalk to the kill. This is what I live for. Finding a mountain buck and getting the upper hand. Almsot two months until were up chasing bucks in these mountains!

Platform	Task	Frequency	Initials
Instagram	Post Daily Reel or Carousel	Daily	
	Spend 30 Minutes Commenting on other peoples posts	Daily	
	Respond to comments	Daily	
	Check DMs/Respond to DMs	Daily	
	Like & Comment tagged images	Daily	
Instagram Story	Question Post	Monday	
	Share Daily Posts to stories	Daily	
	Share Mentions and Tagged Images	Daily	
	Post Original Content with tagged Vendors or website links	Tuesday, Wednesday, Friday, Saturday	
Threads	Respond to comments	Daily	
	Post Content	Monday	
Facebook	Respond to comments	Daily	
	Post Weekly Content	Tuesday, Wednesday, Thursday, Saturday	
TikTok	Respond to comments	Daily	
	Post Weekly Content	Tuesday, Wednesday, Thursday, Saturday	
YouTube	Post Podcast Episode	Wednesday	
	Post Shorts	Tuesday, Wednesday, Thursday, Saturday	
	Respond to comments	Daily	
Spreadsheet	Update 1 week old analytics	Daily	
	Add Google Drive links	Daily	
	Add post links	Daily	
	Plan Content	Weekly	

Creating a daily checklist like this one made things much more productive and prevented missing small things that could make a bigger difference down the road.

SCRIPTING VIDEOS

Scripting videos has made it incredibly easier to film content while in the mountains because I already know what I want to say and why. Scripting helps me not forget important details in order to bring the most value to my audience as possible. I am able to think of better hooks and better conclusions as I script my videos prior to filming. Videos that I have scripted often perform better in terms of reach and engagement.

EXAMPLE:

If you're trying to film your own hunts but have no idea what to say to the camera, keep watching this video.

There are three things you need to cover during every interview to make sure people watching your video understand what's going on.

You want to cover the past... the present... and the future

Here's what I mean

First, the past, this is what happened from the time you last talked to the camera until now. For example. - "After packing our bags this morning, we hiked up the hill about 3 miles to the first glassing knob I wanted to check out."

Second, the present, this is what you're currently doing. - "We're string down to glass right now and this spot looks like a really good spot to find a buck."

And Third, the future, this is what you're going to do next. - "We're planning on sitting here until at least noon unless we find something to go after. Hopefully we can find a giant buck in here."

So, next time you're filming yourself, just cover these three basic steps and I guarantee you'll have more engaging content for your viewers.



HOOKS

“If you”re anything like me, when I first started...”

“If you want to be good at filming archery hunts, you have to be good at archery hunting...”

“Audio is the most important part of making a good hunt film...”



CAPTIONS

Captions bring personality and depth to social posts. Putting an emphasis on creating unique captions helped convey the right message and tone for each individual post.





“These are a handful of my favorite photos from the high mule deer country. High country hunts are some of my favorite. I think a big reason is because of the barrier to entry when it comes to getting to these wild places. It’s not for the faint of heart, the weak minded, or the weekend warriors. These places take your soul, your blood, and your tears and mold you into a new being after you’ve spent enough time in the mountains. These are the places a yearn to go all year long.

I’ve got at least two high country hunts planned this year! I’m going to spend a lot of time scouting and I hope to find a couple hammer bucks to at least get a chance to kill. And I guarantee there will be a lot of time spent preparing for the rugged terrain the mountains throw me.

This is why I run, this is why I shoot my bow every single day, this is why I obsess over the process of daily excellence. I’m not perfect and probably never will be but the pursuit makes me better every single day even if it’s just by 0.01% every day is a win.

I love sharing photos and video I get from this country because it’s so special to me and I want you to feel that in my work. I hope you do. Thanks for being here and supporting and sharing. I hope you can take what I post and find motivation to apply to your passions whatever they may be.”

Views: 2,390
Reach: 1,554
Engagement Rate: 17.8%

INSTAGRAM PROFILE UPDATES

Updates to the Instagram profile were made to be more engaging and interesting to new audience members and followers.

- Updating the profile description so people can know what to expect to see when they follow
- Shortened and cleaned up story highlights to be a cleaner design and more engaging
- Replaced pinned posts to be more relevant and up to date





logan.romney



889 posts

6,698 followers

934 following

LOGAN ROMNEY | THE CREATIVE HUNTER

Filmmaker / Photographer / Hunter / Runner
Sharing my knowledge of capturing hunts

linktr.ee/loganromney and 1 more

logan.romney 2 new •

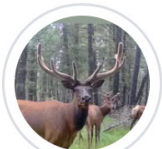


Followed by jamin_davis_, mtn_bird_ and 65 others

Following

Message

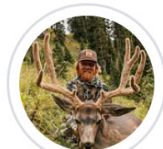
Shop



Trail Cams...



Running



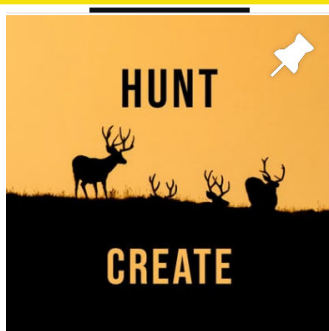
My Hunts



Photography



Filming Hu



HUNT

CREATE



What's in

UPDATED PROFILE DESCRIPTION

NEW STORY HIGHLIGHTS

NEW PINNED POSTS

INCREASING COLLABORATIONS





COLLAB CONTENT

Another way to increase brand awareness is through posting more affiliate and collab content in order to bring engagement through other brands and channels' audiences. This is a win-win for both the brand and myself since we are sharing audiences to increase reach on both of our platforms.

Through inviting collaborators and working with some brands I was able to get 12 collab posts throughout the 6 week durations of this study.

Posts on similar topics almost always performed better as a collab. For example, these two reel are both clips from a podcast but the collab post performed almost 3X the non-collab post.

FROM 6 COLLABS / MONTH



Non-Collab Reel

VS.

Collab Reel



logan.romney
InstaTrax · New Flame (Instrumental Version)

Do you plan hunts around content or content around hunts?

Type: Non-Collab Reel
Views: 1,541
Reach: 914
Engagement Rate: 5.5%



logan.romney and brian_barney
logan.romney · Original audio

PATIENCE KILLS THE BUCK AND

Type: Collab Reel
Views: 3,843
Reach: 2,761
Engagement Rate: 5.8%

TO 12 COLLABS / MONTH





MEDIA KIT



CREATING A MEDIA KIT

Media kits are one way creators and influencers can show brands how their account performs in order to increase opportunities to work with brands. Over the course of this case study I created a media kit to share with brands who reached out with questions about working with me and my account.

Since creating this media kit, two potential clients have reached out with questions about working with Creative Hunter Media. We are now under contract with both clients and love working with them so far.

MEDIA KIT

2025

**CREATIVE
HUNTER**



LOGAN ROMNEY

CONTENT CREATOR | INFLUENCER | SOCIAL MEDIA EXPERT

ABOUT ME

What makes me unique?

I create authentic and relatable content for brands by living a lifestyle that my audience relates with. I apply my work ethic to all aspects of life, from hunting and creating content to training for events and hunts. I love sharing my knowledge and adventures with my audience as a way to give back and help others who are on a similar journey as myself.

I aim to create the highest quality content on real hunts with real people and tell real stories.



AUDIENCE AND ANALYTICS

My audience is passionate about hunting, creating content, and the process of preparing for hunts.

17K+

Audience Members Across All Platforms

144K

Views on YouTube last 365 days

112K

Views / Month on Instagram

12%

Average Engagement Rate/Post on Instagram

3.5%

Industry Standard

26.8%

Reach on Instagram

3-6%

Industry Standard

HUNTING



CONTENT CREATION



HUNT PREP



PLATFORM	ENGAGEMENT RATE	AVERAGE VIEWS / POST	FOLLOWER COUNT
	11%	2.4K	6.6K
	2%	3.6K	2.4K
	9.7%	3.5K	6.5K
	5.7%	357	1.1K

creativehuntermedia@gmail.com

creativehuntermedia.com

+208-221-6788

WHAT I OFFER

LET'S WORK TOGETHER

CREATIVE HUNTER

SOCIAL MEDIA REELS

- High-quality branded content
- Product highlights
- Cinematic product videos

PHOTOGRAPHY

- Select image galleries
- Product images
- Lifestyle images

MY HUNT FILMS

- Exposure on film during the hunt
- Natural product shoutouts

INSTAGRAM COLLABS

- Collab with me on our channels
- Content often generates more reach

YOUTUBE REVIEWS

- 15-30 minute "real world" review
- Evergreen content

BRANDED HUNT FILMS

- Full production of a hunt exclusively for your brand



creativehuntermedia@gmail.com

creativehuntermedia.com

+208-221-6788



CASE STUDY PERFORMANCE





INSTAGRAM

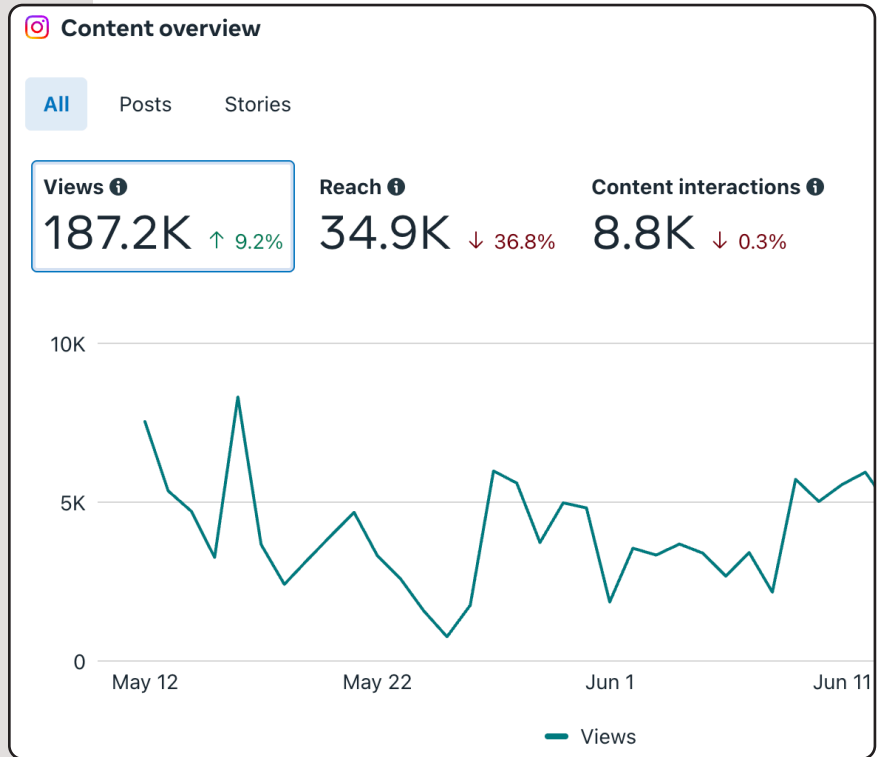
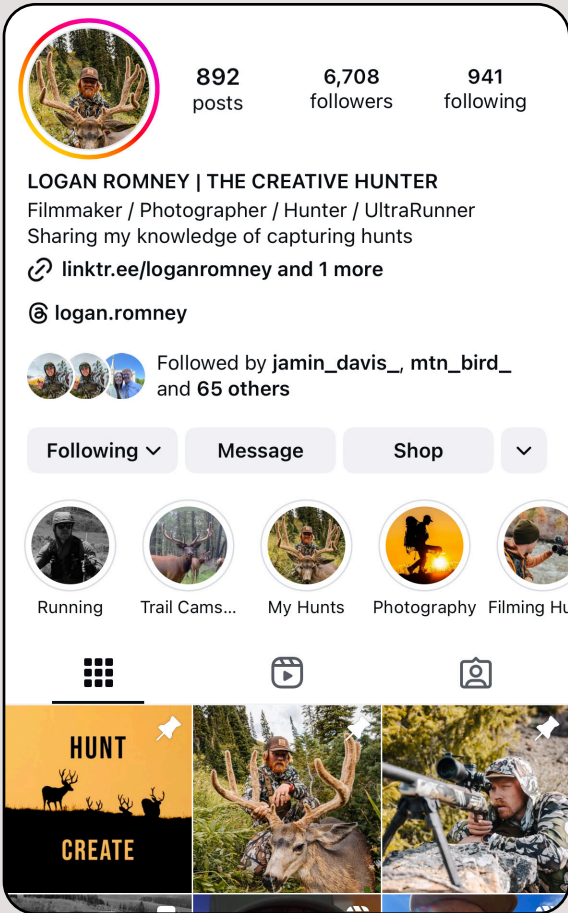
The main platform for this 10 week case study was Instagram. The Creative Hunter page already had good presence and had been active throughout the last 4 years but with no real intent or planning.

Results from 6 week study

Total Posts: 41

Profile Visits: 2.2K

New Follows: 271



Results from 6 week study

Total Posts: 29

New Follows: 365

FACEBOOK



Using facebook as the secondary social platform was simple using cross-posting technology through meta. Anything posted on instagram would be automaitcally posted on Facebook and tracked through Meta Business.

Insights

Learn how your profile is performing.



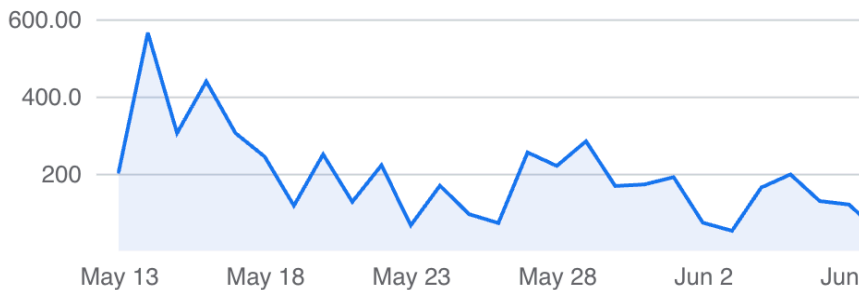
9,802 ↑ 100%

Views



453 ↑ 100%

Interactions



By followers vs non-followers

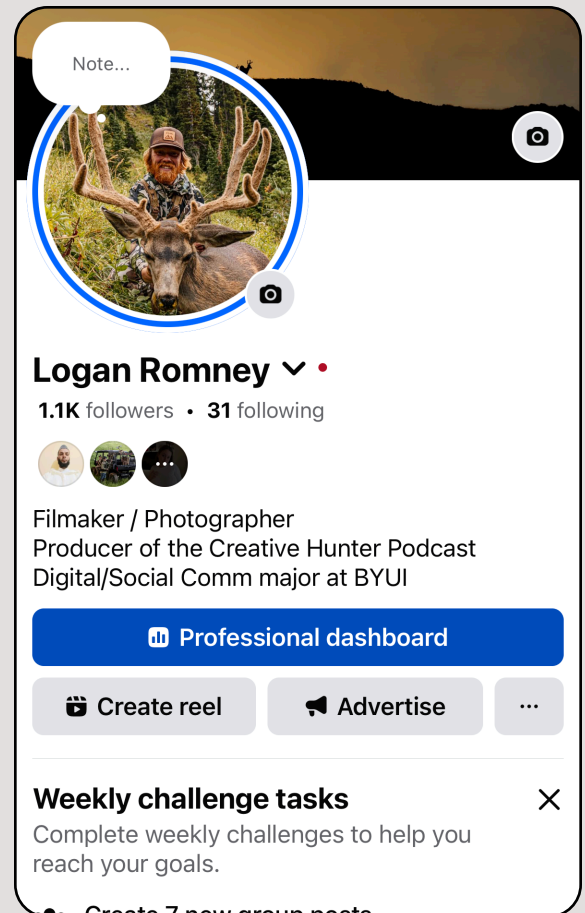


80%

Followers

20%

Non-followers





YOUTUBE

Previous to this study, YouTube has been a place primarily for long-form content. The goal with youtube was to continue posting long-form content but also impliment short-form content that relates to the long-form content on the channel.

Results from 6 week study


Total Posts: 24

Views: 30.8K

Watch Time: 2.4K hours

Inpressions: 168K

New Subscribers: 128



The Creative Hunter
 @LoganRomney · 2.46K subscribers · 145 videos
 Our focus is to inspire, teach, and entertain all hunters and outdoor creatives. ...more
creativehuntermedia.com and 2 more links

Subscribed ▾ View channel stats ⓘ

Home Videos Shorts Podcasts Playlists Posts 🔍

WHAT YOU SHOULD SAY TO THE CAMERA
 3 Things You NEED To Say On Camera When Filming Hunts!
 The Creative Hunter · 116 views · 7 days ago 1 VPH
 Want to film your hunts? This video teaches you the three key things to cover when talking to the camera during a hunt. I share these tips while setting up three trail cameras and spotting...
 CREATIVE HUNTER 12:23



Results from 6 week study

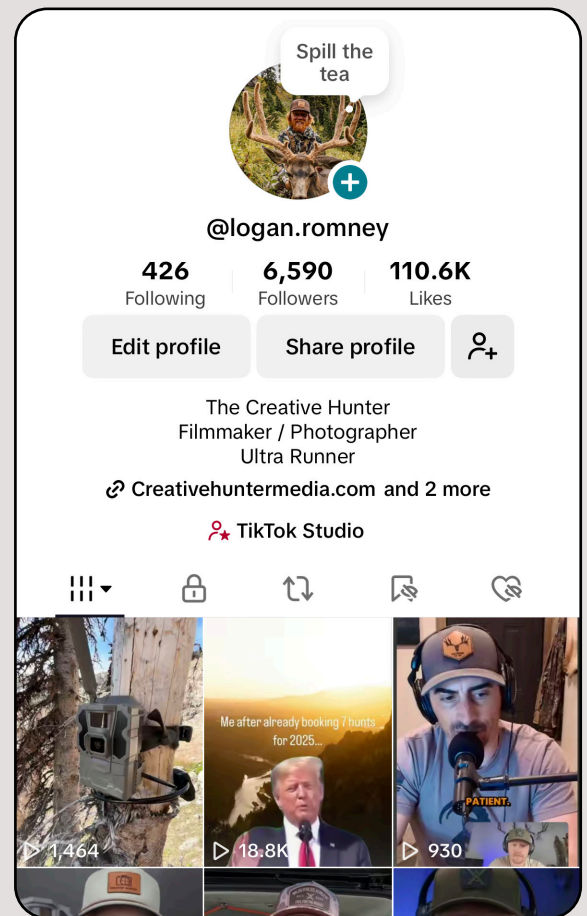
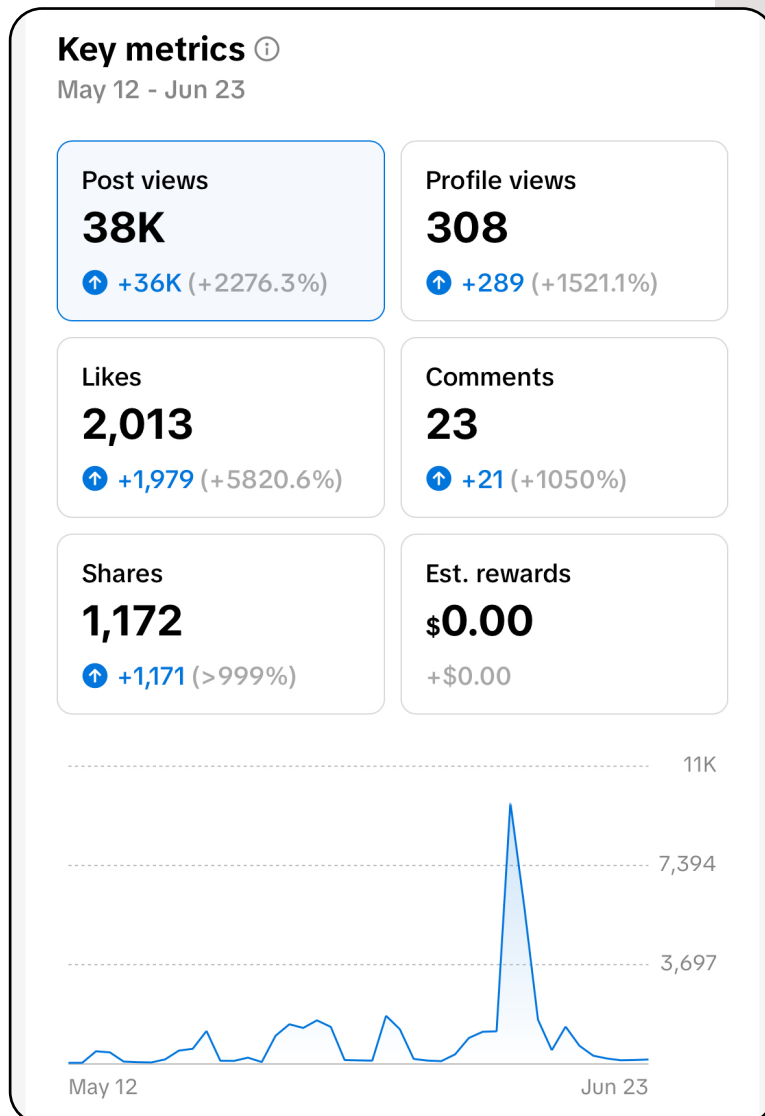
Total Posts: 20

Profile Visits: 300

New Follows: 96



TikTok has a surprisingly large audience who are interested in the type of content Creative Hunter makes. Through re-vamping the profile page and posting more consistent content the channel saw some great improvements over the course of the study.



TOP CONTENT

BASED ON REACH

#1

6/12/2025



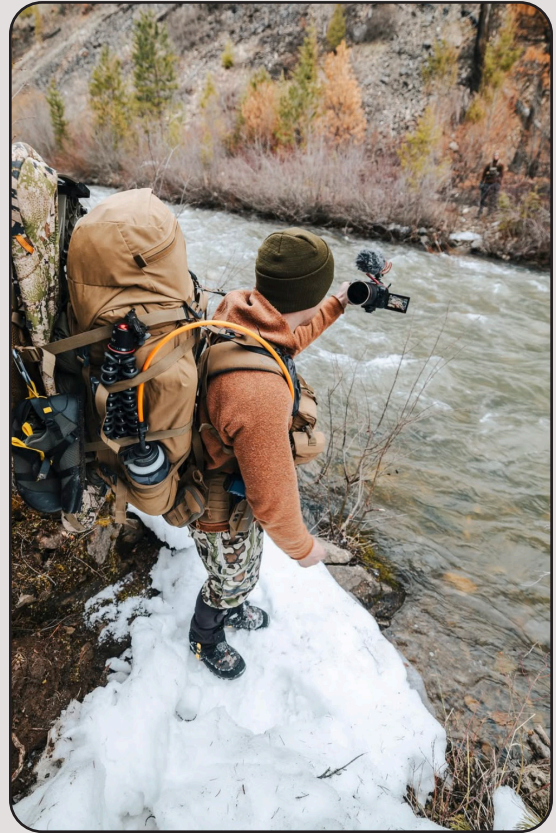
This reel had 156 shares compared to the average post on this account getting only 3 shares. This is one reason why this post performed so well. The reason it was shared so much is because of the humorous aspect to the post involving President Trump.

Content Type: Hunting/Entertain

3.5K Accounts Reached
5.6K Views
313 Interactions
8.83% Engagement Rate

#2

5/30/2025



This post has an engaging cover image and gives people an insight into how to film a themselves on a hunt or adventure. It shows behind the scenes that people don't often get to see on other channels.

Content Type: Content Creation/Entertain

2.7K Accounts Reached
5.1K Views
354 Interactions
12.7% Engagement Rate

#3

6/15/2025



This reels gives a really good behind the scenes phone clip of how to set up cameras on a hunt when someone is shooting. The clip is super interesting to the audience and provides some anticipation of a rifle possibly going off or something interesting happening.

Content Type: Content Creation/
Educate

2.7K Accounts Reached
4K Views
270 Interactions
16.9% Engagement Rate

#4

6/11/2025



This clip gives some great value on hunting but more importantly it performed well because it was a collab post with @brianbarney who has 24.8K followers on instagram. The video also has a pretty good hook that captures the attention of the audience and makes them want to hear more.
Content Type: Hunting/Educate

2.6K Accounts Reached
3.7K Views
155 Interactions
6.1% Engagement Rate

	Mar 20 - April 20	April 20 - May 20	May 20 - June 20
2024	3,860	2,484	4,523
2025	43,802	38,360	24,345

2024	351 Average Accounts Reached/Post
2025	1,299 Average Accounts Reached/Post

The Average post during the spring of 2024 reached 351 accounts. During the same time in 2025, posts reached an average of 1,299 accounts.



REACH ON INSTAGRAM



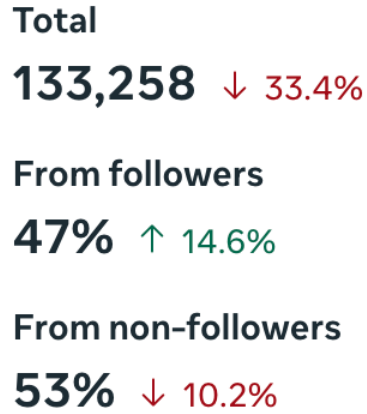
Non-follower views play a huge role in increasing brand awareness. The more non-followers that see content the higher chance those non-followers become followers.

For The Creative Hunter, the best ways to increase non-follower views was through collabs and entertaining reels.

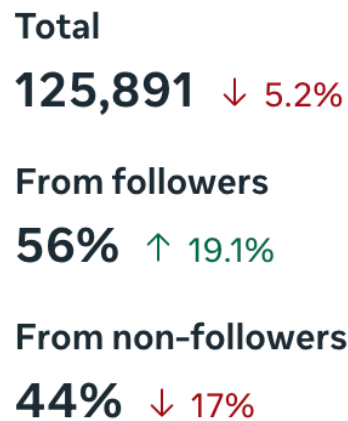


This collab post performed best with 76.8% non-follower views

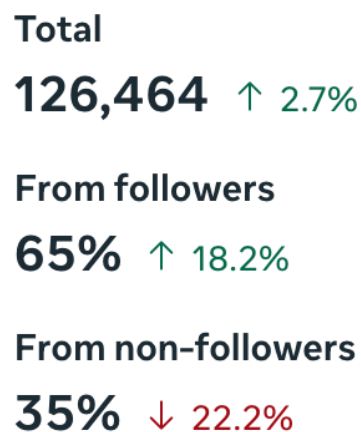
Mar 20 - Apr 20



Apr 20 - May 20



Mar 20 - June 20



NON-FOLLOWER VIEWS ON INSTAGRAM



May 12 - May 24

10.57%



May 25 - June 7

11.22%



June 8 - June 21

12.51%

Industry Standard

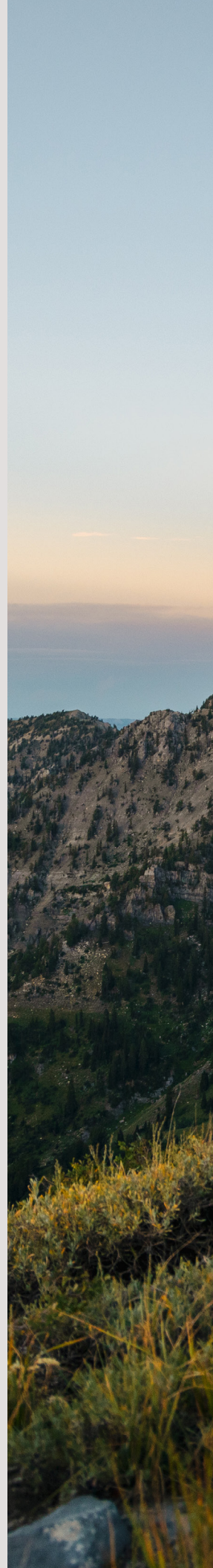
3.5%

Engagement rate is important because it tells you if the content is actually resonating with people. Industry standard for outdoor influencers and brands is right around 3.5%.

The goal was to increase engagement rate from an average of 10% per post to 12% per post. Engagement rate shows how many people who see the content actually interact whether it's through a like, comment, share, or save.



This post performed best for engagement rate at 25.18%. This is likely because of the imagery because it shows what people often dream about year round and strive to achieve every hunting season. It is relatable to some and a dream for others.



ENGAGEMENT RATE ON INSTAGRAM





CONCLUSION

Planning content, scripting it ahead of time, and studying hooks brought short-form video production to the next level. Through target audience research I now realize how strong the current audience really is and how I can best reach their needs and wants as consumers. Working with other channels through collab posts shows major improvement in interactions and non-follower reach on both channels. Posting content that resonates with the audience can boost engagement rate as interactions increase on posts.

Future goals

- Continue to plan and script content focusing on hooks
- Connect with more brands and accounts through collab posts
- Learn more about how to attract a larger audience on social media





Scan for Contact Info

By Logan Romney