

Brenden Kanies

Every Brand Has a Story, Let Me Tell Yours.



Vision:

To share God's creation by educating, inspiring, and telling stories about the great outdoors.

Skills:

Digital marketing is an ever-changing platform, and I think that's what makes it so exciting. I enjoy melding old-school writing and down-to-earth content with cutting edge digital tactics. I believe it's important to stay actively engaged with changing social media and search-engine optimization best practices while also implementing the details and history that makes every brand's story so unique.

Telling that story requires an eye for imagery, experience with video, and an authentic wit that only someone inside the industry can provide.

Passions:

I am an avid outdoorsman who enjoys hunting, fishing and camping anytime the opportunity arises. Chasing river smallmouth and bowhunting for whitetails are my recent obsessions. While earning my Eagle Scout I spent many nights under the stars, and I still maintain the best stories are ones told around the campfire.

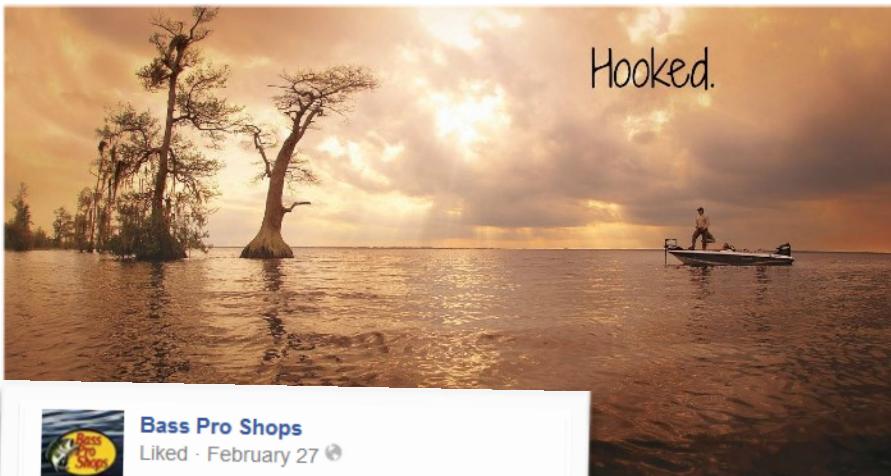
Current Clients:



Social Media Marketing

Grab Their Attention

They say a picture is worth a thousand words, but some are much more valuable than that. From iconic sunrises to tires smoking on the blacktop, aspirational imagery has the power to grab your market like nothing else. Some photos and captions simply make a perfect pair. Here's a handful of my favorites:



 Bass Pro Shops
Liked · February 27

It's sometime after the last splash of the release, right before you shake your head and smile. You'll realize it's no longer the fish. It's you.



 covercraft

covercraft Who's ready for this drive? 🚗



 arcticshieldoutdoor

arcticshieldoutdoor Some memories last a lifetime. 🌟



 Bass Pro Shops

Social Media Marketing

Make 'em Laugh

The quickest way to your audience's heart—and a piece of viral content—is often through their funny bone. Here are a few posts that had followers 😂🤣 all the way to the "Share" button:



Bass Pro Shops

January 14

If you could fish every day for the rest of your life, but had to give up television, what color boat would you get?

Like · Comment · Share

6,009 5,880 959

WHEN THE BUCK YOU
WERE AFTER LAST YEAR



SHOWS BACK UP ON
YOUR TRAIL CAM



MECHANICS BE LIKE:



TAG A BUDDY WHO'S A GREAT HUNTER
AND ONE WHO IS TERRIBLE



Social Media Marketing

Spark a Conversation

When it comes to discussions on a page, fans always deserve a seat at the table. Whether it's firing up a debate, creating a poll, or asking followers to dream big, you're inviting them to become a part of your community—and gaining a loyal customer.



Covercraft
Published by Brenden Kaines [?] · September 26 at 8:09 PM · 4

How would you describe the other drivers in your town using only a .GIF?

Haha · Reply · Message · 1w

Haha · Reply · Message · 1w

ArcticShield created a poll.
April 2 · 1

Which would you rather find?

40%

A Pile of Morels

60%

A Stack of Sheds

This poll has ended.

148 Votes

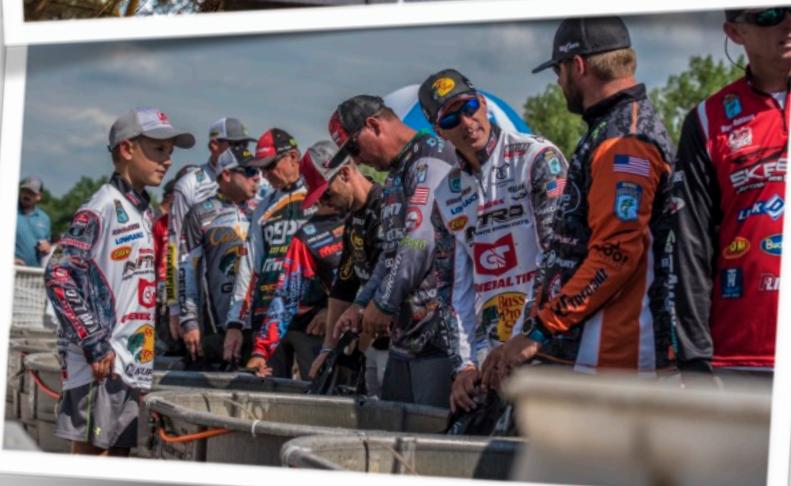
arcticshieldoutdoor

arcticshieldoutdoor What's one thing that's always in your hunting pack?

Photography

Capture the Moment

Sometimes the ideal image isn't buried on a hard drive, it has to be created. Putting in the legwork at live events, filling up memory cards in the field, and getting a little dirty to capture that perfect angle is all worth it when the shot comes together.



Freelance Writing

Sample #1 - Educate & Inspire

5 Best Stand Setups for Taking a First Time Hunter

Mentoring a first-time deer hunter can be a truly exciting and [rewarding experience](#). Whether it's your kid, spouse or the guy down the street, it's up to you to ensure they have a safe and comfortable outing. These five stand setups will increase their chances of success and your odds of gaining a new hunting partner!

1. Pop-Up Blind

A relatively inexpensive and easily transportable [pop-up ground blind](#) makes a natural choice for taking a new hunter on his or her first trip. The blind itself provides protection from the elements, while still being easy to relocate based on prevailing wind direction or changes in food sources. This option keeps excess movement hidden and trembling knees firmly planted on the ground. Be sure to choose a blind that offers enough room for both of you to move about and safely shoot your gun or bow.



2. Dual-Ladder Stand

Give your new hunting buddy the full experience with a dual-ladder stand. These two-person treestands give you the elevated viewpoint of a traditional stand, without the headache of hanging a double-set. They also keep you in close proximity for easy coaching or cuddling (If you're into that kind of thing.) Be sure to model good [treestand safety practices](#) and have an extra harness on hand for the new hunter.

3. Elevated Box Blind

The elevated box blind is [The Taj Mahal of deer stands](#). They combine the benefits of the first two options, often with even more stability and comfort. Throw in a small portable heater and a few snacks for the ultimate in luxury. Box blinds can be expensive and tough to transport, but they are a great investment on private land. **Warning:** These shacks-in-the-sky have been known to induce naps and may not be a good option after two or three bowls of deer camp chili.

The full article can be found [here](#) or by visiting [wideopenspaces.com](#).

Freelance Writing

Sample #2 - Teach New Skills

The Rookie's Guide to Spider Rigging

I'd never want to take a crappie shoe shopping. Even if you could overcome the difficult task of sizing a fin correctly, the fish would never be able to make up their mind. One moment plain sneakers would do just fine, the next bright pink platforms are a must-have.

The point is, figuring out the depth and color to use when crappie fishing is often a huge guessing game. These finicky panfish leave me wishing I could just throw my whole jig box in the water and let them decide. [Spider rigging](#) is the closest thing to doing just that.

Spider rigging is a tactic that allows crappie anglers to cover a lot of water while offering multiple presentations. A typical setup involves six to eight rods spread evenly across the bow of the boat. Each rod can be rigged with different [jig and live bait](#) combinations to match the crappies' palate. The rig also allows you to probe multiple depths and determine where willing fish are holding that day.



Spin Your Web:

First off, be sure to check local regulations for pole number restrictions to determine how many "legs" your spider rig is allowed to have. I suggest using [crappie rods](#) that are 10 to 18 feet long. These will allow enough clearance to keep lines from getting tangled. Be sure to have a long-handled net nearby, it will be essential for landing papermouths on lengthy and flexible rods.

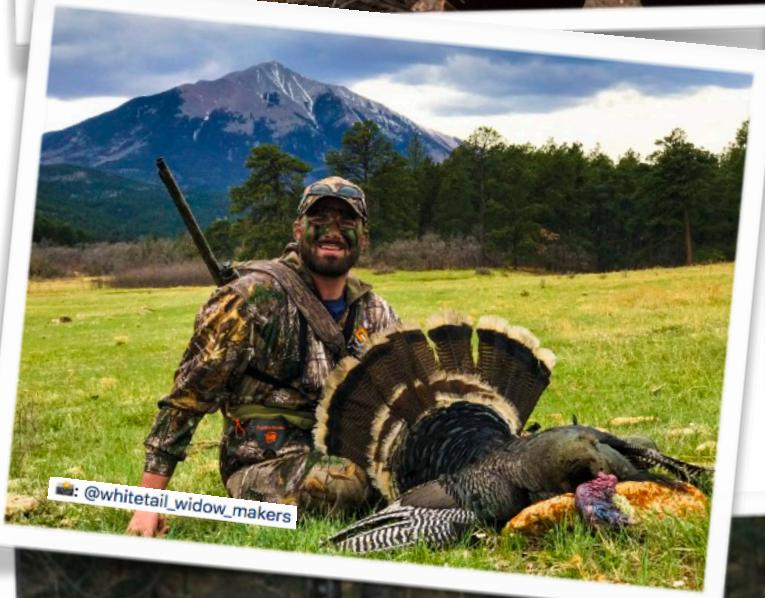
[Rod holders](#) that allow the handle to be tucked in for quick and easy removal are also a necessity. When willing slabs are found the action is fast and furious. These can be affixed to the gunwhale or a [T-bar](#) specialized for spider rigging. Many anglers mount these to the bow of the boat and use a foot-controlled [trolling motor](#), which allows for easy tending of the lines. While not essential, a side-by-side seat configuration lets your fishing buddy lend a hand when the action picks up. Having a visible sonar unit nearby can also be a huge asset when looking for fish and avoiding snags.

The full article can be found [here](#) or by visiting 1source.basspro.com.

ProStaff Management

Activate Influencers

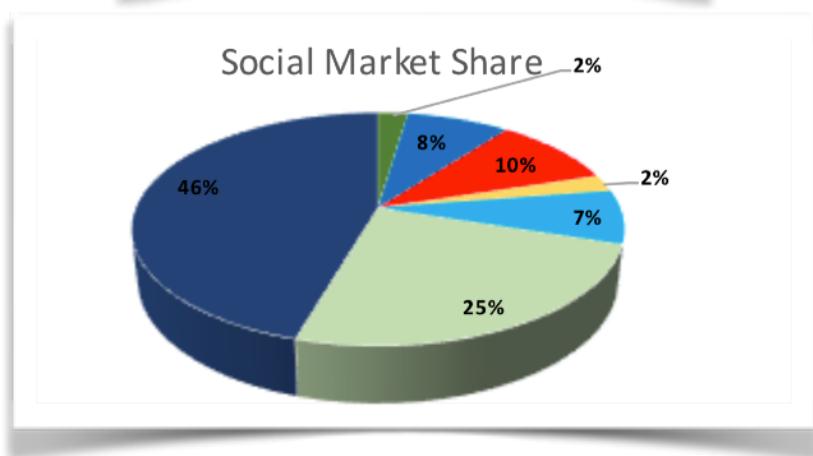
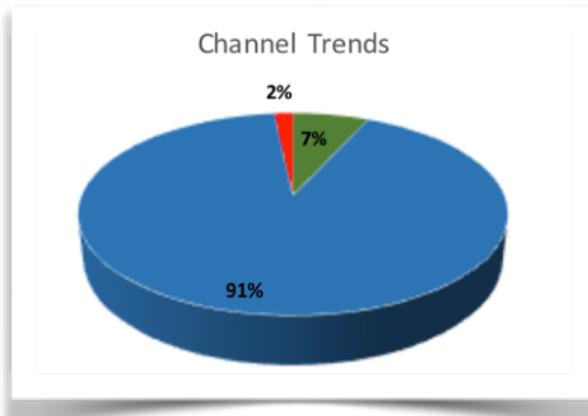
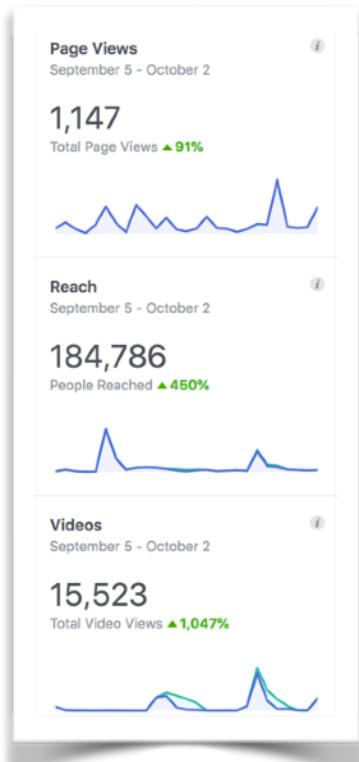
In a world of constant advertisement, word-of-mouth marketing cuts right through the clutter. Building an army of brand ambassadors requires careful planning, organization, and plenty of people skills—but hearing them tell a brand's story is worth all the effort.



Deliver Results

Customized Reporting

Moving the needle is what marketing campaigns are all about. Customized reporting allows us to review our results together—making it easy to celebrate our wins, diagnose our difficulties, and adjust our strategy to tackle the next goal.



Contact Me

Free Brand Audit & Proposal

Every brand and business model is unique. A custom marketing audit and proposal will identify strengths, address weaknesses and form a strategy to take your business to the next level. Each proposal includes adjustable rates based on services, social platforms, and number of ProStaff members. Please reach out to me anytime, I'd love to tell your brand story!

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