



RYAN REDOUTE

That Michigan GuySM

A Michigander that
creates social content for
Michiganders, Metro
Detroiters, and Great Lake
State Lovers.

[More Info](#)

MEDIA KIT



275K+

Follower Reach

1.6K+

Posted Videos

∞

Collab Opportunities

CONTACT



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CONTENT AVAILABLE

Instagram Reels (Feed)

Collab + Whitelisting + Boosting
Available

TikTok Video

Boosting + Whitelisting Available

White Label Video (UGC)

Customized For Your Brand

Instagram Stories

CTA Link Available

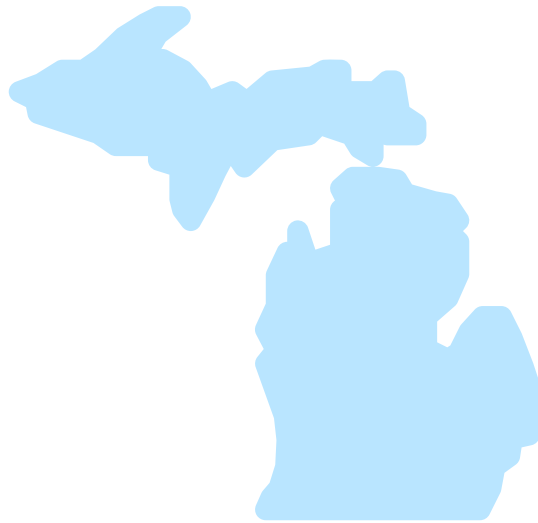
PAST COLLABS



TESTIMONIALS

"Ryan has worked with our team to help promote various Michigan brands for a few years now and always brings his A game. He's professional, personable, and easy to work with which makes my work easier! He is always responsive and great to collaborate with, ensuring all parties are happy while staying true to his authentic, online, self. Our clients love his work and request him by name. Ryan is simply a gem, and we are always excited for the opportunity to partner with him.

COURTNEY D, INFLUENCER PRODUCTIONS MANAGER AT CARUSELE

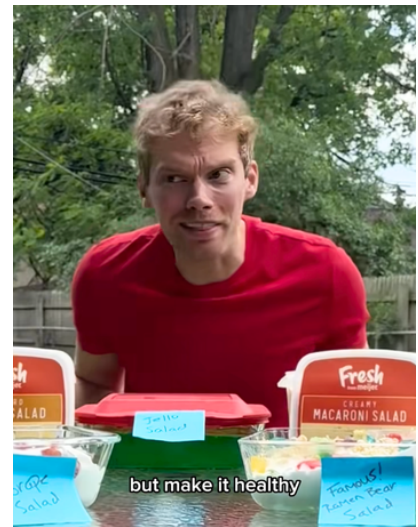


"Ryan was excellent to work with in all aspects - timely, close attention to detail, and responsive. Not to mention, flexible whenever there was a last minute change as well. I'm looking forward to getting to work with him again!"

JACOB S, CAMPAIGN MANAGER AT INFLUENTIAL

CASE STUDY

MEIJER



Meijer collaborated with That Michigan GuySM to promote its salad-related products that are perfect companions to any Michigan potluck.

Organic Performance Metrics

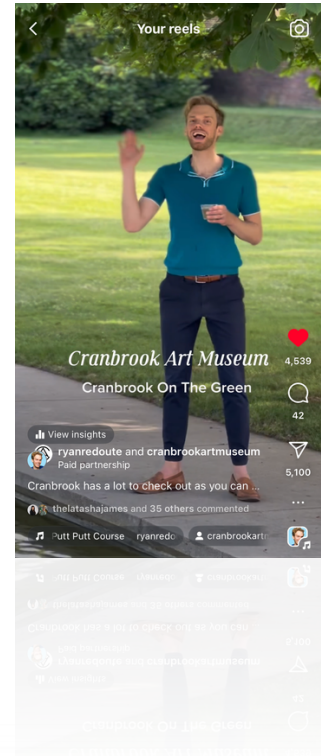
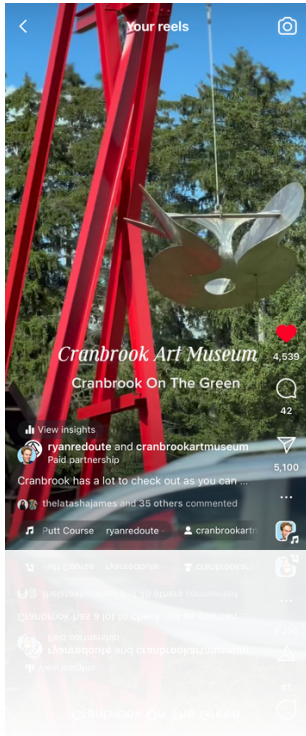
151K Organic Video Views
7.9K Organic Post Engagements
420 Bookmarks

[See The Post](#)



CASE STUDY

CRANBROOK ART MUSUM



The Cranbrook Art Museum wanted to get the word out to Metro Detroiters about “Cranbrook On The Green”. A new putt putt course they created, right outside of the museum, inspired by art created by Cranbrook artists through history. Using Ryan’s “come with me” adventurous video format, we gave folks a first person POV of what being on the course is like and how visiting Cranbrook makes for a perfect date night or after work activity.

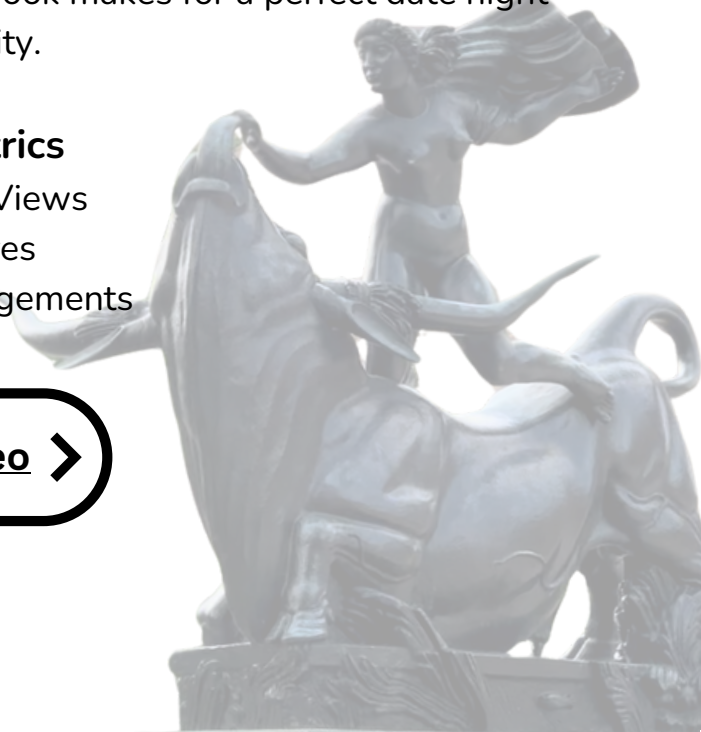
Performance Metrics

146K Organic Video Views

5.1K Organic Shares

11K Total Organic Engagements

[Watch The Video](#) ➔



CASE STUDY

MICHIGAN APPLES



Michigan Apples wanted to get the word out about how delicious and overall superb Michigan-grown apples are compared to those grown elsewhere; just in time for fall apple picking season. The content took viewers into the exciting experience of visiting a local orchard, picking apples off trees, and showed how great Michigan apples really are down to their crispness and taste.

Performance Metrics

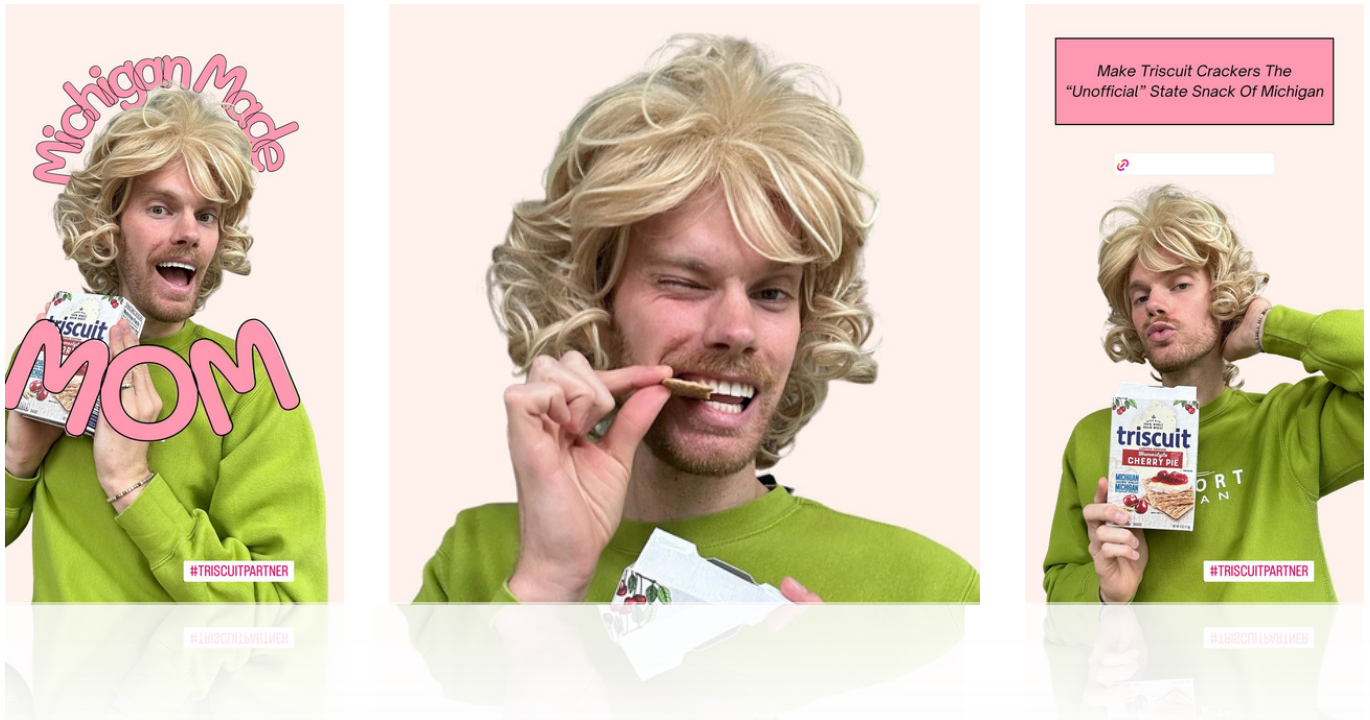
110K Organic & Paid Views
1.7K Organic & Paid Engagements

Watch The Video ➤



CASE STUDY

TRISCUIT



Triscuit wanted to get the word out that their wheat was grown in Michigan; something unknown to many Michiganders. We accomplished this by using Ryan's signature "talking with himself" video style to spark the conversation in addition to creating the tagline Michigan Made Mom; who are moms that buy snacks made in Michigan.

Performance Metrics

17K Organic Video Views
1.4K Organic Post Engagements
190 Shares

[Watch The Video >](#)



CASE STUDY

JET'S PIZZA

Leaving Jet's Pizza with your
"side of ranch"

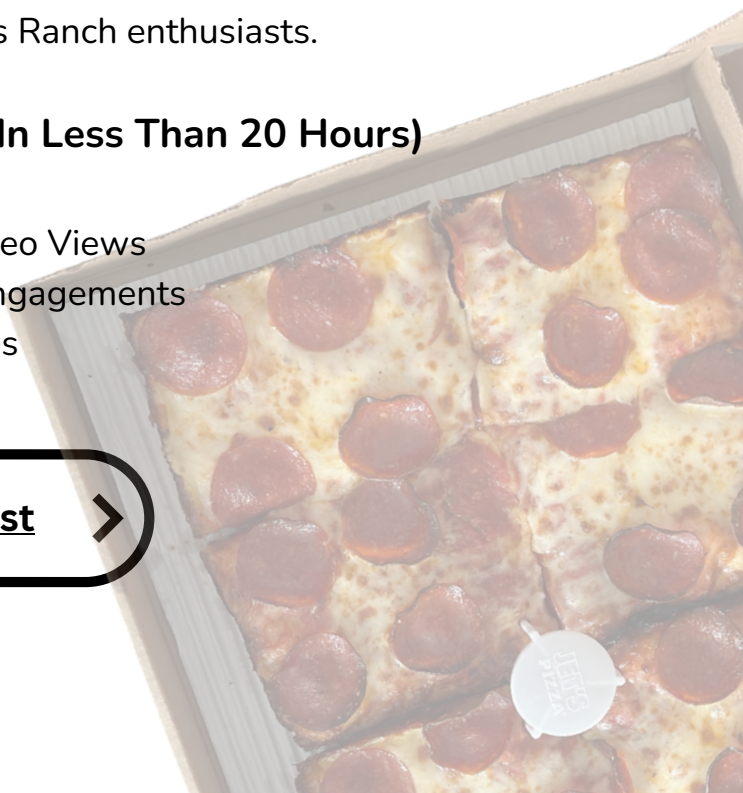


Jet's Pizza wanted to promote its classic and delicious Detroit-style pizza. Being a fan of Jet's Pizza for such a long time, Ryan knew that the only thing a Jet's Pizza fan would love more than the pizza itself is the delicious Jet's Ranch that can go on top. He created this meme-style post on a carousel that he felt entertains while also relates (heavily) to those Jet's Ranch enthusiasts.

Organic Performance Metrics (In Less Than 20 Hours)

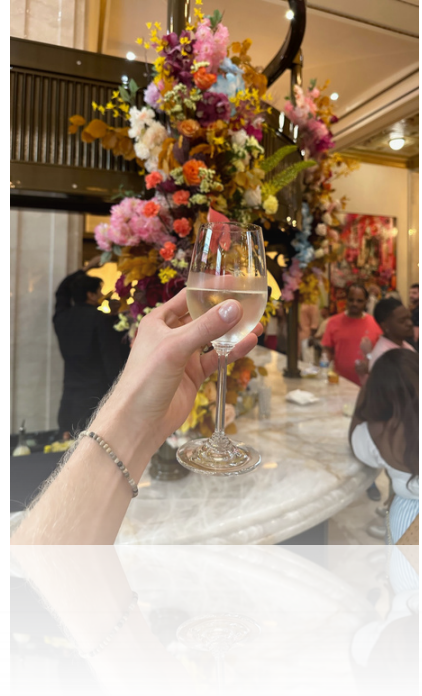
13.8K Organic Video Views
1.2K Organic Post Engagements
253 Shares

[See The Post](#)



CASE STUDY

BEDROCK DETROIT



Bedrock wished to get the word out to Metro Detroit about Book Tower's grand opening; a beautiful skyscraper in downtown Detroit that's full of history and is a symbol of the city's renaissance. The video highlighted the building itself and its amazing renovations, in addition to all the fun performance performances and overall great energy at the event.

Performance Metrics

29K Organic Views
1.2K Organic Engagements
111 Organic Shares

[Watch The Video >](#)

