

MEDIA KIT

RYAN REDOUTE

That Michigan Guy

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

More Info



180K+

Follower Reach



Post Likes



Collab Opportunities

CONTACT



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CONTENT AVAILABLE

Instagram Reel (Feed)

Collab + Boosting Available

White Label Video

Customized For Your Brand

TikTok Video

Boosting Available

Instagram Story

CTA Link Available

PAST COLLABS













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

BEDROCK DETROIT





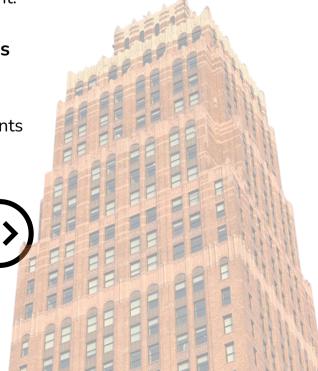


Bedrock wished to get the word out to Metro Detroit about Book Tower's grand opening; a beautiful skyscraper in downtown Detroit that's full of history and is a symbol of the city's renaissance. The video highlighted the building itself and it's amazing renovations, in addition to all the fun performance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

Performance Metrics

29K Organic Views 1.2K Organic Engagements 111 Organic Shares

Watch The Video



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 >

