

ORVIS®

Social Media

#OGR17

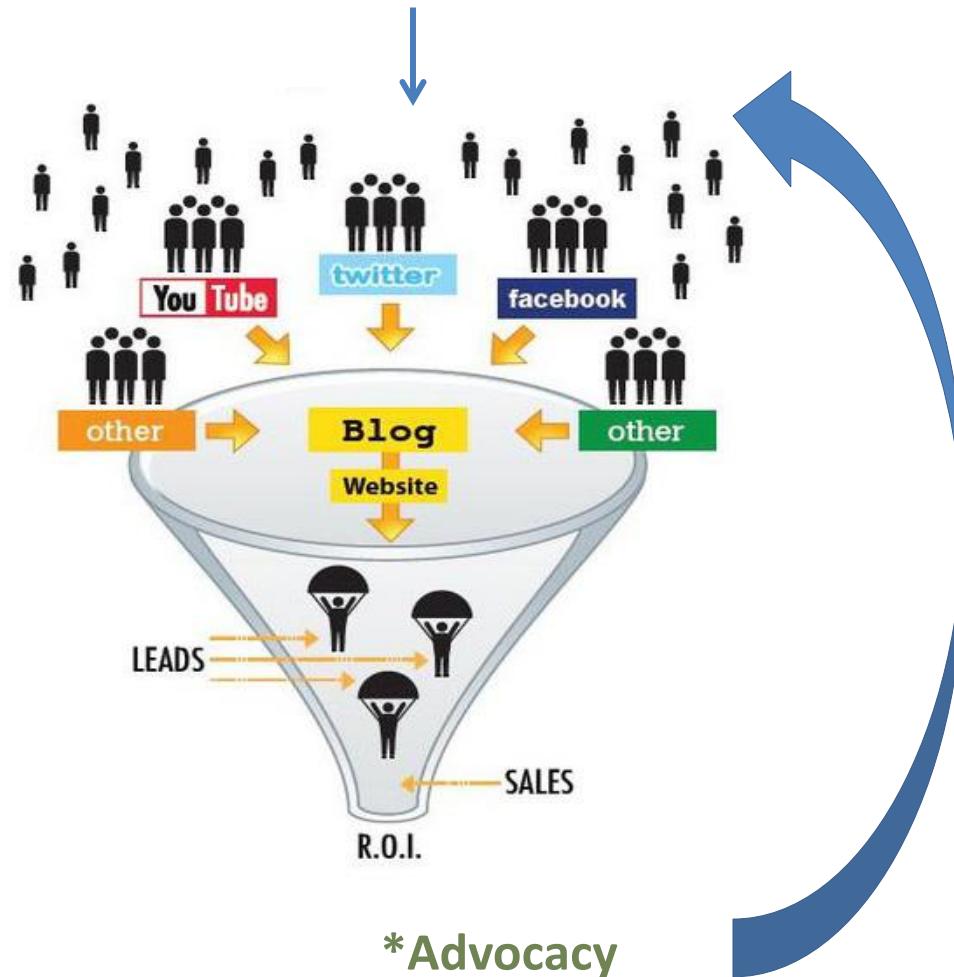
Tucker Kimball, social media manager

The Plan

- Why Social and where it lives in the funnel.
- Orvis social channels and how you can leverage.
- Content trends we're seeing on our channels.
- More Orvis content that you can use.

Why Social Media & Content Marketing?

It's word of mouth and it's your brand.





1 billion+ users. Can target people for little \$\$ (photos, links, video)



Instagram

Fast growing. Younger. Big fly fishing community (photos & video)



2nd largest Search Engine.
Video = 70% of consumer internet traffic.



Content hub to pull in traffic

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Facebook.com/orvisflyfishing

 **Orvis Fly Fishing**
Published by Philip Monahan [?]. April 19 at 1:24pm · 

Are you heading out West to fish this year? The take some advice from a long-time guide to help make your adventure as good as it can be.



5 Tips to Prepare for a Fly-Fishing Trip Out West - Orvis News

Written by: Dave Brown, Dave Brown Outfitters When it's time to cast to that fish of a lifetime, make sure you're prepared. Photos by Dave Brown I love talking with...

ORVIS.COM

- 217K fans
- All blog posts, photos, videos, links & more

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Instagram (@OrvisFlyFishing & @Orvis)



@OrvisFlyFishing - 32k followers

@Orvis - 118k followers

ORVIS

YouTube (youtube.com/orvis)



The screenshot shows the YouTube channel page for The Orvis Company. At the top, it displays 30,426 subscribers, 6,096,691 views, and a Video Manager link. The main video thumbnail features a woman fishing in a river with mountains in the background. Below the video, there are links to Orvis.com and social media icons for Google+, Facebook, Instagram, Twitter, and Pinterest. The channel name 'The Orvis Company' is at the top left, with a 'View as: Yourself' dropdown. On the right, there are 'Subscribe' and '30,426' buttons. The navigation bar includes Home, Videos, Playlists, Channels, and About. Below the navigation, there are tabs for 'For returning subscribers' and 'For new visitors'. A 'What to watch next' section shows a thumbnail of a man in a blue shirt, a thumbnail for 'Orvis Presents: Pippa and Els Go Fishing', a thumbnail for 'How to Fish Gravel Shelves Advanced Fly Fishing', and a thumbnail for 'Easy Tippet Wrap--Advanced Fly Fishing'. To the right, a 'Channel tips' box lists five items: 'Go live anytime, anywhere', 'You're invited!', 'Pre-production priorities', 'Learn from what's working', and 'Build your community', with a 'View all »' link. A 'More Fly Fishing Channels' section is also present.

30k Subscribers

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Twitter.com/OrvisFlyFishing (@orvisflyfishing)



Orvis Fly Fishing @OrvisFlyFishing · Apr 21

Grannoms are popping across the country, and here's some great advice for how to make the most of the hatch. orv.is/2q0i3HZ



25



26

50K followers

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Just Jumping In?

Choose one or two networks.



Instagram

facebook.[®]

- Follow/like others.
- Watch what they do and model.
- Share their content.
- Make connections.

Orvis News Fly Fishing Blog

ORVIS

MEN WOMEN OUTDOOR FLY FISHING DOGS HUNT HOME GIFTS LUGGAGE TRIPS & SCHOOLS **SALE**



ORVIS NEWS

FLY FISHING DOGS CONSERVATION HUNTING PRODUCTS WE LOVE LIFESTYLE 

How to Fish During Runoff in the Rockies

Written by: Dave Brown, [Dave Brown Outfitters](#)



When the river is raging, look for fish in the soft water against the banks.
Photos by Dave Brown

FOLLOW US:   

SUBSCRIBE TO UPDATES

ORVIS
Get great fly-fishing tips in your inbox.
Sign up for our 6-part **ART OF FLY FISHING** email series.
[SIGN UP NOW](#) 

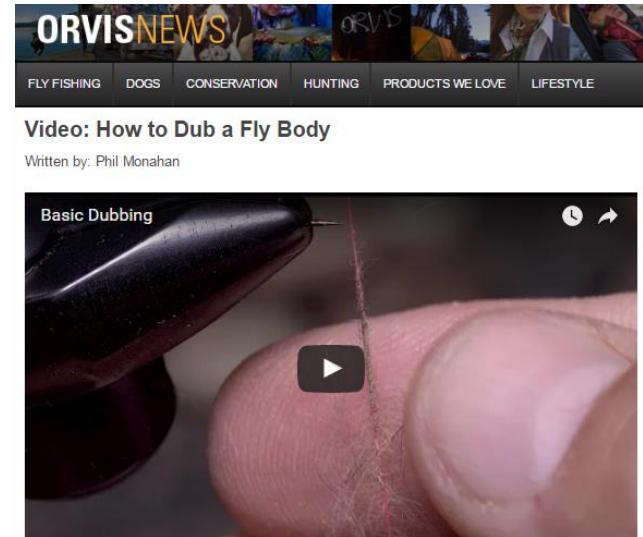


Orvis Fly [VISIT ORVIS.COM](#) >

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Some Blog Statistics

- Most-visited non-commerce section on Orvis.com
- 2.5M visits in 2016. (1.6M unique)
- Domain Authority 70/100
- All posts are shared on Facebook & Twitter



Last month, we launched a new series of videos called "One-Minute Fly-Tying Tips and Techniques" from Tim Flagler of [Tightline Productions](#). Each video will teach a single tying skill, from the most basic to the advanced. Ultimately, the series will serve as a sort of encyclopedia of tying skills that will be a valuable resource for anyone who sits down at a vise to create a fly.

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Contributing to the Blog

Simple as a photo

Photo of the Day: Young Dawson Rocks the Dry Flies

Written by: Phil Monahan



Streamers, schmreamers—Dawson was catching plenty of trout on dry flies last weekend.

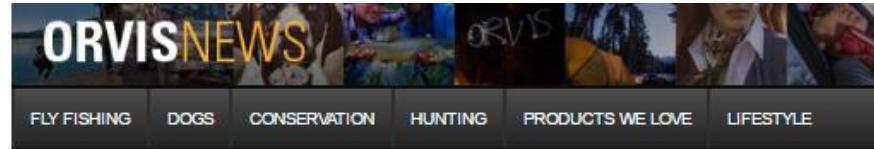
Photo by John Herzer

Dawson Herzer—son of John Herzer of [Blackfoot River Outfitters](#) in Missoula, Montana—is already a skilled angler, at the tender age of eleven. (You might remember his awesome [video casting lesson](#) from a couple years ago.) D-Man got to go out in the drift boat with the big boys on the first day of his Dad's birthday-weekend fishing expedition. While everyone else was flogging the water with 6-inch streamers for pike on the lower Clark Fork, Dawson was picking up a few nice 'bows on Skwala stonefly dry flies. It was a cold day, but this is one young angler who is not to be deterred.

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Contributing to the Blog

Video



Video: "Life on the Fly" and Finding Home

Written by: Phil Monahan



Trey Mullen—a guide at [Brush Creek Ranch](#) in Saratoga, Wyoming—has made a gorgeous video about how his life choices landed him in Saratoga, Wyoming, and why he thinks he's a lucky man. With gorgeous images and some great trout, this video really captures the sense of place. You won't doubt for a minute that Trey has made a new home.

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Contributing to the Blog

Tips/Advice

8 Must-Have Flies for Winter Fishing

Written by: The staff of [Trouts Fly Fishing](#)



Just a handful of staple patterns will get the job done during the winter months.

Photo by Phil Monahan

We are very fortunate in Colorado that we have the opportunity to fish 365 days a year. And though we are now in December and it's probably time to put away that hopper box until next summer, don't think that there aren't plenty of fishing opportunities throughout the state. In particular, tailwaters—or sections of river below a dam or reservoir—offer your best chance during these winter months. Oftentimes,

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Contributing to the Blog

Stories

Photo: “Orvis Girls” on the Run in Southwestern Montana

Written by: Maggie Mae Stone and Jenny Mayrell-Woodruff



Maggie (left) and Jenny shared a three-day tour of some of Montana's iconic trout waters.

Photos by Maggie Mae Stone and Jenny Mayrell-Woodruff

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Contributing to new Guide to Adventure

- SEO
- Your brand authority
- Link back to your site

The screenshot shows the Orvis website with a green banner at the top offering a discount for using the code 'DAYS15'. Below the banner, the 'GUIDE TO ADVENTURE' section is displayed. It features a large image of a mountainous landscape with a lake and a seaplane in the sky. The title 'GUIDE TO ADVENTURE' is prominently displayed, followed by a short blurb. Below this, there are six smaller images with corresponding text labels: 'TRAVEL GUIDES', 'PACKING TIPS', 'FISHING TIPS', 'PHOTOGRAPHY TIPS', 'GEAR ADVICE', and 'FIND YOUR ADVENTURE'. The Orvis logo is at the bottom right.

USE CODE DAYS15 AT CHECKOUT - CELEBRATE SPRING ORVIS DAYS WITH \$25 OFF YOUR PURCHASE OF \$150 OR MORE.
VALID ON SELECT MEN'S & WOMEN'S APPAREL, HOME ITEMS, AND DOG ACCESSORIES. [DETAILS](#)

Orvis / Guide to Adventure [Find an Orvis retail store near you.](#)

ORVIS GUIDE TO ADVENTURE

GUIDE TO ADVENTURE

Sharing our passion for the outdoors is always an honor, but there, you'll find expert tips and travel recommendations backed by years of worldwide travel and experience. We hope this guide will inspire you and, more importantly, inspire you to explore lands and water near and far. The guide is always growing, so be sure to check in often.

TRAVEL GUIDES

PACKING TIPS

FISHING TIPS

PHOTOGRAPHY TIPS

GEAR ADVICE

FIND YOUR ADVENTURE

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Content!

“Brands can see higher percentages of sharing if they ask the following four questions of their content.”

- Will sharing this content make my consumer look good?
- Will this content evoke a positive emotion, such as happiness or excitement?
- Is this content useful, or does it otherwise contain info that has a strong practical value?
- Does this content tell a story in itself?

[Journal of Advertising Research](#)

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What We're Seeing on Orvis Blog

Tips & Advice = Winning

 Orvis Fly Fishing posted a new [blog post](#). 516x

April 12th 2017 at 9:22:07 PM

 [Video Pro Tip: How to Get a Fly Out of a Tree](#)

[Read More »](#)

[+ Add New Tag](#)

INTERACTIONS **2.5K**

ATTRIBUTION **NEW**

Most Engaging post Q1

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What We're Seeing on Orvis Blog

Tips & Advice = SEO

8 Must-Have Flies for Winter Fishing

Written by: The staff of [Trouts Fly Fishing](#)



Just a handful of staple patterns will get the job done during the winter months.

Photo by [Phil Monahan](#)

We are very fortunate in Colorado that we have the opportunity to fish 365 days a year. And though we are now in December and it's probably time to put away that hopper box until next summer, don't think that there aren't plenty of fishing opportunities throughout the state. In particular, tailwaters—or sections of river below a dam or reservoir—offer your best chance during these winter months. Oftentimes,

SEO

- 8th most visited post in 2016
- 4th most visited in Q1

GOOGLE

flies for winter fishing

All Images Shopping Videos News More Settings Tools

About 2,000,000 results (0.80 seconds)

Shop for flies for winter fishing on Google Sponsored

BH Nymph Assortment - 12 Flies Fly Fishing Flies \$8.99 The Fly Shack

Cabela's 24-Piece Midge Fly Assortment - Black \$24.99 Cabela's Special offer

Orvis Encounter Deluxe Fly Fishing Package \$595.00 ReelFlyRod.com Free shipping

• Zebra Midge, sizes 18-24. "Without a doubt, one of the best flies for the winter is the zebra midge. ...

• Jujube Midge, sizes 18-24.

• Egg Patterns, sizes 14-16. ...

• Pheasant Tail, sizes 18-22. ...

• Parachute Adams, sizes 20-24. ...

• Tungsten Head Rainbow Warrior, sizes 18-22. ...

• Brooks' Sprout Midge Emerger, sizes 20-24. ...

• WD-40, sizes 20-24.

8 Must-Have Flies for Winter Fishing - Orvis News www.orvis.com/news/fly-fishing/must-have-flies-winter-edition/

About this result • Feedback

People also ask

Can you fly fish in the winter? ▾

Can you fish for trout in the winter? ▾

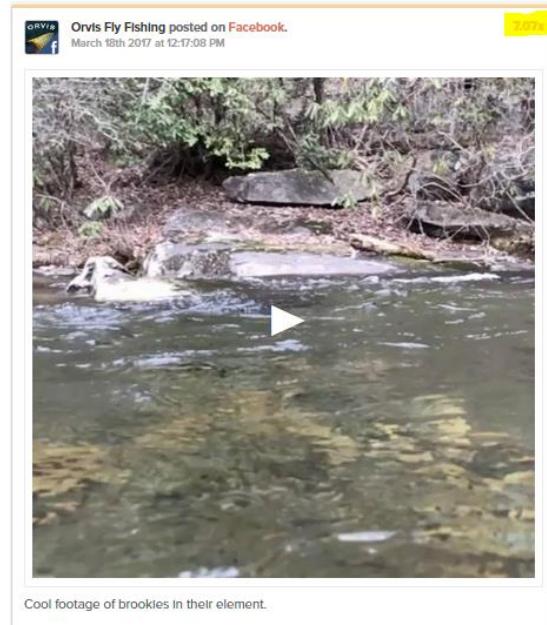
Do trout bite when it's cold? ▾

What is a nymph fly? ▾

What We're Seeing on Facebook

Native Video & Photos

- 800 shares
- 128k organic reach



Authority Blog Posts

- 2.5K shares

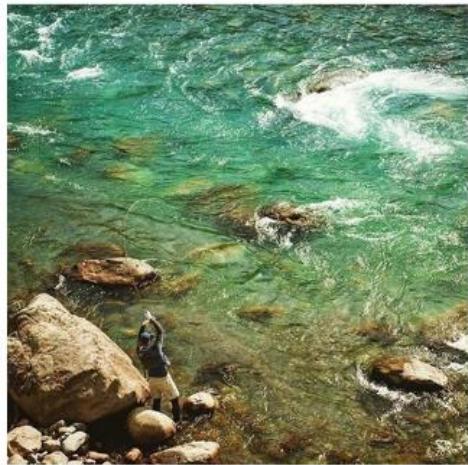


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What We're Seeing on Instagram

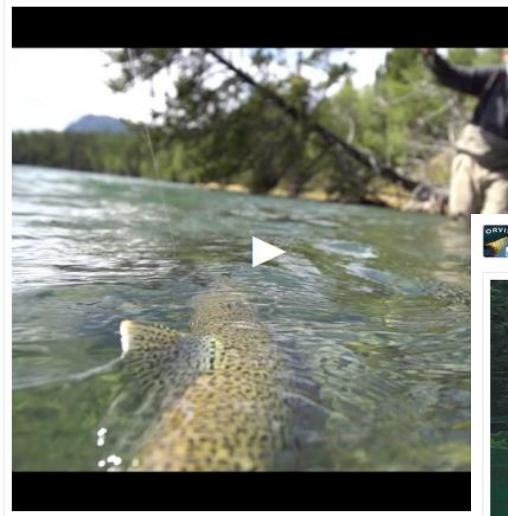


Orvis Fly Fishing posted a new Instagram photo.
April 14th 2017 at 8:57:03 PM



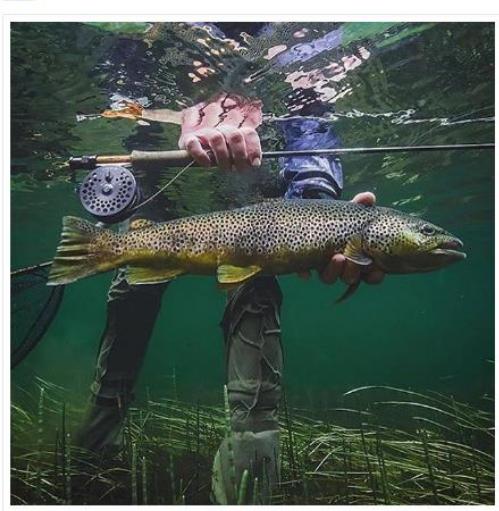
1.55x

Orvis Fly Fishing posted a new Instagram video.
April 11th 2017 at 9:38:26 PM



1.46x

Orvis Fly Fishing posted a new Instagram photo.
March 16th 2017 at 9:30:36 PM



1.95x

Fly fishers in their natural habitat
Short video clips
Underwater imagery

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What We're Seeing on Instagram

Dogs!



ORVIS®

What We're Seeing on Instagram

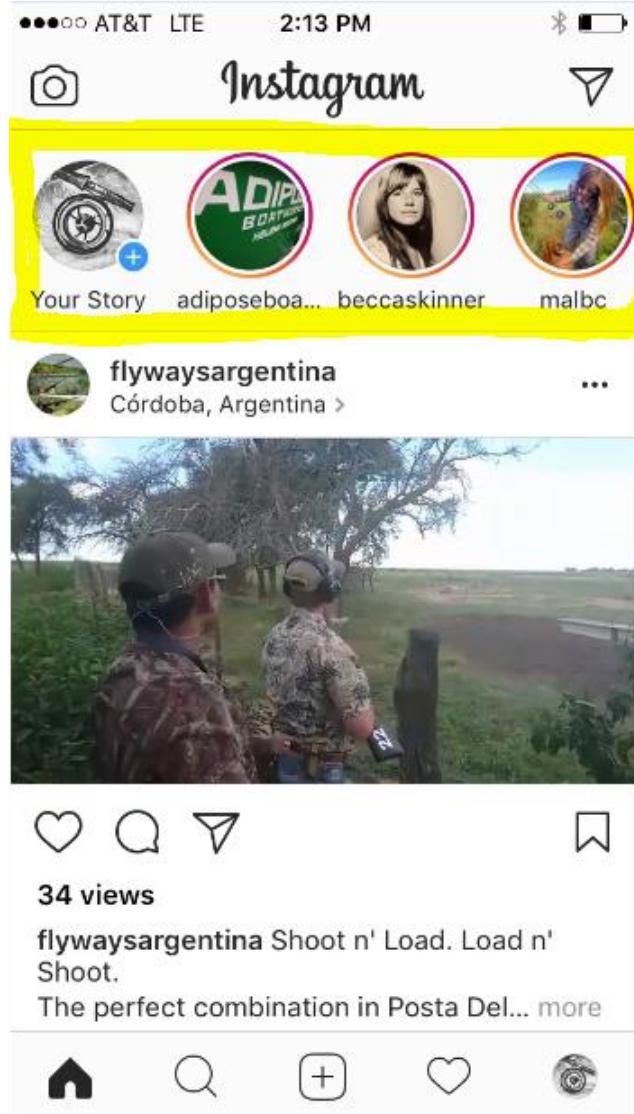
Instagram Stories

Behind the scenes.

Can add pics/clips throughout the day.

Doesn't show up on feed.

Very Engaging.

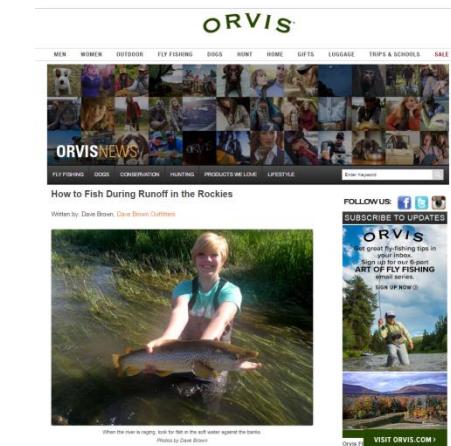
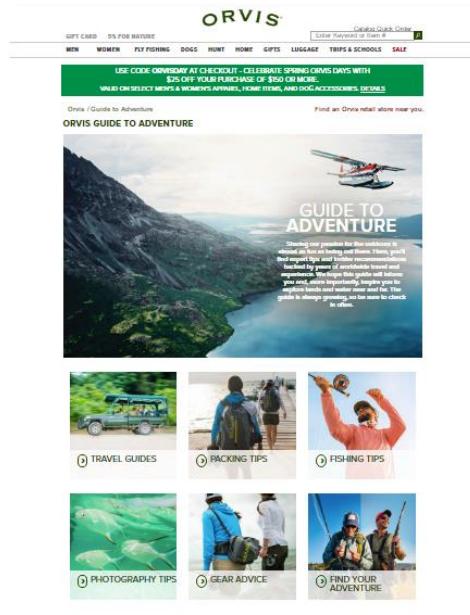


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How do I contribute?

Email text & pics to Phil Monahan
monahanp@orvis.com

If including video, include links to it
from YouTube or Vimeo.



ORVIS

What's Ours Is Yours.

Orvis Learning Center

Over 5 hrs of video lessons.

Animated knots

Podcasts

Links to Orvis Adventures

1M visits in 2016

<http://howtoflyfish.orvis.com/>



The screenshot shows the homepage of the Orvis Fly Fishing Learning Center. At the top, there's a banner with the text "SIGN UP FOR ORVIS EMAIL! SUBSCRIBE NOW AND RECEIVE A FREE ORVIS FISH STICKER" and a "Search entire site..." bar. The main navigation menu includes Home, Video Lessons, Fly Tying Videos, Podcasts, Animated Knots, Choosing Equipment, Resources, and Shop Orvis. On the left, there's a "How to get started" section with links to Sign In or Sign Up, Watch the Videos, Take a Quiz, and Explore. Below this is a large image of a person fishing in a river. On the right, there are sections for "Advanced Tactics Series" and "One Minute Fly Tying Tips", each with an "EXPLORE" link. At the bottom, there are two columns: "Fly Fishing Video Lessons" (with a note for beginners) and "Fly Fishing Basics" (with a note about trout). A sidebar on the right lists categories like Basics, Stillwater Trout, Bass, Salmon/Steelhead, etc. The Orvis logo is in the bottom right corner.

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What's Ours Is Yours.

Orvis Learning Center Videos

All videos can be embedded on your site.

No permission required.

Orvis owns the rights.

Short, digestible video content.

(True of our YouTube channel as well)

<http://howtoflyfish.orvis.com/>



The screenshot shows the Orvis Learning Center website. At the top, there's a navigation bar with links for 'My Learning Center' and 'Sign in', a search bar, and social media icons for YouTube, Twitter, and Facebook. The main header features the 'ORVIS RECON' logo with the tagline 'MAPS NOT INCLUDED'. Below the header, there's a 'FLY FISHING LEARNING CENTER' section with links for 'Home', 'Video Lessons', 'Fly Tying Videos', 'Podcasts', 'Animated Knots', 'Choosing Equipment', 'Resources', and 'Shop Orvis'. The main content area is titled 'Video Lessons' and '5: Wet Fly & Nymph Fishing'. It includes a 'Fly Fishing Video Lessons' section with a list of 15 topics: 1: Basics, 2: Bass, 3: Pike/Muskie, 4: Stream Fishing, 5: Nymphs, 6: Dry Flies, 7: Streamers, 8: Reading Water, 9: Stillwater Trout, 10: Salmon/Steelhead, 11: Saltwater Flats, 12: Offshore, 13: Casting, 14: Fishing At Home, and 15: Choosing Equipment. Below this is a 'Chapter Five: Fishing with Wet Flies and Nymphs' section. It features a thumbnail image of a trout, a brief description of the chapter's content, and a 'Play Entire Chapter' button. To the right of the chapter content is a sidebar titled 'Equipment For This Chapter' with a list of items like 'Helios 2 905-Tip Flex Fly Rod Outfit', 'Superfine Carbon 3-weight 78" Fly Rod', etc. Another sidebar titled 'Nymph & Wet Flies' lists items like 'Stonefly', 'Prince', and 'Pheasant Tail'. At the bottom of the page are 'duration' and 'viewed' columns for the 15 video lessons, and a 'Now Take Wet Flies & Nymphs Quiz' button.

duration	viewed
00:33	
00:36	
02:33	
02:00	
01:51	
01:16	
04:12	
00:54	
01:16	
02:28	
00:17	
01:18	
01:17	
00:19	

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What's Ours Is Yours.

Podcasts

Downloadable from iTunes, Orvis site, Learning Center.

Shareable content for social media feeds.

Podcasts get a boost from Midcurrent.

Approx. 40k downloads a week.

Contact Tom for guest opportunities.
rosenbauert@orvis.com

ORVIS FLY FISHING

Guide Podcast with Tom Rosenbauer



ORVIS FLY FISHING
GUIDE PODCAST
with Tom Rosenbauer

Subscribe directly to The Orvis Fly Fishing Podcast using:

 iTunes  RSS

Bill & Tom's Excellent Fly Lists

Published April 6, 2015

55:05

This week I have been asked to narrow my fly selection to three nymphs, dries, emergers, and streamers with one hand tied behind my back because the guy who wrote the question said I couldn't use any of the old standbys (and he even specified them, most of which I would have picked). So I dug deep and also asked my fishing buddy and co-worker Bill Reed to come in and discuss his favorites to see how our lists match. Also in the fly box this week are questions about spotting fish in the water, how to keep a trout on the line once you have hooked it, how to spend \$1500 wisely after your first year of fly fishing, and fly line color. In addition, we have a couple great letters from listeners offering suggestions on eye safety and fishing the UK chalk streams on a budget.

TOM ROSENBAUER



LEARN MORE ABOUT
[TOM ROSENBAUER](#)

OLDER PODCASTS

[2013 Podcasts](#)

[2012 Podcasts](#)

[2011 August-December Podcasts](#)

[2011 January-July Podcasts](#)

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What's Ours Is Yours.

Fishing Reports

1.5M visits in 2016.

Other than individual fly shops in their areas, most reliable reports on the internet.

Fly Fishing Reports and Conditions

Welcome to the most complete report of fly fishing conditions in North America. Our professional reports are updated weekly with stream and river flows, tides, recommended flies and equipment, and special fishing tips for the most important fly-fishing destinations in North America. Plan your next fishing trip knowing you'll arrive without any surprises—or discover some new fishing destinations in your area.

-North America Locations - Select One-

"Red Hot" Fishing Areas

- CO - Roaring Fork River
- UT - Provo River
- VA - Tidal portion Potomac River

"Excellent" Fishing Areas

Alaska/Canada U.K.

Green States:
Reports available

Gray States:
Reports coming soon

International Fishing Reports

Fishing Reports from around the world
from The Angling Report

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What's Ours Is Yours.

Fishing Reports

Honest descriptions of conditions.

Reports are update weekly or else...

Endorsed operations have links back to site.

One reporter per river.

If your operation is on a river that we do not have, always excited to add new rivers.

Fly Fishing Reports & Conditions | Montana | Bitterroot River

Bitterroot River, Montana Fly Fishing Reports & Conditions

Reported by [Blackfoot River Outfitters](#)



my tips of the week

The Bitterroot has been dropping since mid last week - spring fishing is upon us and its been good. We have already experienced some exceptional dry fly fishing on the Root. If the water continues to drop, it should be great all week. Consider those little backwater channels and riffles - fish will move out of their winter lies and into that thin water when the level jumps (if it does this week). As per usual, fish nymph rigs or dry dropper in the morning then swap to the single dry in the afternoon so you can fish tight to the wood and shore. Be sure to call the shop in Missoula to get up to the minute recommendations. [Blackfoot River Outfitters ANR](#)

Fishing Report Last Updated: **4 / 6 / 2015**

[FISHING REPORT](#) [FLY PATTERNS](#) [WATER FLOW & TIDE CHART](#)

Orvis-Endorsed guides nearby:
[Blackfoot River Outfitters](#)
[Montana Hunting and Fishing Adventures](#)

Fishing Conditions

Red Hot	→
Excellent	→
Good	→
Just OK	→
Fish somewhere	else this week.

Water flow: 1160cfs and dropping at Darby and 2220 at Bell Crossing - both about 200% above normal!

Visibility: 36 inches

Water temperature at mid-day: 40 Degrees F

Water condition: Stained

Best time of day to fish: Fishing from about 1pm - 4pm will be your best bet for dries, all day for nymphs.

Best stretch: The entire river should fish well this weekendExpect better numbers above Hamilton but some good ones are coming from the Stevi area.

Best access point: Multiple fishing access sites throughout the river.

Fly fishing hatches in order of importance:

Midges, BWO, March Browns (2-3pm were awesome), and Skwalas. Double dry set up, Skwala and March Brown in the afternoon was great. Nymphing stone patterns until then, Natural Double Beads and Rubber Legs. Big Grey Drakes should be showing up any day now...

Fish species: Trout - rainbows, browns and cutties - whitefish

Fishing season: Year round

Nearest airport: Missoula International Airport (MSO)

Recommended fly fishing leader: [9 Foot Leader](#)

Recommended fly fishing tippet: [3X Tippet](#)

Missoula, MT 

Hour-by-hour | 10-day 

SHARE 

Visit [Orvis.com](#)

THE ALL NEW **SILVER SONIC** 

Watch the Video

Bitterroot River Description

The panoramic mountains of the Selway-Bitterroot Wilderness towering above this river make for an unforgettable setting. The Bitterroot affords anglers over 80 miles of varied freestone trout water ranging from riffles and runs to undercutts and deadfalls. This river's largest fish often rise to dry flies even in non-hatch conditions. One of our guides claims that "If you catch a fish on the Bitterroot, you ... [read more](#)

Techniques & Tips

Dead drifting nymphs under a thing-a-mabobber. Drop about only 5 feet to your first fly then add about 15" tippet (ONE SIZE SMALLER). You should be heavy enough to tick bottom every 3-4 casts - if not add weight or drop them deeper. Fish this till noonish then go dry dropper, double dry (skwala w. march

ORVIS

Thanks!

#OGR17

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