REAL ROADS. REAL PEOPLE. REAL STORIES.

Cross-platform outdoor storytelling for brands made to go farther.



BANDIT | Our trail-tested Toyota Tundra, photographed on an Ozarks outing

1M+

Cumulative YouTube views*

2

Published adventure / faith books

2026

Rendezvous storyteller + fly-fishing instructor

*Milestone reached September 2026; lifetime channel views, not 90-day campaign reach.

WHO WE ARE

Post Family Pilgrimage is a family-led outdoor media brand sharing overlanding, fly fishing, camping, trail travel, and the stories that make adventures matter. Founder Frankie Post combines hands-on field experience, a capable Tundra build, and approachable storytelling to help people understand how outdoor products perform in real life.

WHAT WE MAKE

FIELD-TESTED OVERLANDING

Trail travel, vehicle upgrades, recovery, storage and campsite systems.

FISHING & OUTDOOR ADVENTURE

Fly fishing, rivers, mountains, hiking and destination stories.

FAMILY CAMP LIFE

Meaningful family travel, camp routines, honest product use and memories.

EDUCATIONAL STORYTELLING

Walk-arounds, helpful demonstrations, gear comparisons and practical tips.

RECENT WORK & COMMUNITY

Colorado adventure series: Float, Fish & 14ers - Part 3 | Vehicle build, travel and gear content at PostFamilyPilgrimage.com

On-the-ground community: Rendezvous in the Ozarks (Storyteller Row; Fly Fishing 101 instruction).

PARTNERSHIP OPPORTUNITIES

LET'S MAKE SOMETHING WORTH WATCHING.

A good partnership starts with a useful product and an honest story. We build campaigns around the brand's goals, the audience's interests, and real outdoor experience.

01 SPONSORED STORY INTEGRATIONS

Dedicated or integrated segments in long-form YouTube adventures, featuring products naturally in an authentic trip or tutorial.

02 CROSS-PLATFORM SHORT FORM

Platform-native videos for YouTube Shorts, Instagram Reels, Facebook Reels and TikTok. Multiple edits from one well-planned shoot.

03 BRAND-OWNED CREATIVE

Product videos, demonstrations, lifestyle photography and ready-to-publish assets created for a brand's own channels.

04 EVENTS & COMMUNITY

Event coverage, product demonstrations, creator appearances and meaningful in-person engagement with outdoor audiences.

WHERE YOUR STORY CAN GO

YouTube / Instagram / TikTok / Facebook / Website / Newsletter

Channels and formats are selected for each campaign. Current creator-network analytics are summarized on the following page.

A CLEAR, PROFESSIONAL PROCESS

1 PLAN	2 CREATE	3 REPORT
Objectives, product fit, deliverables	On-location capture, edit, approval	Publish, share links, summarize results

PARTNERSHIP PRINCIPLES

Paid campaigns are customized. Production, publishing, licensing, paid-ad usage, exclusivity and travel are scoped separately as needed. Sponsored content is clearly disclosed; editorial trust and honest product assessments come first.

LET'S BUILD THE NEXT ADVENTURE TOGETHER.

Frankie Post | Post Family Pilgrimage

PostFamilyPilgrimage.com • All channels & contact

AUDIENCE & PERFORMANCE

Seven owned social accounts spanning outdoor, family, and vehicle-focused storytelling.

≈202K
Platform-reported views*

1M+
Cumulative YouTube views

≈13.5K
Account follows / subscriptions**

RECENT CONTENT ACTIVITY

ACCOUNT	VIEWS	FOLLOWERS	REPORTING WINDOW
Frankie Post · Facebook profile	126,234	≈5,100	Jul 23–Oct 20
Post Family Pilgrimage · YouTube	30,607	4,043	Jul 23–Oct 20
Post Family Pilgrimage · TikTok	≈17,700	353	Jul 26–Oct 20
Post Family Pilgrimage · Facebook	15,330	975	Jul 23–Oct 20
Frankie Post · Instagram	9,037	1,427	Last 90 days
Post Family Pilgrimage · Instagram	2,414	515	Period unverified
Black Bandit Tundra · Instagram	757	1,051	Last 90 days

* ≈202K is the sum of reported content/video views across seven accounts, NOT unique people reached or guaranteed sponsorship impressions. Reporting windows and platform counting methods vary; TikTok is rounded. Some cross-posting may reach the same person multiple times; Facebook-attributed views displayed inside Instagram Insights were excluded to limit double-counting. ** ≈13.5K is the sum of account follows/subscriptions, NOT unique followers; personal Facebook currently displays a rounded 5.1K. Personal channels are optional sponsored placements. Instagram PFP reporting window has not been independently verified.

WHAT THESE NUMBERS MEAN FOR PARTNERS

CREATIVE + DISTRIBUTION We produce field-tested photography and video, then offer publishing across the relevant PFP and Frankie Post channels according to an agreed scope.

DISCOVERY + STORYTELLING TikTok's For You feed and search accounted for 70.2% and 24.7% of recent traffic. Across Instagram and Facebook, photography and narrative posts make up a significant portion of views.

AUDIENCE TRANSPARENCY Personal and brand accounts are distinguished in reporting. The Frankie Post personal channels are optional campaign placements, not automatically included.

Ready to talk? Request a tailored paid partnership concept at PostFamilyPilgrimage.com. Content, usage rights, disclosure, deliverables and fees agreed in advance.