

4 MILLION+ MONTHLY VIEWS



Barclay Mountain Co.

LIFESTYLE | TRAVEL | COMMUNITY



88K

FOLLOWERS



18K

FOLLOWERS



7K

FOLLOWERS

ABOUT US

Barclay Mountain Co. helps businesses, destinations, and organizations reach hundreds of thousands of people every month through engaging short-form video, storytelling, and social media marketing. Our content generates more than 4 million monthly views while highlighting local communities and authentic experiences across Pennsylvania, New York and beyond.



As seen on: WETM-TV | WNEP-TV

AUDIENCE

25 - 65

AGE RANGE

98%

USA

54%

MALE

46%

FEMALE

KEY STATS

1M+

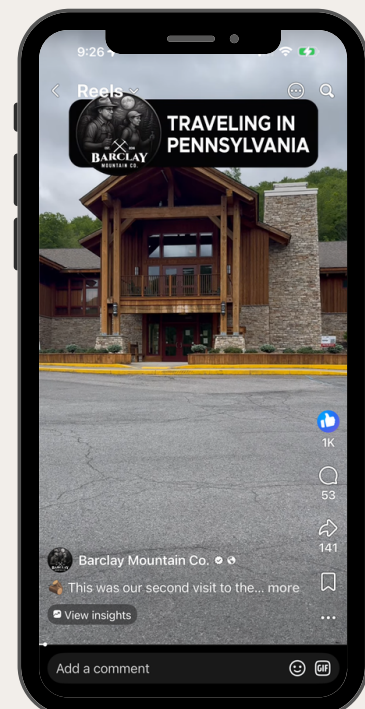
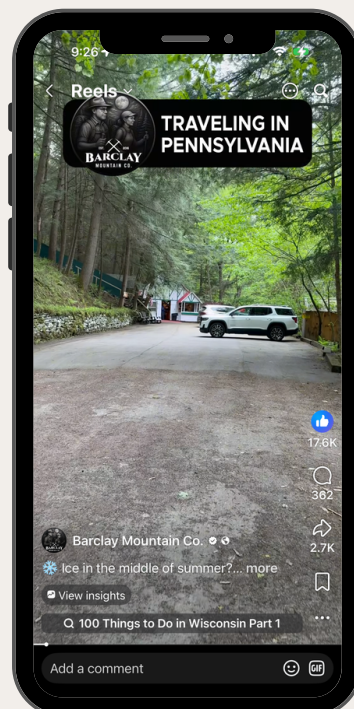
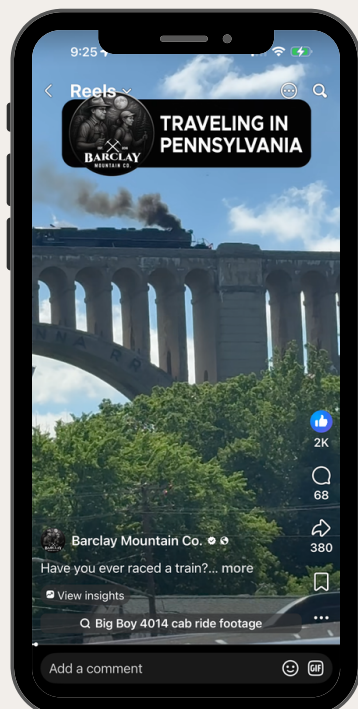
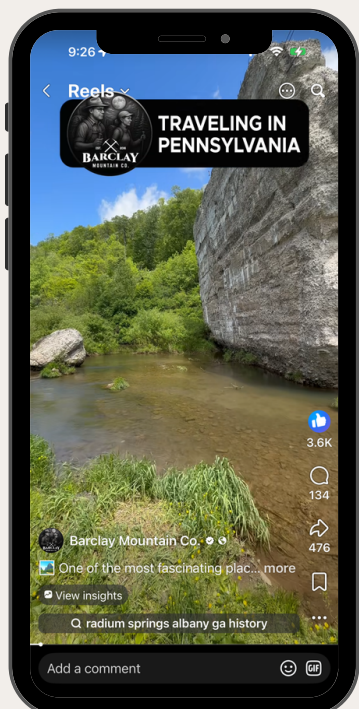
WEEKLY
VIEWS

72K

WEEKLY
ENGAGEMENT

1.5K+

WEEKLY
NEW FOLLOWERS



WE CREATE CONTENT

Our Services

Short-Form Video

- Facebook Reels
- Instagram Reels
- TikTok Videos
- YouTube Shorts
- Destination Features
- Business Spotlights

Storytelling

- Community Stories
- Brand Stories
- Customer Stories
- Local History Features
- Tourism Promotion
- Sponsored Content

Social Media (Creation & Management)

- Onsite Content Creation
- Content Planning
- Posting & Scheduling
- Audience Engagement
- Growth Strategy
- Performance Reporting

Partnership Opportunities

- Sponsored Videos
- Product Features
- Collaborations and Giveaways

BRAND PARTNERSHIPS

We partner with brands looking to reach engaged audiences through authentic storytelling and creative content.

Featured Brand Partner

KWIK FILL

Summer Road Trip Campaign

6 Sponsored Videos

3-Month Campaign

Community Giveaways

Multi-Platform Distribution

Investment: \$1,800

WHY PARTNER WITH BARCLAY MOUNTAIN?

- ✓ Reach more than 4 million viewers monthly
- ✓ Tell your story through authentic, engaging content—not traditional advertising
- ✓ Build trust with a loyal community that values local businesses
- ✓ Receive professional photo and video content for your own marketing
- ✓ Expand your reach across Facebook, Instagram, and TikTok
- ✓ Work with a local team that understands your community and your customers
- ✓ Increase visibility through content people actually choose to watch and share
- ✓ Gain long-term marketing assets—not just a single social media post

What Our Partners Are Saying

“

We love Barclay Mountain Co. and all they do to support small businesses and small towns!

Freezer's Auto Parts



LET'S CHAT

Robert@BarclayMountain.com

PARTNERSHIP RATE CARD

All packages include multi-channel distribution across Facebook, TikTok, and Instagram

CREATOR PARTNERSHIPS

SINGLE SPOTLIGHT

\$249

- 1 Sponsored Short-Form Video
- Filmed On Location
- Natural Brand Integration
- Posted Across All Platforms
- Engagement Monitoring (7 Days)

MINI CAMPAIGN

\$799

3 Video Package

- 3 Sponsored Videos Over 3 Months
- Coordinated Content Storyline
- Community Giveaway Included
- Posted Across All Platforms
- 30-Day Performance Report
- Engagement Monitoring (30 Days)

BRAND PARTNERSHIP

\$2,199

6 Video Package

- 6 Sponsored Videos Over 3 Months
- In-Depth Brand Storytelling
- Multiple Community Giveaways
- Priority Scheduling
- Full Analytics Report
- Engagement Monitoring (90 Days)

BUSINESS MARKETING SERVICES

STARTER

\$199

Per Month

Perfect for businesses that already have photos and videos but need help staying active online.

- Dedicated Account Manager
- Content Scheduling & Publishing
- 8 Posts Per Month
- 1 Social Media Channel
- Monthly Performance Report
- Client-Supplied Photos & Videos
- Caption Writing & Hashtag Optimization

GROWTH

\$499

Per Month

For businesses looking for a more active social media presence and professional guidance.

- Everything in Starter
- 12 Posts Per Month
- Up to 2 Social Media Channels
- One Onsite Visit Every 3 Months
- Content Capture (Photo & Video)
- Monthly Performance Report
- Content Strategy

PREMIUM

\$1,199

Per Month

A complete social media management solution designed to maximize visibility and engagement.

- Everything in Growth
- 20 Posts Per Month
- Up to 3 Social Media Channels
- Monthly Onsite Content Creation
- Onsite Photo & Video Capture
- Priority Scheduling & Support
- Advanced Analytics Reporting
- Content Strategy Planning
- Monthly Marketing Review

SOCIAL MEDIA ADVERTISING

Turn your best-performing content into targeted Facebook and Instagram advertising to reach more customers and grow your business.

We handle the setup, targeting, and optimization. For active Barclay Mountain clients, there is no additional management fee—**100% of your ad budget goes directly toward advertising.**

Recommended Monthly Ad Budgets:

- Starter: \$100-\$250/month
- Growth: \$250-\$750/month
- Premium: \$750-\$2,000+/month

Let's create content your customers will actually want to watch.

Robert@BarclayMountain.com | (570) 699-9745 | BarclayMountain.com

