

“Lasso Your 2025” Workshop



December 11, 1:00 PM EST

The Hidden Reason Why Your Social Media Isn't Working

Meet Your Hosts



Jamie Samples



Kim Ivkov

www.cowgirlbiz.com

Cowgirl Entrepreneurs Wagon Wheel Wealth



The Center of the Wheel: Your Business

The center of the wheel represents Your Business – your mission, vision, and values. It is the driving force that keeps your business aligned with your goals and ensures that all spokes are working together toward a common purpose. Your core strategy influences every decision you make, from marketing approaches to customer experience, and should resonate across all areas of your business.

Why is the Wagon Wheel Important?

Each spoke is interconnected, and the stronger each spoke, the more stable and effective your business becomes. If any spoke is weak or underdeveloped, it can create friction, slow your progress, and prevent your business from achieving its full potential. The goal is to keep each spoke strong and well-maintained so your business can move smoothly forward.

Action Steps for 2025

In 2025, we'll focus on optimizing these 10 spokes—because we believe these are the most impactful areas for your business success. By strengthening these areas and keeping them aligned with your core strategy, you'll set your business up for sustainable growth.

MARKETING ANALYTICS CHECKLIST



WEBSITE

- Traffic - total visits + unique visitors
- Page views - most viewed pages
- Bounce rate - % of visitors that left with no engagement
- Time on site
- Conversion Rate
- Click-through rate
- Traffic sources - direct, organic, referral or social

SOCIAL MEDIA

- Posts published
- Engagement rate
- follower growth
- Reach
- Impressions
- Click-through rate
- Video Views
- Stories interactions
- Best times to post

EMAIL

- Open rate
- Click-through rate (CTR)
- Bounce rate
- Unsubscribes
- Spam complaints
- List growth rate: new subscribers added
- Conversion rate(s)

CONTENT

- Blog Views
- Shares
- Backlinks
- Blog Conversion rate
- Time spent on page

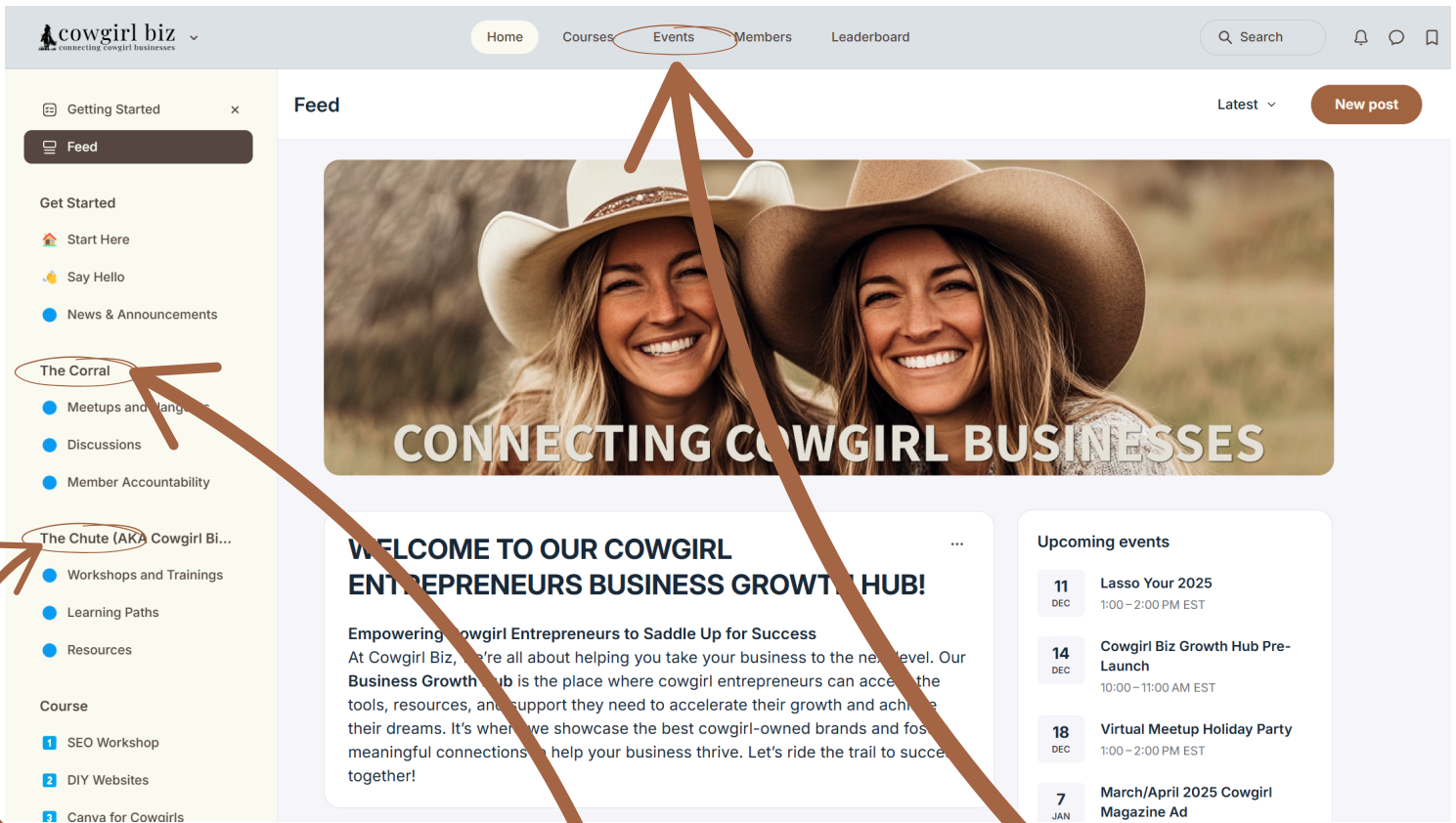
OVERALL METRICS

- Brand Mentions
- Customer reviews
- Community growth - total audience across all channels



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Business Growth Hub “Sneak Peak”



The Chute/Cowgirl Biz Academy

- For business resources and growth-focused courses
- Expert guidance to help you scale your business

The Corral

- For virtual meetups & hangouts
- Discuss topics
- Find accountability partners

Events

- For easy tracking of all the upcoming meetups, trainings, workshops and more!

Ready to GET SERIOUS about Growing your business in 2025?

Be sure to join the Cowgirl Biz Growth Hub!

Cowgirl Biz Growth Hub Pre-Launch

Saturday, Dec 14, 10am EST

Inside our FB Group

Cowgirl Biz Growth Hub Opens to Customers (Shop Hop Participating Stores, Cowgirl Magazine Ads, and Rodeo Queen Listings). AND to our FB Group Members. We will post the information on how to Join the Biz Growth Hub in our Cowgirls and Innovators FB Group.

Cowgirl Entrepreneurs Virtual

Meetup Holiday Party

Wednesday, Dec 18,

1pm EST, 12pm CST, 11am MST, 10am MST

Join us for our first ever Virtual Meetup inside the Business Growth Hub for a fun Holiday Bash!

Important Note:

While we will have free sections within the Business Growth Hub Community where you can get acquainted with the platform, we also offer paid areas designed to accelerate your growth based on your investment. These paid sections ensure a focused, results-driven approach to business success in 2025. We are committed to your success and want to connect with others who are equally dedicated to growing their businesses. Ready to level up? Join us for this exciting journey!

Workshops & Trainings

1st Quarter 2025

MEET THE EXPERTS

Jamie Samples, Yellow Barn Media

- **Topic: Email Marketing Simplified**
- With 15+ years as an equine marketing pro, Jamie specializes in social and email marketing. She leads Yellow Barn Media, offering tailored marketing solutions for equine businesses. A lifelong horse lover with 45+ years of riding experience, Jamie is also a proud wife and boy mom. She's a self-proclaimed marketing nerd passionate about simplifying email marketing.

Maggie Schlegel, Maggie Writes Copy

- **Topic: SEO Unleashed: A Cowgirl's Guide to Wrangling Google**
- Maggie is an SEO conversion copywriter who specializes in writing and strategizing to boost organic traffic and increase conversions. She loves collaborating on the entire organic marketing funnel, from SEO to email marketing and sales pages. With a straightforward approach, Maggie simplifies SEO to help businesses rank and get noticed online. No need to be an expert — just an action-oriented listener ready to put your business on the map!

Lindsey Rains, Hoof Print Marketing

- **Topic: Master Facebook Ads: Maximize Ad Spend and Drive Traffic**
- With expertise in paid ads, both on Facebook and Google, Lindsey knows exactly how to set up ads that convert and maximize your ad budget. She specializes in helping businesses grow their revenue and improve profits by strategically leveraging ad spend. Whether you're new to paid ads or looking to optimize your campaigns, Lindsey's insights will ensure you get the most bang for your buck.

Brandee Bratton, Equestrian Edge Fitness

- **Topic: Rein & Rise: Fitness Essentials for Busy Cowgirl Entrepreneurs**
- Brandee Bratton, founder of Equestrian Edge Fitness, has designed fitness programs tailored for equestrians. In this training, she'll provide practical tips and inspiration to help Cowgirl Entrepreneurs stay fit and energized, boosting productivity for both business and life.

Virtual Meetup Topics planned in Jan 2025:

Wordpress vs. Shopify Websites, Social Media Strategies,
Simplify your Email, SEO, FB Ads, Product Photography

In the Works: Upcoming trainings and workshops include Canva for Cowgirls, Content Creation & AI Prompts that Make an Impact, and Print on Demand for Cowgirl Entrepreneurs.

Promotional Opportunities

Promote your brand with Cowgirl Biz through workshops, directories, and events tailored to cowgirl entrepreneurs.

Shop Hops

5 Scheduled in 2025

Designed to Drive Traffic to your Website

New for 2025: Shop Hoppers will have to visit your site and search for an image (scavenger hunt style).



Product Spotlight Facebook Lives

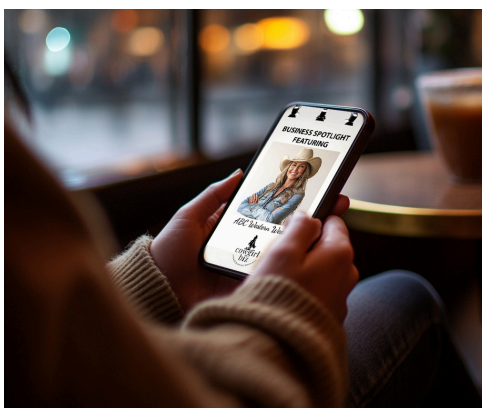
Get your product in front of an engaged audience during one of our Facebook Lives!

Cowgirl Magazine Ads

Don't miss your chance to advertise to Cowgirl Magazine's 1.4 million reach through our Joint Ads.

Discover, shop, and support our amazing cowgirl community!

<p>Buckaroo Hearts Children's books inspired by the spirit of the west! buckaroohearts.com</p>	<p>Desert Rose Imagery Whimsy by design, art & photography, custom 15x20 Mini's! desertroseimagery.com</p>	<p>J. Huber Leather Designs Vintage, heirloom, and custom made leather goods! jhuberleatherdesigns.com</p>
<p>MOD Cares Passionate about hair & skincare, we make skin care modocares.com</p>	<p>Reared Up Coffee Make life easier & simpler, supporting the cowboy tradition! rearedupcoffee.com</p>	<p>Rockin' T Boutique Empire of cowboy hats and more! rockintboutique.com</p>
<p>Shop Cowgirl Businesses Discover one-of-a-kind, cowgirl-inspired products and support small businesses. CowgirlBiz.com</p>		<p>Scan the QR code to see all the featured businesses and explore more of the culture of CowgirlBiz.com</p>
<p>Possum Run Ranchwear Fashion with a twist, cowgirl inspired! possumrunranchwear.com</p>	<p>Salty Cowgirl inspired, casual elegance with western charm! saltyby.com</p>	<p>Solutions by Elli Items & services for the cowgirl, created in USA! solutionsbyelli.com</p>
<p>Cowboy Cowls The Hill, Day After, Day After! cowboycowls.com</p>	<p>Wild and Unbridled Handmade jewelry & home decor for the cowgirl! shopwildandunbridled.com</p>	<p>Stacked High Shop Stack High, where you can wear your stack year-round! stackedhigh.shop</p>



Email Sponsorships

Feature your product or service to our growing email audience.

Directory & Marketplace

Designed to help us search, find and support Cowgirl Businesses.

cowgirl biz
connecting cowgirl businesses

Search

Categories ▾

Join the Cowgirl Family ▾

Biz Hub ▾

Community

Cowgirl Gift Guides

Cowgirl Christmas Shop Hop ▾

Store ▾

Login

CONNECTING YOU WITH UNIQUE COWGIRL BOUTIQUES...ONLINE

BECAUSE YOU DESERVE ACCESS TO TIMELESS PRODUCTS MADE
WITH LOVE BY A FELLOW COWGIRL.

Shop The Cowgirl Gift Guides

Ride The Guides

Shop Cowgirl Businesses!

Shop Now

Join The Holiday Shop Hop

And Win Prizes

STATS:

CowgirlBiz.com launched on October 15, 2024

As of December 11, there are now **over 1,100** Cowgirl Businesses
in the directory!

Coming Jan 2025: The Marketplace

Designed to help Cowgirl Businesses promote and sell
their products from their Directory Listing.

December 18th - 31st:

Beta Tester Sign-Ups accepted in the Cowgirl Biz Growth Hub

January 6 - 22:

Beta Testing

January 29:

Marketplace Launch

www.cowgirlbiz.com

Notes