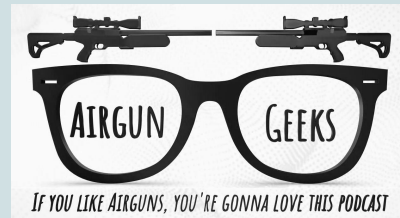


William (Bill) Ruehl - Social Media Influencer Media Kit



Empowering Brands through Authentic Engagement and Rapid Growth!

Meet Bill Ruehl

Bill Ruehl is a respected influencer and content creator known for integrity, deep technical insight, and authentic product enthusiasm. His growing YouTube channels—**Target Forge**, **The Airgun Geeks Podcast**, and **The DIY Maker**—provide targeted exposure for relevant products and brands, significantly enhancing consumer engagement and trust.

Channel Overview



Target Forge

- **Audience:** Enthusiasts in airguns, precision shooting, and outdoor sports.
- **Growth:** Rapidly expanding subscriber base, known for high-quality, engaging, technical content, achieving 35% growth year-over-year.
- **Impact:** Proven ability to elevate brands from niche players to market leaders, demonstrated by successful case studies such as GX Compressor.



The Airgun Geeks Podcast

- **Audience:** Dedicated listeners interested in airgun industry insights, competitions, and expert discussions.

- **Growth:** Increasing podcast downloads by 40% annually with significant listener engagement.
- **Impact:** Influential in shaping opinions and driving product adoption among a passionate community.



The DIY Maker

- **Audience:** DIY enthusiasts, makers, outdoor adventurers, and preppers.
 - **Growth:** Rapid subscriber growth with a 50% increase in subscribers and high engagement rates.
 - **Impact:** A trusted voice for practical advice, tool reviews, and innovative project demonstrations.
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Why Partner with Bill Ruehl?

- **Technical Credibility:** Deep engineering expertise and thorough product reviews.
 - **Authenticity and Trust:** Honest, transparent communication that builds long-lasting consumer trust.
 - **Proven Track Record:** Demonstrated success in boosting visibility and sales for partnered brands.
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Previous Success Stories

Case Study: GX Compressor

- Elevated a little-known brand into a prominent market leader within the adult airgun industry through strategic data-driven content and authentic advocacy.

Testimonial:

- "Working with Bill Ruehl has significantly amplified our brand presence and credibility. His authentic engagement has directly influenced our sales growth." — GX Compressor Marketing Team




Repping Names you know:

- Bass Pro, Cabelas, Airgun Depot, Pyramyd Air, The entire Rock Porch brand set, Avantlink, etc..
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Available Collaboration Opportunities

- Dedicated Product Reviews
 - Sponsored Content and Brand Features
 - Strategic Affiliate Marketing Campaigns
 - Long-Term Brand Ambassadorships
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Connect with Bill Ruehl

-  Felton, CA, USA
-  425-903-2385
-  bill@targetforge.net

Social Media Channels:

-  [Target Forge](#)
 -  [The DIY Maker](#)
 -  [The Airgun Geeks Podcast](#)
 -  [Instagram](#)
 -  [Facebook](#)
 -  [X \(Twitter\)](#)
 -  [Amazon Store https://www.amazon.com/shop/targetforge](https://www.amazon.com/shop/targetforge)
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Partner with Bill Ruehl today and experience the power of authentic, impactful promotion!