PORTFOLIO · 2026

Graceful Exposure

Boutique attention. Strategic growth.

A boutique social media, Meta ads and branding agency in Nebraska, helping small businesses get seen by the right people.

McKenna Fahrenbruch, Founder · gracefulexposuremedia.com

WHO WE ARE

Social media that works like a business tool, not a posting schedule.

We help wedding, event, hospitality, real estate, wellness and nonprofit brands in small and mid-sized towns get seen by the right people. Every client starts with a brand and voice assessment, because strategy comes before execution.

Strategy first

A brand and voice assessment before any content goes live.

Relationships

Content built on real people, real customers and real stories.

Boutique roster

A small client list on purpose, so every account gets real attention.



MEET THE FOUNDER

McKenna Fahrenbruch

Hi there! I’m McKenna, the founder of Graceful Exposure. I’m a working mom, devoted wife, animal lover, gardening enthusiast, and a small business owner (just like you are, or once were).

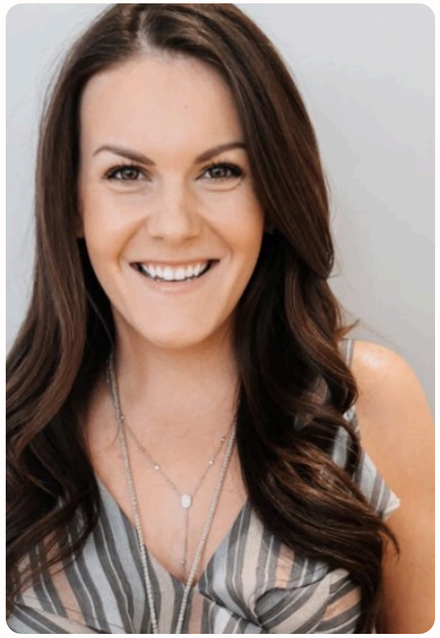
I started Graceful Exposure five years ago to help small businesses build brand awareness and attract the right clients to help their business thrive.

Our approach is unique to you and your brand. We start with organic, strategic content that builds your brand and community, then analyze and adjust based on data, because real growth doesn’t come from guessing.

Founder, Graceful Exposure

THE PEOPLE BEHIND THE WORK

Meet our team



Kaitlynn

Executive Assistant & Venue Operations Specialist

The steady force behind the scenes, with 10 years of experience in operations, marketing and event planning, including a decade in wedding venue management.



Lili

Graphic Designer

Brings creativity and a strong eye for detail to every client's visuals. After more than a year with Graceful Exposure, she makes sure every graphic feels polished, purposeful and true to the brand behind it.

RESULTS AT A GLANCE

Real results for small-town businesses

2.27M

People reached organically for Bridal Isle in 2026, with $0 ad spend

850K

Views in 12 months for Clear View Realty

192K

People reached in 12 months for HAECP, a rural nonprofit

$0.41

Per booking page visit from Bridal Isle's Meta ads

Google rating 5.0 · Facebook 100% recommend

CASE STUDY · BRIDAL ISLE · 4+ YEARS

A small-town bridal boutique that brides travel to from five states

The challenge

Bridal Isle sits in a Nebraska town of fewer than 500 people, so nearly every bride comes from somewhere else. The shop needed to be found, trusted and worth the drive.

Our strategy

Celebrate real brides with “Say Yes” posts, show the team behind the shop, share wedding tips worth saving, and adapt content for Facebook, Instagram, TikTok and Pinterest.

Strategy · Content · Reels · Reporting · Meta ads

BRIDAL ISLE · ORGANIC RESULTS

Reach grew 58% in seven months, with $0 ad spend

Metric	2025 (full year)	2026 (Jan 1 to Aug 8)
Organic reach	1.44 million	**2.27 million**
Engagements	613,000	**488,000**
New followers	+905	**+1,689**
Ad spend	$0	**$0**

538K views

A Reel celebrating the shop’s longtime manager, on Facebook alone

850 shares

A simple veil prep tip Reel on Instagram

BRIDAL ISLE · META ADS

Ads built on content that already works

Three campaigns sent brides straight to the booking page: a boosted Reel, a “Now Engaged” campaign reaching women who recently got engaged, and retargeting for website visitors and followers.

$211
Total ad spend over 30 days

517
Visits to the booking page

$0.41
Cost per booking page visit

$0.23
Per visit from the top video ad

CASE STUDY · CLEAR VIEW REALTY · 3 YEARS

Getting rural listings in front of buyers across the region

The challenge

Clear View Realty sells homes, acreages and lots across small towns in south-central Nebraska. The buyer for any one property often lives somewhere else.

Our strategy

Story-driven listing posts, Reel home tours, “what I’d do with this house” idea posts, agent spotlights and market updates, led by Facebook where rural buyers are most active.

Holdrege · Axtell · Alma · Bertrand · Loomis · Orleans · Oxford · Funk · Wilcox

CLEAR VIEW REALTY · RESULTS

850,000 views in 12 months for a rural brokerage

July 2025 to July 2026	Result
Views	**849,970 (up 15%)**
People reached	**428,814**
Engagements	**82,326**
Profile views	**16,154**
Total followers	**2,106**

+68%

Instagram follower growth in 2026, driven by Reel home tours

31,000 views

One acreage listing post, reaching nearly 16,000 people

CASE STUDY · HOLDREGE AREA EARLY CHILDHOOD PARTNERSHIP

From brand design to a full partnership

HAECP is a childcare nonprofit in Holdrege, Nebraska. It started with us as a full brand design project and grew into content creation, social media management and event planning. By celebrating providers, sponsors and community events, its page reaches far beyond its follower count.

192K
People reached on Facebook in 12 months

375K
Facebook views in 12 months

11.3%
Engagement rate

<600
Followers, in a county of about 9,000 people

BRANDING SESSIONS

Look like the business you've worked so hard to build

A full branding session gives you a custom logo and a complete brand package, built around your story and the clients you want to reach.

It's how HAECP started with us. That brand is now behind every post, flyer and event.

"McKenna with Graceful Exposure did a phenomenal job with our brand kit! She took all of the thoughts and ideas we had and created a concise, user friendly, and helpful brand kit that gave our marketing direction and purpose!"

Cross Diamond Meats · Google and Facebook review

WHAT CLIENTS SAY · 5.0 ON GOOGLE · 100% RECOMMEND ON FACEBOOK

Trusted by the businesses we serve

“Mckenna is one of the few high integrity digital media vendors and is someone we would highly recommend.”

Mitch Wolinsky

Renovation Defenders · Google

“She may work behind the scenes, but she is the reason we can focus on our business as we have full faith in how she runs our social media.”

Sarah Ritz

The Village Events · Google

“McKenna with Graceful Exposer has been doing the social media for Bridal Isle for a year and she does a wonderful job!!”

Karla Axtell

Bridal Isle · Google

WHAT CLIENTS SAY

Partners, not just vendors

“Mckenna is a trusted business partner, she steps up to learn the business and engages in meetings that allow us to opine on what is working, what we’d like to try and what she knows will work. We prefer to defer to her judgment and have been very pleased with the content, creative and her excellent editing!”

Mitch Wolinsky

Renovation Defenders · Google

“Having a great social media presence makes a HUGE difference these days and having someone that knows what they’re doing when it comes to social media marketing is critical! 10/10 would recommend her a million times!!”

Leslie Hinrichsen

Google

HOW WE CAN HELP

Services

Social media management

Done-for-you strategy, content, Reels and monthly reporting across Facebook, Instagram, TikTok and Pinterest.

Meta ads

Facebook and Instagram campaigns built on proven content, with targeting, retargeting and clear reporting.

Branding

A custom logo and full brand package, so your business looks consistent everywhere it shows up.

Content creation

Graphics and short-form video produced by our design and video team, reviewed before anything goes live.

Event promotion

Planning and promotion that fills events, from community nights to client open houses.

Google Business Profile

Profile management that helps local customers find you, see your reviews and get in touch.

LET'S TALK

Ready to get seen by the right people?

Book a free discovery call. We'll listen first, learn your business and show you where social media can do more for you.

calendly.com/gracefulexposuremedia/discovery-call

McKenna Fahrenbruch · gracefulexposuremedia.com · @gracefulexposuremedia