



Boot Ranch

Boot Ranch | Leading a Luxurious Media Campaign

CHALLENGE

[Boot Ranch](#) is a private club and family retreat located in the heart of Texas Hill Country. With the goal of making it top-of-mind in luxury Hill Country private club living, Boot Ranch engaged Pierpont to an integrated campaign that would help illustrate the property's narrative and reach its affluent audience.

OBJECTIVES

Our mandate was straightforward: drive awareness, consideration, and conversion of real estate sales.

SOLUTION

The Pierpont team assisted in various website upgrades, digital and social media marketing support, public relations, and event engagement to drive membership conversion and sales. We helped to position the offering in the competitive Texas market as a high-end lifestyle opportunity and sound generational investment. In an effort to fully experience the luxurious lifestyle at Boot Ranch, Pierpont coordinated a two-day media event in Fredericksburg, Texas.

RESULTS

Pierpont pitched and secured the attendance of 25 members of the lifestyle and sports media, resulting in interviews on CBS Sports Radio, ESPN Golf Insider Radio, America Tonight. Additionally, the event led to avid social media engagement among the attending media influencers, including more than 20 tweets. Boot Ranch was also the focus of articles in Avid Golfer Magazine, DFW Golfer, Tyler Morning Telegraph, Texas Golfer, Galveston Daily News, Texas Links, Sports Page Dallas, Society Diaries, Executive Golfer Magazine, and Golf Digest.

BY THE NUMBERS

25

Members of the Lifestyle and Sports Media

20+

Tweets

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