

Long Range Brand Group Launches as Specialist Growth Agency for Firearms, Outdoor and Performance Brands

New Lake Wales, Florida-based agency introduces a field-informed approach to websites, PR, content, search, and AI Visibility for specialist brands.

LAKE WALES, FL, UNITED STATES,
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[Long Range Brand Group \(LRBG\)](#), a newly launched growth agency built specifically for firearms, outdoor, tactical, and performance brands, today introduced its public website at

[longrangebrandgroup.com](#). Founded in March 2026 and based in Lake Wales, Florida, LRBG combines category-level field experience with websites, public relations, content, search strategy, and [AI Visibility](#) work for specialist product companies — brands that generalist marketing agencies often aren't built to serve well.

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Michelle Harris, Founder & Principal

LRBG was founded to address a specific gap: specialist product categories present challenges that standard marketing playbooks don't account for. Buyers in these markets often need real product education before they'll trust a purchase. Sales paths run through dealers and distributors as much as direct-to-consumer channels. Communities are tight-knit, and word of mouth carries real weight. In some categories, advertising and platform rules restrict what a brand can even say. LRBG was built to work inside those realities rather than around them.

"Brands in this space don't have time to teach an agency how their market works — the buyer education, the dealer relationships, the community trust that has to be earned," said Michelle Harris, Founder and Principal of Long Range Brand Group. "We built LRBG so that homework is already done before the first project starts."



The [company](#)'s new website is built around that same idea: helping specialist brands become easier to find, trust and choose. It includes a clearer path by market — firearms, outdoor, tactical, hunting and performance categories, including overlanding and Jeep-adjacent outdoor brands — along with a look at LRBG's service architecture, featured client work, and defined ways to work together. The site also introduces Field Notes, LRBG's planned editorial channel for practical perspectives on growth in the specialist market.

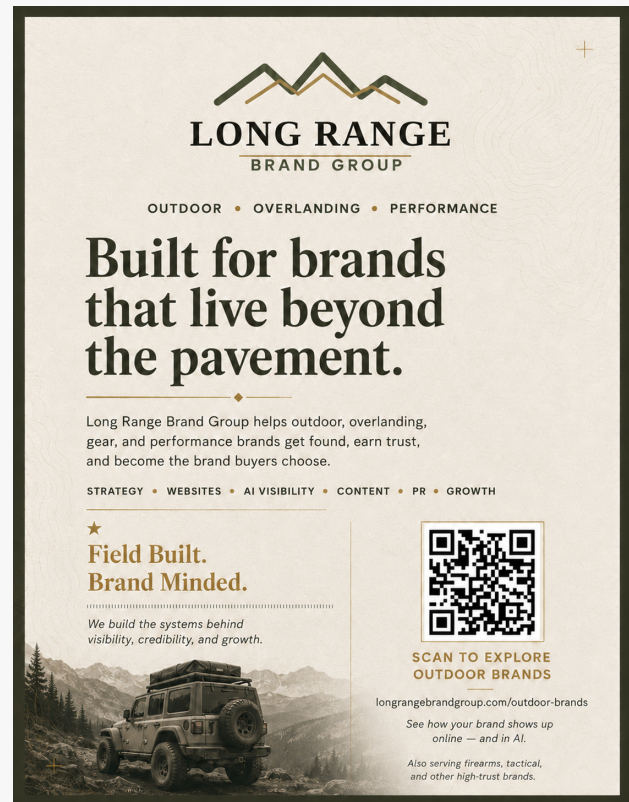
Among the site's new sections is AI Visibility, an area LRBG treats as a measurable discipline rather than a marketing trend. As buyers increasingly turn to AI-assisted tools alongside traditional search to research and compare specialist brands, LRBG evaluates how well a company can currently be found, understood and cited — establishing a baseline, testing the buyer questions a brand is actually asked, checking technical accessibility and entity clarity, and retesting over time. LRBG does not promise guaranteed AI recommendations, fixed rankings, or permanent placement; the work is about identifying gaps and strengthening the signals within a brand's control.

The founders bring experience spanning agency leadership, communications and public relations, firearms and fieldcraft, outdoor brand strategy and audience building, and performance and enthusiast markets. Michelle Harris, Founder and Principal, brings more than 25 years of experience in marketing, communications, PR, websites, content, and agency leadership. LRBG will continue expanding its presence in outdoor and enthusiast communities, including planned participation in field-facing industry events.

More information about Long Range Brand Group, including its services, featured work and AI



Visit our new site at www.longrangebrandgroup.com



Visibility approach, is available at longrangebrandgroup.com.

About Long Range Brand Group

Long Range Brand Group (LRBG) is a specialist growth agency built for firearms, outdoor, tactical and performance brands. Founded in March 2026 and headquartered in Lake Wales, Florida, LRBG combines field-level category experience with websites, public relations, content, search strategy and AI Visibility to help specialist brands get found, earn trust and become the brand buyers choose. Learn more at longrangebrandgroup.com.

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