



**THE SCIENCE**  
OF DIGITAL MARKETING  
**WITH THE ART**  
OF PUBLIC COMPANY  
COMMUNICATIONS

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**Omni8**   
GLOBAL   
MARKETING & COMMUNICATIONS



# Why Omni8

Experience and Focus





Omni8 is a creative agency that thinks outside the box. We are experts in branding, messaging, digital, and content creation. Our Omni channel awareness campaigns are process and data driven targeting the right audience with the right content.



Omni8 is managed by a team of forward-thinking professionals with a range of experience in marketing, corporate communications, public relations, social media and new age marketing targeting the new breed of millennial investors as well as traditional seasoned investors.



Content is paramount to a good marketing program. As a boutique firm we spend the time working with partners crafting ideal compelling content.



We focus on unique and diverse distribution channels and syndication backed by thought out strategy, data, and analytics constantly analyzing and optimizing our marketing funnel.

# What Do We Do

Content is the New Ad  
#Hashtag is the new headline





Bespoke marketing programs  
using best practices



Pick and choose the optimum  
components to fit a client's budget



Employ a mix of partners and  
channels



Targeted qualified audience to  
strategically placed media



Work with influencers and  
traditional content creators



Traditional and current  
messaging and tactics

# What Makes Us Different

A Unique Experience Driven Approach



An optimal program combining contemporary marketing and new media outlets



Custom systems to capture and utilize all incoming leads and investor interest



Base program will be timed to coincide with a positive market or accretive events



Once the basics are set up the budget can be focused on channels giving the best return.



We capture and provide data for ongoing inexpensive communications and lead generation



Post services our system can be utilized by the client to retain all captured data and leads

# Benefits of our system

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A Unique Problem Solving Approach





Our lead funnel system captures and organizes leads optimizing them for IR or management follow ups



Due to our in-house designed system if a channel is working better than expected more budget can be allotted to it



If the market turns negative or bullish we can adjust the program spending in real time



Ability to have fundamentals in place and a large part of the budget not already paid out to third parties providing security and flexibility



The sum of the whole is greater than the parts where we utilize multiple sources of content creation, distribution , syndication and partnerships to maximize a client's budget

# Our Process

Create. Distribute. Amplify.





Set up our proprietary system as a base for marketing initiatives



Work with branded and white label writers to create compelling content



Map out news flow and event timing around and in-between news releases



Distribute content through our network of syndication, distribution, publisher and proprietary networks



Utilize an omni channel approach to drive traffic back to owned media properties capturing data for further marketing



Utilize custom data analytics to gauge predefined key performance indicators constantly evaluating a program's effectiveness



Hands on management allows us to break down the program to a science diving deep to gain all the necessary data for success





## Ryan Johnson

A Co-founder of Omni8 Global that has spent over 19 years working in the Canadian capital markets building a global network of finance professionals, deal makers and marketers. He has worked with dozens of companies in varied industries in investor relations, corporate communications, public relations, corporate and business development, crisis management, financing and M&A. Through all of this he has developed broad connections to work with in North America and Europe.

Ryan has watched public company marketing evolve and is perfectly suited to blend effective traditional outlets with the ever evolving and emerging new strategies. Having managed small and large marketing programs with budgets in the tens of thousands to millions, he is well prepared to oversee the team in organizing and managing campaigns.



## Marketing Team

Omni8's technical team has been involved in digital marketing for a combined over 40 years and witness to the amazing change and ever evolving strategies and best practices.

They are experts in all things digital, marketing and communications related. They strive to stay on top of current and evolving trends, crucial to a marketing programs success. They are experts in taking custom and curated content and maximizing its audience and exposure. Their combined experience in creating, distributing and syndicating content makes them experts at what they do best.

The combination of capital market experience backed by best-in-class digital marketing techniques makes Omni8 a go to for public company awareness programs.



# Detailed System



# Contact Us

**Contact us today for a free, no obligation consultation about your needs and how we can help create an effective campaign for you.**

**Contact us at:  
Ryan Johnson  
Cell: 604-726-4498  
Skype: rjohnsonvan  
WeChat: rjohnsonvan  
ryan@omni8global.com  
www.omni8global.com**