



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

Omni8 
GLOBAL 
MARKETING & COMMUNICATIONS

Why Omni8

Experience and Dedication



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 an ideal compelling client and sector narrative.



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

Thoroughly Structure Comprehensive
Marketing Campaigns



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



Drive a targeted qualified audience
to strategically placed media



Work with influencers and
traditional content creators



Traditional and current
messaging and tactics

Our Process

Create Distribute Amplify

Omni8 Global prides itself on having a deep network of proven marketing partners and marketing platforms to work with. From years in the industry facilitating numerous varied marketing campaigns we have built a quality inventory of options to design our marketing programs from. We focus on using a unique “outside the box” approach avoiding the usual public company marketing outlets. We are always on top of what is working for our peers and constantly monitor effective campaigns.



Develop a comprehensive bespoke marketing program using our internal initiatives and external marketing strategies



Contact negotiate and book marketing partners, service providers, publishers, influencers etc.



Create a content narrative around the client's value proposition and deep dive educational overview of the client's sector or industry highlighting the compelling attributes



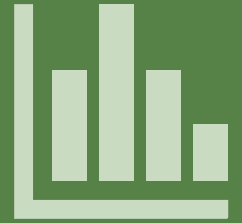
Build digital creatives, organize podcast, video and written interviews, create external distribution and syndication content, set up internal initiatives, etc.



Create a detailed marketing program schedule coordinating all launch and initiation dates



Distribute content through our syndication, distribution and publisher networks, social channels, influencers etc.



Drive traffic back to content on owned media properties capturing data for further marketing and real time program analysis

OMNI8 INTERNAL SERVICES

- Fully managed programmatic native advertising, display ads, PPC, SEO, retargeting driven to multiple long and short form educational editorial articles
- Email and SMS distribution lists
- “The Gambit” sponsored interviews
- Sponsored X (Verified Publisher) ads
- Custom created lead gen funnel
- Redistribution and amplification of bought and earned media
- Parse video and written content into clips for social media distribution
- Hosted X (Twitter) spaces
- Social listening
- CEO spotlight interviews or corporate presentation walkthroughs hosted on our sites
- AI built podcasts and sponsored distribution
- Utilize our agency partnerships with best-in class social media, traditional media and influencers
- Bulk agency discount purchases of marketing initiatives
- Full roll video clips on high domain authority sites such as investing.com, nasdaq.com, WSJ, investopedia.com, benzinga.com and more
- Extensive set up and management of all the above initiatives

INFLUENCER NETWORKS

- We work directly with certain influencers and influencer agencies. We can utilize top tier influencers or combine a group of mid tiers for a multiple day release schedule
- Single release long-form top tier content creators; In-depth, dedicated videos focusing on the Client and their industry
- Multiple short-form release mid tier content creators; Consecutive daily releases of content designed to complement and reinforce the long-form videos
- This dual approach ensures a consistent presence across various content channels, viewer preferences and attention spans
- In conjunction with influencer releases we strategically add other initiatives such as SMS, email, newsletter and other distribution touch points to amplify the potential virality of content
- As many influencers have lost some credibility running too many sponsored posts we tend to focus our content on educating viewers on a client’s sector or direct one on one management interviews to put a face to the name

SOCIAL MEDIA SERVICES

- Multiple forms of content posted to TikTok, Instagram, YouTube, X, Reddit, Facebook, LinkedIn, Discord and others
- Full social media awareness campaigns across multiple owned and partner channels
- Facebook Community Posts - Managed Facebook groups that include audiences well into the hundreds of thousands of active members
- Reddit Distribution - Custom “due-diligence” posts, comments, threads, and content will be written, distributed, commented, shared, and engaged within managed Reddit channels
- Featured Editorials – A deep-dive into company fundamentals, technical, and upcoming catalysts. Pages will be used as landers for social media traffic sources
- Educational Posts - Includes educational editorials on the micro/macros of the sector, key facts, optimized for social sharing. These educational snippets will be shared with partners and included as weekly posts across all partner channels
- Telegram distribution to multiple large Telegram finance chat groups with a proprietary AI program that can send DM's directly to group members as apposed to a single general post. Distributions range from 500,000 to a 1,000,000 members
- Hosted X (Twitter) Spaces interviews

EXAMPLE SERVICE PARTNERS

SERVICE PARTNER

- Podcast interviews
- Ticker tags
- Social media distribution

SERVICE PARTNER

- Premium banners
- Mobile targeting
- Geo-targeted email lists
- Press release distribution
- Website skins
- Lead generation pages
- Mobile push app
- Video production

SERVICE PARTNER

- Dedicated email
- Multiple newsletter sponsorships
- SMS messaging
- Display ads
- Video ads
- Mobile ads

SERVICE PARTNER

- Focus on resource and mining sector investments
- Daily morning newsletter
- Host video content investor clips
- Extensive retargeting platform

SERVICE PARTNER

- Market awareness profile on relevant sector-specific websites with over 20 established long running newsletters
- Regular client articles with coverage to 5,000+ outlets and dozens of social media accounts
- Recap-style coverage of press releases to amplify announcements via 5,000+ outlets and dozens of social media accounts
- Audio interviews with full distribution to 5000+ outlets and social media networks
- Press release enhancement on all press release announcements

SERVICE PARTNER

- Full programmatic marketing
- Extensive branded newsletters
- Email distribution
- SMS distribution

SERVICE PARTNER

- Video landing page
- Investing research report
- Infographics
- Analysis article syndicated to the Bloomberg Terminal and FactSet Terminal
- PPC
- Display
- Socials distribution

EXAMPLE PUBLISHER & SYNDICATION OUTLETS

HIGH DOMAIN AUTHORITY PUBLISHER

- Premium placement sponsored content articles
- Branded email distributions
- Video interviews

HIGH DOMAIN AUTHORITY PUBLISHER

- Emails – Breaking News Sponsor
- SMS notifications
- Mobile app push notifications
- Display
- Native
- Video pre-roll
- Social media distribution

HIGH DOMAIN AUTHORITY PUBLISHER

- Advertorial / editorial content creation
- Programmatic advertising
- Video production
- Multiple newsletters

HIGH DOMAIN AUTHORITY PUBLISHER

- Articles
- Videos
- Email
- Multiple newsletters
- Social media distribution
- Podcasts
- Display ads

HIGH DOMAIN AUTHORITY PUBLISHER

- Native posts
- Featured posts
- Display ads
- Video Ads
- Multiple newsletter sponsorships
- Sponsored articles
- SMS notifications
- Dedicated email sends

HIGH DOMAIN AUTHORITY PUBLISHER

- Dedicated email sends
- Special report updates
- Site profile
- Social media distribution

“Omni8 Has Nurtured Advertising Agency Relationships With A Broad Range Of Publishers Offering Bulk Package Discount Purchases”

DISTRIBUTION AND DIRECT MAIL

EXAMPLE DISTRIBUTION

- Ticker Tags
- Access to a wide variety of seasoned email, SMS and newsletter distribution lists through numerous providers. These can range from the 10's to 100's of thousands of subscribers
- Distributions are backed by social media channel content posts and videos
- Ability to utilise full takeover, embedded display or native inclusion
- Distributions lead back to original content on owned media sites capturing data for further marketing
- Email, SMS and newsletter distributions work well when used in conjunction with and timed to coordinate with other initiatives adding a very widespread immediate level of content exposure

DIRECT MAIL

- Long form editorial hard copy mailed to highly targeted mailing lists
- Backed by comprehensive digital follow up programs
- Campaign performance software providing empirical campaign performance metrics
- Direct mail is a proven and effective method of reaching a highly targeted and specific set of investors utilizing precise specific data purchased from big data providers

“Omni8 Will Selectively Pick And Choose The Most Effective Individual Options From Our Range Of Service Providers And Outlets To Create A Client Specific Program Where All The Parts Amplify The Program As A Whole”



Ryan Johnson

A Co-founder of Omni8 Global that has spent over 18 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.

**CONTACT US TODAY FOR A FREE, NO
OBLIGATION CONSULTATION ABOUT YOUR
NEEDS AND HOW WE CAN HELP CREATE AN
EFFECTIVE CAMPAIGN FOR YOU**

**Ryan Johnson
Cell: 604-726-4498**

ryan@omni8global.com

www.omni8global.com