



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

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**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

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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
- Internal email and SMS distribution lists
- "The Gambit" sponsored YouTube 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 Spaces
- Social listening
- CEO spotlight interviews or corporate presentation walkthroughs hosted on Financial Gambits
- AI built podcasts with 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
- 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 100,000 to a 1,000,000 members
- Partner hosted X Spaces interviews



# EXAMPLE SERVICE PARTNERS

## SERVICE PARTNER

- Podcast interviews
- Ticker tags
- Social media distribution

## SERVICE PARTNER

- Premium banners
- Mobile targeting
- Newsletter distribution
- Press release distribution
- Website skins
- Lead generation pages
- Mobile push app
- Video production

## SERVICE PARTNER

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

## SERVICE PARTNER

- Focus on resource and mining sector issuers
- 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
- Multiple branded newsletters
- SMS messaging

## SERVICE PARTNER

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

As a full-service marketing agency we are able to purchase bulk initiatives at a discount from our partners to distribute among our Clients



# EXAMPLE PUBLISHER & SYNDICATION OUTLETS

## HIGH DOMAIN AUTHORITY PUBLISHER

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

## HIGH DOMAIN AUTHORITY PUBLISHER

- Newsletter alert sponsorship
- SMS messaging
- Mobile app push notifications
- Display
- Native
- Video pre-roll
- Social media distribution

## HIGH DOMAIN AUTHORITY PUBLISHER

- Hosted advertorial / editorial content articles
- Programmatic advertising
- Video production
- Multiple branded newsletters sponsorships

## HIGH DOMAIN AUTHORITY PUBLISHER

- Articles
- Videos
- Multiple branded newsletters sponsorships
- Social media distribution
- Podcasts
- Display ads

## HIGH DOMAIN AUTHORITY PUBLISHER

- Native posts
- Featured posts
- Display ads
- Video Ads
- Multiple branded newsletters sponsorships
- Sponsored articles
- SMS messaging

## HIGH DOMAIN AUTHORITY PUBLISHER

- Branded newsletters sponsorships
- Special report updates
- Site profile
- Social media distribution

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



# 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
- Fully sponsored, embedded display or native newsletter inclusion
- Distributions lead back to original content on owned media sites capturing data for further marketing
- Newsletter and SMS 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

At Omni8 we continue to support our clients in numerous ways post campaign when the contracted marketing program has concluded. We will continue to distribute corporate updates through our Financial Gambits newsletter, SMS distributions, social channels, Financial Gambits hosted content lander updates, X Spaces broadcasts and follow up Gambit video interviews among any other opportunities that arise. We do this to keep the broader audience of Financial Gambits shareholders updated as they have come to look at us as a reliable source of information on our clients.





## Ryan Johnson

The founder of Omni8 Global and 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 NO PRESSURE CONSULTATION  
ABOUT HOW WE CAN CREATE AN EFFECTIVE MARKETING  
CAMPAIGN CUSTOMIZED SPECIFICALLY FOR YOUR COMPANY**

**Ryan Johnson**

**604-726-4498**

**[ryan@omni8global.com](mailto:ryan@omni8global.com)**

**[www.omni8global.com](http://www.omni8global.com)**

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