

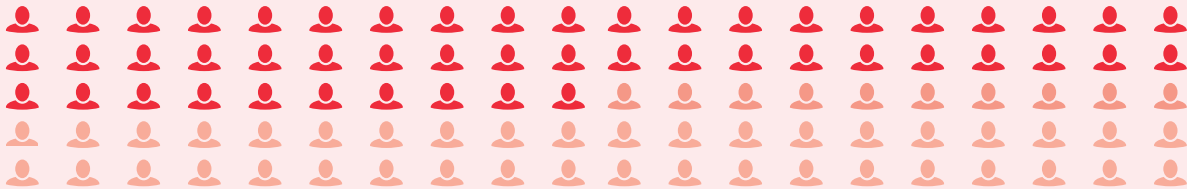


Cyber PR Army

**ACCOUNT SETUP
OR RESKIN**

GETTING SET UP

Your social media profiles are your calling cards online. Whether you have existing accounts that need an update and optimization or need your accounts set up from scratch, we will craft profiles that speak true to your ethos and create brand awareness in all the right places.



Nearly **50%** of the world's population uses social media. That's over **3 billion users worldwide.** (Statista)

WHAT WE DO

We will assess your existing social media profiles and discuss the best platforms for your business' needs. Our team will consider all your existing assets and make amendments to give your brand a cohesive aesthetic across your website and social media profiles.

Our in-house graphic designer will create assets such as branded headers, logos and services posts. These will be paired with optimized copy across your profiles and a custom signature/CTA for you to post at the bottom of all your social media announcements.



HOW IT HELPS YOU

- Ensures your brand has a cohesive web presence
- Increases reach
- Makes your brand appear professional and established
- Saves you time
- Gets you up to speed quickly (express option available)

Your brand and how it is perceived is a large part of the puzzle but who sees it is crucial in terms of converting interest into sales. Increase awareness of your business by having well-crafted professional social pages on the right networks for your product or service.

It can be confusing and off-putting if your social media pages don't match your website. We will match the language, logo and other information to ensure uniformity across all your platforms. This will help people flow easily between your social media page and your website and help increase sales.

We will audit all existing social media pages. If there is one out there under your business' name that has been forgotten or abandoned (more common than you would think!) we will help you to retrieve it and bring it up to date. No stone will be unturned as we check for consistency and optimize your profiles.

"More than 40% of digital consumers use social networks to research new brands or products." (GlobalWebIndex). Make sure your brand is where it needs to be and looks the part, so you are included in this statistic.

In 2019, **90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers** were active social media users. (Emarketer)



SOME STATS FROM OUR CLIENTS' RECENT REPORTS:

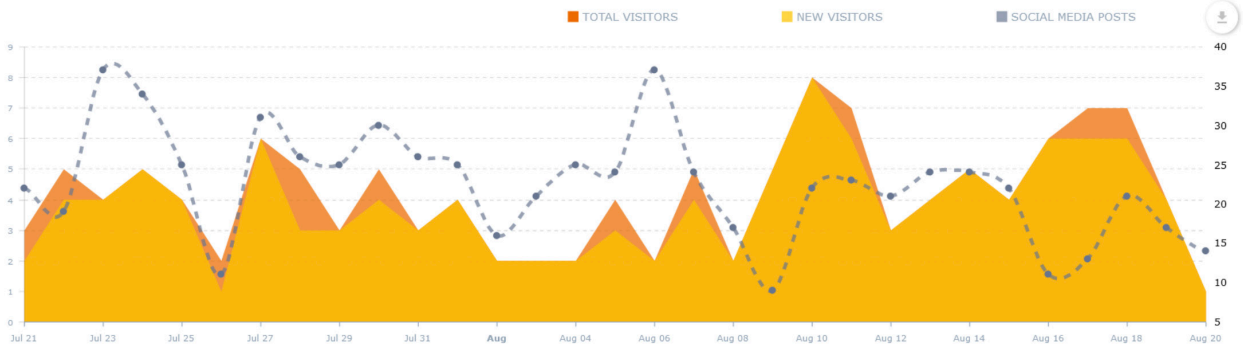
Traffic from social media increased by

550%

since previous period

Website traffic -

VISITOR GROWTH



Facebook Activity Overview - Last 28 Days



IMPRESSIONS
22,978



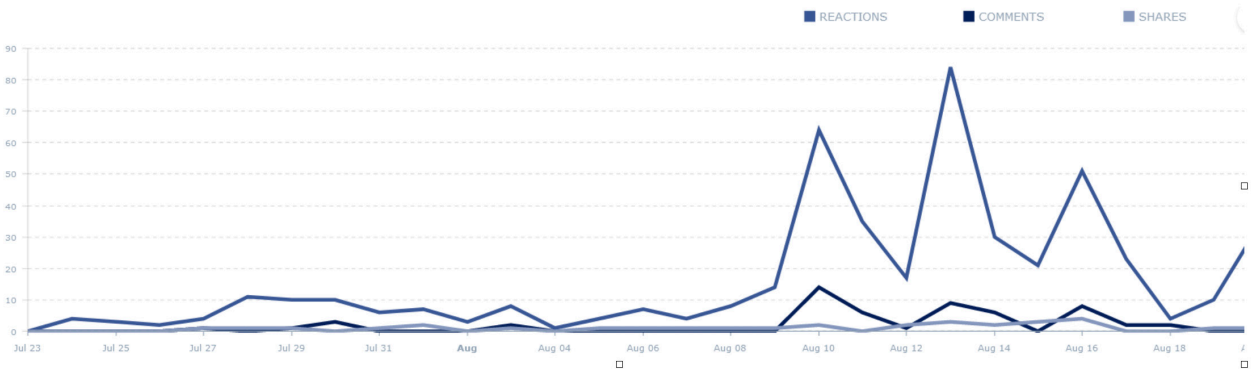
TOTAL REACH
4,196



POST ENGAGEMENTS
1,068

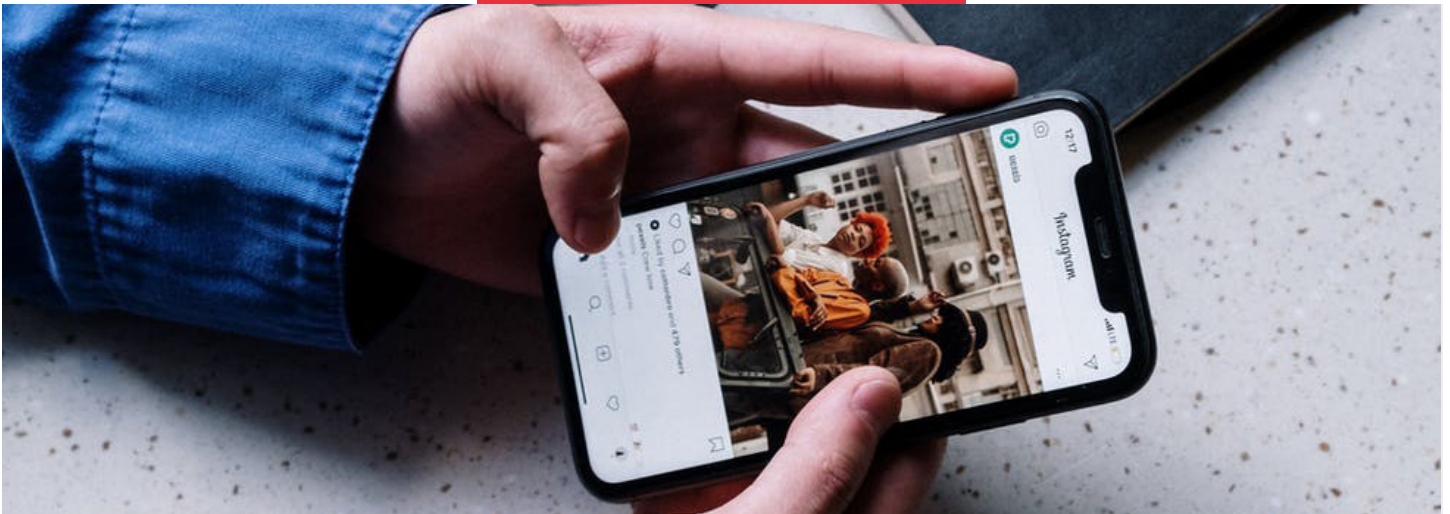


PAGE CONSUMPTIONS
1,000



Cyber PR Army

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54% of social browsers use social media to research products.
(GlobalWebIndex)

Our bespoke services will address the needs of your business. Social media is a critical bridge between you and your customers, and we can help your brand's first point of contact look professional and engaging. Once your profiles are looking their best, continue to post yourself or talk to us about our ongoing social media packages.

Social networks are the biggest source of inspiration for consumer purchases with **37% of consumers** finding purchase inspiration through the channel. (PWC)

