



**Cyber PR Army
Solutions** INC.

The Work In Action

YOUR STORY. OUR STRATEGY.



**CLEAR STRATEGY, CREATIVE EXCELLENCE,
AND MEASURABLE OUTCOMES.**



EDRIVE POWERSPORTS

CLIENT: eDrive Powersports
PROJECT: Rebranding & Digital Transformation
SCOPE: Brand development, website optimization, SEO, PPC advertising, social media, and team training.

How We Helped a Newly Acquired Powersports Business Rebrand, Reposition, and Build a Digital Presence from the Ground Up

This project began with a brand moodboard and strategic direction for the new ownership. Once the visual identity was established, we moved into:



The Challenge

eDrive Powersports is a powersports business that had recently undergone a change in ownership. The new owners needed to refresh the brand, overhaul the digital presence, and reposition the business in a competitive market with a focus on electric bikes.

They needed a partner who could:

- Develop a refreshed brand identity that reflected the new ownership's vision; something sexier and edgier than what existed
- Revamp the website and optimize it for search visibility
- Create a digital marketing strategy that would drive awareness and generate leads
- Build a professional online presence across platforms, including LinkedIn, for B2B networking
- Help the ownership transition appear smooth and professional to the public
- Equip the internal team with skills to maintain momentum independently

Cyber PR Army stepped in as their digital marketing partner to guide the transformation from rebrand through to ongoing visibility and lead generation

The Scope

Our work with eDrive Powersports covered branding, digital infrastructure, content, advertising, and training.

AREA	WHAT WE DID
Brand Development	Moodboard creation, visual direction, brand identity refresh
Website Optimization	On-page and technical SEO improvements
Google PPC Ads	Pay-per-click campaigns to drive initial visibility and promote pop-up events
Social Media	Content creation, Canadian-made product promotion, brand messaging
LinkedIn	Profile setup, branding, and B2B positioning
Newsletter Training	One-on-one training for internal team to manage monthly newsletters
Strategic Advice	Comprehensive proposal and roadmap for digital growth

Brand Revival: Finding the Visual Identity

The first step was establishing what the refreshed eDrive brand should look and feel like. The previous branding didn't reflect the new ownership's vision, so we started from scratch with a moodboard process. We explored:

- Classic racing colours (Ferrari red, bright yellow) to inject energy and edge
- A "sexier, edgier" visual direction aligned with the client's goals
- Design elements that would work across web, social, print, and in-person events

This moodboard became the foundation for all creative work that followed—from web graphics to social media posts to event materials.

Digital Infrastructure & Visibility

With the brand identity established, we turned attention to building the digital infrastructure eDrive needed to be found online and convert visitors into customers.

SEO Improvements

We initiated SEO improvements across the website, addressing both on-page and technical elements to boost the business's search visibility. This included cleaning up site structure, optimizing content, and ensuring the technical foundations were solid for long-term growth.

Google PPC Ads

Pay-per-click advertising was incorporated to provide immediate visibility while the organic SEO work built momentum. PPC campaigns were used to:

- Increase brand awareness during the transition period
- Promote pop-up shop events around Atlantic Canada
- Drive targeted traffic to key product and service pages

LinkedIn Setup & Branding

A professional LinkedIn presence was established to support B2B networking opportunities and present the ownership change as a polished, professional transition. This opened doors for industry connections, partnerships, and credibility building.

Newsletter Training

Rather than creating a dependency on our team, we provided one-on-one training to an eDrive team member, equipping them with the skills to send a monthly newsletter to their customer base independently. This empowered the business to maintain direct customer communication in-house.

The Results

The collaboration between eDrive Powersports and Cyber PR Army delivered measurable outcomes across brand, visibility, and engagement:

AREA	OUTCOME
Brand	Refreshed, energized presence that resonated with the target audience and reflected the new ownership's vision
Online Visibility	Improved search visibility through combined SEO and PPC efforts, attracting a greater number of potential customers
Messaging	Refined Canadian-made narrative that connected with the local market and promoted community support
LinkedIn	Professional presence established, facilitating networking and B2B opportunities
Newsletter	Successfully launched and maintained monthly by the internal team, building subscribers and engagement over time

What Made This Work

Strategy Before Tactics: We didn't jump straight into ads or social media. The project began with a comprehensive proposal and roadmap, ensuring every tactic served a clear strategic purpose.

Brand-First Approach: By establishing the visual identity and messaging before building out digital channels, every asset created was consistent and intentional from day one.

Empowering the Client: Rather than creating a long-term dependency, we trained the eDrive team to handle ongoing communications independently, building internal capability alongside external visibility.

WORDS FROM LYNN, CYBER PR ARMY SOLUTIONS INC.

"eDrive Powersports successfully embarked on a digital transformation journey with the guidance of Cyber PR Army Solutions Inc. Our expertise in branding, content refinement, and digital marketing contributed to an invigorated online presence, paving the way for growth in the competitive powersports industry."





Your Story. Our Strategy.

If something in these pages sparked an idea, or if you've been sitting on a project that needs a push, we're here to support you in whatever way you need.

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