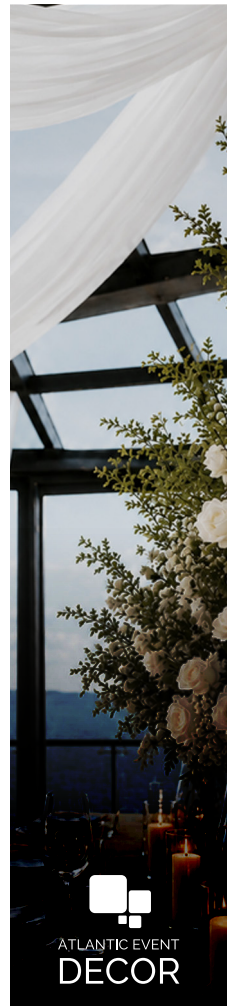
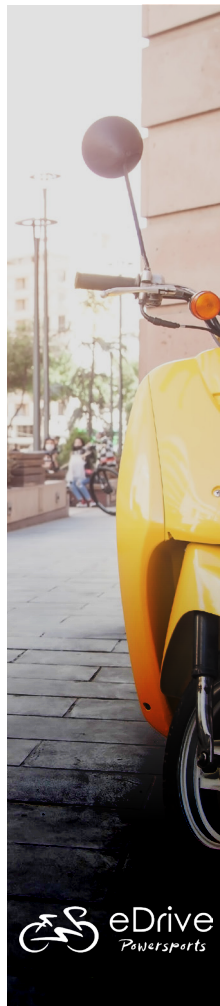
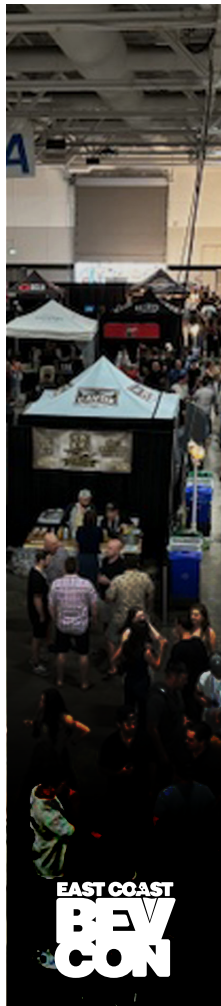
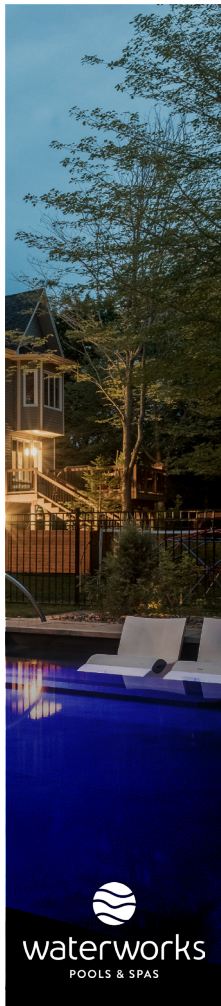


**Cyber PR Army**  
**Solutions** INC.

# The Work In Action

**YOUR STORY. OUR STRATEGY.**



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

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**Strategy & Design with Real Results.**

We believe that marketing is at its most effective when the bigger picture is at the forefront of everything created. This means we don't "just" create marketing assets, but build the systems, strategies, and creative foundations that help businesses grow and achieve their goals.

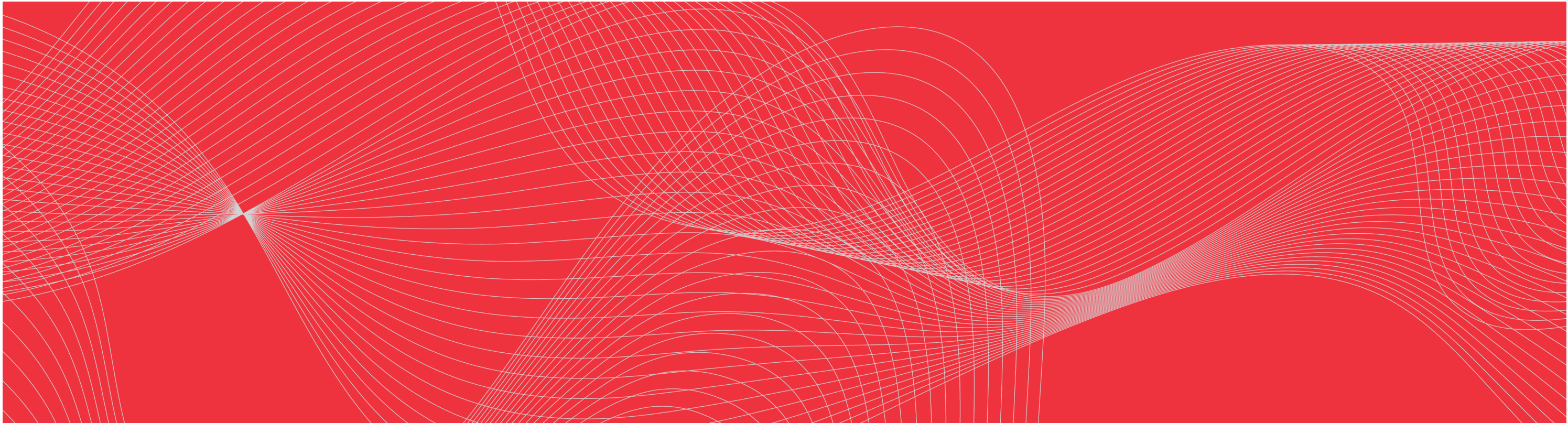
Based in Atlantic Canada, we partner with businesses, organizations, and events of all sizes across North America and beyond to deliver digital marketing that actually works, building metrics that actually matter.

From brand development and website builds to SEO, social media, and full-scale campaign delivery, every project we take on is rooted in strategy and executed with precision. This collection showcases a selection of our work, including the challenges our clients faced, the solutions we built, and the results that followed.

Every project is different. Every client is unique. But the through-line is always the same: clear strategy, creative excellence, and measurable outcomes. We hope these pages give you a sense of what's possible when you put your marketing in the right hands.



Lynn Colepaugh,  
CEO, Cyber PR Army Solutions







# EAST COAST MUSIC AWARDS 2026

**CLIENT:** East Coast Music Association  
**EVENT:** ECMA 2026 in Sydney, Cape Breton  
**SCOPE:** Full-service marketing, communications, design, and digital campaign delivery.  
**DURATION:** December 2025 – May 2026

## How Cyber PR Army Powered the Marketing, Design, and Communications Engine Behind the East Coast Music Awards

This multi-tiered project started with branding variants specific to the event. When the fundamentals were created we started on:

Printed guidesSocial mediaPPC AdsSignageWeb & AppMerchandise

### The Challenge

The East Coast Music Awards is one of Atlantic Canada’s most significant cultural events; a week-long celebration of music, industry, and community that brings together artists, delegates, fans, sponsors, and media from across the region and beyond.

The East Coast Music Association is a large organization, and ECMA week, including the awards, is its flagship event. They needed a team that could:

- Develop and execute a multi-channel marketing strategy spanning social media, email, web, print, signage, ticketing, and sponsor communications
- Manage a high volume of fast-moving deliverables across multiple stakeholders, sponsors, venues, and approval streams
- Maintain a consistent, professional brand presence from the first announcement through to post-event wrap-up while managing two distinct visual identities (one for the association, one for the Sydney 2026 event)
- Navigate complex sponsor brand guidelines, including government sponsors with strict logo and presentation requirements
- Adapt in real time as event details, programming, sponsor needs, and timelines evolved

Cyber PR Army stepped into the role as a strategic communications partner embedded in every public-facing aspect of the event.

### The Scope

Our support touched nearly every public-facing and stakeholder-facing part of the ECMA 2026 event cycle

| AREA                 | EXAMPLES                                                             |
|----------------------|----------------------------------------------------------------------|
| Social Media         | Strategy, copywriting, scheduling, campaign development              |
| Graphic Design       | Social assets, signage, print materials, digital screens, gig guides |
| Ticketing            | Pass promotion, TIXR assets, VIP and event-specific campaigns        |
| Sponsor Deliverables | Recognition posts, decks, signage, logo placements, reporting        |
| Email & Newsletters  | Campaign planning, production support, audience communications       |
| Website              | Content publishing, web graphics, event pages                        |
| Print & Signage      | Street banners, stage signage, passes, guides, postcards, posters    |
| Nominee & Awards     | Category graphics, winner posts, honorary awards, Fans' Choice       |
| Media Support        | Press conference assets, media kits                                  |
| Event Promotion      | Conference, showcases, galas, export, networking events              |
| Operations           | Forms, intake workflows, survey distribution, reporting              |

This wasn’t a “set it and forget it” engagement. A significant portion of the work involved translating unclear requests into actionable tasks, coordinating between stakeholders, managing revisions, and turning fragmented inputs into polished, public-facing materials.

As our designer put it: “It was much larger scale than usual. A full-ranging campaign with all types of projects that required pretty much all the skills we had to offer.”

### The Numbers: Production at Scale

Across the project, Cyber PR Army coordinated and/or created approximately:

- 1,434 Total assets produced
- 1,245 Social media assets
- 108 Physical, print, signage & on-site assets
- 72 Digital, web, advertising & platform assets
- 9 Document-based deliverables

### Behind the Design: Building a Visual Identity at Scale

Creating 1,434 assets that feel cohesive across social media, print, signage, web, email, and video doesn’t happen by accident. It takes deliberate systems, creative consistency, and a deep understanding of the brand.

Two Brands, One Campaign

ECMA required our team to maintain *two distinct visual identities* simultaneously: one for the East Coast Music Association as an organization, and one specifically for the Sydney 2026 event. ECMA expects a fresh visual identity for each year’s event, which meant building something new from the ground up while respecting the association’s existing brand guidelines.

Building the Visual Foundation

Before a single social post or banner was designed, our team:

- Created a full set of event logos for ECMA 2026 in English, French, and bilingual versions, across all colour variations and alignments.
- Developed a visual moodboard of colours, fonts, and shapes to guide the look and feel of all 2026 assets.
- Exported a library of graphic shapes, gradients, and elements that could be linked to any project, ensuring visual cohesion across hundreds of assets, both internally and by sponsors creating their own assets.
- Maintained a brand reference document that was consulted throughout every stage of design.

“I created and kept a basic visual brand document on hand and kept referencing back to it. With tone and audience, I didn’t stray too far from ECMA’s full brand guidelines, which has a vibrant and punchy vibe.”  
– DANICA, GRAPHIC DESIGNER



The Process: Templates, Spreadsheets, and Controlled Creativity

With the sheer volume of assets required, our designer developed a system that balanced efficiency with quality:

- Brief → Draft → Approve → Fill: Complex assets like gig guides and signage began as templates. Basic drafts were approved before being populated with data as information arrived.
- Spreadsheet-driven organization: Tracking hundreds of assets, versions, and approvals required meticulous spreadsheet management.

- Consistent asset libraries: A dedicated folder of shapes, gradients, and logos was linked across all active projects to maintain consistency.
- Regional authenticity: Images featured East Coast artists, and music used in videos and reels showcased East Coast musicians, keeping the content rooted in the community it celebrated.

“Some assets can be created in one go. Others, like signs and gig guides, start as templates. I like to get approval on basic drafts before filling them in with tonnes of data, then they get filled in as new info arrives. Always referencing back to the brand board and old assets to keep the look consistent.”

– DANICA, GRAPHIC DESIGNER

The Sponsor Challenge

One of the most complex design challenges was managing multiple sponsor brand guidelines simultaneously. Government sponsors in particular came with strict requirements around logo placement, sizing, colour usage, and bilingual presentation. Each sponsor had their own rules, and respecting everyone’s brand while maintaining ECMA’s visual identity required careful juggling.

Standout Work

The designs that generated the most positive feedback were often the most tangible:

- Gig and Conference Guides: Complex, data-heavy documents that required constant schedule updates but emerged as beautifully designed, practical tools for attendees
- T-shirt designs: A massive hit with delegates, artists, and fans alike
- Banners and signage: Seeing the designs printed and installed across Sydney, Cape Breton brought the campaign to life in the physical world

“I’m probably most proud of our printed assets because seeing something tangible out in the world that I had a part in making is always a proud moment. The Gig and Conference Guides were a lot of work and turned out very pretty... and seeing photos of the banners and signs actually being printed was very cool.”

– DANICA, GRAPHIC DESIGNER



\*Side A of the Music Program



## Social Media: Building Momentum

ECMA 2026 required a steady stream of content designed to keep audiences engaged year-round, not just during event week. We developed and delivered campaigns across multiple content pillars:

- **Nominee & Awards:** 214 nominee posts, 134 category posts, 40 winner posts, 43 Fans' Choice posts, 16 honorary winner posts
- **Ticketing & Passes:** 60 ticket posts, 5 ticket reels, VIP and early-access promotions
- **Sponsors:** 240 sponsor recognition posts across multiple partners
- **Events & Programming:** 59 Songwriters' Circle assets, 31 event posts, 38 Facebook event covers, conference and showcase content
- **Community & Engagement:** Did You Know posts, alumni stories, volunteer recruitment, wellness content, competitions, hotel and host city content
- **Video:** 31 general reels, showcase artist reels, Fans' Choice reels, ticketing reels, and more

This volume required ongoing coordination between strategy, copywriting, design, approvals, scheduling, bilingual considerations, sponsor requirements, and last-minute corrections.



## Beyond Social: Print, Signage & On-Site Experience

Digital marketing was only part of the picture. We also coordinated approximately 108 physical and on-site assets, including:

- Music and Conference Gig Guides
- Street banners and pull-up banners
- Stage and venue signage
- Event passes and credential design
- Podium banner and lower-third graphics
- Merch designs (including the hit t-shirts) and fabric patterns
- Event-specific posters (Queer Brunch, Volunteer, Needs Week, and more)
- Export tent cards
- Dairy Farmers of Canada postcards



This was one of the most operationally demanding parts of the project. Many assets required sponsor approvals, logo changes, print specifications, bleed checks, revised locations, QR code updates, bilingual considerations, and rapid turnaround.

The gig guides were a particular challenge. Schedules for an event of this scale change constantly—and each change meant updating complex, multi-page documents under tight deadlines.

"Drafting the schedules for the gig and conference guides were tricky because, the nature of an event like this, unavoidable, but schedules just kept changing."

– DANICA, GRAPHIC DESIGNER

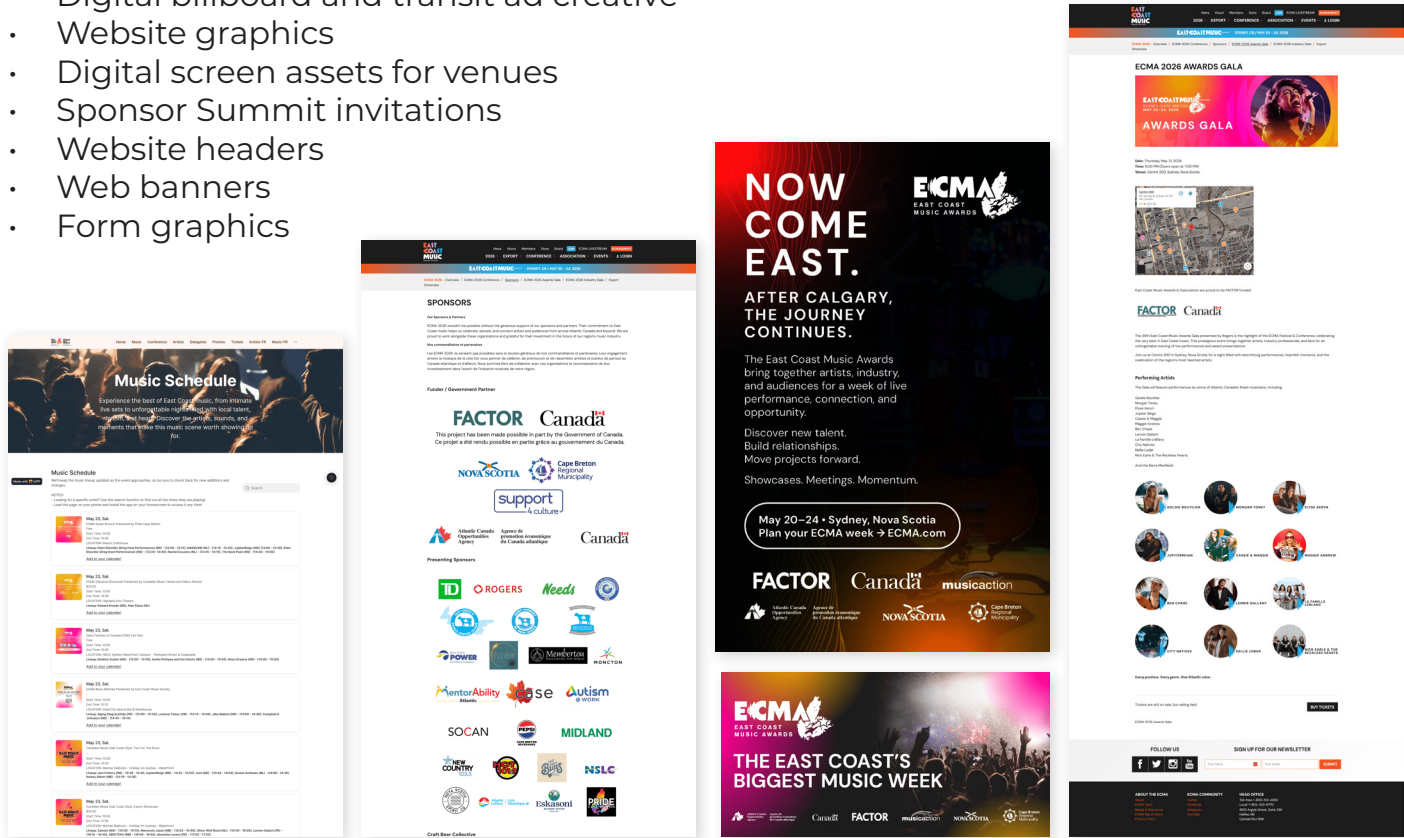




Digital Assets & Integrations

We produced approximately 72 digital and platform assets that supported the broader infrastructure around ticketing, event discovery, sponsor visibility, and public information:

- Schedule app with local promos
- Email headers and newsletter graphics
- TIXR ticketing images
- Digital billboard and transit ad creative
- Website graphics
- Digital screen assets for venues
- Sponsor Summit invitations
- Website headers
- Web banners
- Form graphics



The Results

Website & Search Performance

(September 1, 2025 – May 28, 2026)

| METRIC                     | RESULT  |
|----------------------------|---------|
| Total page views           | ~236K   |
| Active users               | ~90K    |
| New users                  | ~89K    |
| Tracked events             | ~590K   |
| Organic search clicks      | 22,961  |
| Organic search impressions | 186,204 |
| Click-through rate         | 2.33%   |
| Average search position    | 7.9     |

Top traffic sources included Organic Search (~55K sessions), Direct (~54K sessions), Organic Social (~20K sessions), and Referral (~5.9K sessions).

Festival Period Performance

(May 10–24, 2026)

| METRIC                                | RESULT   |
|---------------------------------------|----------|
| Page views                            | 62,706   |
| Total visitors                        | 17,487   |
| Sessions increase vs. previous period | +293.37% |

Social Media – Festival Period

| PLATFORM  | KEY METRICS                                                                    |
|-----------|--------------------------------------------------------------------------------|
| Facebook  | 728,017 views · 257,547 unique viewers · 27,361 engagements · +407 new follows |
| Instagram | +320 followers · +68.29% total engagements vs. previous period                 |
| LinkedIn  | 1,815 impressions · 77 engagements · +8 new followers                          |

Email Performance

(May 28, 2025 – May 27, 2026)

| METRIC               | RESULT    |
|----------------------|-----------|
| Total contacts       | 5,145     |
| Subscribed contacts  | 4,325     |
| Total contact growth | +5.3% YoY |

Email supported newsletters, announcements, delegate communications, ticketing reminders, nomination updates, conference information, and event-week messaging.

Media Coverage

The campaign generated confirmed media coverage across local, regional, national, industry, and niche music outlets, including:

- Billboard Canada – Nomination announcement and leading nominee coverage
- CBC News Nova Scotia / The Canadian Press – Nominations and ECMA’s organizational direction
- CTV News Atlantic – Nominations, gala results, and Moncton 2027 host announcement
- SaltWire / Cape Breton Post – Repeated festival coverage, gala results, and photo features
- VOXM – Newfoundland and Labrador artist and industry wins
- Roots Music Canada – Genre-specific nominee coverage
- The Coast – Full nominee list publication
- Canadian Press syndication – Republication through Yahoo News Canada, The Globe and Mail, The Toronto Star, and more



Coverage themes spanned nominee announcements, festival previews, awards results, host city stories, artist features, genre-specific coverage, and the Moncton 2027 announcement.

What Made This Work

Our work with ECMA 2026 succeeded because the team:



Adapted quickly

Event details, sponsor needs, and programming evolved constantly. We kept pace without sacrificing quality.



Produced at scale

1,434 assets across social, print, digital, signage, email, web, and more—all while maintaining two distinct brand identities.



Maintained visual cohesion

A purpose-built system of brand documents, moodboards, shape libraries, and templates ensured every asset from a single Instagram post to a full gig guide felt unmistakably ECMA 2026.

The campaign maintained a visible, active, and professional public-facing presence from the first announcement through post-event wrap-up across every channel that mattered.

Looking Ahead: ECMA 2027

Before ECMA 2026 even wrapped, we began early creative and communications support for ECMA 2027 in Moncton, including logos, an announcement video, and bilingual creative direction, ensuring the organization maintained public-facing momentum through the transition.





# BUILDING A SCALABLE GLOBAL LEARNING AND COMMUNITY ECOSYSTEM FOR WOMEN LEADERS IN HEALTH

## The Organization

A global organization has programs operating across multiple regions, including year-long Leadership Journeys, Projects, workshops, events, and an expanding global network.

As the organization grew, it needed a digital environment capable of supporting thousands across different countries, cohorts, roles, languages, and stages of their leadership journey.

The platform could not function as a standard website or learning management system. It needed to serve simultaneously as a learning environment, community hub, member directory, resource centre, cohort portal, project showcase, and long-term network.

Cyber PR Army Solutions were selected to design and implement this virtual engagement platform.

## The Challenge

The organization's digital needs were highly interconnected.

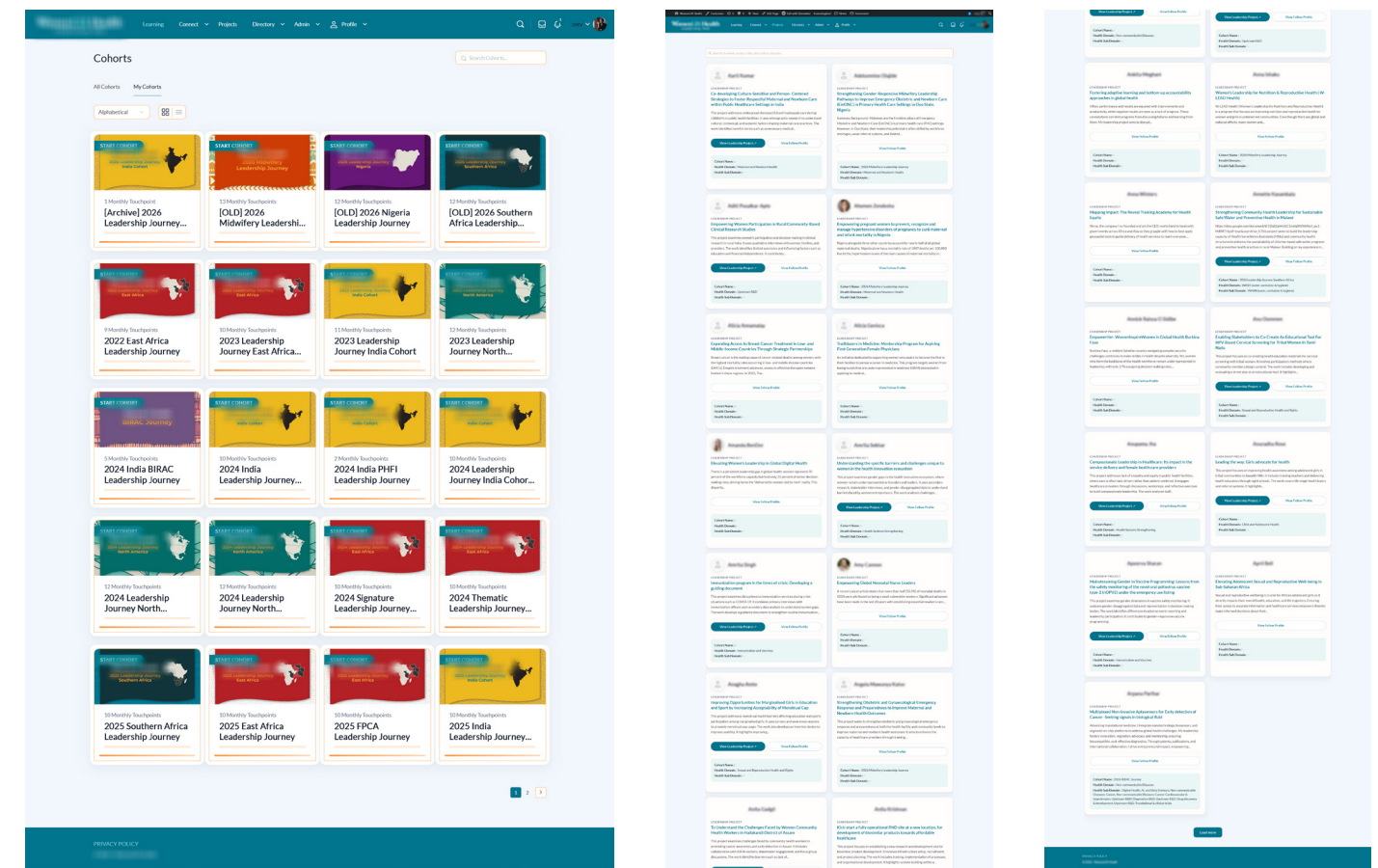
Each year, new cohorts are created across multiple regions. Participants require access to private learning content, cohort-specific resources, discussions, deadlines, events, and project materials. After completing the program, many continue engaging as part of the wider global network.

The organization therefore needed a system that could support:

- More than 600 migrated and newly added users
- Approximately 25 regional and program cohorts
- Multiple user roles and administrative permission levels
- Courses and progress tracking
- Project content and directories
- Member profiles and location-based search
- Private and public community spaces
- Forums, groups, resources, events, and notifications
- Android and iOS mobile access
- Offline course availability
- Long-term expansion as new cohorts and regions are introduced

The original Terms of Reference called for a scalable virtual engagement platform with user profiles, member directories, location maps, events, cohort portals, resource libraries, forums, checklists, calendars, multilingual support, notifications, and migration of historical cohort data.

The challenge was not simply the number of requested features. It was making those features work together without creating an environment that felt fragmented or overwhelming.



## The Strategy

Cyber PR Army approached the project as the development of a connected digital ecosystem rather than a collection of separate tools.

The core architecture combined:

- WordPress for content management and platform administration
- BuddyBoss for profiles, groups, community interaction, directories, and mobile functionality
- LearnDash for structured Leadership Journey courses, lessons, and progress tracking
- Custom role, permission, and cohort structures
- Native applications for Android and iOS

The proposed platform architecture was designed to support regional cohort portals, learning environments, member directories, events, discussions, analytics, administrative training, and future growth.

A major principle throughout the project was flexibility.

Their requirements continued to develop as the team saw the platform taking shape. Rather than forcing those evolving needs into the default structures provided by WordPress, BuddyBoss, or LearnDash, Cyber PR Army adapted the systems around the organization's actual workflows.

In several cases, platform components were used in unconventional ways to solve highly specific operational problems.



## The Solution

### A CONNECTED HUB

The finished Leadership Hub gives members one central place to access their Leadership Journey, peers, resources, projects, discussions, and the wider network.

The experience changes according to the member's role, cohort, region, and program relationship.

Participants can access the content and spaces relevant to them without needing to navigate the full administrative complexity behind the platform.

### COHORT-BASED LEARNING

LearnDash was configured to support Leadership Journey programs across multiple regions and years.

Members can:

- Access lessons and program materials
- Track their progress
- Continue from their most recent lesson
- Download courses for offline learning
- View recordings and supporting resources
- Access Project guidance within their learning environment

Offline learning through the mobile app makes the platform more practical for members working across different locations and levels of internet connectivity.

### MEMBER AND PROJECT DISCOVERY

Profiles were structured using customizable fields for information such as region, cohort, organization, role, health focus, biography, and professional interests.

The platform includes searchable member and project directories, allowing users to discover:

- Other members
- Fellows in different regions
- Projects
- Areas of professional expertise
- Shared interests and potential collaborators

Location-based directory tools were also configured to help members visualize and connect with the wider global network while maintaining appropriate privacy controls.

### COMMUNITY AND DISCUSSION SPACES

BuddyBoss groups and forums were adapted to support a combination of:

- Private cohort discussions
- Global Fellows conversations
- Regional and program-specific communication
- Job and opportunity sharing
- Project collaboration
- Announcements and notifications
- Resource sharing

The structure balances private cohort experiences with opportunities for broader global connection.





## APPROXIMATELY 50 TAILORED DIGITAL SPACES

Across the platform, approximately 50 distinct digital environments were created or configured, including:

- Cohort portals
- Dashboards
- Learning areas
- Member directories
- Project directories
- Forums
- Group spaces
- Resource pages
- Global Fellows areas
- Job and opportunity spaces
- Help and onboarding areas

These spaces were designed to feel connected rather than like separate websites.

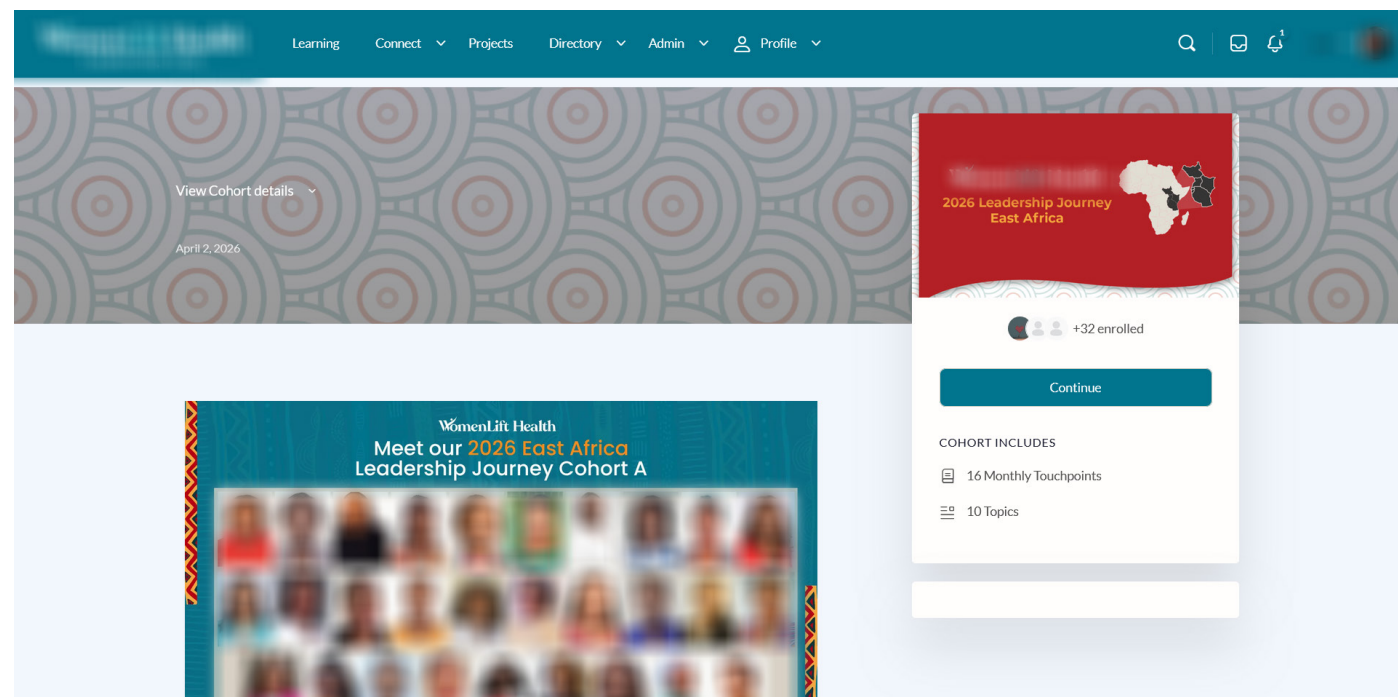
## NATIVE MOBILE ACCESS

Android and iOS apps extend the platform beyond the desktop experience.

Members can use the apps to:

- Access courses
- Continue lessons
- Download content
- Track progress
- View notifications
- Connect with other members
- Search directories
- Access projects and resources
- Participate in community spaces

The mobile navigation was customized around the core member journey: welcome, learning, community, notifications, and additional resources.



## Adapting The Technology To The Organization

One of the defining elements of the project was the need to adapt continuously.

The organization had clear values and ambitious goals, but many detailed operational needs became clearer during development. Early project discussions highlighted the importance of equity, multilingual access, community safety, regional representation, governance, and long-term sustainability. They also identified risks including scope expansion, stakeholder decision fatigue, and uncertainty around future moderation and administration.

Cyber PR Army worked closely with the organization to translate those values and emerging requirements into technical systems.

This included:

- Developing more nuanced user roles and permissions
- Creating cohort-specific access pathways
- Adjusting dashboards and navigation by audience
- Solving conflicts between learning, community, and administrative functions
- Refining the experience separately for desktop and mobile
- Building directories that connected users, cohorts, regions, and projects
- Creating practical workflows for a distributed administrative team

The result was a highly bespoke BuddyBoss installation, as off-the-shelf options were unable to fulfil their needs. It was a customized operating environment built specifically around how the organization's programs actually function.

## Administrative Readiness

The platform needed to remain useful after development ended.

Rather than relying permanently on one external technical administrator, WomenLift Health needed internal staff to manage members, cohorts, courses, resources, permissions, and program spaces.

Cyber PR Army trained approximately 12 administrators with different roles, responsibilities, and levels of technical confidence across the globe through a series of tailored sessions. Training and workflows had to account for different learning styles and the fact that individual administrators would oversee different parts of the platform.

As a result, the organization is positioned to confidently manage future cohorts and routine platform activity internally while retaining the ability to seek technical support when needed.

## Results

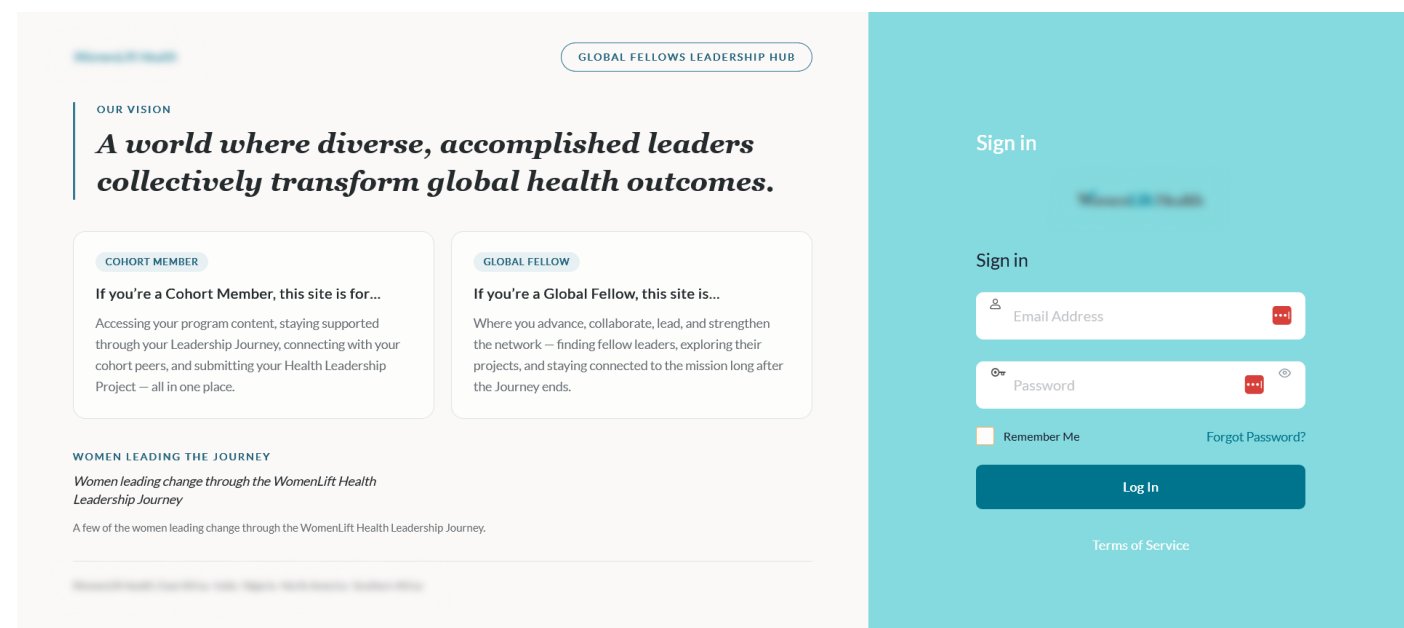
The completed Leadership Hub includes:

- A WordPress, BuddyBoss, and LearnDash platform
- Native Android and iOS applications
- More than 600 migrated or added users
- Approximately 25 cohort and regional configurations
- Approximately 50 portals, directories, dashboards, forums, learning areas, and resource spaces
- Structured Leadership Journey courses and progress tracking
- Offline mobile learning
- Searchable member and Project directories



- Cohort, regional, and global community spaces
- Role-based access and administration
- Training for approximately 12 internal administrators
- A scalable structure for future cohorts, regions, programs, and Fellows

The platform gives the organization a unified digital environment through which women leaders can learn, connect, collaborate, and continue participating in the global community beyond the end of an individual program.



## What We Are **Proudest Of**

The strongest part of the project was Cyber PR Army's ability to adapt while the organization was still defining some of its operational needs.

Rather than treating changing requirements as disruptions, the team used them to better understand the organization and develop more appropriate solutions, setting them up for the future with a platform that truly supports them.

The project frequently required out-of-the-box thinking, including using existing platform functions in ways they were not originally intended to solve the organization's unique challenges.

That adaptability allowed the final system to reflect the organization rather than forcing the organization to conform to the software.

## What We **Learned**

The administrative onboarding process was more complex than initially anticipated.

Rather than training a single technical lead, Cyber PR Army worked with approximately 12 administrators, each with different responsibilities, confidence levels, and learning needs.

For a future project of this scale, lead administrators would be identified and established earlier in the development process. Those individuals could act as internal champions, participate more deeply in workflow decisions, and support the wider administrative team during testing and launch.

This project reinforced an important principle: a complex digital platform is only truly sustainable when operational ownership is built alongside the technology.



# WATERWORKS POOLS & SPAS

**CLIENT:** Waterworks Pools & Spas

**EVENT:** Monthly SEO Package

**SCOPE:** SEO auditing, technical optimization, content strategy, and ongoing monthly maintenance.

**DURATION:** 6 months

## How Cyber PR Army **Grew Organic Visibility** for a Well-Established Local Business Through **Strategic SEO**

This multi-tiered project started with branding variants specific to the event. When the fundamentals were created we started on:



Technical SEO  
clean-up



Content strategy &  
blogging



Keyword research  
& tracking



Competitor  
analysis



Ongoing  
optimization

## Background **Information**

Waterworks Pools & Spas is a well-established brick-and-mortar business selling a combination of products and services. They had a strong online presence that was not fully optimized so we recommended a monthly SEO package. The business was looking for enhanced visibility online in order to grow their audience and turn website visitors into customers. With a well-loved business, their main goals were awareness and lead generation, knowing they could turn potential buyers into delighted customers.

## Our Initial **Approach**

We begin every project with an Online Presence Review, which looks at aesthetics, user experience, and social media efficacy, along with a deep dive into SEO. This becomes our initial roadmap for website changes.

This initial sweep suggested that the technical SEO aspects of the website had solid foundations, but there was (and is always) room to improve.



| PHASE                  | WHAT'S INCLUDED                                                             |
|------------------------|-----------------------------------------------------------------------------|
| Online Presence Review | Full website audit covering aesthetics, UX, social media, and technical SEO |
| Technical SEO          | Broken link fixes, meta descriptions, title tags, alt text, site structure  |
| User Experience        | UX enhancements to increase time on site and reduce bounce rate             |
| Content Strategy       | Two SEO-rich blogs per month targeting user intent                          |
| Keyword Research       | Long and short-tail keyword identification and tracking                     |
| Competitor Analysis    | Keyword gap analysis and opportunity identification                         |
| Trend Monitoring       | Industry-specific and societal trends for timely and evergreen content      |
| Ongoing Optimization   | Monthly tracking, technical adjustments, and core site content development  |

### Our Monthly SEO Solution

With the initial elements adjusted, we moved into ongoing monthly SEO, built around two SEO-rich blogs per month and continuous optimization.

#### CONTENT DEVELOPMENT

Each blog was carefully crafted to serve a specific purpose:

- Information-giving content: Educating potential customers and building trust
- Question-addressing content: Targeting the exact queries people type into Google
- Sales-focused content: Guiding readers toward products and services

#### KEYWORD STRATEGY

We incorporated both long and short-tail keywords, analyzed competitors to discover keyword gaps, and assessed whether those gaps were worth pursuing for the business.

#### TREND TRACKING

We monitored industry-specific trends (seasonal pool and spa topics) alongside more generalized societal trends to ensure a healthy mix of:

- Evergreen content: Performs consistently over time
- Timely content: Captures search interest around current topics and seasons

#### ONGOING TECHNICAL MAINTENANCE

Beyond content, we continued to amend terms and adjust technical elements as needed, developing core site content alongside the monthly blogs. This ongoing tracking and adjustment allows keywords to be increased intentionally, rather than being at the mercy of the algorithm.

### The Results

SEO is best accomplished through a combination of SEO auditing and clean-up followed up by maintenance and content development. The addition of fresh content twice a month, written with user intent in mind, produced powerful results on the keywords the business was ranking for.

| Month    | Organic Keywords |      |
|----------|------------------|------|
| 01/04/24 | 240              | -    |
| 01/05/24 | 244              | ↑ 4  |
| 01/06/24 | 272              | ↑ 28 |
| 01/07/24 | 260              | ↓ 12 |
| 01/08/24 | 269              | ↑ 9  |
| 01/09/24 | 296              | ↑ 27 |
| 01/10/24 | 322              | ↑ 26 |



Generic terms dropped while location-specific terms rose.

### Keyword Growth

| INSIGHT        | DETAIL                                                |
|----------------|-------------------------------------------------------|
| Overall trend  | Strong upward trajectory in keywords ranked           |
| Content impact | Two monthly blogs drove consistent keyword growth     |
| Local focus    | Shift from general terms to location-specific terms   |
| Sustainability | Growth built on clean techniques with lasting results |

While not every month saw a rise in keywords (this is unsustainable and not realistic), the overall trend was strongly upward. Even the dips were favourable, representing a strategic shift from ranking for general terms to more location-specific terms.

This is an important distinction for brick-and-mortar businesses: there is no point in ranking highly to those across the globe if you can't service them. Ranking locally, for the right terms, to the right people, is what drives real customers through the door.

### What Made This Work

Our SEO work with Waterworks succeeded because of three key principles:

#### FOUNDATIONS FIRST

Technical SEO was addressed before content strategy began. Without a clean, well-structured site, even great content underperforms.

#### CONSISTENCY OVER TIME

SEO isn't a one-time fix. Two blogs per month, ongoing optimization, and regular tracking created compounding results that grew stronger with each passing month.

#### INTENTIONAL STRATEGY



Every piece of content was written with purpose, targeting specific keywords, addressing real user intent, and supporting business goals. Nothing was published for the sake of publishing.

Our certified SEO specialist has created similar results for businesses across numerous industries using clean techniques that won't come back to bite you and will create the visibility you need.



# EAST COAST BEV CON 2025



**CLIENT:** East Coast Bev Con  
**INDUSTRY:** Event Marketing – Beverage Festival  
**GOAL:** Increase attendance, drive digital engagement, and enhance the festival experience through a strategic mix of SEO, social media, PPC advertising, and on-site support.

We proudly supported East Coast Bev Con as their digital marketing sponsors, providing support to Bev Con directly, and promoting our sponsorship as well. East Coast Bev Con had dozens of craft beverage vendors, some local, some regional, and some Canadian-wide. The event was held at Moncton Coliseum with great success on Saturday, May 24th, 2025.



## 29% ATTENDANCE

A significant rise in attendees from 2024 to 2025.



## PAID ADS SUCCESS

Event responses for as low as \$0.40 per response and CPCs averaging \$0.08.



## SOCIAL MEDIA REACH

Organic Facebook reach of 28,796 and Instagram reach of 4,585.

## Key Stats

East Coast Bev Con (BevCon) is Atlantic Canada's largest craft beverage festival, celebrating the best in local and national beer, cider, seltzers, and coolers. With a growing reputation as a must-attend event, BevCon 2025 saw a record-breaking 15% growth in vendor participation and a 29% increase in attendance, drawing a significant number of guests to the Moncton Coliseum.

Cyber PR Army Solutions was brought on as BevCon's official digital marketing partner with one clear mission: to expand BevCon's digital footprint, drive ticket sales, and elevate the festival experience for both attendees and vendors. From SEO and content updates to social media and PPC advertising, our team executed a data-driven strategy that turned BevCon into a destination event for craft beverage lovers.

## Our Approach

### 1. WEBSITE OPTIMIZATION AND SEO

We started by enhancing BevCon's website to improve usability and search rankings:

- Hid outdated content: Removed old vendor and map pages from search engines to remove accidental traffic.
- Added meta descriptions: Optimized pages for better visibility and click-through rates.
- Improved FAQs: Designed a minimalist, schema-enabled FAQ section to answer attendee questions and increase rich search results.
- Keyword Targeting: Focused on keywords like "Moncton beer festival" and "Atlantic craft beverage events" to attract the right audience.



## 2. SOCIAL MEDIA STRATEGY

We developed an engaging social media plan to promote ticket sales and build excitement:

- Content Highlights: Created posts featuring the festival map, vendor spotlights, live music schedules, and countdown graphics.
- Organic Success: Facebook reached 28,796 people, and Instagram achieved 4,585 reach with 493 engagements.
- High-Impact Content: Reels, countdown posts, and artist/vendor features drove the highest engagement, particularly in the 72 hours leading up to the event.

## 3. PAID ADVERTISING (PPC)

Our paid ad campaigns achieved exceptional cost efficiency and drove significant ticket sales:

- Lead Ad Results: 10,210 reach, 530 link clicks, \$0.40 per event response.
- Awareness Ad Results: High engagement with \$0.01 per thruplay on vendor showcase videos.

## 4. ON-SITE ENGAGEMENT

We extended the festival's impact with interactive, on-the-ground support:

- Interactive Quiz: Attendees scanned QR codes to take the "What's Your Beverage Personality?" quiz, fostering engagement and driving traffic to CPRA's website.
- On-Site Support: CPRA Founder Lynn was on-site to meet with vendors and join in the fun!
- Visibility: CPRA banners were prominently displayed on stage, reinforcing our sponsorship and partnership with BevCon.

"Cyber PR Army helped us take BevCon to the next level. Their strategic digital campaigns, attention to detail, and on-the-ground support made all the difference."

– EAST COAST BEV CON TEAM



### WORDS FROM OUR CHIEF MARKETING STRATEGIST

"Our team had a great time working on this year's BevCon! We support many food and beverage clients so we are heavily involved with the industry and understand how to get maximal results. Bev Con is such a fun concept, and we thoroughly enjoyed marketing it!"

– LYNN COLEPAUGH







# 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."







# SIAL 2023

## for Food And Beverage Atlantic

### Background Information

Atlantic Food & Beverage (FBA) is an organization representing a large contingent of food and beverage businesses across Atlantic Canada. 15 FBA members were participants at SIAL 2023, the largest food innovation expo

in North America. FBA hired us to ensure that all participants had professional assets ahead of the expo and to help keep the project running smoothly.



### The Challenge

The challenge involved in this project was to keep so many moving pieces aligned and on schedule. Each participant was busy with their own preparations, so timelines needed to accommodate their internal deadlines too. Additionally, there were challenges for our Designer and our Copywriter to create 15 sets of assets with similar content, but in a way that kept them fresh and on-brand for each participating business.



### Our Solution

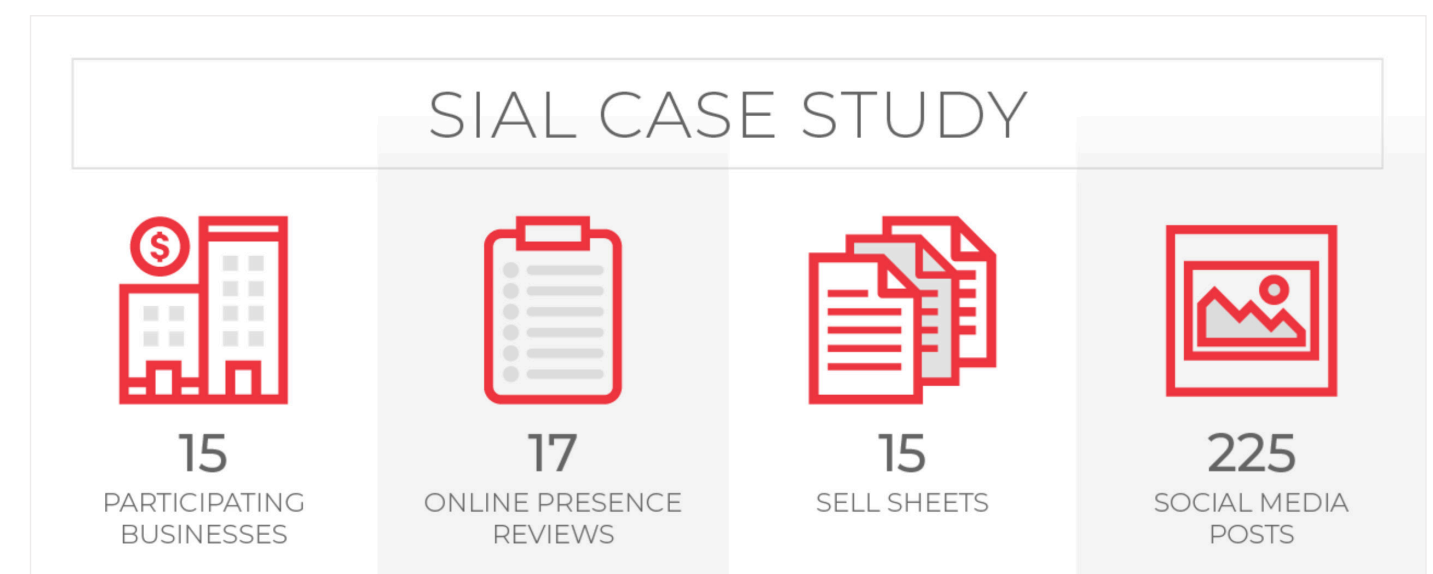
The SIAL project was multi-faceted, incorporating analytical and consultation solutions along with graphic design and marketing needs and professional photography.

Each participant received:

- An Online Presence Review: our in-depth analysis and roadmap that includes website design and UX, SEO, social media aesthetics and social media strategy.
- 3 x consultation meetings: our Founder and Chief Marketer offered three one-on-one consultation sessions to help our participants dial in their strategy before, during and after SIAL. A professional photoshoot for their products: our photographer associate captured products in and out of packaging for use on SIAL assets and for future marketing use.
- A one page sell sheet: designed using brand guidelines from the participant and incorporating photos from our photographer. A one-page for use at SIAL and moving forward.
- 3 x social media designs: each created in a variety of formats to suit all social media platforms, designed to both engage current audiences and get noticed by SIAL marketing.
- 4 x marketing documents from our resource library.
- 1 x SIAL-specific marketing document: guidance for posting prior to, during, and after the event.
- Bespoke social media post copy: text to accompany our social media designs and our recommended cadence for ramping up the excitement.
- Access to our digital marketing training course: delivered online at your own pace, providing fundamental learning and strategic ideas.

Atlantic Food & Beverage also received:

- A branded tent card including branded QR code for each participant.
- A branded easel for display at the expo booth
- A dedicated webpage including all sell sheets







## Words from the Team

"The SIAL project was a wonderful project that let us really dive deep into Atlantic Canada's food and beverage industry. Each participant had a rich and developed brand personality, so I was able to work from their existing content to create content in the right tone with ease. Our online presence reviews proved immensely helpful to the participants, with many of them choosing to action all of the points in-house. It is so rewarding to see businesses so excited to maximize their opportunities."

– LYNN COLEPAUGH, OUR CHIEF MARKETER

"The SIAL project was large-scale and at times, all-consuming, but it was a pleasure from start to finish. The enthusiasm and sincerity of all of those involved let our creativity soar and our suggestions land with clarity. I look forward to undertaking another project of this scale that has the same level of variety and interest."

– ZOXY HUGHES, OUR COPYWRITER AND SEO/UX SPECIALIST

"All in all, I'm so satisfied with what we've accomplished. I loved the challenge of being all-in on a project that was so consuming. There was one point where I couldn't have visualized the end. Not only have we done it, but we've done it beautifully. I hope we made our clients proud if even a fraction of how proud I am of us!!"

– DANICA SPENCER, OUR SENIOR GRAPHIC DESIGNER







# ATLANTIC EVENT DÉCOR LOOKBOOK

## The Client

Atlantic Event Décor is a premier event décor company serving Atlantic Canada, transforming weddings, galas, corporate events, and celebrations into unforgettable environments.

## The Challenge

Atlantic Event Décor's work is best understood visually, but their sales process relied on describing setups clients hadn't yet seen or relying on photo collections. They needed a shareable, luxurious way to showcase their full portfolio, from full event environments down to individual linens and centrepieces, in one place.

## Our Approach

Our Designer worked closely with the creatively minded client to capture the specific look they hoped to achieve, assembling their photography into an editorial-style lookbook. Full-bleed event photography is paired with supporting pages that break down the individual elements on display, alongside sections for linen and textile swatches and the brand's story. The final PDF was loaded into a digital publishing platform to present it as a luxury magazine on a marble backdrop, complete with a realistic page-turn experience, and embedded directly on the client's website for easy sharing with potential customers.

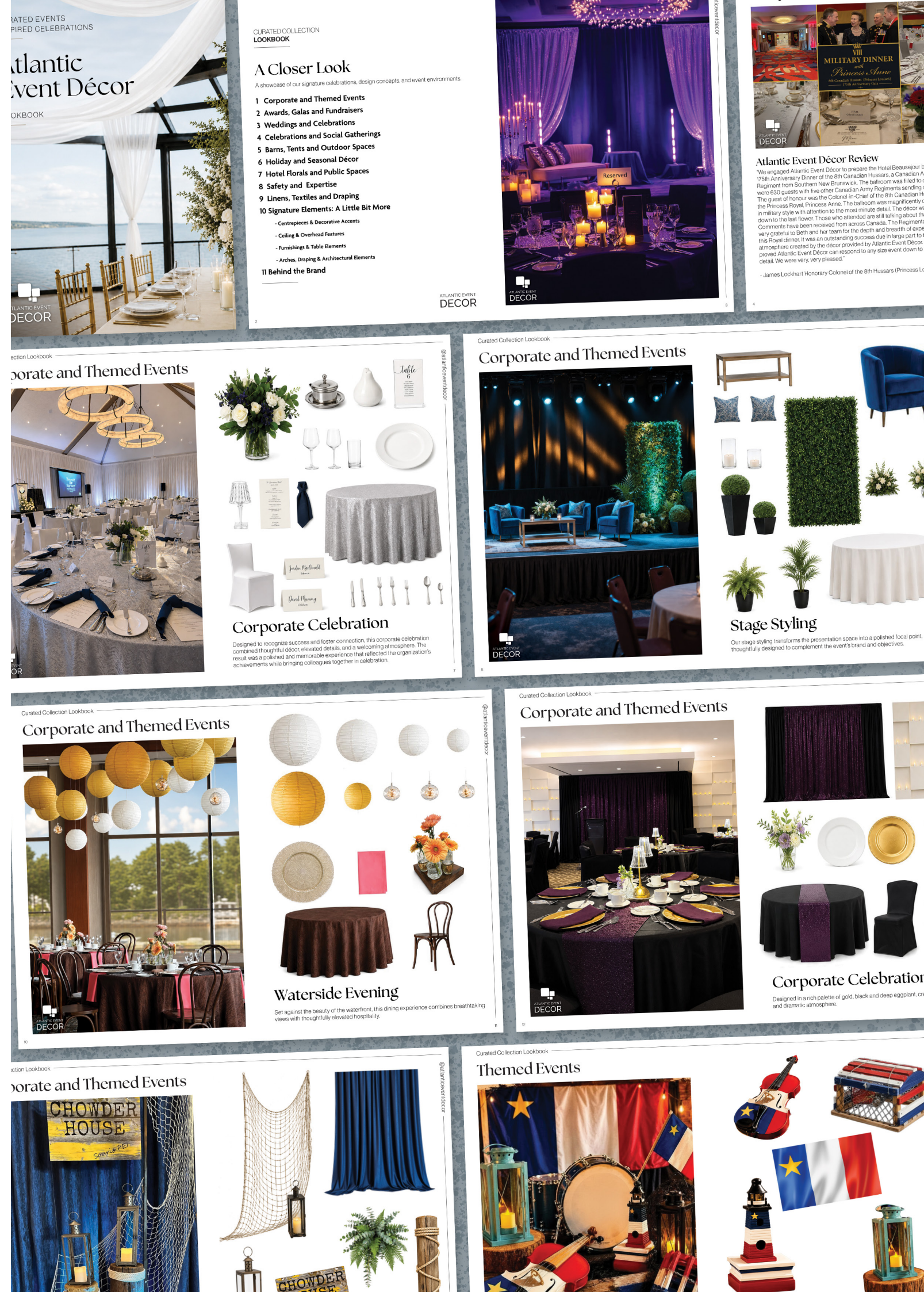
## The Result

A flagship sales asset: a flippable digital magazine that walks potential clients through real events item by item, and lets the work speak for itself.

View the live lookbook: [atlanticeventdecor.com/lookbook](http://atlanticeventdecor.com/lookbook)

## Services Provided

- Graphic design & editorial layout
- Brand integration
- Digital publishing / interactive magazine setup
- Website embedding & deployment







## **Your Story. Our Strategy.**

We've worked with event organizers running on two hours of sleep, business owners who didn't know where to start, and teams who knew exactly what they wanted but didn't have the hands to make it happen. No two projects have looked the same, and that's the point! You have a unique story to tell, and no one-size-fits-all solution will do it justice.

Whether you're a new business finding your feet, an established brand ready to scale, or an organization planning something big, we bring the strategy, the design, and the execution while you bring the vision.

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.

*Lynn Colepaugh*

Lynn Colepaugh,  
CEO, Cyber PR Army Solutions

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