



DECK



FINANCIAL

SocialCloud



*Let them speak about you*




## WHAT WE DO


Social Media  
PR  
Influencer marketing  
Newsletter  
Forum

## OUR AUDIENCE

  
18- 45 years old

  
18- 45 years old

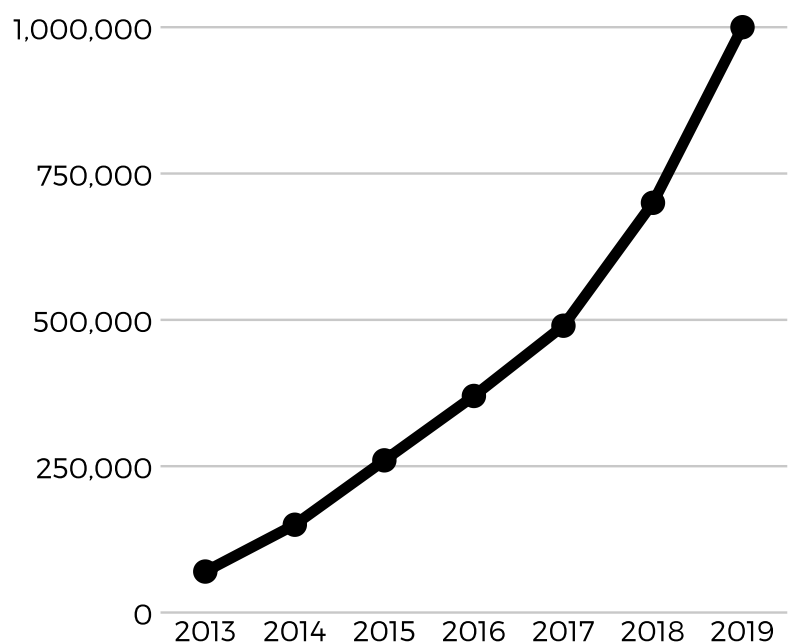
  
22- 50 years old

  
22- 45 years old

  
20- 45 years old

## OUR REACH

Customers show a variety of preferences when it comes to the methods of marketing which they will positively respond to. A wrong assumption might lead to a business adopting the wrong marketing strategy which will result in a loss of revenue, time and some potential customers. This is why we reach your potential customers in different ways, tailor-made for your brand and your target.



# WECHAT

**Content creation.** Today's customer doesn't want to be talked to; he wants to be engaged in conversation. We create contents that engage people, videos, challenges, interviews. We have created contents for more than 100 different accounts, including overseas brands



Ammbr是一个基于块链(Blockchain)的无线网状网络。带宽在自主市场上24/7全天候交易。Ammbr无线网状网络,运行Ammbr设备并与您的邻居或路人交流连接。赚取Ammbr代

**Graphic.** Graphic design is an important tool that enhances how you communicate with other people. It serves to convey your ideas in a way that is not only effective, but also beautiful. Social Cloud have created Wechat graphics for more than 100 different Wechat accounts, including overseas brands



交易区的设计尽量考虑可用性，采用宽大明亮的图表、扁平的功能化布局、超清晰文字显示

**Group share.** To stimulate the post reach and engagement posts of the brand are shared among various group-chats according to the target. 34.09% of total readers are acquired by referrals



**Buttons.** Set up of tabs for previous posts, map, insert the miniwebsite, galleries. Social Cloud have created Wechat buttons for more than 100 different Wechat accounts, including overseas brands



**H5. HTML5** Wechat campaign are perfect for events, collect informations, and interaction. Rich animations allow you to create a broad range of different styles.



**Wechat Analysis.** Deep analysis at the end of every month of the brand wechat account including followers, posts and final suggestions. Studying the analysis Social Cloud has managed to grow a monthly average of 20% new followers per account



**Micro-influencers share.** Share of the Wechat post in personal moments of micro-influencers. People with more than 1500 friends. The engagement is more personal and the result is 38% more of the readers. Social Cloud works with more 1000 micro-influencers in the financial, internet, luxury and lifestyle section



# WEIBO



**Account creation.** Creation of the Weibo account including verification and VIP membership. Special crown, customize the home page, special custom account number, Vip badge. Social Cloud has created more than 150 accounts including for overseas clients

到高速宽带网络。Ammbr宣布2017年9月开始发行他们的代币。一个未来Ammbr访问点的拥有者，可以在散布宽带的同时赚取代币，宽带使用者可以用代币来支付。... [Full Text](#)

**Content Creation.** it's essential to develop a solid content strategy. Our content creations includes not only promotions but KOL reposts, challenges, giveaways. All the posts include multimedia contents like videos, pictures and live streaming. Social Cloud has created content for more than 200 weibo accounts



HAGGLIN连同Ethereum区块链，结合了1.55万亿美元电子商务行业，533.52亿美元的在线旅游业和8万亿美元物流业。 [网页链接](#)

**Micro-influencer.** Micro-Kol can involve in a variety of promotional activities. Having less followers they have a much more intimate connection with their viewers. Social Cloud works with more than 1000 Micro-Kol on weibo



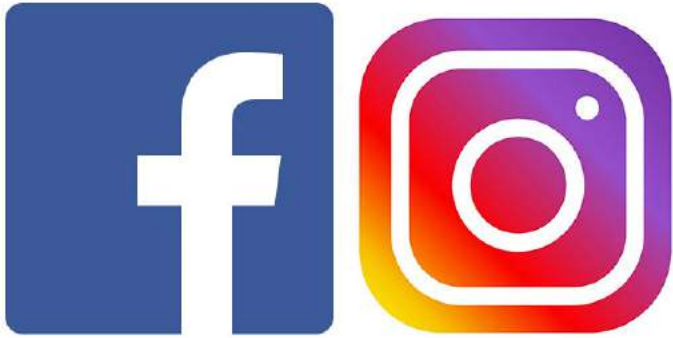
**Group share.** Participating actively into focus groups on weibo, share conversations, opinions and posts of the brands will engage more potential customers and activate curiosity. Social Cloud is part of more than 50 financial groups on weibo



**Advertising.** We carefully choose the right kind of weibo advertising among the different options available, we are expert on social media advertising carefully choosing the target based on the industry and interests



# FACEBOOK & INSTAGRAM



**Account creation.** Creation of the official fanpage on Facebook and the business account on Instagram. Set up of all the information, pictures, community, groups and about us. Social Cloud has created more than 50 Facebook fanpage and 30 Instagram account



**Content Creation.** Creation and planning of the content for the 2 different platform including research of the best performing hashtag for the category for the week. Analyzing the data of the account to pick the best times and days to posts



**Micro-influencer.** People with less than 10k followers on Instagram and 2k-3k friends on facebook have a more intimate relationship with their readers. Sharing their experience with the brand will engage new potential customers and create brand awareness. Social Cloud cooperate with + 2k micro-influencers

Anna Flamin shared a post to the group: I LOVE SHANGHAI - Shanghainese Expats ONLY!!!  
27 February at 19:17 · 🌐



**Group share.** Participating actively into financial and internet groups, creating Facebook events, and specific groups for the brand give a sense of attachment to the people. Social Cloud is active in more than 20 financial groups

## Post Reach

December 18 - January 14

109,995

People Reached ▲ 430%

**Advertising.** We carefully choose the right kind of Facebook and Instagram advertising targeting your ideal customers. We analyze and split tests to reach the maximum engagement for the brand at the right cost. Our average of impression increase is 2700%, our CPC cost is 0.20-0.60 \$



## MEDIA

We cooperate with media in China, USA, UK, Korea and Italy to give the brand the maximum press coverage possible. Our coverage is not limited to local or national media but also foreigner media present in the country of choice. We cooperate with media of English, Chinese, Italian, Korean, Japanese, French, Arabian and German languages.

## PRESS RELEASE

### Why are they important:

- Announcing a new product, service or promotion
- Improving brand image
- Viral possibilities
- Get more customers

*A professional press release can change the perception of a brand and the possibility to be published. Social Cloud has created more than 1000 press releases for financial brands*

# Media

## RELATIONS



### OFFICIAL PRESS RELEASE

#### Startup to Commodity Investments in Youtubers and Twitch Casters with Ethereum

Woodbridge, VA - July 31, 2017 – Protostarr—a technology startup is raising Ethereum in their Initial Coin Offering (ICO) for the development of their web platform and decentralized application (DApp) which allows fans and investors to fund rising Youtubers and Twitch Casters in return for a share of channel revenue.

“Youtubers are today’s celebrities, and they’re making celebrity money from producing great video content,” said Joshua Gilson, CEO of Protostarr. “More are waiting to be discovered, and funding from fans and investors could help them reach the critical mass needed to earn significant income. Protostarr allows everyone involved to benefit when a creator turns celebrity..”

To accelerate the success of Youtubers and Twitch Casters, Protostarr would serve as a platform for content creators (or Starrs™) to seek funding to produce better and more content. Fans and investors who give to their favorite creators through Protostarr would see a return on investment when the Starr begins earning channel revenue.

“We’re changing the model from donations to investment,” said Gilson, speaking on how content creators currently seek funding. “Protostarr gives fans the ability to see a real payoff for their loyalty, while investors looking for new, exciting opportunities could see payouts better than traditional investment avenues.”

As an Ethereum-based DApp, Protostarr’s underlying functionality is driven by smart contracts. The channel revenue that Starrs share with fans and investors is automatically distributed to investors based on agreements written into a smart contract using the Protostarr site. The number of periods a Starr agrees to pay fans and investors are negotiable.

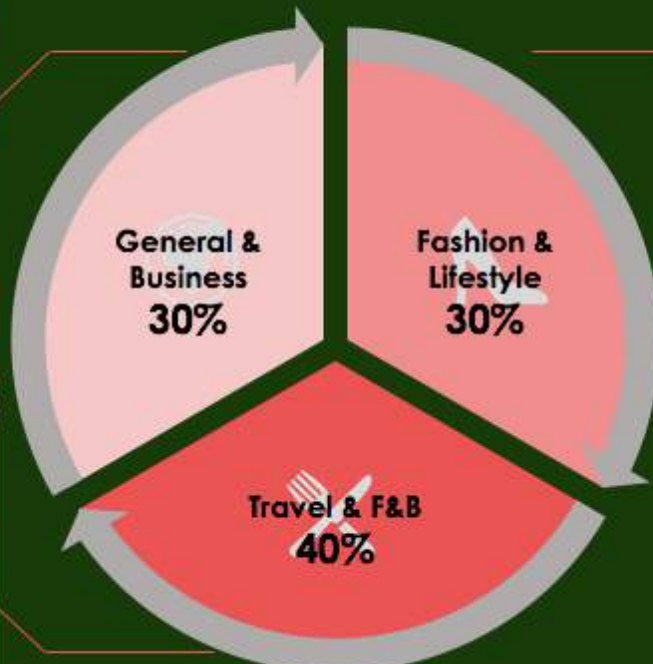
## MEDIA STATS

- 5 Millions+ Media impressions
- 97% of Social Cloud press release published
- 2000+ Media available
- 1 Million+ PR value

Media samples of other previous works available on request

# MEDIA LANDSCAPE AND INTERVIEWS SAMPLE FOR CHINA

## Media Landscape



### Tasting and Interview with Chairman of the Board



- Impression: 1,200,000+
- PR Value per Page: 480,000+
- The top national business and industry magazine
- **Topic:** How a restaurant takes the responsibility of introducing French and Vietnam cultures; interview with the board chairman



- Impression: 1,000,000+
- PR Value per Page: 580,000+
- The top national business and management magazine
- **Topic:** Shift of Chinese consumer taste from high-end French to high-end Vietnam; the big trend of Asian and Western fusion behind

### Tasting and Interview with Executive Chef



- Impression: 600,000+
- PR Value per Page: 360,000+
- The top local lifestyle and general magazine in Wuxi
- **Topic:** One day through Vietnam, history, landscape and flavor



- Impression: 800,000+
- PR Value per Page: 250,000+
- The top local lifestyle and general magazine in Shanghai
- **Topic:** Luxurious lifestyle of millennials, from design, fashion to taste and art

# INFLUENCERS



*A brand is no longer what we say to consumers, it is what consumers say to each other - Scott Cook*

**+20M**

SOCIAL  
IMPRESSION

**+3M**

SOCIAL  
ENGAGEMENT

**+3K**

INFLUENCERS  
DATABASE

*About the  
cooperation*

---

We cooperate with influencers in different way including PPC with dynamic qr code, affiliate marketing. Basic fee with KOL can be bargained, please understand that having a big influencer promoting for free or just by commission is not possible. For the list of influencers and sample of our previous and current cooperation please send an email.



The number of e-mail users worldwide is grown to 2.9 billion users by 2019

# NEWSLETTER

Social Cloud contacts are checked every month.  
Average unique open 12%  
Average unique click 8%

## HighLow is Australia's leading investment platform

Highlow是澳大利亚领先的投资平台

Receive up to 200% payout and same-day withdrawals, plus enjoy our exclusive phone support. Whether you're a rookie or a seasoned trader, HighLow's world-class platform makes for an incredible trading experience. 您可获得高达200%的收益, 可在当天出金并享受我们的独家电话支持服务。无论您是新手还是外汇交易老手, HighLow的世界一流平台为您造就非凡的交易体验。



www.socialcloudchina.com info@socialcloudchina.com

**+160K**

CONTACTS IN  
CHINA

**+54K**

CONTACTS IN  
USA

**+30K**

CONTACTS IN  
UK

**+20K**

CONTACTS  
IN ITALY

# FORUM

Social Cloud has accounts (personals, managed by real people) in more than 30 different financial forums (apart from weibo) in China and actively participate on USA forum like Quora and Reddit. Interact with people about blockchain, token, financial programs and banks engage more customers in the brand



# SOME OF OUR CLIENTS





**THANK YOU**



INFO@SOCIALCLOUDCHINA.COM  
(+86) 13761027404

*All the samples in this deck are from Social Cloud works.*