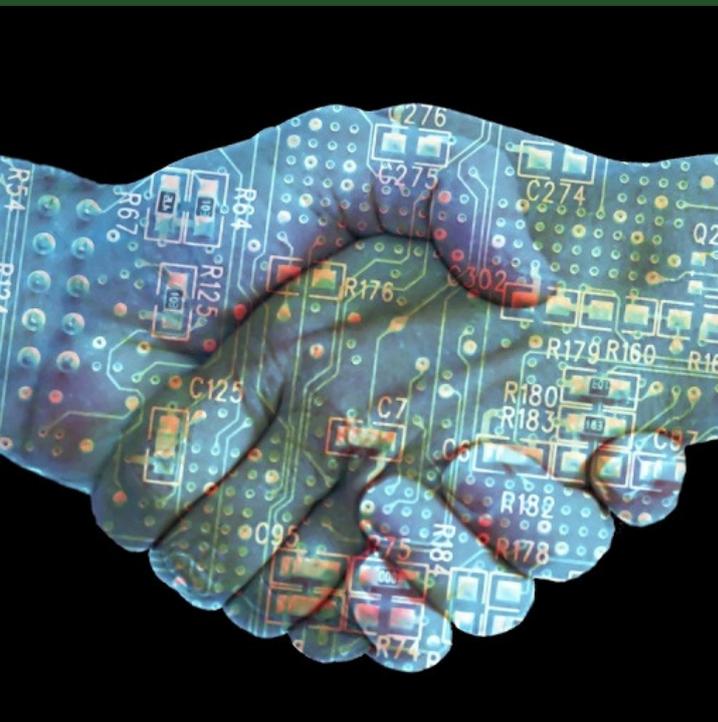




DECK



SocialCloud



Let them speak about you



Let them speak about you

ABOUT

Social Cloud is a marketing and Public Relation firm with branch in China and Italy that provides marketing support for businesses of all sizes across different industries. Our mission is to offer creative solutions to meet your marketing and communication needs.

WHAT WE DO

- Social Media
- Media relation
- Press release creation
- Influencers marketing
- Newsletter
- Forum

OUR AUDIENCE



22- 60 years old
Chinese and foreigners



18- 45 years old
Italian and Chinese



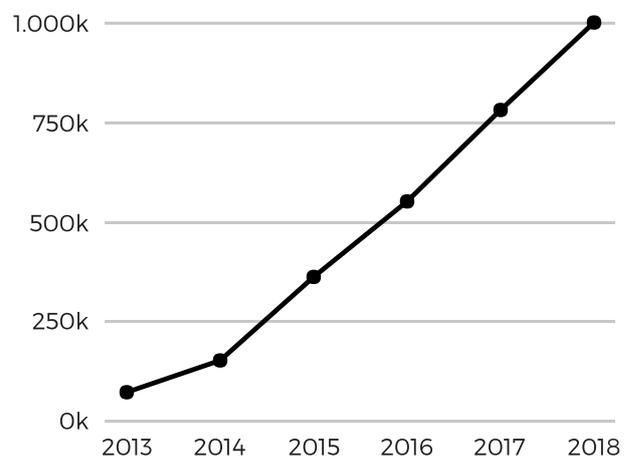
22- 45 years old
American and Chinese



20- 45 years old
English and Chinese

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. Social Cloud have created different Wechat accounts, including overseas brands

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



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



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

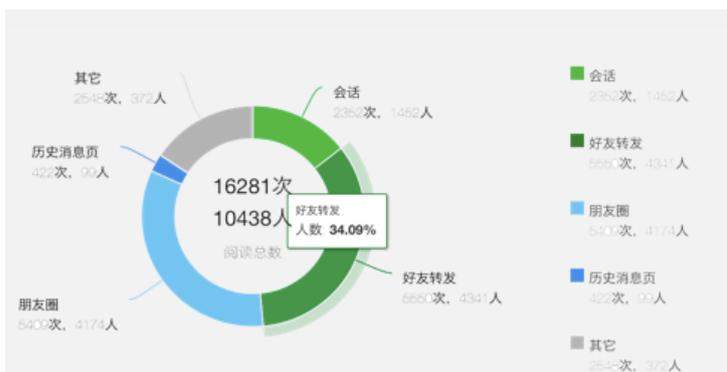
Buttons. Set up of tabs for previous posts, map, insert the miniwebsite, galleries. Social Cloud have created Wechat buttons for more than 100 different Wechat accounts, including overseas brands

H5. HTML5 Wechat campaign are perfect for events, collect informations, and interaction. Rich animations allow you to create a broad range of different styles. Check <http://v.xiumi.us/stage/v5/30jIR/64957873> for one of our sample



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](#)

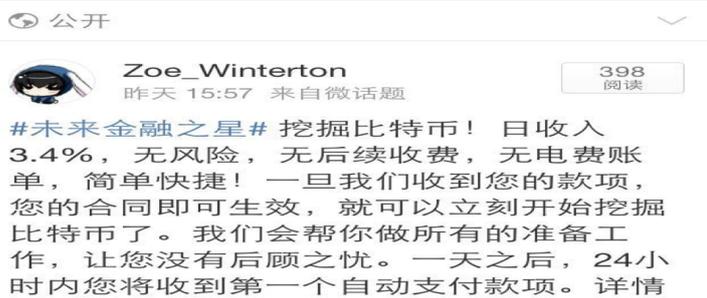


HAGGLIN连同Ethereum区块链，结合了1.55万亿美元电子商务行业，533.52亿美元的在线旅游业和8万亿美元物流业。 [网页链接](#)



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 post include multimedia contents including videos, pictures and live streaming. Social Cloud has created content for more than 200 weibo accounts

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

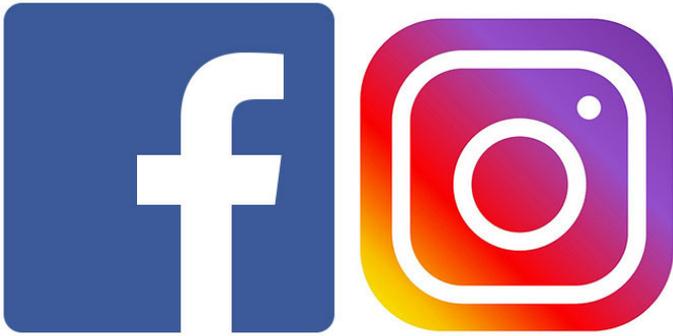


Group share. Participating actively into focus groups on weibo, share conversations, opinions and posts of the brands will engage more potential customers and activate curiosity. Social Cloud is part of more than 50 financial groups on weibo



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



#health
健康生:
#eathe
#fitfoo
#health
#portic
#eatle
#envirc
#shang
#health

Place :

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



mediterranean_cucina •
Lecce, Italy

mediterranean_cucina Fruit salad breakfast with a view #italy #cast #fruitsalad #expatcucina #eatyou #naturallysweet #fruit #paleodiet #oggiadieta #salento downhomeveggiesnscones Beau healthy mind healthy body 35 Stur

Place a 178 persone
20 FEBBRAIO

Aggiungi un commento...

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

👤 8,571 people reached



Recent activity

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 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 f&b 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 Stars™) 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 Stars 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.

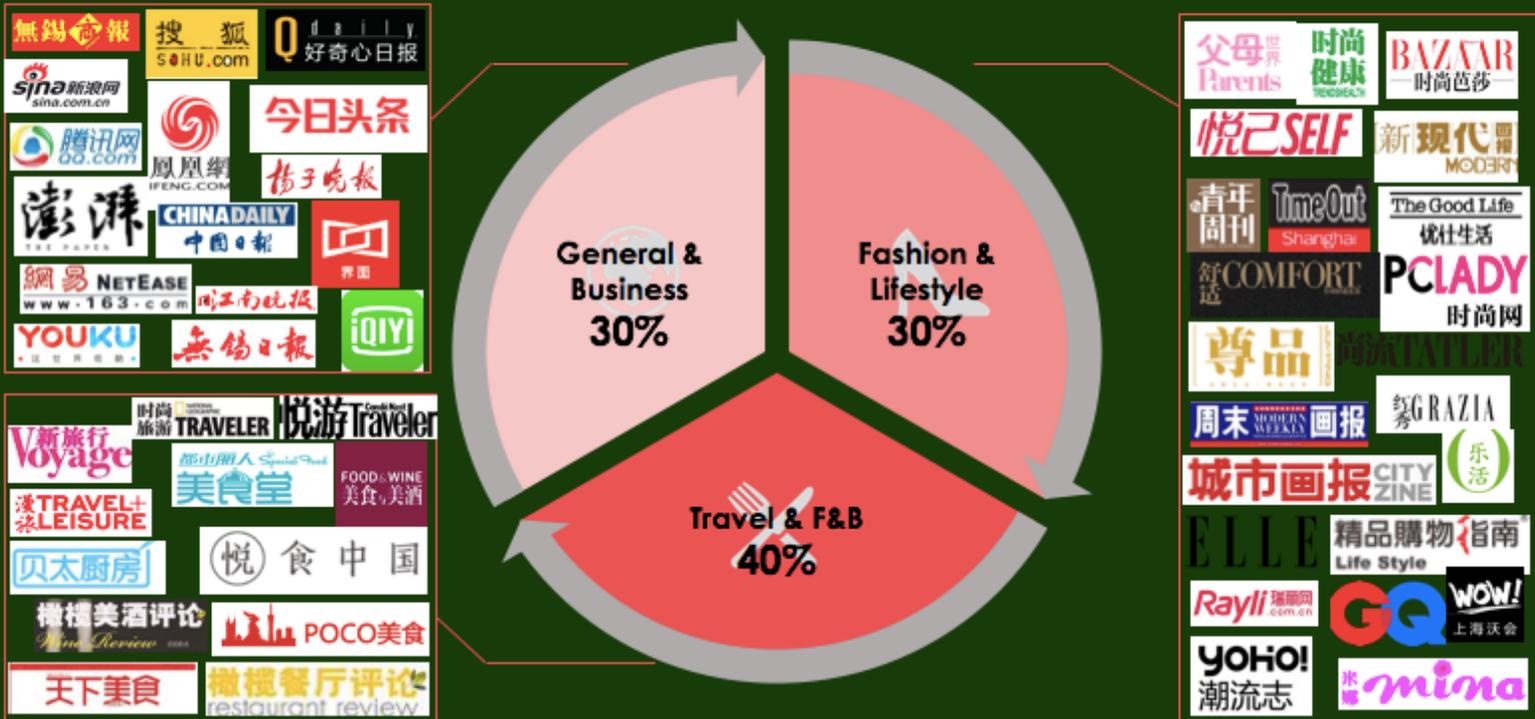
MEDIA STATS

- 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

CBNweekly
第一财经周刊

- 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

商学院

- 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

无锡新周刊
WUXI NEW WEEKLY

- 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

CHANCE

- 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



ABOUT KOLS

Followers feel a sense of community and trust the influencer to share accurate information with them. Social media reach and influence is a huge part of a brand's success. Very (and REAL) influencers and celebrities have a big impact in their followers, their fans will often buy a product their idol has endorsed, but it's important to understand how to choose them. We manage to carefully review all the influencers we work with, including mapping out historical data, checking their account with third party softwares

+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.

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

Newsletter

Social Cloud contacts are checked every month.
Average unique open 17%
Average unique click 8%

+160K

CONTACTS IN
CHINA

+44K

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

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

2017-06-07 22:33

举报 赞 回复



HIGHLOW贵宾

6楼

HighLow持有澳大利亚证券和投资委员会授予的澳大利亚金融服务 (AFS) 执照。使用我们强大的iOS和安卓移动应用程序, 可随时随地进行交易。

注册地址:地址: https://cn.highlow.net/register?a_aid=582d3a8438651

2017-06-08 04:51

删除 举报 赞 回复



热门推荐

每日经济新闻股票能否长期持有?最新走势查询

大数据免费诊股,短线操作指导,输入股票名称或代码,立即诊断个股详情,免费提供买卖点,是亏是赢提前布局!

广告



月de痕迹

新兵

我用过HighLow, 一个二元期权的交易平台, 这个我用下来感觉特别好, 除了网站我还下载了它们的app。感觉二元期权更适合新手投资者, 比如说我, 到现在为止HighLow的投资回报率都是很高的, 收益达到200%, 我注册的时候得到了400元的现金收益。 https://cn.highlow.net/register?a_aid=582d3a8438651 这个是注册的网址, 给有兴趣的朋友参考下, 你也可以在apple store下载



THANK YOU



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