



THE  
**HYPERSPACE**  
— LIGHTING COMPANY —

FROM CONTENT CREATION, TO  
SOCIAL MEDIA MANAGEMENT, TO  
INFLUENCER OUTREACH AND  
RELATIONS MANAGEMENT, WE  
WORK TIGHTLY WITH HYPERSPACE  
LIGHTING TO ENSURE SOCIAL  
MEDIA CAMPAIGNS ARE  
OPTIMIZED AND DRIVING GROWTH  
TO THEIR COMPANY.

## HIGHLIGHTS 8 WEEKS

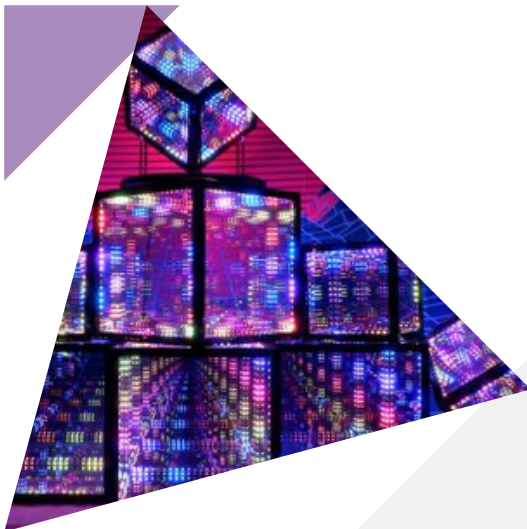


**+8.9%**

**+16.8%**



**+35.7%**



## SOLUTIONS

- Social Media Management
- Content Creation
- Influencer Marketing
- Relations Management

GLIDESUP.COM

# GLIDE STAND-UP PADDLE BOARDS

The world's most eco-friendly and durable inflatable stand-up paddle boards



## PAID ADVERTISING

Providing top-tier advertising services to B2C businesses with enticing copy, optional ad design, and proven growth strategies with the purpose of:

- Decreasing CPC
- Decreasing CPM
- Increasing ROAS
- Increasing CTR

# GLIDE



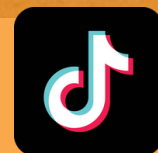
TIKTOK ADVERTISING

**\$0.50**  
*Cost Per Click*



META ADVERTISING

**2.5X**  
*ROAS*



TIKTOK ADVERTISING

**\$3.52**  
*Cost Per Mile*



## Win in Marketing

The #1 growing  
newsletter for like-  
minded entrepreneurs  
and marketers

# SCOPE OF WORK

- High-value weekly news and trends shared from extensive research
- List growth and management
- Full newsletter funnel built from the ground up
  - Social Media Creatives
  - Landing Page
  - MailChimp Integration
  - Email Creation & Design

el Hope you had a great week. We want your insight... do you enjoy this  
ater? If so, reply to this email and let us know! We're always looking for more ways  
prove, so give us some feedback on what we're doing well and what we could do  
ter :) now into this week's digest...

### 5 Marketing Hacks to Grow Your Business TODAY



#### 5 Quick & Easy Marketing Hacks

##### 1. Know Where Your Audience Exists

Would you sell nail polish at a football game? Or sandwiches outside of an ice  
? Point is - you could save yourself a lot of time, money and effort if  
your audience is before you begin marketing to them.

social media... where is your

## HIGHLIGHTS

- \$1.50 AVERAGE CPA
- 0 TO 1000+ SIGNUPS 100% ORGANICALLY
- ESTABLISHED CONSISTENT MONETIZATION OPPORTUNITIES WEEK-TO-WEEK



# ARMED IN FAITH

## Sharing the Gospel Made Easy

Your 7 Day  
How-To Guide



learn  
share  
grow



There is a tremendous amount of responsibility launching a nonprofit organization. We need to be great stewards of the financial donations we receive and how those funds are invested. We were so blessed to find Will and Upper Hand Marketing. They have delivered phenomenal results for us in a short period of time while working within our limited budget and their communication has been outstanding.

# ARMED IN FAITH

Non-profit organization with the mission to spread Christianity

## HIGHLIGHTS

**\$.30**

\$.30 cost/click on Facebook ads for select campaigns (average - \$.97 across industries)



Achieved an over 60% open rate for first email campaign

**60%**

**120K**

120k organic impressions across platforms in 3 months from 0 followers



## CHALLENGES

- Pushing the boundaries of religion on social media where the environment can be toxic
- Limited budget allowed for critical thinking
- Relying on organic content for growth in a space of nonstop advertising





CONTENT CREATION

# PHOTOGRAPHY

## High Quality Shots

We use HD camera in capturing our subject

## Lighting Setup

Professional Lighting setup for our photography

## Enhancement

Our professional photo editors will process the images



Product



Street



Lifestyle



Prop

## ADVERTISING CREATIVES

