



JUNE 2022

**WE KNOW
SOCIAL MEDIA.**

**WE KNOW
EDUCATION.**

**WE KNOW
COMMUNITY.**

Agenda



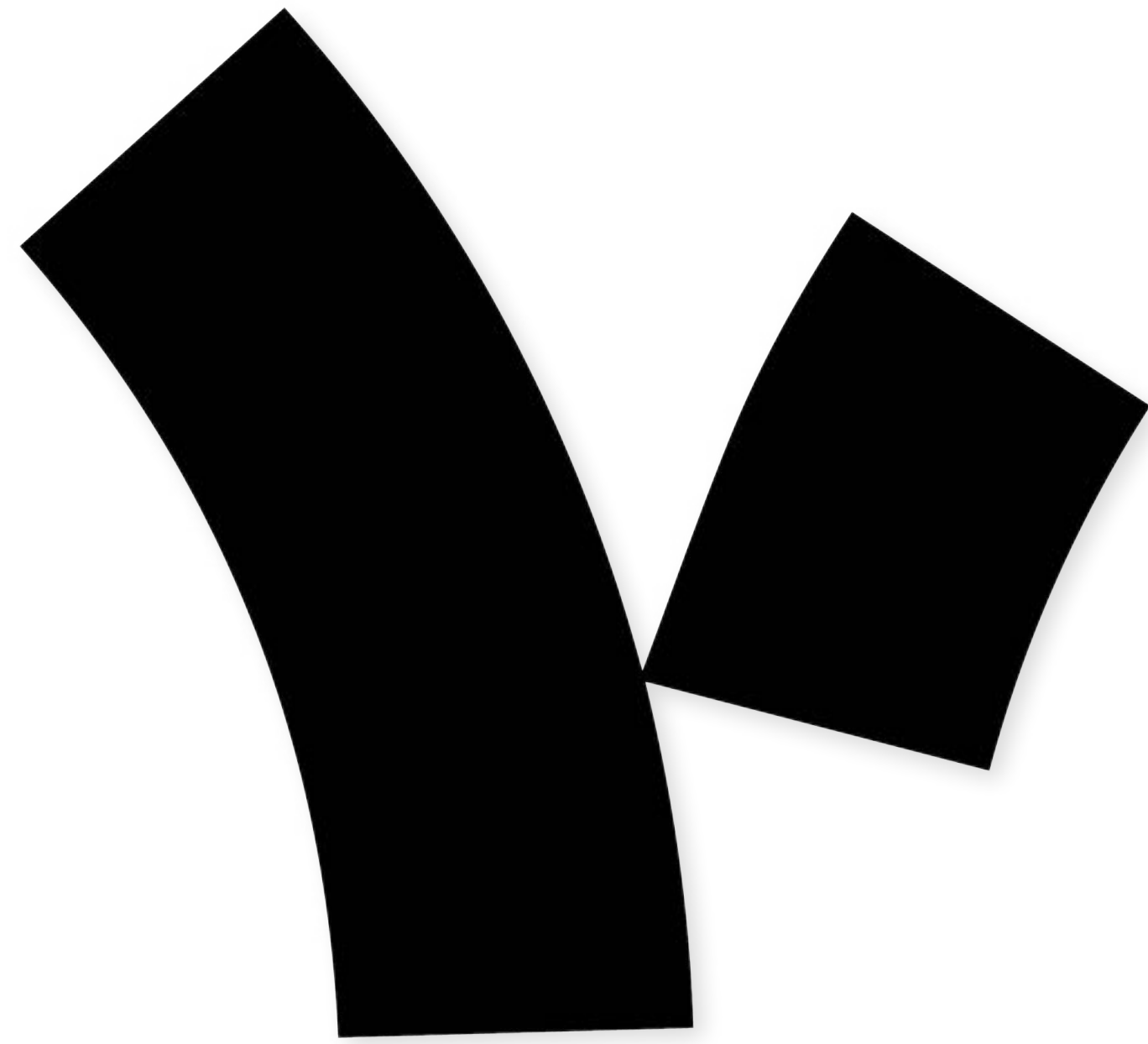
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About Us



Virtus Media Group is a syndicate of marketing professionals, business consultants, branding specialists, influencers, creators, developers, designers, researchers, analysts, and affiliate partners who promote education, engagement, and community. solutions built from proprietary strategies and technologies to facilitate smarter, more informed financial decisions for individuals and their families.

Our extraordinary team boasts decades of industry experience collectively, facilitating meaningful partnerships with organizations that align with our values: Community, collaboration, engagement, and education. Through marketing and advertising projects designed by **Virtus Media Group** for maximum viral potential and engagement, our partnerships are able to reach wider and more qualified audiences.



VIRTUS
MEDIA

When opportunity doesn't
knock, build a door



Virtus Media Group promotes independence and
quality of life through a collection of multimedia
resources, education programs, and
real-time financial planning tools

Reach

Engaging **6 million**
global users across
199 accounts.



Our campaigns—which can include livestreams, eCourses, webinars, coaching sessions, in-depth financial reports, and daily alerts for stocks, options, and crypto—are delivered via our network of 199 social accounts, engaging a growing global audience of over 6 million users in 64 countries



Audience

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	Total Accounts	Followers
Channel 1	9	58,850
Channel 2	54	1,210,600
Channel 3	6	135,900
Channel 4	27	3,187,000
Channel 5	44	314,300
Channel 6	5	78,000
Channel 7	45	904,000
Channel 8	5	300,000
Channel 9	4	35,000
Total	199	6,223,650

facebook

Instagram

 Discord

twitter

 YouTube

 TikTok

Case 1: \$SAVA

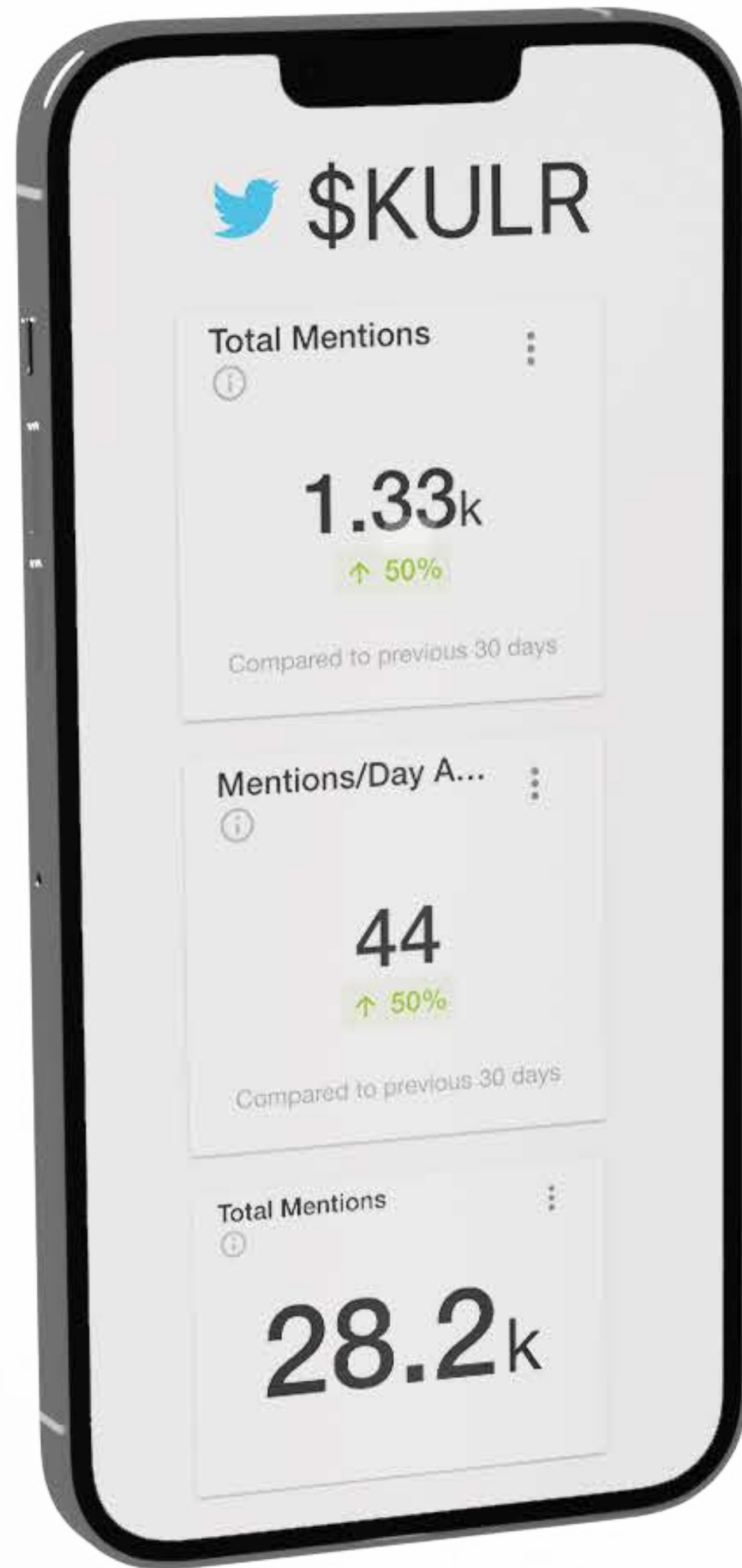
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➡ = alert



\$SAVA featured/discussed on numerous streams and feeds
Ticker tagged by community members over 2,000 times on Channel 3 after alert

Case 2: \$KULR



A **50-percent increase**
in visibility

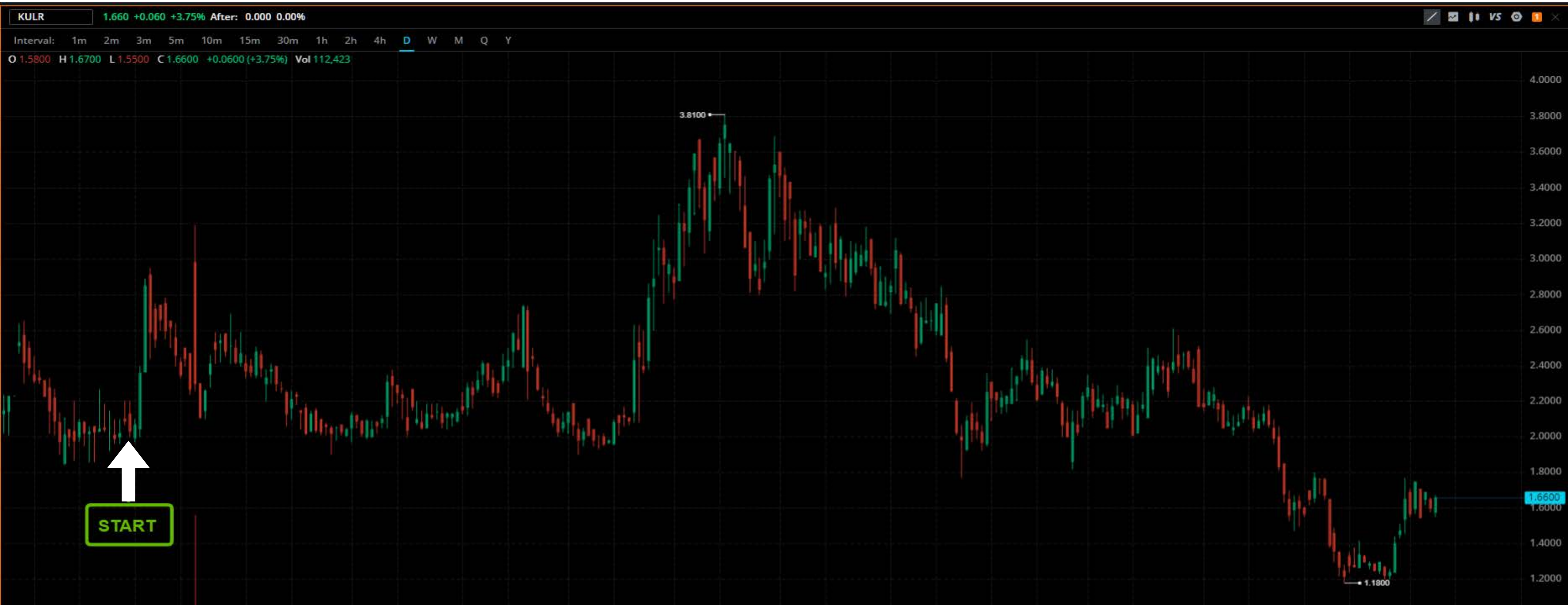


We publish informative, data-driven, news-oriented coverage of \$KULR and share it via our various channels.

\$KULR sees a 50-percent month-to-month increase in mentions on Twitter during our coverage periods.

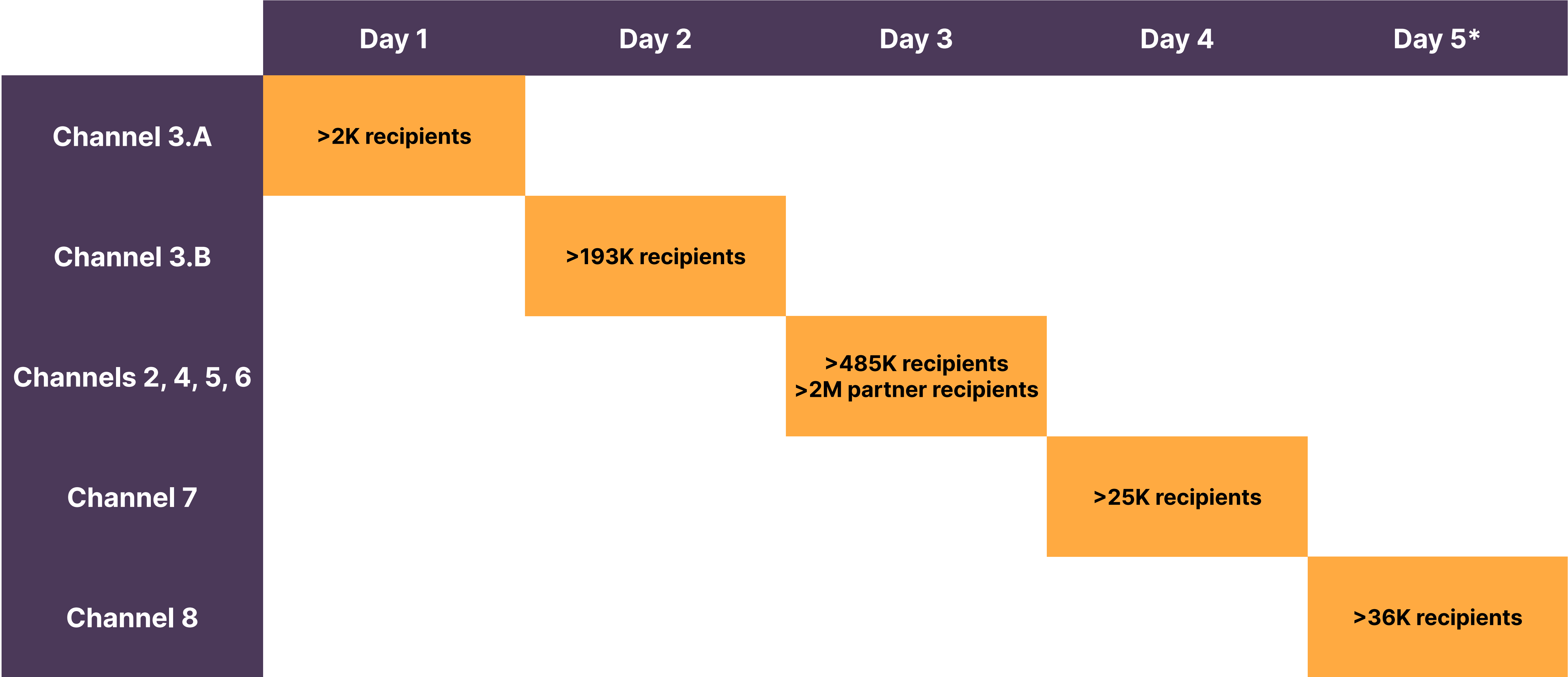
Case 2: \$KULR

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In June 2021, we began distributing \$KULR coverage via both premium and public channels
The increase in mentions on social media appears to have driven interest and investment

Premium Content Delivery



*For longer/ongoing programs, schedule is repeated week to week

Sample: Event Schedule

MONDAY, MAY 31

Memorial Day — Markets Closed

TUESDAY, JUNE 1

9:30 AM	LevelUp	Premium Content	🔊 Market Talk
12:00 PM	Lunch	Premium Content	🔊 Trading Tips
1:30 PM	PBU Study Group	Premium Content	🔊 PBU Study Group
3:00 PM	Power Hour Live	Free Content	

WEDNESDAY, JUNE 2

11:00 AM	LevelUp	Premium Content	🔊 Market Talk
2:00 PM	LevelUp	Premium Content	🔊 Market Talk
3:00 PM	Power Hour Live	Free Content	

THURSDAY, JUNE 3

11:00 AM	LevelUp	Premium Content	🔊 Market Talk
12:00 PM	PennyBois University Free Class	Free Content	🔊 Free Livestream
3:00 PM	PennyBois React	Free Content	
8:00 PM	Trading	Free Content	🔊 Free Livestream

Sample: Event Schedule

FRIDAY, JUNE 4

3:00 PM

Crypto Weekend Watchlist

Free Content

4:00 PM

After Hours w. Staff

Premium Content

 The Lounge

SATURDAY, JUNE 5

11:00 AM

CryptoTalk

Free Content

 Free Livestream

8:00 PM

Game Night

Premium Content

 The Lounge

SUNDAY, JUNE 6

9:00 PM

Options Chat

Premium Content

 Market Talk

Contact Us



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