



**Anti Bio Technologies  
Social Media Guide 2019.**

## Anti Bio Technologies 2019 social media brand guide:

Anti Bio Technologies social media is based  
on the problem solution model.

### *The problem:*

Chemicals used traditionally for water  
cleaning and termite control.

### *The solution:*

Anti Bio Technologies patented and proven  
Anowaves.

### *The outcomes:*

Cleaner pool and drinking water using less  
or no chemicals.

Termite-free properties without the use of  
traditional chemicals.

### *The target:*

End purchasers

Business 2 Business

Mum & Dad startups



## Anti Bio Technologies social media brand guide:

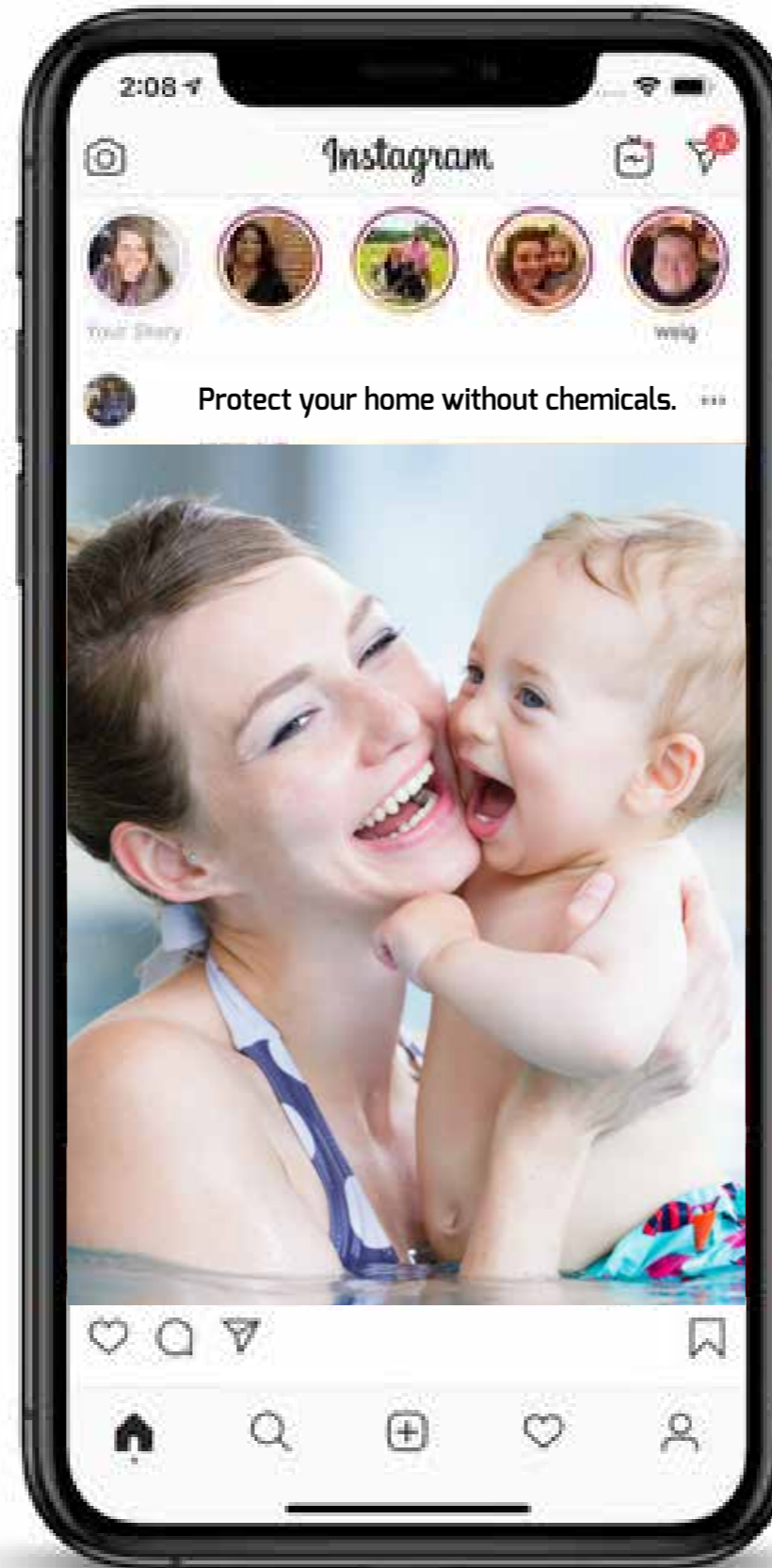
### Objective:

Increase awareness in all markets and create lead generation by having customers register their interest.

### Our focus:

Anti Bio Technologies solves everyday problems, like healthier drinking and swimming water and termite control. All without the use of chemicals.

We focus on the positive effects of this technology by presenting the brand as relatable and emotional. We do this by using lifestyle photos and the occasional 'before' photos to add credibility.



Instagram water tech, pure healthy



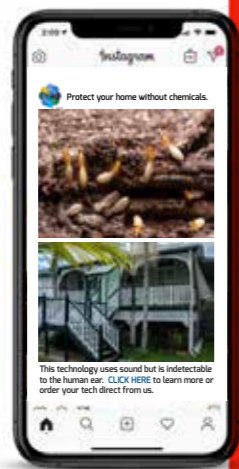
Instagram termite tech, termites gone

# Pre-launch Awareness Strategy Texas

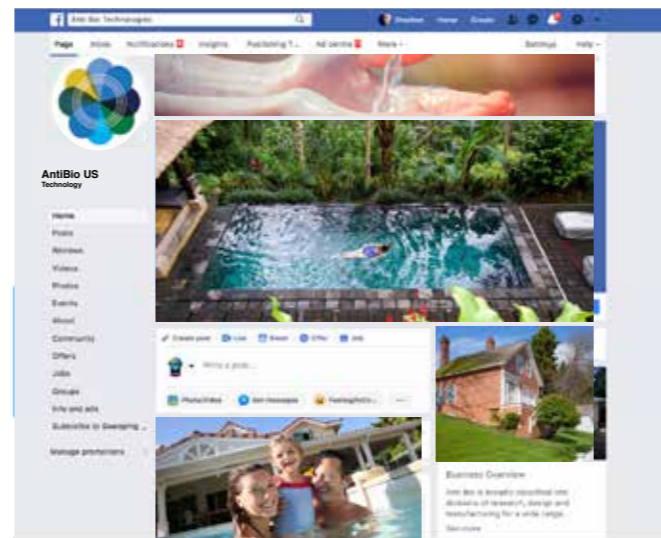
Design and strategy: Chalice

Maintenance: Social Media Manager

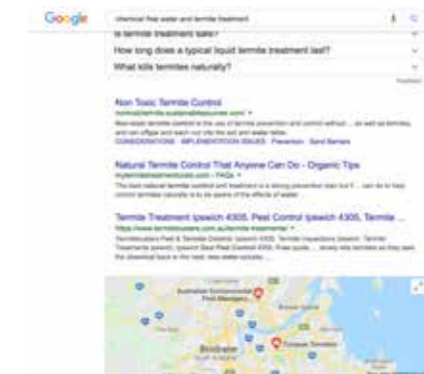
Budget: ? To be determined by Anti Bio USA



Instagram Page x 2  
 Generic branding - TermiteGone H2O SolutionUSA?  
 (show example) Register interest Free consultation Callback  
 Key messaging - all solutions and lifestyle



Feeds to AntiBio USA Facebook  
 Content all highly Americanised and lifestyle base  
 Daily updates  
 Paid promotions from this Register interest/Free Consultation Callback



Google AdWords Campaign  
 Purely driven by word searched Leads to AntiBio USA landing Page

Launch Landing Page containing both products - water and termites. All contact details. Register your interest Free consultation Callback Offers

Protect your property without chemicals.

AntiBio Technologies uses soundwave tech which is undetectable to the human ear (but disruptive to termites and bacteria). [CLICK HERE](#) to learn more or have this tech delivered today.

## AntiBio Global Website



# Facebook USA

The screenshot shows the Facebook USA interface for the 'Anti Bio Technologies' page. At the top, the navigation bar includes the search bar with 'Anti Bio Technologies' and a magnifying glass icon, the user profile 'Stephen', and navigation links for 'Home', 'Create', and a menu of icons. Below this is a secondary navigation bar with 'Page', 'Inbox', 'Notifications' (with a red badge), 'Insights', 'Publishing T...', 'Ad centre' (with a red badge), 'More', 'Settings', and 'Help'.

The main content area is divided into three horizontal sections. The top section features a close-up image of hands being washed with water. The middle section shows a person swimming in a pool surrounded by lush greenery. The bottom section contains a 'Create post' area with options for 'Live', 'Event', 'Offer', and 'Job', a text input field 'Write a post...', and buttons for 'Photo/Video', 'Get messages', 'Feeling/Activ...', and a three-dot menu.

On the left side, the page's profile information is displayed, including the 'AntiBio US Technology' logo (a colorful circular design) and the name 'AntiBio US Technology'. Below this is a vertical menu with options: 'Home', 'Posts', 'Reviews', 'Videos', 'Photos', 'Events', 'About', 'Community', 'Offers', 'Jobs', 'Groups', 'Info and ads', 'Subscribe to Sweeping ...', and 'Manage promotions'.

On the right side, there is a 'Business Overview' section with the text: 'Anti Bio is broadly classified into divisions of research, design and manufacturing for a wide range...' and a 'See more' link.



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