Unita *Media*

• Services deck · 2026

Content, training, websites and ads, from *one team*.

Social media management, media training, website development, script writing and performance marketing, from the team behind the Unita Media platforms.

- Social media management and content creation
- Media and public speaking training
- Website development
- Script writing
- Performance marketing

unitamedia.com/services · Operated by AS Cyprus Business Advisory LTD

• The services at a glance

Five services, one *team*.

Social media management and content creation

We specialise in B2B and professional services. We run your LinkedIn, Facebook and Instagram: a monthly content plan, studio-filmed videos, original designs and copy for every post, all approved by you before anything goes live.

From €450 + VAT a month

Media and public speaking training

Prepare founders, executives and spokespeople to speak with confidence: in a press interview, on camera, on a podcast or on stage.

Quoted for each project

Website development

We design and code fast, search-ready websites, from publications and research platforms to law firms and studios. Every case study is a live site we built.

Quoted for each project

Script writing

Scripts for YouTube, explainer and corporate videos, podcasts and reels: researched, timed to the second, and written with the direction your editor and voice artist need.

Quoted for each project

Performance marketing

Paid campaigns on Meta, Google and LinkedIn, planned around the enquiries you want: tracking set up properly, ads and landing pages made by our team, and a monthly report on what the budget brought in.

Quoted for each project

• Content and video

Social media management and content creation

We specialise in B2B and professional services. We run your LinkedIn, Facebook and Instagram: a monthly content plan, studio-filmed videos, original designs and copy for every post, all approved by you before anything goes live.

- Channels that look as professional as your firm when clients check you
- Short videos where you answer the questions your clients search for
- Original designs in one consistent style across every channel









Packages

Social Presence

For smaller professional firms

€450 a month + VAT

4	12
original designs	posts: 4 on each platform

- Caption writing
- Scheduling on LinkedIn, Facebook and Instagram
- Monthly reporting

No studio video production.

Recommended

Executive Content

For firms that want to be seen and heard

€680 a month + VAT

3	4	21
studio-produced videos	original designs	posts: 7 on each platform

- Tailored copy across LinkedIn, Facebook and Instagram
- Scheduling
- Strategy
- Monthly reporting

• Training

Media and public speaking training

Prepare founders, executives and spokespeople to speak with confidence: in a press interview, on camera, on a podcast or on stage.

- Clear key messages your spokespeople can deliver under pressure
- Confidence on camera, on a podcast and in front of a live audience
- Calm, prepared answers to difficult and unexpected questions

Quoted for each project

What we cover

Press and broadcast interviews
How interviews work, what journalists need from you, and how to get your message into the story.

Podcast and video appearances
Longer conversations on camera and microphone: pace, presence and staying on point.

Key messages and difficult questions
A few messages you can repeat with confidence, and calm answers when the questions get hard.

Presentations, panels and keynotes
Structure, delivery and timing for talks, panels and pitches, with or without slides.

Practice on camera, reviewed together
Rehearse it as it will happen, then watch it back and refine.

• Design and code

Website development

We design and code fast, search-ready websites, from publications and research platforms to law firms and studios. Every case study is a live site we built.

- A fast, mobile-first website your clients can trust
- Pages structured to be found by search engines and AI assistants
- Tools, forms and data that do real work for your visitors

Quoted for each project

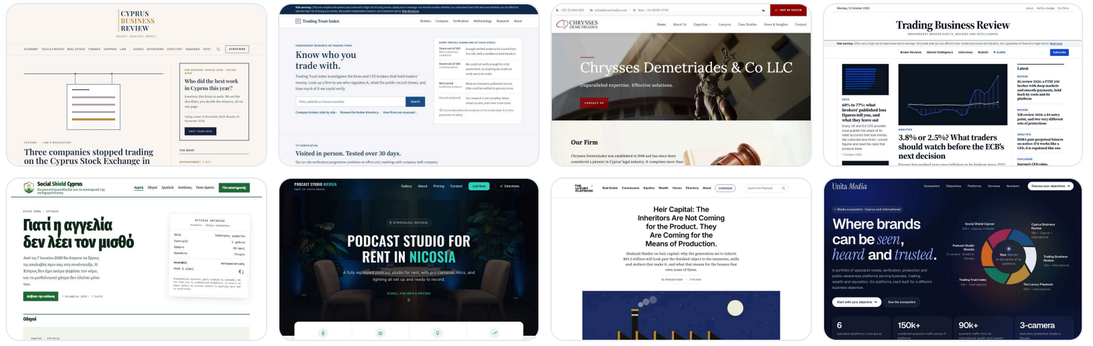
8
live websites we built, from publications to a research platform

1,693
cited sources in one research database

165
redirects kept every link alive in a WordPress migration

6
calculators that run on the visitor's phone

Websites we built, live



cyprusbusinessreview.com ↗
demetriades.com ↗
socialshieldcyprus.com ↗
theluxuryplaybook.com ↗
tradingtrustindex.com ↗
tradingbusinessreview.com ↗
podcaststudionicosia.com ↗
unitamedia.com ↗

Video and audio

Script writing

Scripts for YouTube, explainer and corporate videos, podcasts and reels: researched, timed to the second, and written with the direction your editor and voice artist need.

- A script timed to your runtime, ready for a voiceover or a presenter
- Shot, graphics and sound direction your editor can work from
- Titles, descriptions, chapters and tags written for search

Quoted for each project

What we write

YouTube and faceless videos
Voiceover scripts with shot, graphics and sound direction, timed section by section.

Explainers and product videos
Complex subjects, such as regulation or trading costs, made clear in a few minutes.

Podcast and interview briefs
Running orders, questions and segment notes for the host and the guest.

Reels and short clips
Hooks and short scripts written for vertical video and social feeds.

Corporate and event videos
Company films, launch videos and event openers in your own voice.

Search metadata
Title options, a description, chapters and tags for every video.

Paid social and search

Performance marketing

Paid campaigns on Meta, Google and LinkedIn, planned around the enquiries you want: tracking set up properly, ads and landing pages made by our team, and a monthly report on what the budget brought in.

- Campaigns aimed at the enquiries you want, not clicks for their own sake
- Tracking you can trust, with every lead counted where it happens
- Ads, videos and landing pages made by one team, in one voice

Quoted for each project

Where we run them

Meta: Facebook and Instagram
Campaigns built around your buyers and the people who have already visited your site.

Google Ads
Search campaigns for the people already looking for what you do, with Performance Max and Display where they fit.

LinkedIn Ads
Decision-makers reached by company, industry and job title.

Retargeting
Follow-up ads for people who visited your site, within each platform’s consent rules.

How we work

From your brief to the finished *work*.

01

You tell us

What you need, and your timing.

- One service, or several together
- Your sector, your audience and your deadline
- Anything you already have: brand files, a website, footage

02

We propose

A scope, a timeline and a price, in writing.

- Social media from €450 a month + VAT, in two packages
- Training, websites, scripts and campaigns quoted for each project
- One team for all of it, with one point of contact

03

You approve

Nothing goes live until you agree it.

- You see every script, design, page and post first
- We change what you want changed before it is published
- A monthly report for social media and paid campaigns

Unita *Media*

• Start with what you need

Tell us what you *need*.

Share the service and your timing. We will reply by email with how we would approach it, and a price.

unitamedia.com/services

Social media marketing and studio bookings

chris@unitamedia.com

Publicity, media and reputation

savvas@unitamedia.com