



ADVERTISE
WITH US



HARCUS
CONSULTANCY
GROUP

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Who Are We?

Harcus Consultancy Group are a football consultancy company based in Asia that work in Football Education, Football Operations and Commercial Football development. With several decades of experience in football across Asia and Europe, working with players, coaches, scouts, agents, clubs, associations and more, Harcus Consultancy Group are able to create programs and deliver workshops that are tailor made to address specific challenges and take into account the beautifully diverse cultures and opportunities across the Asian continent. We understand the market, we know the challenge, we embrace the opportunity.

Richard Harcus is the CEO of Harcus Consultancy Group, he has a Masters Degree in Sport Management, an AFC Football Management Diploma, a UEFA Finance Diploma, as well as a UEFA coaching license & a series of elite scouting qualifications. Additionally, he has acted as the agent, and educational and career advisor, to many football players, coaches, football clubs, leagues and associations, most famously Manchester City FC & FC Barcelona player, Yaya Touré. He is a coach educator & partners with several Football Associations to deliver coach & club education workshops/clinics as well as scouting courses and player care.

Harcus Consultancy Group can assist our clients through a series of workshops, both online & in-person. Furthermore, we can design, inform and educate our clients to deliver specific projects. Finally, Harcus Consultancy Group can work under a contractual basis for our clients, project managing and ensuring all KPI's and outcomes are met.

We have a significant Social Media reach, as well as Email Out reach and Website Traffic.



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Why You Should Advertise With Us

There are many reasons as to why you should Advertise with HARCUS Consultancy Group. This document will outline the many ways in which you/your brand will benefit through advertising with us.

Your Logo will be used, as well as your brand name and your website/social media links will be added to all of our social media (or listed only on the ones in which you would like to feature). We will discuss the options and costs of these towards the end of this document.

The following pages outline the many social media platforms, email outs and other ways in which your brand will be shown, thus leading to an increase in traffic and ultimately revenue.

YOUR LOGO &
WEBSITE,
SOCIAL MEDIA
LINKS

SHOWN TO OUR
AUDIENCE
THROUGH A
VARIETY OF
WAYS

IN SOME CASES
ADVERTS USED
DURING OUR
VIDEOS OR
"SHOUT OUTS"
GIVEN

LINK IN POSTS
WITH OTHER
AGREED DETAILS

INCREASED
AWARENESS,
SOCIAL MEDIA
NUMBERS AND
TRAFFIC.
ULTIMATELY
LEADING TO
MORE REVENUE
TO YOU AND
COLLECTING
CUSTOMER
DATA.



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Our Social Media Reach

Harcus Consultancy Group has a sizeable Social Media following. This covers the platforms such as Facebook, Instagram, LinkedIn, Pinterest, TikTok, YouTube and we also have a strong presence throughout Google, due to our high listing through SEO.

Below outlines our our impressive Social Media following as of January 2025.



FACEBOOK



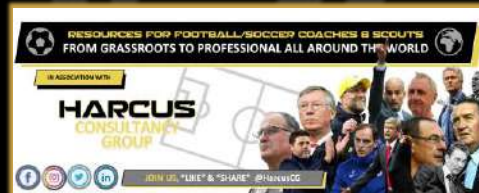
TOTAL FACEBOOK NUMBERS
FOLLOWING: 52,964
LIKES: 11,555

PAGE:



HARCUS CONSULTANCY GROUP
OFFICIAL
FOLLOWING: 11,800
LIKES: 11,555

GROUPS:



INTERNATIONAL FOOTBALL/SOCCER
COACHES RESOURCES
FOLLOWING: 17,588



TOTAL FOOTBALL COACHING
FOLLOWING: 11,317



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Our Social Media Reach

Harcus Consultancy Group has several Groups across Facebook, specifically catered for particular regions in the world
Below are their up to date current numbers as of January 2025.

GROUPS:



FOOTBALL/SOCCER PLAYERS & COACHES
ADVICE IN CENTRAL & SOUTH AMERICA
FOLLOWING: 669



FOOTBALL/SOCCER PLAYERS & COACHES
ADVICE IN ASIA
FOLLOWING: 912



FOOTBALL/SOCCER PLAYERS & COACHES
ADVICE IN AFRICA
FOLLOWING: 7319



FOOTBALL/SOCCER PLAYERS & COACHES
ADVICE IN EUROPE
FOLLOWING: 2934



FOOTBALL/SOCCER PLAYERS & COACHES
ADVICE IN NORTH AMERICA
FOLLOWING: 244



FOOTBALL/SOCCER PLAYERS & COACHES
ADVICE IN AUSTRALASIA & OCEANIA
FOLLOWING: 181



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Our Social Media Reach

Harcus Consultancy Group also exists across many other Social Media platforms
Below outline the various "Followers" and "Subscribers" across our various platforms.



INSTAGRAM

HARCUS CONSULTANCY GROUP
FOLLOWING: 13,500



TIKTOK

HARCUS CONSULTANCY GROUP
FOLLOWING: 1188
LIKES: 19,500



LINKEDIN



RICHARD HARCUS OFFICIAL PROFILE
FOLLOWING: 16,771



HARCUSCG OFFICIAL PROFILE
FOLLOWING: 1369



HARCUSCG ASIA NETWORK
FOLLOWING: 781



YOUTUBE



HARCUS CG FOOTBALL
EDUCATION
SUBSCRIBERS: 6,074



HARCUS CGTV (ASIA)
SUBSCRIBERS: 11,077

CHANNELS



Facebook Channel
SUBSCRIBERS: 91 (NEW)



Instagram Channel
SUBSCRIBERS: 139 (NEW)



WhatsApp Channel
GOES LIVE IN APRIL



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Our Web Traffic & Email Reach

Harcus Consultancy Group has a growing website traffic, coupled with active SEO, Email Outs and Social Media campaigns. Below are their up to date current numbers as of January 2025.



**EMAIL OUT TO:
8000+ WEEKLY**

DAILY GOOGLE ANALYTICS

476

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



175 • 37%

Google Search – desktop

173 • 36%

Google Search – mobile

87 • 18%

Google Maps – mobile

41 • 9%

Google Maps – desktop



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SEO Reach

Harcus Consultancy Group have a large imprint and rank high across multiple search engines. One of the reasons for this is our SEO (Search Engine Optimisation).

Search Engine Optimisation helps better your brands ranking across search engines through... Through appearing on Harcus Consultancy Group posts, your brand will benefit due to a large increase in Search Engine Optimisation. The ways in which we will increase your brand are:

Increasing Visibility

- SEO helps search engines understand your content and connect it with users who are searching for keywords related to your website.

Improving Rankings

- Search engines prioritize content that's relevant, trustworthy, and user-friendly.

Driving Web Traffic

- More people can find your website through search engines, which can lead to more qualified leads and sales.

Improving User Experience

- A positive user experience can lead to more web clicks and increased traffic.

Showing Authority

Cross branding with us will boost your SEO and can help establish your website's credibility. We will assist your SEO by:

- Creating high-quality content that other sites want to link to
- Build backlinks by reaching out to other sites in your industry
- Make it easy for visitors to navigate your site
- Connect your brand to our Google Search Console and Google Analytics



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Our Advertising Costs

We have various opportunities, tailor made to suit your budget and also help to promote your brand, alongside Harcus Consultancy Group.

Below is an outline of our costs, once you have selected a cost, please contact info@harcuscg.com If you would like to only advertise on a specific platform, please contact us for costs.

SINGLE ADVERTS	1 MONTH ADVERT	3 MONTHS ADVERT
<ul style="list-style-type: none">1x Email out to our Database of 8k Cost: \$201x Social Media post (Facebook Post)1x Social Media post (Facebook Reels)1x Social Media post (Instagram Post)1x Social Media post (ALL LinkedIn)1x Social Media post (Instagram Reels)1x Shoutout on YouTube Short1x Shoutout on Instagram Reel1x Shoutout on TikTok Reel Cost: \$61x All Channel posts1x YouTube Videos (Link & Mention) Cost: \$10 <p>Additional:</p> <ul style="list-style-type: none">1x ALL Facebook Groups + Profile Cost: \$20 <p><small>*Facebook & Instagram incl. FREE Threads post **Posts incl. Link in Description</small></p>	<ul style="list-style-type: none">4x Email out to our Database of 8k Cost: \$704x Social Media post (Facebook Post)4x Social Media post (Facebook Reels)4x Social Media post (Instagram Post)4x Social Media post (ALL LinkedIn)4x Social Media post (Instagram Reels)4x Shoutout on YouTube Short4x Shoutout on Instagram Reel4x Shoutout on TikTok Reel Cost: \$204x All Channel posts4x YouTube Videos (Link & Mention) Cost: \$30 <p>Additional:</p> <ul style="list-style-type: none">4x ALL Facebook Groups + Profile Cost: \$70 <p><small>*Facebook & Instagram incl. FREE Threads post **Posts incl. Link in Description</small></p>	<ul style="list-style-type: none">12x Email out to our Database of 8k Cost: \$20012x Social Media post (Facebook Post)12x Social Media post (Facebook Reels)12x Social Media post (Instagram Post)12x Social Media post (ALL LinkedIn)12x Social Media post (Instagram Reels)12x Shoutout on YouTube Short12x Shoutout on Instagram Reel12x Shoutout on TikTok Reel Cost: \$5512x All Channel posts12x YouTube Videos (Link & Mention) Cost: \$80 <p>Additional:</p> <ul style="list-style-type: none">12x ALL Facebook Groups + Profile Cost: \$200 <p><small>*Facebook & Instagram incl. FREE Threads post **Posts incl. Link in Description</small></p>

**We can create your advert (recommended) for an additional \$8*



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6 MONTHS ADVERT	1 YEAR ADVERT	3 YEAR ADVERT
<ul style="list-style-type: none">24x Email out to our Database of 8k Cost: \$37524x Social Media post (Facebook Post)24x Social Media post (Facebook Reels)24x Social Media post (Instagram Post)24x Social Media post (ALL LinkedIn)24x Social Media post (Instagram Reels)24x Shoutout on YouTube Short24x Shoutout on Instagram Reel24x Shoutout on TikTok Reel Cost: \$10024x All Channel posts24x YouTube Videos (Link & Mention) Cost: \$140 <p>Additional:</p> <ul style="list-style-type: none">24x ALL Facebook Groups + Profile Cost: \$375 <p>*Facebook & Instagram incl. FREE Threads post **Posts incl. Link in Description</p>	<ul style="list-style-type: none">48x Email out to our Database of 8k Cost: \$70048x Social Media post (Facebook Post)48x Social Media post (Facebook Reels)48x Social Media post (Instagram Post)48x Social Media post (ALL LinkedIn)48x Social Media post (Instagram Reels)48x Shoutout on YouTube Short48x Shoutout on Instagram Reel48x Shoutout on TikTok Reel Cost: \$18048x All Channel posts48x YouTube Videos (Link & Mention) Cost: \$260 <p>Additional:</p> <ul style="list-style-type: none">48x ALL Facebook Groups + Profile Cost: \$700 <p>*Facebook & Instagram incl. FREE Threads post **Posts incl. Link in Description</p>	<ul style="list-style-type: none">144x Email out to our Database of 8k Cost: \$2000144x Social Media post (Facebook Post)144x Social Media post (Facebook Reels)144x Social Media post (Instagram Post)144x Social Media post (ALL LinkedIn)144x Social Media post (Instagram Reels)144x Shoutout on YouTube Short144x Shoutout on Instagram Reel144x Shoutout on TikTok Reel Cost: \$500144x All Channel posts144x YouTube Videos (Link & Mention) Cost: \$720 <p>Additional:</p> <ul style="list-style-type: none">144x ALL Facebook Groups + Profile Cost: \$2000 <p>*Facebook & Instagram incl. FREE Threads post **Posts incl. Link in Description</p>



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Be Our 'OFFICIAL SPONSOR'

We would be delighted to partner with your brand to become the "OFFICIAL PARTNER" of Harcus Consultancy Group.

Below is an outline of our costs, once you have selected a cost, please contact info@harcuscg.com If you would like to only advertise on a specific platform, please contact us for costs.

GOLD SPONSOR (1YEAR)

- 48x Email out to our Database of 8k
- 48x Social Media post (Facebook Post)
- 48x Social Media post (Facebook Reels)
- 48x Social Media post (Instagram Post)
- 48x Social Media post (ALL LinkedIn)
- 48x Social Media post (Instagram Reels)
- 48x Shoutout on YouTube Short
- 48x Shoutout on Instagram Reel
- 48x Shoutout on TikTok Reel
- 48x All Channel posts
- 48x YouTube Videos (Link & Mention)
- 48x ALL Facebook Groups + Profile plus Threads post
- Posts incl. Link in Description (both your posts and ours)
- Additionally, your Logo & Link used on our Emails & Website
- Additionally, your Logo & Link used on all our own Social Media posts
- Your logo used throughout on our YouTube Videos/TikTok/Instagram & Facebook Reels
- Your logo on our banners at all our events
- Your logo on our merchandise (Bottles/Notebooks etc).
- A Full Post Sponsorship feedback document + 6 month review

Cost: \$2000

PLATINUM SPONSOR (2 YEAR)

- 48x Email out to our Database of 8k
- 48x Social Media post (Facebook Post)
- 48x Social Media post (Facebook Reels)
- 48x Social Media post (Instagram Post)
- 48x Social Media post (ALL LinkedIn)
- 48x Social Media post (Instagram Reels)
- 48x Shoutout on YouTube Short
- 48x Shoutout on Instagram Reel
- 48x Shoutout on TikTok Reel
- 48x All Channel posts
- 48x YouTube Videos (Link & Mention)
- 48x ALL Facebook Groups + Profile plus Threads post
- Posts incl. Link in Description (both your posts and ours)
- Additionally, your Logo & Link used on our Emails & Website
- Additionally, your Logo & Link used on all our own Social Media posts
- Your logo used throughout on our YouTube Videos/TikTok/Instagram & Facebook Reels
- Your logo on our banners at all our events
- Your logo on our merchandise (Bottles/Notebooks etc).
- A Full Post Sponsorship feedback document + 6 month review

Cost: \$3600



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**We can discuss assisting you create your adverts.*

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Thank You

THANK YOU



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CONTACT DETAILS



richard@HarcusCG.com



HarcusCG.com



[HARCUSCG](https://www.facebook.com/HARCUSCG)



[@GroupHarcus](https://twitter.com/GroupHarcus)



[r.harcus.football.coach](https://soundcloud.com/r.harcus.football.coach)



[company/Harcus-consultancy-group](https://www.linkedin.com/company/Harcus-consultancy-group)



[harcusconsultancygroup](https://www.instagram.com/harcusconsultancygroup)



[@HARCUS CGTV](https://www.youtube.com/channel/UC...) [@HarcusCGFootballEd](https://www.youtube.com/channel/UC...)

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