

**HE  
BE  
MEDIA**



**“It’s not just about sharing photos.  
We used Facebook to organise our trip to  
Bestival this year. It got us there and back.  
Sadly, the flag didn’t make it.”**

Visiting social  
media sites is  
*more popular*  
than checking  
personal email.



The conversation  
*is* already  
happening.



Shouldn't you be  
part of it?

What are your plans?



In a meeting -  
god I'm bored!



I'm here:  
<http://tiny.bit/374>

@rollo will I  
see you there?



Did Obama  
really call him a  
Jackass? No way!

I swear, if  
someone made a  
waterproof phone  
I'd Twitter in the  
shower! Lol.



RT anyone know a  
good bar in Leeds?

Check this out - it'll  
crack you up!



It's simply the best  
film I have ever seen!

Pls don't tag me in  
that photo... I'll pay!

**We're in the  
business of  
Social Media  
Optimisation...**

**...or SMO  
for short.**

# So, what is SMO?

Put simply, SMO is the process of joining in the millions of conversations that are happening online, right now.

We all know “social network” sites like Facebook, Youtube and more recently Twitter: the places where people reach out and talk to others. Use of these sites is growing rapidly, with literally millions of people interacting online everyday day.

The popularity and growth of these networks is something that brands cannot afford to ignore. Let's look at some of the facts:

2/3 of the global internet population visit social network sites.

Visiting social network sites is now more popular than checking personal email.

93% of social media users believe a company should have a social media presence.

This online phenomenon provides a huge opportunity for brands, but making the most of it will mean having a solid SMO strategy as part of your marketing mix. This is where Hebe Media comes in...

# What's the Hebe Media approach?

**We do not spam databases.**  
**We talk to communities.**

Guided by these principles, we lead our clients through a 4-step SMO action-plan:

**Step 1 - Define your goals:** We work with our clients to define a bespoke SMO strategy. We help our clients work out exactly what they want from their SMO activity; identify their online target, and the most effective ways of connecting with them.

**Step 2 - Engage:** Speak to people! Go to where your target is, and don't just be a telephone number or info@ address!

**Step 3 - Interact:** Anybody can create Facebook page or start a blog, but you must interact to become part of the conversation. Listen to what people have to say, and then talk back... it really is that simple!

**Step 4 - Measure:** SMO is a new concept but it follows the rules of more established marketing activities with regards to measuring Return On Investment. Hebe Media produces a monthly dashboard of results for each client's SMO activity. With our special *Hebe Media Points* system clients are able to see in simple terms how many people see their brand, as well as how many people get involved or interact with their brand.

# How much does it cost?

Hebe Media creates bespoke SMO packages that cater for every need.

Whether it's a basic online strategy, including set up and management of social platforms, or a more complicated and content-rich campaign such as blog management or viral video, we can create a package that fits.

We offer a free surgery to all prospective clients, so we can discuss their specific needs, and work out the right approach.

For illustration we have included details of two packages that represent both ends of the spectrum, in terms of price:

A *Brand Externalisation* package is the most basic, and includes things like social media / blog set up and management. This can cost as little as £500 per month.

An *In Depth* package can include viral videos, competitions, social media / blog set up, promotion, management and content, forum presence and participation etc. It will give you a much wider reaching campaign but requires far more specialist time and skills to execute. These packages can range from £1,000 to £5,000 per month.

For every campaign we will create a detailed action plan and time line. This provides our clients with a transparent way of tracking their investment. In addition, every package includes monthly progress reporting, which summarises the impact of our work, provides detailed analytics, and sets specific targets for the next period.

# How can it benefit my brand?

Where to start? Even boiling this down to bullet points we need two pages...

## BRAND AWARENESS

The most obvious benefit is that of raising brand awareness: by reaching out to people online, and taking part in the conversation, brands are seen and heard.

## BRAND LOYALTY

By talking with people in a relaxed and intimate way businesses can develop an online personality for their brand, and build relationships with their target. Done well this can help businesses find the Golden Fleece: brand loyalty.

## IMPROVE CUSTOMER SERVICE

Social Media Optimisation also offers companies an effective way to improve their customer service. Enquires, or even problems, can be solved quickly online, simply by being there to talk to.

# How can it benefit my brand?

## MARKET RESEARCH

For any brand, one massive benefit of having an active presence in social networks is the ability to speak to customers about existing or future products: quickly and directly you can ask your target what they *really want* and shape your business accordingly. The customer controls the market, and Social Media offers brands a brilliant way to tap into their thoughts, quickly and easily.

## SAVE MONEY

Social Media Optimisation is cost-effective. In terms of potential, the sheer volume of people who can see and interact with your brand dwarfs anything possible offline. It can take your brand to places no traditional marketing activity can without massive outlays. It offers the possibility to engage your target with precision, so that every penny counts.

Our *Hebe Media Points* system, and the dashboard of results we create by combining data from a range of analytics tools, helps clients to formulate a clear picture of how successful a given campaign has been, and helps to identify opportunities to deepen the customers' engagement.

# Who's in the Hebe Media team?



The Hebe Media team is an eclectic mix of people, from different parts of the world, who share some common personality traits:

We are all **DIGITAL NATIVES**, born in the 1980's and brought in a globally networked world.

We are all **SOCIAL MEDIA EVANGELISTS** who spend most of the day, every day, talking about new online trends.

We are all **DIGITAL CREATORS**: dj's, musicians, film makers, artists, art collectors, podcasters, writers... you name it!

# Communication is no longer one way.

The conversation *is* already happening.  
Shouldn't you be part of it?

Visit [www.hebemedia.com](http://www.hebemedia.com) today and discover how we can help you. Or, even better, call us and let's talk:

t. 0800 242 5640

e. [info@hebemedia.com](mailto:info@hebemedia.com)

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

facebook: [facebook.com/hebemedia](https://facebook.com/hebemedia)

THANKS FOR TAKING TIME TO READ THIS BROCHURE.  
HAVE A GREAT DAY!