



STRATEGIC ENVIRONMENTS

BlueHive Media Management

A Social Media and Communications
Strategy Overview

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we.create.BUZZ.

why social media?

Social media is increasingly the tool used by people to communicate on a global basis. Over the past two years, the number of people on social media rose from 1.47 billion to 1.73 billion, with users spending an average of 1.72 hours per day surfing their social networks. **Taken collectively, that means that a colossal 2,975,600,000 hours are spent on social media every single day.** It is a world of unlimited opportunity to speak with those individuals that really matter to your brand.



“Be where your
customers are:
in social
media.”

- Lori Ruff, ALPFANational



social media by the numbers

And if numbers are your thing, check out these meaty statistics...

- **1.7 BILLION people** use social media.
- Over the past two years, the number of people on social media rose from 1.47 billion to 1.73 billion, with users spending an average of 1.72 hours per day surfing their social networks.
- 23% of global users check social media more than 5 TIMES each day.
- 90% of 18-29 year olds, and 79% of 39-50 years old use social media on a regular basis.
- 80% of users prefer to connect with brands that use Facebook.
- Cell phones are used for social interaction as much as computers and laptops.
- 25% of people cannot remember a time when they did not have their cell phone on them.



what social media can do for **you**?

Social media can have a direct and profound impact on your brand strength and familiarity within the market place. Accordingly, **71% of businesses** use social media for brand awareness, with the scope and variety of usage ranging from enhancing market placement, to promoting events.



You can generate leads.
Social networking platforms can help generate targeted leads for your business, which ultimately can result in more sales.



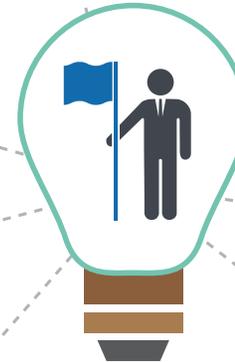
You get more exposure.
As a business owner, you want your business to gain more exposure and become more visible to your target audience.



You can generate leads.
77% of B2B companies generate leads through Facebook. Alongside Twitter, Facebook is one of the leading social networking sites when it comes to generating leads.



You get more exposure.
People spend more time on social media than any other single online platform.



You can hear what people are saying.
By "listening" to online conversations you can learn more about how your brand is perceived.



You get more exposure.
Since social media consumes people's time, you can take advantage of this situation by promoting your business.



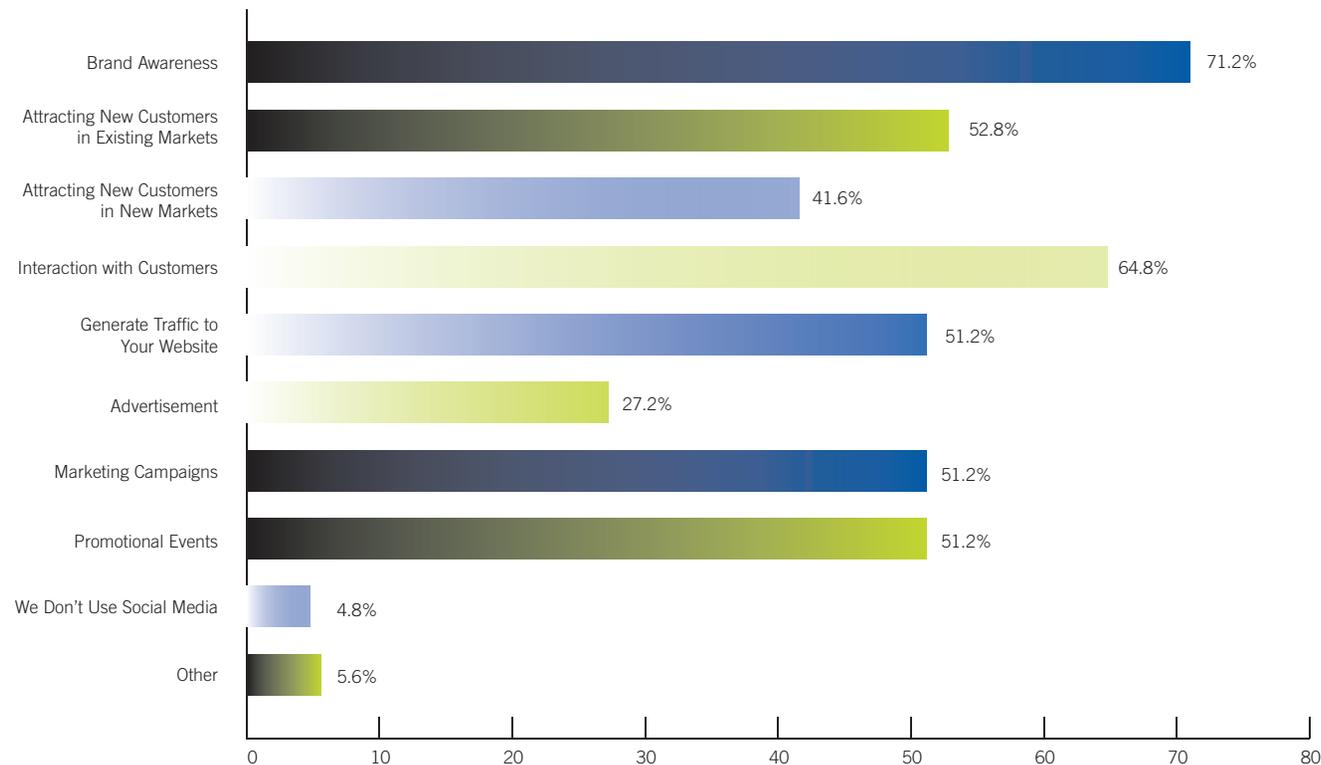
You can hear what people are saying.
"Social listening" is the process through which you observe people's thoughts and insights through social media. Apart from simply knowing what people think, you also have to monitor mentions.

showcase your brand



How do companies use Social Media?

Effective online marketing helps you build a better reputation enhancing how people view and trust your brand.



why use BlueHive Media Management?

Effective social media can only be garnered by up-to-date, consistent and constant interaction. This means surveying the markets, companies and individuals that mean the most to your brand by engaging with relevant posts and conversations.

However... This takes up a considerable amount of time, and while the most logical solution would be to employ a fulltime social media manager, not all companies are willing to extend the \$50-\$60,000 salaries typically associated with such a position.

The solution is BlueHive. Not only will we manage (and, if required, establish) a social media platform, but will undertake the task for a tenth of the cost.



“Communication -
the human connection
- is the key to personal
and career success.”

- Paul J. Meyer



Services Offered by BlueHive Media Management

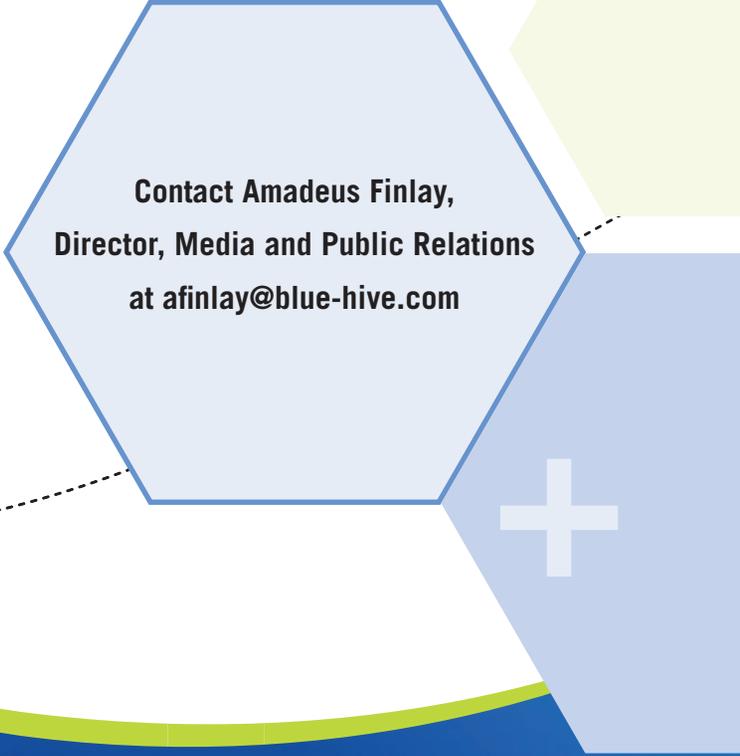
Social Media and Communications Customized to Your Needs.

Customization is key to the BlueHive offering, and we offer a plethora of social media and communications services designed to target your market audience and place your brand in front of those who matter.

- + Daily interaction on social media platforms (Twitter, Facebook, LinkedIn, Google Plus etc).
- + Establishment of social media platforms, if required
- + Logo and banner graphic design
- + Marketing graphic design
- + Campaign and hashtag generation
- + Writing blog copy
- + Editing existing blog copy
- + Photography and video of products
- + Education on how to use social media

Mix, match and give us a buzz so together we can tailor a package that suits your needs.

Your social media journey begins today.



**Contact Amadeus Finlay,
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we. create.
BUZZ



thank
you!

For more information,
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