

Startups and Brands

Focus is the new Currency

Introduction



At Hyp! Media, we understand the challenges:

- Startups
- Founders
- Content Creators

face in standing out on social media.

That's why we're here—to take the weight of Digital PR off your shoulders, so you can focus on what you do best.

This document highlights how our tailored services can uplift your brand's presence, foster genuine engagement, and position you as a leader in your space.

Who are we?

Hyp! Media is a new-age Digital PR agency, originally created to help **podcasters** distribute short-form video content on Instagram. Over time, we have evolved into a **dynamic** PR agency, empowering **startups, founders, and aspiring celebrities** to build a strong social presence within the right audience. By handling their digital **PR and visibility**, we allow them to **focus on what they do best while we amplify their brand**.

Our Vision

At Hyp! Media, we envision becoming the ultimate Digital PR powerhouse, redefining how startups, founders, and content creators establish their presence in the digital world. We believe that **attention is the new currency**, and through strategic storytelling, media placements, and social amplification, we help brands gain the **visibility** and **credibility** they deserve. Our goal is to bridge the gap between innovation and influence, ensuring that every brand we work with not only reaches the right audience but also leaves a lasting impact in their industry.



What is the document about ?

01

The Offer and unique approach

Overall process and the everlasting impacts the service leaves.

02

Is it even for you?

Are you a right fit keeping the pros and cons in mind?

03

Right time for it

Whether you should consider it right away or not?





01

The Offer and our unique approach towards Modern PR

At Hyp! Media, we help brands

- Build strong online presence and credibility by multiple Digital PR strategies such as featuring on multiple media outlets, podcasts, stories, etc. depending upon the needs of the strategy.
- Crafting impactful stories that engage, inspire, and stay with your audience.
- Building an online presence strengthens relationships not only with consumers but also community and investors.



How is it done?

Featuring on Startup community outlets



Sharing stories or event highlights gets people talking about you.

It establishes the brand's significance within the startup community.



Featuring on blogs and pages of the same niche

- Just as the previous slide highlights the benefits of featuring on startup community pages, being showcased on niche blogs and pages aligns with the strategy.
 - It builds **credibility** and enhances **recognition** within your industry.
 - It enhances SEO and boosts brand **visibility**, driving higher engagement and reach in longer run.
- 

Featuring on Podcasts

Why a podcast:

- The format is loved these days.
- Gives a clear vision of the brand and the founder.
- Helps connecting with the right set of audience.

Team Hyp! will host an exclusive podcast with the founder of the brand and boost it on social media.





Let's take a look at the packages specially
designed for **brands** and **founders** .

The Growth Catalyst (Package 1)

In this package, we help **brands** get featured on multiple startup community-focused **media outlets**, enhancing their presence and credibility.

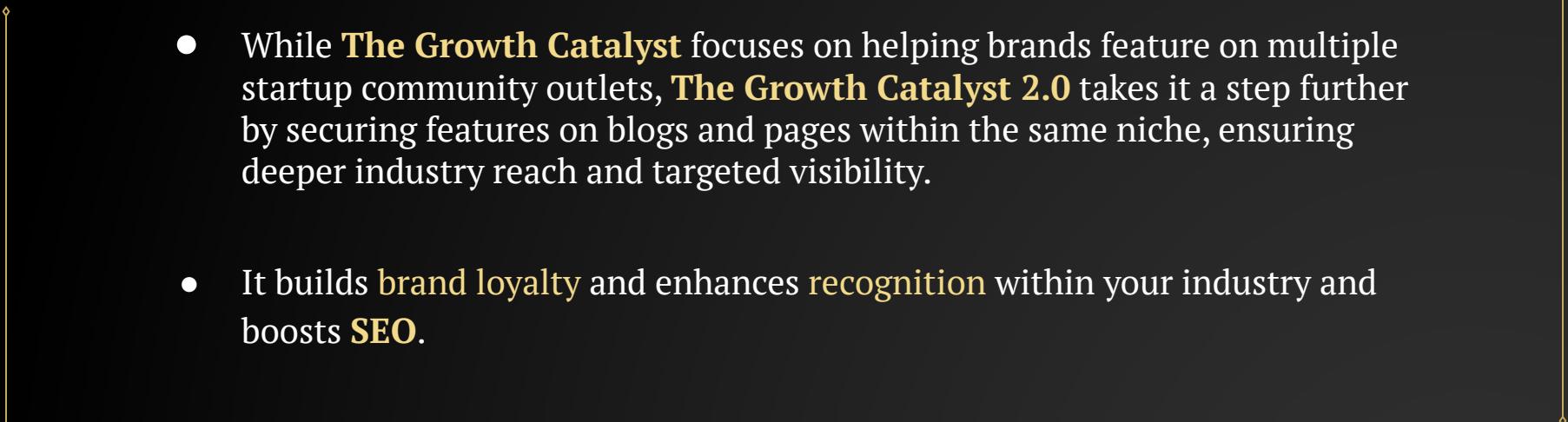
This package helps brands:

- Establish strong **communication** with the startup community.
- Strengthen relationships with **investors**, supporting **fundraising** efforts.
- Enhance connections with their target **audience**, building trust and engagement.

The image shows a digital tablet with a yellow border. On the screen, there are two news snippets. The left snippet features a photo of a man in a yellow hoodie and is titled "From Uber Driver to Millionaire Entrepreneur". It mentions he once delivered meals on the streets of Australia and now runs a thriving restaurant business. The right snippet features a photo of Mukesh Ambani and is titled "Mukesh Ambani's Reliance Industries raise \$3 billion from 11 banks in dual-currency loan deal, says media report". Both snippets include small social media icons at the bottom.



The Growth Catalyst 2.0 (Package 2)



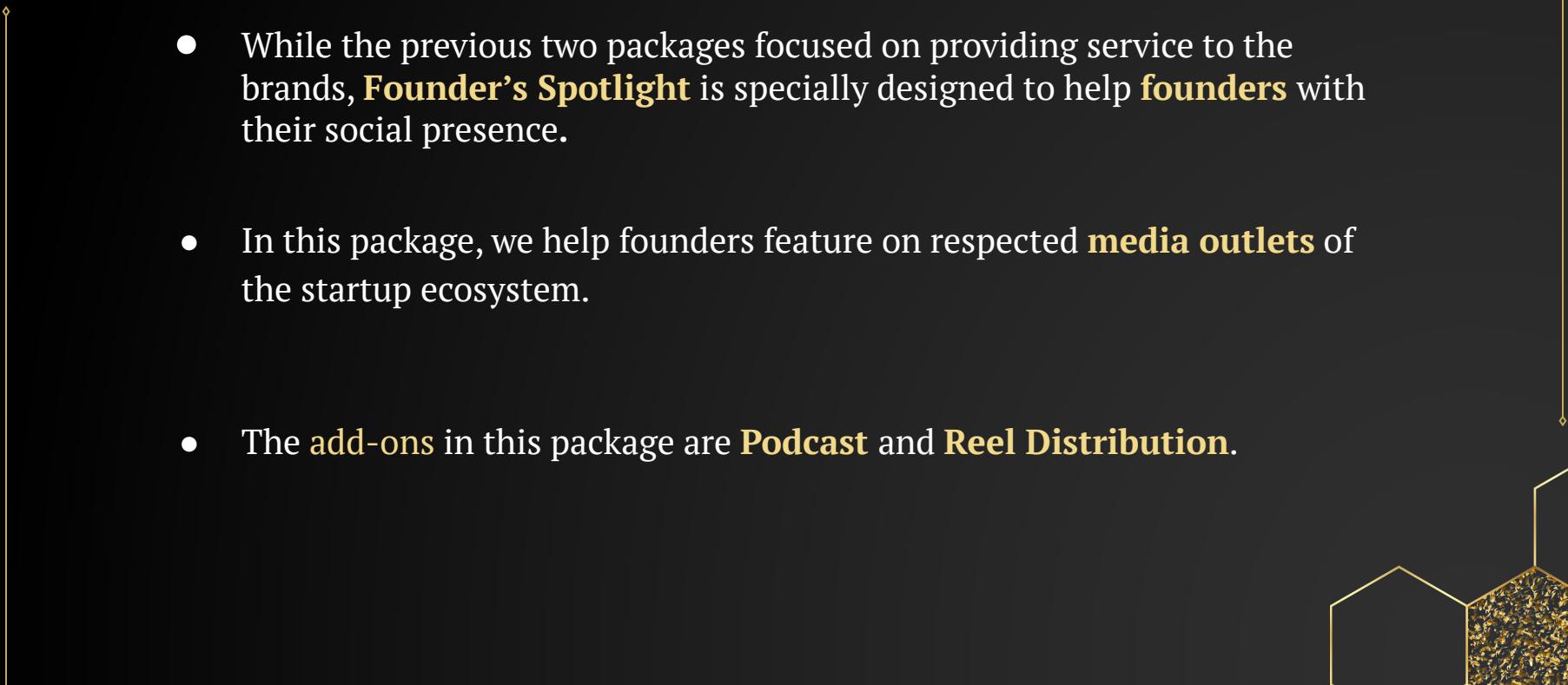
- While **The Growth Catalyst** focuses on helping brands feature on multiple startup community outlets, **The Growth Catalyst 2.0** takes it a step further by securing features on blogs and pages within the same niche, ensuring deeper industry reach and targeted visibility.
- It builds brand loyalty and enhances recognition within your industry and boosts **SEO**.
- It opens doors for potential **collaborations** and **partnership** within your industry.

To access this package, a 2-month retainership is required as package 2 is the continuation of package 1.





Founder's Spotlight (Package 3)



- While the previous two packages focused on providing service to the brands, **Founder's Spotlight** is specially designed to help **founders** with their social presence.
- In this package, we help founders feature on respected **media outlets** of the startup ecosystem.
- The add-ons in this package are **Podcast** and **Reel Distribution**.



02

Is it even for you?



Do not consider Digital PR if you are:-



Small Brand

Small brand with limited revenue and have no space for PR budgets.



Location Based Brand

You have limited stores in a particular location



Highly Regulated Industry

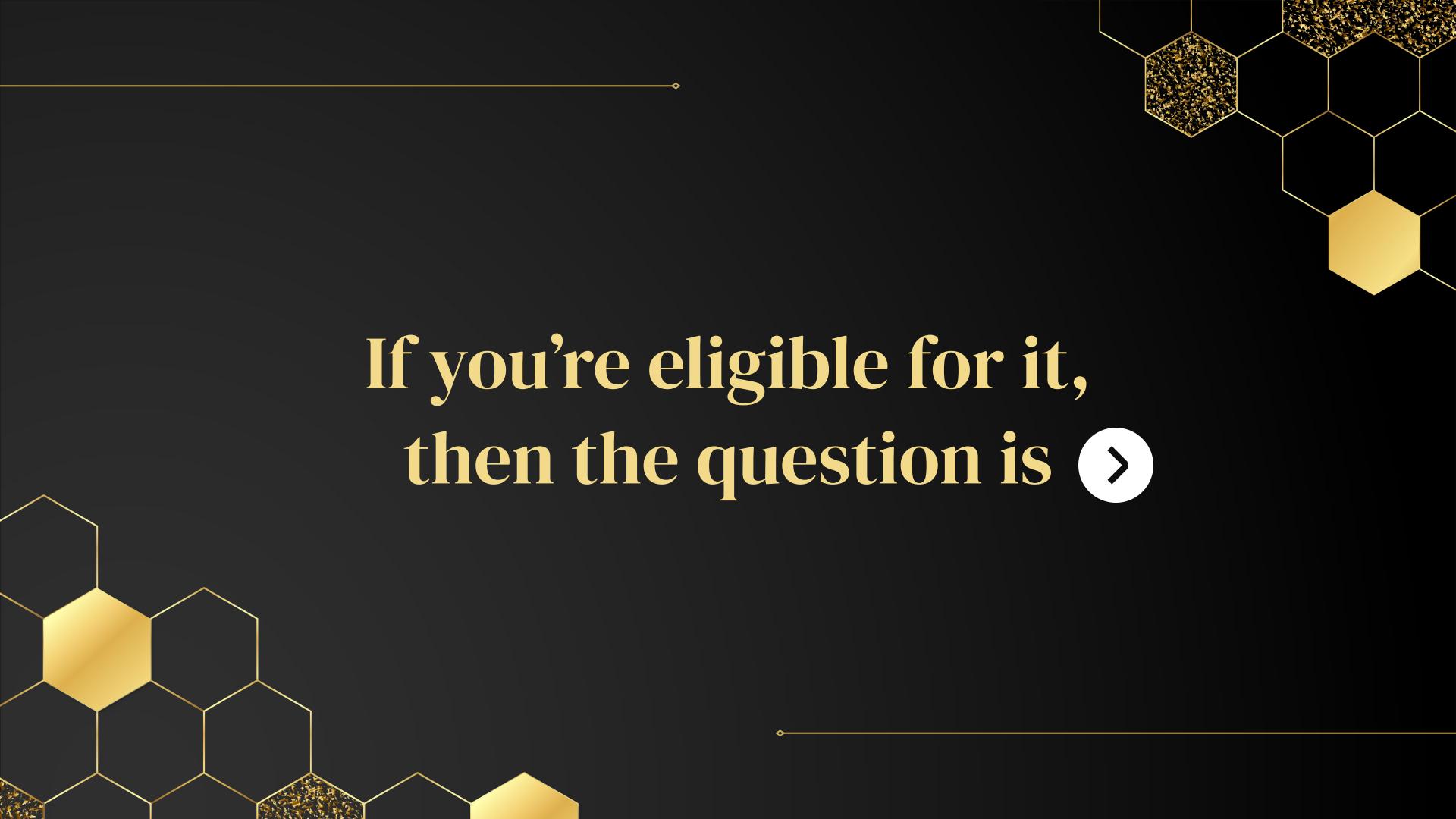
Your industry is highly regulated.



Quick Result chaser

You look after quick results.
PR is a long-term game.





If you're eligible for it,
then the question is ➤

03

What is the right time for it?

Creating reputation within the target group

- Creating **brand presence** and **reputation** within the target group is a challenge today.
- People invest in brands with strong **social validation** and **storytelling**.
- Featuring in multiple **media outlets** within your niche can help you do that.



If brand's annual revenue is more than \$500k and PR budget is sustainable

- Creating a lasting place in **consumers' minds is a long-term game.**
- Building consumer trust today requires consistent **brand recall** before they feel **confident** investing their **hard-earned money**.
- Getting featured in multiple media outlets building **trust and validation for the brand**.



Right before a big event of the brand/launch of a product.

- Before a product launch, appearing in front of the target group and building **digital presence** can be a strategic move.
- Today's audience connects best with brands that tell a compelling story, building **trust** and **loyalty**.
- People are more likely to invest in a product they have a **good perception of in digital space**.

Our Partners

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Where are we located?

Gurgaon
Haryana, India



Thanks!

Do you have any questions? Book a meeting with us on the number given.



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