

Hyp! Media - Founder's Edition

Founder's Spotlight

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 included in the package?

01

Exclusive Podcast with Team Hyp!

Podcasts foster trust and enhance your brand through insightful contributions.

02

Features on Online Media Outlets

Strategic features on leading media outlets within the vibrant startup community.

03

Reel Distribution - The Game Changer

Reels have become a subtle influencer, shaping buying decisions with compelling visuals.



01

Exclusive Podcast with Team Hyp!

Featuring on Podcasts

Why a podcast:

- Knowing the founder better leads to more compelling **stories**.
- Provides a clear vision of the brand and founder to the **audience**.
- Builds **credibility** within the industry.

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



What does a podcast do to your brand?



Builds Trust and authenticity

Showcasing expertise in one's niche helps build trust and level of authority.



Builds personal connect

The conversational nature of podcasts builds emotional bonds, making the brand and founder more relatable.



Broadens Reach

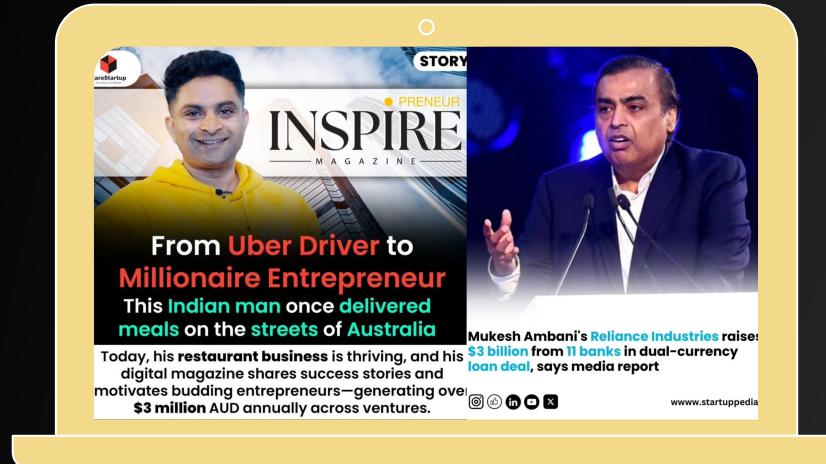
A public appearance helps the brand reach new audience.



02

Features on Online Media Outlets

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.



How it helps?

While sharing our narrative is important, it's how others perceive us that truly shapes our legacy. External recognition builds a strong connection between the brand and its audience. We collaborate with some of the most respected media outlets in India's startup and business ecosystem, adding unmatched credibility and trust to our work.

- External **coverage** helps.
- **Genz** chooses the winner.
- Builds great relations with **shareholders**, **audience** as well as **investors** in the startup ecosystem.
- Helps in **Fundraising** by building credibility.



03

Short Form Distribution





Why is it important?

Reel distribution on Instagram acts as a powerful **catalyst** for all kinds of content—from casual daily vlogs to high-production podcasts. In today's **doom scrolling** era, overlooking short-form content is equivalent to missing out on vital opportunities for growth and visibility. When others share or feature your content, it not only **expands your reach** but also significantly boosts your **credibility** and **authority** within your niche. In the age of attention, short-form content isn't just an option—it's essential for success. That's why we say —
“Focus is the new Currency.”

- Maximized Reach & Visibility.
- External Recognition
- Getting space on other pages builds trust, proving you're worthy of audience attention.
- Catering to the Genz audience.

Our Partners



366k Followers



845k Followers



1.5M
Followers



2M Followers



700k Followers

+100 such
partners

Where are we located?

Gurgaon
Haryana, India



Thanks!

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



hello@hypmedia.co.in



+91 94855 09850



www.hypmedia.co.in