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DO SOCIAL BETTER



LISTEN & REACT IN REAL TIME TO MAXIMIZE SOCIAL ROI

HYFN's proprietary suite of social management tools, HYFN8 enables marketers at all levels to deeply engage with their target audiences in real time. React to what people are saying about your brand or competitors on the social web, and translate chatter into ROI via proprietary

technology that merges social listening with the Facebook Ads API. HYFN8 gets smarter the more you use it, with a custom developed algorithm that hyper-targets users based on when they are most likely to engage. Maximize ROI with sophisticated insights and tools.

Facebook works directly with companies in its Preferred Marketing Developer program to innovate on the platform. Badges are awarded to PMD members that create the highest-quality products for Pages, Ads, Apps and Insights. Adobe, Brand Networks and HYFN are the only three companies worldwide to have all four badges.



WHO WE DO IT FOR



WHO USES HYFN8?

Chief Marketing Officer

As Chief Marketing Officer, I need to understand changing market dynamics and execute new strategies. I manage the impact of key changes in marketing and lead sales operations, market research, advertising, product development, and customer service/retention. I need to be able to quickly measure ROI, view conversion rates and manage general brand reputation.

"If there's no ROI why bother? Be budget conscious."

Social Media Manager

As a Social Media Manager, I curate and publish photos, videos, posts, texts and comments to engage with the community. I monitor positive and negative buzzwords around the brand and gain large sets of data to find the most relevant and interesting articles to be posted and shared for engagement.

"Social media is a living a breathing thing – you have to constantly watch and nurture it like a child."

Brand Manager

As a Brand Manager, I represent the personality and story of a company, and I am responsible for promoting the customer relationship and loyalty to the brand. I monitor market trends and gather suggestions to create engaging topics to make posts and ads more effective. I use a content calendar to schedule campaigns and oversee various types of production.

"My brand needs to stand out from the crowd and offer something interesting and useful to the customer."

Agency Partner

As an Agency Partner, I am responsible for creating brand experiences and reporting progress with detailed statistics and strategic advice. I manage multiple brands and campaigns all in one place and have the information needed to understand competitors and quickly get high-level information to inform my clients.

"Clients see our agency as a partner for success."

KEY FEATURES

Listen

Monitor in real time the broad web and social media conversations about your brand, your competitors and the topics you value. Gain useful marketplace insights by listening to what users have to say, identify influencers and take action within seconds with HYFN8.

Analytics

Optimize your social media ROI by measuring the effectiveness of social media activities. Use deep insights of pages, posts, ads and apps to identify content that performs best, and benchmark progress against yourself and competitors.

Reporting

Customize detailed reports about your social media properties, and automatically distribute to team members and stakeholders. Manage your social media presence and make informed decisions for taking action.

Publisher

Schedule or publish posts to your pages intelligently and accurately. Ensure the message stays pertinent by targeting the audience with granular filtering options. Communicate to the people that will make a difference in your business.

Smart Content Calendar

Identify peak engagement times for each of your social media properties to maximize impact of messaging and posting. Set up goals and get instant feedback on your best-performing content by virality, engagement, and greatest reach.

Moderation Tools

Moderate and tailor social conversations about your brand with this easy-to-use tool that makes it possible to respond, track and stay in touch with influencers. Improve engagement and manage your brand image across the web.

Ad Campaigns Management

Create and manage all of your ads with full targeting options to reach your desired audiences. Utilize analytics at a glance to identify your most effective ads, track their performance and promote them to increase impressions.

Facebook Custom Audiences

Find and target your offline audiences with Facebook advertising, allowing you to consolidate marketing efforts and increase the reach of your social properties to new demographics and consumer bases.

Promote Posts

Receive instant feedback on your top posts and promote them on the spot. Is your goal to spark engagement, drive visits to your site, or go viral? Discover your most successful posts and get the most out of your ad spending budgets.

Benchmark

Benchmark your pages, posts and ads against your other properties, past performance and competitors. Then leverage that-real time data to optimize content strategy and take action, all within HYFN8.

Create Custom Apps

Use the custom application builder to create engaging experiences specific to your target audiences, and measure performance in real time.

Smart Recommendations

HYFN8 proprietary recommendation engine constantly helps optimize your social presence, connecting all our tools and bridging the gap between brand and consumer. Get the smart recommendations you need to build and maintain a successful company and brand.

AGENCY BACKED PLATFORM

HYFN is an award-winning digital agency that specializes in creating **custom social, mobile and web applications**. Committed to meaningful engagement, we partner with business leaders to design and develop groundbreaking, cross-platform solutions to meet the ever-increasing demands of the diversified media landscape and evolving digital culture.

After a strategic acquisition by LIN Media, the mission statement remains the same (and so do the beautiful offices in Hermosa Beach and New York City). We just have more tools to work with now. LIN's expansive digital ecosystem, which includes 50 media outlets in 23 major markets, gives even more options to a company always pushing for innovative solutions.

TOP 100 THE AGENCY POST

