

HOW TO INCREASE A COMPANY'S SOCIAL MEDIA PRESENCE



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EXECUTIVE SUMMARY

BUSINESS CONTEXT SUMMARY

PROBLEM AND SOLUTION SUMMARY

Using a unique perspective to address mental health's recent rise to prominence as a serious issue in society, Hespr strives to offer a solution in the form of an app, to accompany individuals along their mental health journeys. Stemming from its belief in Buddhism, Hespr provides guidance in both the personal and community journey.

DEPARTMENT CONTEXT SUMMARY

The Hespr team consists of an Executive, Product Development, Experience, Finance, and Marketing Department so that different members can focus on separate aspects of the vision, allowing the company to function efficiently and effectively. As a marketing intern, my main focus is to assist the marketing department in carrying out its vision, which will be detailed later in the report.

PRODUCT SUMMARY

At this time, Hespr offers a mobile application that includes both a guided journal and a social platform to create a product that synthesizes the user's personal and community journeys. The Product Development Department is continuously working to develop more and more connections between the guided journal and the social platform to cultivate harmony between the two journeys.

PROJECT SUMMARY

DESCRIPTION SUMMARY

The project pursued in this report is called "How to Increase a Company's Social Media Presence." In this context, "social media presence" will refer to how frequently Hespr posts and is active on Instagram, the levels of engagement on posts, and types of content uploaded. As the title suggests, this project will focus on factors that facilitate the growth of Hespr's social media presence, as well as factors that may hinder progress.

RESEARCH OUTLINE SUMMARY

Although social media presence cannot be measured perfectly, there are still several quantitative indicators that can be used to measure it with accuracy. To maintain a level of simplicity when researching, only two of these indicators will be used: Hespr's Instagram following and the comparisons of comments, likes, shares, and views on different types of posts.

RESEARCH METHODOLOGIES SUMMARY

The research needed for this project will be conducted using four different methodologies: the internet, interviews, experimentation, and competitor analyses. These methodologies include articles, informational databases, social media observations, and public responses prompted by different initiatives from the marketing team.

RESEARCH PROCESS SUMMARY

The research process throughout this project can be classified into 3 *rounds*.

THE FIRST ROUND: THE ROAD WELL TRAVELED SUMMARY

The first round of research consisted of competitor analyses and online websites to finalize content and hashtags.

THE SECOND ROUND: THE EMOTIONAL APPEAL SUMMARY

The second round of research consisted of interviews, observations of insights, and an online search to discover and develop new marketing campaigns.

THE THIRD ROUND: THE COMPLETE REBRANDING SUMMARY

The third round of research consisted of a complete redesign of the logo and the palette.

KEY TAKEAWAYS AND RECOMMENDATIONS SUMMARY

The research conducted and the learnings found during this project can be summarized into 6 aspects as listed below:

1. MARKET THE EXPERIENCE
2. APPEAL TO EMOTIONS
3. SHOW THE HUMAN SIDE
4. FORM STRONG, GENUINE RELATIONSHIPS
5. THOUGHTFULLY CONSIDER BRAND IDENTITY
6. STAY ON TOP OF TRENDS

BUSINESS CONTEXT

Hespr's vision is that life will be centered around mental well-being. Its mission to achieve this vision is to empower users to gain the confidence to jump into the driver's seat of their mental health journey and become more proactive with their well-being.

PROBLEM AND SOLUTION SUMMARY

PROBLEM DESCRIPTION

In recent years, mental health has risen to become a very prominent issue in society, especially in the last few decades. Many people are in need of help, and although society is improving in providing aid to these individuals, mental health struggles are still treated as oddities, as flaws. Mental health is not considered as serious as physical health, and consequently, it is not treated

with the same urgency or determination. These are all immense issues in the way society addresses mental health, but Hespr was founded after hearing a single statistic: “Every 40 seconds, one person takes their own life.”

SOLUTION DESCRIPTION

To acknowledge the sharp increase in depression and suicide rates in the last few decades, Hespr works to develop a mobile application to guide individuals along their mental health journeys. This app will facilitate progress in both the personal and community journeys by providing a platform to write down your thoughts, view a weekly mood analysis, and connect with others who also highly prioritize their mental health. Hespr strives to be a zone where no one is judged, no one is put down, and where everyone supports one another.

DEPARTMENT CONTEXT

Hespr consists of 5 departments: Executive, Product Development, Experience, Finance, and Marketing.

DEPARTMENT BRIEFING

The responsibilities of each department are summarized below:

- **Executive:** manages all the departments and enforces the overall company vision
- **Product Development:** delivers and develops the app, including algorithms, front-end, and features.
- **Experience:** focuses on visual design and overall user journey
- **Finance:** manages assets, revenue, and any other financial
- **Marketing:** works to understand the market to bring awareness toward Hespr using various campaigns

MARKETING VISION AND RESPONSIBILITIES

Hespr’s CMO, Ayaan Dhir, decided that the Marketing department needed to develop a clear and impactful vision, separate from the general Hespr vision. This vision serves as the focal point of all posts, branding, advertisements, and stories, allowing all marketing to revolve around a single theme. After thorough consideration of all the goals the marketing team wanted to accomplish and the values it strived to adhere to, he was able to integrate all of them into a single vision. All marketing endeavors will demonstrate the aim of removing the stigma surrounding mental health and building a community where both mental and physical health are equal priorities in life. To achieve this vision, all marketing will be designed to invoke a sense of hope, awareness, serenity, clarity, or empathy, the five emotions of which the app centers around as well.

INDIVIDUAL ROLE

Hespr believes that to succeed in the market, there must also be harmony within the company, and therefore, strongly encourages transparency between the departments. This company-wide belief allows members to provide their input on issues regarding a department that may not be their designated one. Throughout my experience as an intern for the Marketing Department at Hespr, I have also contributed to the Product Development and Experience Department because both are very closely connected to the Marketing Department for various reasons. One, a company’s marketing and product must align perfectly with each other and foster the same type of atmosphere. Two, the Marketing department must market the experience of the app to draw in users and show how valuable the product is. My specific responsibilities at Hespr are to manage

the company's Instagram, create graphic designs, develop brand identity, formulate emotional marketing campaigns, and communicate with partners over social media. I also interact with the Product Development department to align Hespr's marketing and front-end, in addition to communicating with both the Product Development and Experience department to be updated on any new changes to the app that may need to be advertised.

PRODUCT

Although the mental health industry is already very saturated, and many businesses also attempt to develop solutions for the problems outlined above, Hespr endeavors to address the issue from a different perspective by *reimagining mental health*. Hespr has performed extensive research and analysis on numerous competitors and realized that even the most distinct products in the market had one thing in common. All of them focused only on inner growth, the personal aspect of mental health. Contrastingly, Hespr stems from a Buddhist belief that mindfulness derives itself from a journey that encompasses each person and society as a whole. Therefore, Hespr sets itself apart from other competing products by valuing the community journey just as much as the personal one. The app reflects these values by consisting of both a guided journal to facilitate personal progress and a social platform to foster community. The guided journal and the social platform are two of four features Hespr plans to offer; the remaining two are mood analysis and chat. The Hespr app displays all four of these features on a single home page, from where users can navigate from feature to feature, according to their needs.

HOME PAGE

The home page consists of four separate paths to the four features offered in Hespr: *journal*, *community*, *trends*, and *chat*. The color scheme shifts from different shades of our main colors every time the user reopens the app. The home page is also personalized with the user's name within the phrase, "Welcome home, *User!*", and includes a settings feature where the user can log out or delete their account.

GUIDED JOURNAL

The guided journal, named *journal* on the home page, consists of two portions: prompts and image selection. Each day, the user is given six spaces, each with a unique prompt, to write their thoughts and reflect on their day in. They are also given four sets of four images to choose from in a corresponding manner with their mood.

SOCIAL PLATFORM

The social platform, named *community* on the home page, provides a space for users to post updates about their everyday lives and interact with other users, allowing them to be surrounded by a supportive community that will always be there to aid them throughout their mental health journey.

MOOD ANALYSIS

The mood analysis, named *trends* on the home page, presents a weekly summary of the user's emotional fluctuations using algorithms to analyze the answers the user gives in the prompts and images in the journal feature. However, Hespr is not able to see the user's journal for privacy reasons; the algorithms are limited to computerized analyses that are designed to attempt to guess the user's mood on a certain day by calculating word repetitions and spot words or phrases that certain emotions correspond to.

CHAT

The chat feature, named *chat* on the home page, will provide a place to communicate with personal therapists and direct message their friends. However, this feature is not available at this time, but the Product Development team is working hard to offer it in the near future.

PROJECT

PROJECT DESCRIPTION

As a marketing intern, this project will revolve around a concept in the marketing field: social media advertising.

TITLE

“How to Increase a Company’s Social Media Presence.” Throughout this project, whenever “social media presence” is mentioned, it will refer to how frequently Hespr posts and is active on Instagram, the levels of engagement on posts, and types of content uploaded. As the title suggests, this project will focus on factors that facilitate the growth of Hespr’s social media presence, as well as factors that may hinder progress.

IMPORTANCE

At this stage of Hespr’s development, its marketing is more valuable than ever. Marketing allows a company to establish its *brand identity*, or in other words, the company personality. The establishment of brand identity is particularly important for startups because it allows them to leave a lasting impression on their audience and develop strong customer relationships even if their company may not be the most recognized in the market. Effective advertising also has the capability to differentiate your product from competitors’ by marketing how the product will be of value to customers and how unique it is from existing ones. All in all, marketing is crucial in bringing in a steady stream of customers and establishing a solid foundation of loyal supporters.

RESEARCH OUTLINE

TARGETS

“How to Increase Your Company’s Social Media Presence” will aim to research any features or methods that may allow a larger audience to view your posts, as well as successful techniques to reach out to potential partners, such as influencers, effectively. It will also serve to explore different types of social media marketing campaigns to discover compelling ways to appeal to potential customers and increase engagement using both the graphics or animations of the post itself and the caption.

INDICATORS

From a marketing perspective, helping Hespr grow as a company can be defined as spreading its name and values to as large an audience as possible. Although a social media “presence” in and of itself cannot be measured, for the sake of this project, the following two quantitative measurements will be utilized: Hespr’s Instagram following, and comparisons of comments, likes, shares, and views on different types of posts, to calculate the “presence”

OVERALL OBJECTIVE

The main objective of studying all these topics is to learn to promote our company and expand its reach within Instagram effectively, which will then, in turn, boost our journey on other various social media platforms as well. Many of the Instagram strategies investigated in this project can be translated onto LinkedIn, Facebook, and other social media platforms with little to no modifications.

RESEARCH METHODOLOGIES

Research will be conducted using four different methodologies: the internet, interviews, experimentation, and competitor analyses.

THE INTERNET

The first methodology that will be utilized throughout this project is the internet, which includes different articles, databases, journals, opinion pieces, and any other resources that can be found through search will be used for the majority of this research project. The internet offers a vast world of information on any topic you can imagine, so when looking for data, facts, or even opinions, online research may be one of the best paths to follow. However, the internet is also overflowing with false information. Therefore, when conducting online research for this project, it is crucial to ensure that sources are valid and reliable before using them.

INTERVIEWS

The second methodology with which research will be conducted is interviewing our customers/followers on what types of posts they like most, and what they look for in a company they invest in. By receiving suggestions and feedback from our community, Hespr will be able to adjust to our customers' liking, allowing it to maintain a strong follower base while also attracting new customers.

EXPERIMENTATION

The third methodology that will be used in this project is experimentation with different types of content and branding. Since Hespr is only a modest startup, it has some time to explore different styles, colors, personalities, and other aspects of marketing. By looking at the insights of posts, the effectiveness of each type of post will be displayed to observe and determine which path will be most beneficial to the company.

COMPETITOR ANALYSES

The fourth methodology that will be used is competitor analyses. By examining and observing other companies in the mental health industry, Hespr will be able to determine their strengths and weaknesses, and use them to its advantage. If some features of competitors are very popular, Hespr can take inspiration from them. If others prompt criticism from the public, the marketing team will be able to avoid any similar, possible mistakes Hespr could make, and learn from them to help Hespr at the fastest pace possible.

RESEARCH PROCESS

THE FIRST ROUND: THE ROAD WELL TRAVELED

Team introductions were the first posts on the Hespr’s Instagram page: ten in total for each team member. After this, the marketing team was tasked with figuring out what type of content the page would consist of to increase Hespr’s following.

CONTENT SELECTION

This first round of research was very brief; it only consisted of taking brief looks at competitors’ pages, such as Reflectly, Calm, Talkspace, and Headspace to start figuring out how Hespr will approach social media marketing. An observation could be made right off the bat: many of them mostly consisted of quotes and tips. Therefore, as a company that just launched its account, Hespr believed the best part to take was to follow in the footsteps of already-successful companies and begin posting quotes and tips as well.

HASHTAGS

After selecting the type of content that would be posted on the Hespr Instagram, a brief research process was completed on the topic of hashtags: a very valuable feature when aiming to reach a larger audience. The approach utilized during this research process was investigating trending hashtags on popular platforms, such as Tiktok, in addition to those used in the mental health industry. The final collection of hashtags that all posts would share was:

#Mentalhealth #Mentalhealthmonth #Mentalhealthquotes #Mentalhealthmatters
 #Mentalhealthawareness #Mentalhealthsupport #Happiness #Recovery #quotes #stress
 #quotestoliveby #quotesdaily #relax #relaxing #happy #art #meditate #health #motivation
 #inspiration #acceptance #growth #goals #startup

In addition to this collection, #hespr was labeled on all of Hespr’s posts with the goal of grouping all Hespr-related content, posted by anyone, together to allow easy access for those interested in the company. The importance of hashtags was validated by experimentation with two very similar posts, deliberately chosen to maximize the number of control variables, and in turn, attempt to eliminate all contrasting factors other than the presence or absence of

hashtags. This method allowed the comparison to be as accurate as possible, minimizing the effect that other, unrelated factors could have had on the revealed disparity between the two posts.

MICRO-INFLUENCERS

The marketing team also began to reach out to dozens of micro-influencers who were passionate about mental health every day through Instagram’s direct messaging feature. Outreach was completed at a rapid pace with the help of a template developed by one of the interns. These

	W I T H O U T	DATE POSTED	Jul. 1	DISCUSSION Although the post without hashtags was posted on a later date, and therefore, Hespr had a larger following at that time, it fared significantly worse than the post with hashtags. The contrast between having hashtags or not can be seen most clearly in the <i>impressions</i> , <i>reach</i> , and <i>comments</i> quantitative statistics. The others, however, namely <i>likes</i> and <i>profile visits</i> , had little to no disparity.
		IMPRESSIONS	96	
		REACH	72	
		LIKES	18	
		COMMENTS	0	
PROFILE VISITS	6			
	W I T H	DATE POSTED	Jun. 20	
		IMPRESSIONS	132	
		REACH	104	
		LIKES	19	
		COMMENTS	3	
PROFILE VISITS	6			

messages began with a greeting personalized to the influencer’s name and asked for any tips or advice for growing a mental health community. However, this approach was intended to lead to a conversation, in which the influencers were asked to participate in a video call with a few of the Hespr members. These calls were meant to help Hespr form a strong relationship with these influencers by talking about mental health, which would then allow us to ask them for favors such as shoutouts or participation in the Interview Series. This initiative was not backed by research, but simply the belief that developing strong relationships with followers was more valuable than having many followers, but no loyalty or support.

THE SECOND ROUND: THE EMOTIONAL APPEAL

However, after a few weeks, it was clear that the strategy established from the first round of research was not as successful as was expected. After this realization, the marketing team took a hiatus in late July to begin a second round of research. This time, research was conducted very thoroughly, with meticulous attention to detail, and these three weeks was the period within which much of this research project was completed.

HUMANISTIC PERSPECTIVES

While brainstorming ideas to approach marketing content in a different lens, it was quickly recognized that the posts with a human in it fared significantly better than graphically designed posts. For example, down below is a comparison between a post without a human and a post with a human. Glancing at these statistics, it is clear that many individuals value having a human in the post rather than simply a graphic. Furthermore, this is only one example: 10 out of 10 of Hespr’s highest-ranked posts in terms of *reach* are posts with a human as the focal point. For one last confirmation of this marketing hypothesis, the team surveyed 20 of Hespr’s followers on what they look for in a company, and 17 out of 20 answered, “a realistic, human aspect”. For this reason, I proposed a new marketing campaign: the Hespr Interview Series 2020. After developing a template and writing up a proposal for leadership to consider, the campaign was immediately approved. This series features courageous individuals who are willing to share the story of their mental health journey. Unsurprisingly, the posts in this series fared better than 77.4% of all posts and 97.6% of graphically-designed posts. Therefore, the Interview Series is still one of Hespr’s most valuable campaigns.

	DATE POSTED	Jul. 1	DISCUSSION
WITHOUT	IMPRESSIONS	104	Although the post without a human was posted on a later date, and therefore, Hespr had a larger following at that time, it fared significantly worse than the post with a human. The contrast between having humans in the post or not can be seen very clearly in most of the statistics: <i>impressions, reach, comments, profile visits</i> . However, the <i>likes</i> for the two had considerably small disparity compared to the others.
	REACH	62	
	LIKES	20	
	COMMENTS	0	
	PROFILE VISITS	1	
WITH	DATE POSTED	Jun. 19	
	IMPRESSIONS	387	
	REACH	336	
	LIKES	27	
	COMMENTS	12	
	PROFILE VISITS	97	

EMOTIONAL MARKETING

Seeing the success of the Hespr Interview Series drove the marketing team to instantly decide to pursue the path of emotional marketing. After thorough research, a collection of five emotions was finalized to be the focus of all content on the Hespr Instagram: hope, awareness, serenity, clarity, and empathy, which the app revolves around as well. Using these five emotions, the

marketing team aims to establish a sense of inclusion and community for Hespr’s follower base. This method is capable of attracting and retaining followers by using the concept of FOMO, a fear of missing out. Future marketing strategies will strive to develop FOMO in anyone who comes across Hespr’s page and to prompt them to follow by advertising the *experience* Hespr can provide for users.

MICROINFLUENCERS

One of the marketing strategies kept from the first round was outreach to micro-influencers, However, this strategy will undergo a slight change as well. Instead of simply copying and pasting an outreach template and sending dozens of messages a day, the new approach was to take a look at the micro-influencer’s page and writing a paragraph personalized to each individual before using the template. This resulted in many more replies and willingness to participate in video calls, the Interview Series, and even shout Hespr out.

THE THIRD ROUND: A COMPLETE REBRANDING

While completely reapproaching Instagram marketing, the marketing team unanimously decided to reestablish a solid brand identity as well. This included redesigning the logo and broadening the color palette.

RESULTS

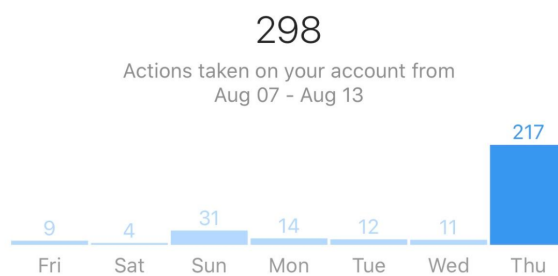
After the hiatus ended, the marketing team had several solid campaigns in mind, as well as a very established brand identity. Results could quickly be seen by taking a look at the insights feature that Instagram offers. A sharp spike can be seen from last week to this week in all four types of quantitative measurements: *reach*, *impressions*, *profile visits*, and *website clicks*.



Discovery ⓘ



Interactions ⓘ



Reach

+68 vs. Jul 31 - Aug 6

193

Profile Visits

+205 vs. Jul 31 - Aug 6

290

Impressions

+235 vs. Jul 31 - Aug 6

855

Website Clicks

+2 vs. Jul 31 - Aug 6

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KEY TAKEAWAYS & RECOMMENDATIONS

1. MARKET THE EXPERIENCE

In such a saturated market and in a world where attention spans are all but gone, marketing the experience the product can provide to users is a more effective strategy than marketing the product itself. The key is to offer a “familiar surprise” to users, something that will not only ease their pain points but also improve their daily lives. Marketing the experience leaves lasting impressions on viewers and gives way to a high retention rate of followers, as seen during the second round of the research process.

2. APPEAL TO EMOTIONS

Much of this project focused on emotional marketing; humans tend to follow with their hearts, not their minds. When starting a company, it is very beneficial to use strong emotions to compel individuals to share the same passion as Hespr does. From a marketing perspective, a few of the strongest emotions are happiness, fear, inspiration, trust, and sadness. Furthermore, companies should have a certain personality specific to their branded content in order to display emotional consistency in social media.

3. SHOW THE HUMAN SIDE

As many forms of research and opinion of followers confirm, the majority of potential customers value having a “realistic, human aspect” in a company, especially one they will invest in. Trust is one of the strongest emotions that a customer can have towards a company, and humanizing a company effectively encourages customers to consider the company as trustworthy. Showing the human side of a company can also help make content more relatable and engaging with the audience, which will increase the retention rate.

4. FORM STRONG, GENUINE RELATIONSHIPS

Hespr’s leadership strongly emphasizes this belief that having small loyal supporters is more valuable than a large following base with churn. Marketing should be done with the goal of forming strong and genuine bonds with our followers and partners. This would benefit a company in the long run because many loyal individuals will want to help Hespr out in the future.

5. THOUGHTFULLY CONSIDER BRAND IDENTITY

Although developing your brand identity may seem like a simple task, but it actually very difficult. A branding color palette must reflect a company’s value or personality. A logo must be eye-catching, memorable, and simple but cute. A brand identity is one of the most, or arguably, the in maximizing customer retention and bring in new ones. When starting up a company, the first thing the Marketing department should be tasked with is established a solid color palette. Also, brand identity must be carried over to all platforms a company may use in a consistent manner.

6. STAY ON TOP OF TRENDS

Adjusting rapidly to changes in trends is crucial for success in the business industry. Thorough knowledge of trends allows a company to use effective and appropriate hashtags accordingly, in addition to appealing

to the market at all times. Like many of the other recommendations above, staying on top of trends will help increase your retention rate and decrease churn rate, but this recommendation will also help attract many more new customers as well.

ANNOTATED BIBLIOGRAPHY

Schluter, H. (2015, February 05). Social Media Presence: What is it?! Retrieved August 14, 2020, from <http://strategicrevolution.com/social-media-presence>

This short *Strategic Revolution* article, written by Haley Schluter, is a brief overview of how *social media presence* is defined in marketing terms and how to maintain a *good* social media presence. It is written in an informal writing style, but that does not act as an obstacle for the article to effectively communicate the message the author tries to convey. Schluter points out that being *present* is not the same concept as having a *good presence*, but that the two definitions coincide when regarding the term *social media presence*. She utilizes several analogies to help readers understand the meaning and importance of social media presence in-depth, in addition to communicating with a bright tone to keep readers interested and engaged. This resource would be useful for those who want to get a slightly deeper understanding of social media marketing in a matter of three minutes.

Release, N. (2019, September 9). Suicide: One person dies every 40 seconds. Retrieved August 14, 2020, from <https://www.who.int/news-room/detail/09-09-2019-suicide-one-person-dies-every-40-seconds>

This news release from the World Health Organization serves as a moderately-lengthy update to bring awareness to suicide, an increasingly prevalent issue in today's society. In this article, the author highlights three points. First, the author stresses the need for more suicide prevention efforts in countless countries. Second, the author emphasizes the alarming fact that suicide rates are highest in high-income countries and that suicide is the second leading cause of death among young individuals. Third, the author suggests a prevention method to minimize suicide rates: pesticide regulation. Written in an informative writing style, this article would be a great starting point for those researching the global effect of suicide. Although it does not go into much detail, it provides valuable information and summarizes updates in a manner that is easy to understand.

Fita, M. (2019, August 20). Why is Strong Marketing & Branding So Important for New Startups? Retrieved August 14, 2020, from <https://36creative.com/branding/1518/why-is-strong-marketing-branding-so-important-for-new-startups>

This informative article, written by Maciej Fita, is a collection of five ways marketing is of utmost value, especially in a new startup. The author claims that one of the most common mistakes startups make in their early development is to overlook the importance of marketing. The five ways are 'The Establishment of Company Identity', 'Differentiation from the Competition', 'A Promise of Longevity', and 'Customer Relationships and Loyalty'. The reader is also provided with a brief paragraph to describe how marketing is crucial for achieving each of these five things. This article successfully communicates the importance of marketing in a concise manner, making it a valuable resource for those who need a quick review or preview of the unbounded capabilities of marketing a company the right way.

Hashtags for #mentalhealth. (n.d.). Retrieved August 14, 2020, from <http://best-hashtags.com/hashtag/mentalhealth/>

This resource is a large collection of the most popular and trending hashtags related to mental

health currently. It provides statistics such as percentages to demonstrate how popular each hashtag is, in addition to the exact numbers of posts uploaded with each hashtag. This website is an excellent resource for finding hashtags that will boost a post's reach significantly, which will then, in turn, increase a company's social media presence.

Cohen, I. (2017, July 25). 5 Ways to Get to the Heart of Emotional Marketing. Retrieved August 14, 2020, from <https://www.entrepreneur.com/article/297367>

This article is particularly relevant to those who want to try out emotional marketing to advertise their product or service, and want to know the benefit of it or even the different emotional triggers in marketing. The author neatly organizes the five ways to “get to the heart of emotional marketing”, making it very easily navigable for readers. The five ways consist of *Inspirational*, *Aspirational*, *Expressing love*, *A milestone connection*, and *The local angle*. Although this article is very informative and well-organized, it seems to be personalized toward a slightly more established company, which is not the case with Hesper at this time.