



hecktic**media**

LET OUR TRAVELERS
TELL YOUR STORIES.

MANAGEMENT TEAM



DALENE HECK

After graduating with a Bachelors of Commerce degree, Dalene spent ten years in the corporate world negotiating procurement contracts and managing multi-million dollar projects. In 2013, she co-founded Hecktic Media with Pete, successfully merging her business skills and love for new media and travel. She is an award-winning writer at HeckticTravels.com, videographer, and a 2014 National Geographic Traveler of the Year.

PETE HECK

A business graduate and Certified Management Accountant, Pete spent ten years in management positions throughout Alberta. He is now a full-time traveller, professional photographer, social media consultant, and co-founder of Hecktic Media. His strengths are in strategy implementation and process efficiency along with social media consulting. Along with Dalene, Pete was named a 2014 National Geographic Traveler of the Year.



ANDREW HICKEY

With eight years experience in social media marketing for global travel brands, Andrew is an expert on running large campaigns, increasing brand awareness, driving web traffic, supporting marketing initiatives, and increasing ROI. He has presented at Social Media Week and TBEX, and his advice has been sourced by Skift, National Geographic, BBC Travel plus many more.



WE ARE

Social media marketing experts

Over the past five years the media landscape has altered dramatically. Our team has experience both working for brands and as successful bloggers in the field of travel.

Avid travelers

We've visited 60+ countries around the world and have seen the best (and worst!) practices in tourism marketing.

Community leaders

Dalene was an elected board member with the Professional Travel Bloggers Association. We have provided education and mentorship to new bloggers via the highly-praised "BlogHouse" seminars.

Business professionals

Our team has decades of combined experience in strategy development and project management.



WHY HIRE US

Hecktic Media has built a strong level of authority and trust in the travel industry by working with some of the biggest destination and travel brands around the world. With our unique expertise, we can build and implement a **custom campaign** for you.

We have developed an **extensive network** with professional and influential travel bloggers, Instagrammers, and other new media professionals. This allows us to specifically target any **desired demographic**.

We will **work with you** to develop your objectives and build custom solutions that provide results.

WHAT WE OFFER

SOCIAL MEDIA SERVICES

Our social media, business, and travel expertise will shape and implement your digital strategy.

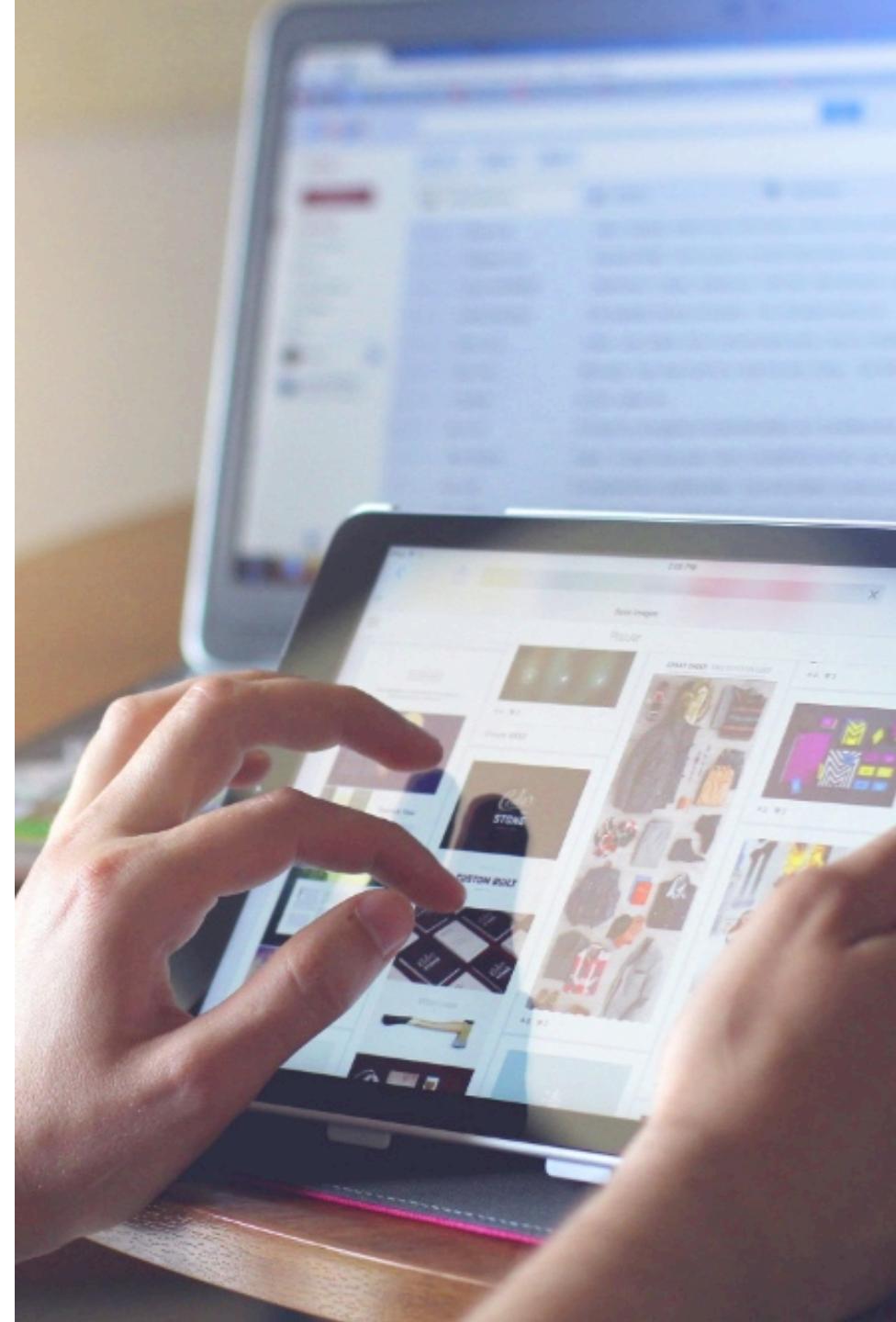
Social Media Audits

We will review and analyze your current social media platform and present actionable plans to improve your digital footprint.

Social Media Management

After auditing your brand's select social media platforms, we will present and implement a full strategy to source valuable, relevant content while engaging with your audience. If you already have a social media manager and/or team, we can be a trusty resource to assist with strategy, reporting and stepping in when necessary.

We offer management solutions for Instagram, SnapChat, Facebook, Twitter and Pinterest.





WORKSHOPS AND TRAINING

Social Media

We help individual organizations or entire regions establish and embrace a professional social media presence. Customized for any level of knowledge, Hecktic Media's in-house workshops cover the effective use of social media, including growing and engaging a strong community.

Influencer Campaigns

We teach our clients how to create and host effective influencer campaigns. Topics include: finding and vetting the right influencers, managing the campaign, analyzing the results and measuring ROI.



BLOGGER OUTREACH CAMPAIGNS



To blog = to share, to connect, to create and to inspire

Bring your destination or brand to life through targeted storytelling and social media marketing campaigns. We have worked with organizations around the world to design and execute multi-influencer projects reaching millions of people.

Hecktic Media works with the top travel bloggers and influencers from around the world. We don't focus on just the high numbers or "vanity metrics" but instead on finding the perfect fit for your brand's message.

INSTAGRAM CAMPAIGNS

A picture is worth a thousand words.

Instagram is a simplistic mobile platform full of potential for connecting with a brand on an intimate level.

Instagram is a visual storytelling app.

At Hecktic Media we offer:

- An **Instagram management roster** with some of the top photographers and videographers worldwide. Our team sends the talent to your location to capture the essence of your business and brand and delivers it through their channels.
- **Instagram takeovers.** We will send vetted and selected talent to manage and takeover your company's Instagram account through imagery and the new 'Instagram Stories'.
- **Instagram meetups.** Our team will organize and coordinate Instagram meetups for your local community with top Instagram stars. A great way to utilize user generated content.



SNAPCHAT CAMPAIGNS

Snapchat has become a phenomenon.

The whole idea behind the app is to nudge users into creating content to engage with other users. The app which was originally intended for a younger audience has been adopted by all age demographics.

It's real-time, authentic, and unfiltered.

It requires a very specific strategy for a campaign and Hecktic Media can:

- **Create or takeover** your company's Snapchat account. We will work with the top level Snapchat talent to deliver and amplify your brand's message.

- We hire and work with some of the industry's **top Snapchat talent**. We will utilize their influence and personalities to market your brand through their popular channels.





BRANDED CONTENT MARKETING

Deliver your story

At Hecktic Media, we will source and develop quality branded content to assist in your inbound marketing efforts. As an added bonus, our content is amplified by a network of influencers including promotion via their own extensive social platforms.

Engage with your consumers

It only makes sense to create valuable content in which consumers will be interested for their own purpose. We select and vet quality writers, photographers and videographers to create the content that fits your brand.

OUR CLIENTS

“HMI increased our user base by over 7 times in one year. Their efforts (and the influencers they contracted) have helped us to be recognized by Apple.com and Forbes.com”

~ **Jen Nausin, VP Marketing, Trover**

“Your team is very attentive to what we're going for, to find the right stories by the right travel writers. You're doing an amazing job making this happen”

~ **Caroline Mongrain, World Expeditions**

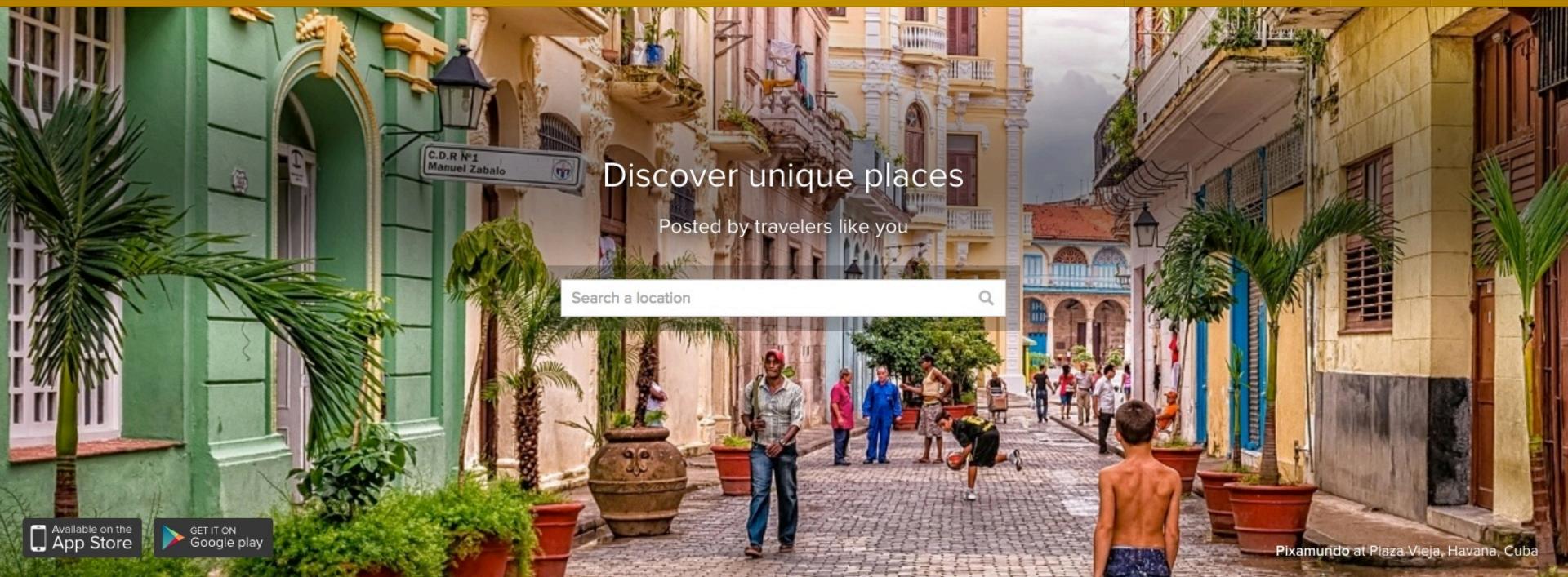
“Working with HMI has been fantastic. Their project proposal aligned with our current marketing initiatives. They have been complete professionals and are definitely all that they say they are and more.”

~ **Eva Kiviranta, Visit Finland**

Thank you for your precious work and all your efforts by our side. Thank you to the whole team for everything you do to accompany us.

~ **Mariannig Ferrari, Nomador.com**





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App Store

GET IT ON
Google play

Pixamundo at Plaza Vieja, Havana, Cuba

CASE STUDY: #TROVEON

50 different social media influencers were contracted since early 2014 to promote the Trover app via the 18 month #TroveOn campaign. Bloggers, influential Instagrammers, Youtubers and Pinterest users were compensated for specific commitments over month-long projects including a minimum number of social media mentions, blog posts, etc.

Thanks in large part to the success of the influencer campaigns, not only was Trover recognized by **Forbes, Apple.com and Google**, but **Expedia** has since taken over the company.

RESULTS:

Facebook Posts: **148**

Engagement: **12,000** Reach: **785,000**

Tweets: **4,000**

Blog Posts: **41** Views: **65,000**

Instagram Posts: **60**

Engagement: **527,000**



And now
Expedia's
Top 5 Pirate Themed Caribbean Travel Destinations
(Stay tuned to the end for a swashbuckling good deal!)

CASE STUDY: EXPEDIA SNAPCHAT

In an ongoing contract with Expedia, one of the world's leading full-service online travel planning and booking brands, Hecktic Media Inc. (HMI) has been **managing influencer "takeovers"** of the Expedia Snapchat account.

HMI is **sourcing, vetting, and contracting** experienced Snapchat influencers to work alongside Expedia Viewfinders in an effort to provide a consistent stream of live information & entertainment from around the globe.

The HMI marketing team has worked to develop creative strategies to produce quality influencer content. Monthly reports disclose effectiveness of methods and provide opportunities for adjustments while awareness of the brand on Snapchat continues to grow.

RESULTS:

Total Takeovers: **44**
Views per Snap: **60% increase**
Average Story: **14 snaps**
Average Views: **754**
Story Completion Average: **57%**



CASE STUDY: NOMADOR

In an ongoing contract with house-sitting website Nomador, HMI has **developed and managed** the company's online blog content, social media channels and advertising. The company has seen significant growth in followers and engagement since June, 2016.

From posting regular updates to customer service to custom-designed Facebook ads **targeting specific audience growth**, HMI has developed and maintained a comprehensive social media plan.

Since the plan's inception, the number of followers on Nomador's Facebook channel has more than doubled and average monthly **website click-throughs have increased 66%**!

Most important, HMI has worked to hone and attract an authentic, educated, and engaged audience that shares brand enthusiasms and values.



CASE STUDY: #MYJASPER

Twenty-one influencers were contracted to participate in a combined press trip and social media strategy. Six traveled to Jasper over 3 weekends and were compensated for a minimum number of social media mentions and blog posts, as well as producing custom content for Jasper Tourism. Fifteen influencers amplified real-time social media posts.

The bloggers **far surpassed their minimum requirements**, plus placed articles on five external outlets including The Huffington Post and Travel + Escape, as well as one TV segment.

RESULTS:

Facebook Posts: 119

Engagement: 3,000 Reach: 77,000+

Tweets: 3,900 Impressions: 27.7M+

Blog Posts: 31 Views: 19,000

Instagram Posts: 130

Engagement: 12,300+

YouTube Views: 3,600+

CONTACT US

Receive a detailed quote and learn how we can help you bring your digital footprint to the next level.



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