



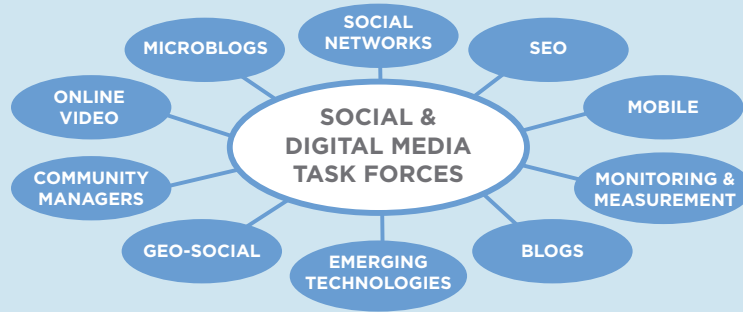
**HUNTER PR
NAMED A
"BEST DIGITAL
PR FIRM"
IN 2010**

"Conversations among the members of your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations."

—Seth Godin,
marketing expert, author and
public speaker

SOCIAL AND DIGITAL MEDIA CAPABILITIES

Named a Best Digital PR Firm by PR News in 2010, Hunter Public Relations creates and executes social media marketing programs for many of America's most recognizable companies and brands. Hunter PR's social and digital media experts offer strategic counsel and insight to marketers seeking to facilitate and engage in online conversations to help shape perceptions, build brand loyalty and incite purchase. Hunter PR marshals the social and digital media expertise of its entire 74-person account staff—each of whom serve on one of the agency's 10 task forces dedicated to a particular facet of social and digital media:



HUNTER PR OFFERS:

- Customized social and digital media programs to help meet marketing objectives.
- Development of internal social media policies.
- Web 2.0 crisis communications.
- Qualitative and quantitative monitoring and measurement.
- Thought leadership on the integral role of public relations in the social media marketing mix.
- Engagement with social media influencers via:

FACEBOOK

- Creating and managing brand pages to generate awareness, foster consumer loyalty and build buzz around marketing and PR programs.
- Developing content strategies and editorial calendars that stimulate engagement.

TWITTER

- Developing content strategies and tweeting on behalf of brands to foster engagement, using various tactics such as Twitter parties and live chats.
- Targeted outreach and relationship building with "Twinfluencers," and utilizing spokespeople to leverage their Twitter following.

SOCIAL MEDIA RELEASES (SMRS)

- Drafting and distributing SMRs with rich multimedia content and optimizing content for search engines.

BLOGGER OUTREACH

- Identifying key bloggers and building relationships with them.

SOCIAL AND DIGITAL MEDIA AWARDS

- Best Organizational Newsletter, External for The 511 Newsletter from Hunter PR – Bulldog Digital/Social PR Bronze Award 2011.
- Best Use of Digital/Social for Cause/Advocacy/CSR for Apple & Eve Fruitables School Music Mash-Up – Bulldog Digital/Social PR Gold Award 2011.
- Best Use of Video for Johnnie Walker Webcast – PRSA Bronze Anvil Award 2010.
- Best Use of Facebook for Launch of Kraft Macaroni and Cheese Facebook Page – PR News 2010.
- Best Digital PR Firm – PR News 2010.

ONLINE VIDEO

- Producing original video content and strategically distributing to video sites and social media communities to amass views.
- Hosting live stream videos of events, conferences, chats, etc.

GEO-SOCIAL NETWORKS

- Leveraging geo-social networks such as Foursquare, Gowalla and Facebook Places to enhance impact of events, offer incentives and create buzz around PR programs.

DIGITAL APPS

- Conceptualizing, designing and developing Facebook apps and custom tabs.
- Developing branded smartphone applications.

ONLINE COMMUNITIES

- Creating branded online communities and engaging with existing online communities that align with the brand's target audiences.

facebook

twitter

You Tube

USTREAM

foursquare

tumblr