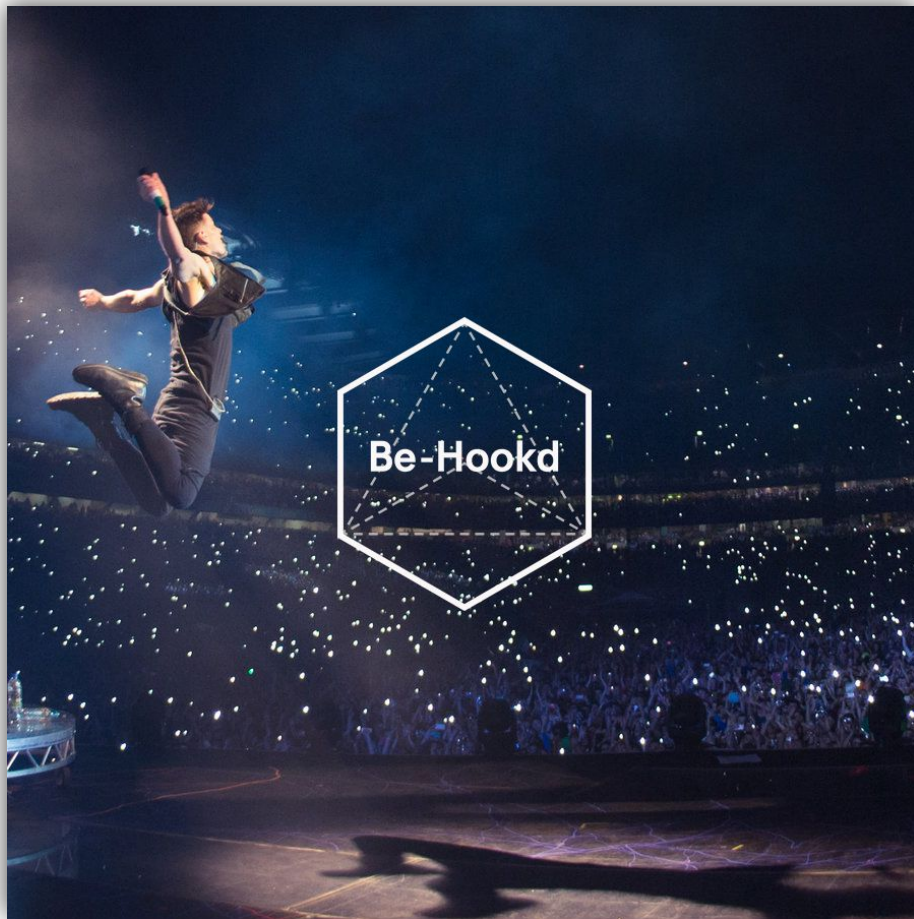


Be-Hookd

Element 2 - Essay



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1 – Introduction

The following portfolio will focus and shed light on the company Be-Hookd Digital, more specifically, it will analyse various aspects of the company and propose a marketing campaign to increase its followers in various social media platforms and generate a new influx of customers through the advertisement on the major social media platforms and a re-fresh campaign of their website, logo and social networks.

Company Bio

Be-Hookd Digital is an entertainment digital agency based in King's Cross, London and is part of the impressive Tileyard Community. The company “creates content driven campaigns that get audiences hookd and turn fans into consumers” (Be-Hookd Digital, 2020), as stated on their official website.

Be-Hookd was founded by George James in 2014; George is the current CEO and since the company's conception he has been part of a very accomplished business having in fact created promotional material for various notorious companies and artists. Past clients of Be-Hookd includes companies such as: ITV, E4, Twitter, Disney Music Group, Live Nation, Sony Music, Universal Music, Island Records, Decca Records, RCA Records, Columbia Records and more. Their collaboration with artists includes: Chainsmokers, Lily Allen, Craig David, John Newman, The Script, The Wombats, Sigala and more (Linkedin, 2020).

The company's expertise lies on quality content creation, high quality animation, live photography, videography and live streaming. George James can rely on a very dedicated team of inhouse content creators and a supply of talented Directors of photography constantly out in the field. The constant dedication of the team creates strong bonds between artists/brands and their fans/consumers.

Some of Be-Hookd's success stories include building the fanbase for One Direction and Little Mix. They developed a new fanbase for the band The Script called #TheScriptFamily; as a result of this successful campaign, the band now has more than 20 million fans across social media platforms and trended on major TV shows. In 2016, Be-Hookd worked with King Games, a mobile gaming company for the launch of Farm Heroes Super Saga. The company secured the artist Rita Ora for the campaign, which resulted in a major success for King Games.

2 – Company Analysis

In this section of the essay we shall discuss and analyse the logo of the company, its various social media platforms, its website and the company's core values.

Core Values

Many companies do not explicitly announce their core values; however, we can analyse the company's behaviour towards its customers and employees and define a few important points.

Be-Hookd it's a fairly small company, in fact its team is comprised of 11 – 50 members according to LinkedIn, so it is particularly challenging to find any relevant data online regarding its core values; I did, however, find a couple of reviews from employees at Be-Hookd and the majority states that due to the small-sized team there is a good team communication, the jobs are rewarding with skill development and clients ideas and opinions' are taken care of by the company (Be-Hookd Digital, 2020).

These amazing qualities grant Be-Hookd to create a positive impact in their customers.

Logo



On the left you can find Be-Hookd's current logo (Be-Hookd, 2020).

Innumerable times, the crowd overlook the process of creation of a logo; as a matter of fact, this step might not seem as important as it really is.

The Web Page Tailor Brands (2020) affirms that having a logo is of utmost importance in the process of creating a successful brand – in the scale of relevance, a logo lays on the pinnacle of the ladder, right next to having a high-quality product and positive feedbacks from customers.

A logo is crucial because it grabs customer's attention, is the foundation of your brand identity, makes an impactful first impression, is memorable and it separates your brand from the competition (Ahmad et al., 2010).

Next, we shall analyse various elements of Be-Hookd's logo, such as colours and shape used.

Black is a color that can be used to evoke feelings of elegance, substance, and power.

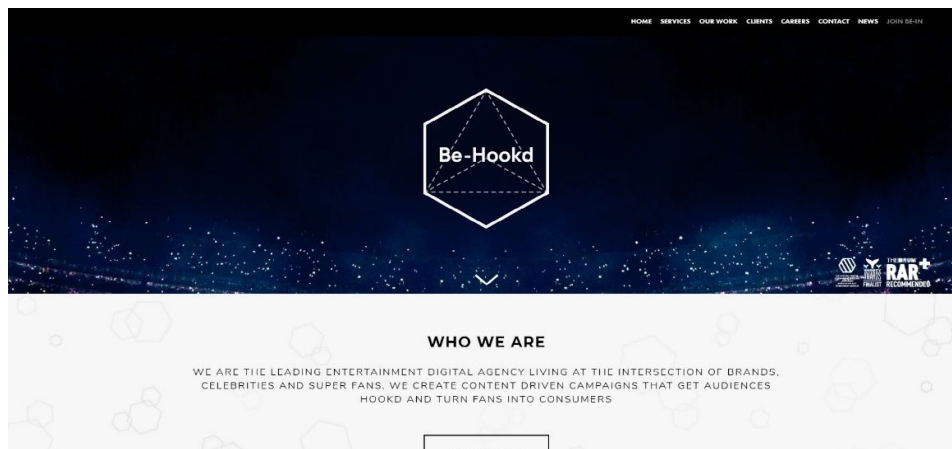
Brands that pick black are looking to make a powerful statement and convey a sense of authority and respectability.

White can represent sophistication and efficiency. Brands trying to convey a level of exclusivity and luxury can use the color white as a secondary color to provide contrast, and can deliver a clean, simple background for a logo (Tailor Brands, 2020)

The geometrical shapes, a hexagon and triangles in our case, convey a meaning of organization, stability and precision (Sukhraj, 2020). In addition, sharp and angular shapes are often more intimidating than round and soft ones, however, these shapes are perfect for communicating power, intelligence, stability or just plain coolness (workerbee, 2017)!

It is very important to freshen up your brand logo once in a while. In most of the cases, companies' logos are great when they are firstly conceived, however they might start looking outdated with the progress of time and a redesign keeps the brand from feeling stale or out of touch with the current trends (Bplans, 2020). A freshen up of Be-Hookd's logo will be part of the marketing campaign.

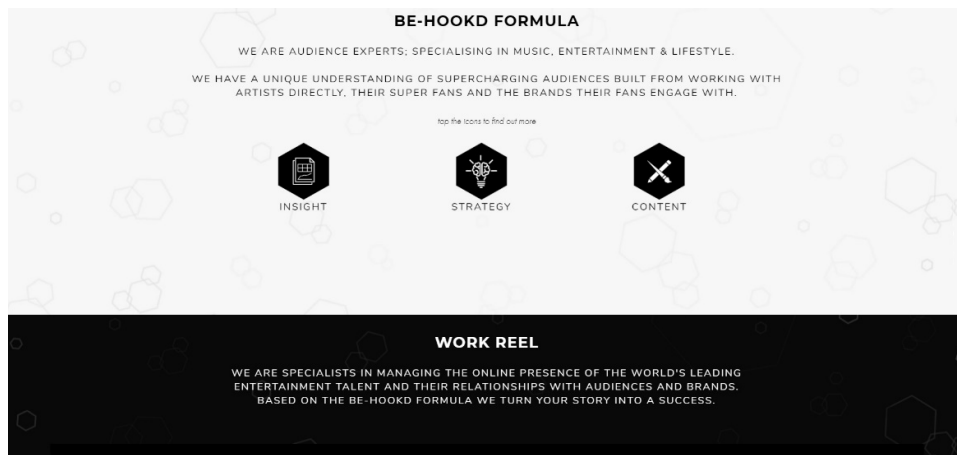
Website



The website offers a very clean and simple design throughout its entirety.

At the top right corner, we can find 8 tabs and those are: Home, Services, Our Work, Clients, Careers, Contact and News. The number of tabs and descriptions is kept to a minimum, to preserve the minimalistic aesthetic.

The colour palette is kept likewise kept to a minimalistic approach. The dominant colours are black and white with the hexagon shape present in-text or in the background. The colours and shapes found on the website emphasize on the Be-Hookd's logo.



While exploring the website, it comes to the client's/fan's attention that some sections of the websites are more updated and prolific than others; the News tab is being kept updated while the Our Work section shows only the project done for the band The Script. While I believe that showing a successful marketing campaign done for a famous band is absolutely fantastic, it would also be very beneficial for Be-Hookd to showcase a couple more examples of their past projects and if this is not possible, it would be great to be able to see on the website examples of videos and photography shoots. This will not only show to the client a few more examples of work, but it will also showcase the high level of skills that can be expected from the team at Be-Hookd.

Social Networks – Facebook, Twitter and Instagram

The influence of social network platforms in business is growing at an exponential rate. With new people joining social media sites and using them on a regular basis, the social media industry is bound to become colossal in the forthcoming years. This gargantuan growth has never been seen before (Smith, 2019).

With such promising growth, nowadays every business “must” leverage proper social media channels in the best possible way, not because it is a “new trend” but because their target market (audience) spends an increasing amount of time on the social platforms. Target

audience are engaging more and more with their favourite brands and artists alike.

According to Marie Ennis-O'Connor (2019), an estimate of 45% of the world's population spends about 2.5 hours per day navigating through social media platforms. This is a steady increment from 1.5 hours in 2012.

From the above we can gather that having an updated and relevant social media presence it is a priority for a company in order to compete against other brands and stay connected with their fans/clients.

After visiting the three major social media platforms we can see (**please refer to figures A -B and C from the Appendix section**) that Be-Hookd follows the same aesthetic style and content creation for Facebook, Twitter and Instagram.

The style of the pages is clean and organized and follow the same colour scheme as the logo. Pictures of bands and artist are framed by an hexagonal shape, reminiscent of Be-Hookd's logo. The visuals are eye pleasing, however the content is very meagre in quantity. Be-Hookd has the necessary tools and skills in order to upkeep their presence on social media platforms. All this brings us to the introductory topic of the importance of social media platforms for businesses. In the next section we shall discuss about a "Refreshing Campaign" for the company Be-Hookd.

3 – Marketing Strategies and Plan

The Marketing Plan will involve a refresh campaign of the logo and the website; moreover, an advertisement campaign will be held, lasting a month, on the three major social media platforms: Facebook, Twitter and Instagram. An aftercare aid plan will also be offered to Be-Hookd. This campaign shall help the CEO of Be-Hookd to analyse various aspects of the company and better understand how to work on areas that require improvements.

While carrying a research, companies can rely on a very fundamental marketing tool, the SWOT analysis.

SWOT Analysis

The SWOT analysis is an analytical tool utilised by marketers and companies alike in order to identify internal and external factors that affects the company. Once those factors have been classified, the marketer/company can have a better understanding of the areas of improvement that needs to be implemented (Sabbaghi and Vaidyanathan, 2004).

SWOT is an acronym and it stands for Strengths and Weaknesses which are internal factors and Opportunities and Threats which are external factors (Makos, 2014).

This analytical tool was firstly researched and presented by Albert Humphrey in the 1960's during his work at the Stanford Research Institute (professional Academy, 2020).

In the next section we shall create a SWOT analysis for the company Be-Hookd.

Strengths

- The company has years of experience in the field, having worked on many solid and successful past projects with major companies and artists. Past clients include companies such as: E4, Twitter, ITV, Live Nation, Sony Music, Universal Music, Disney Music Group, Island Records, Decca Records, RCA Records, Columbia Records and more. Past artist clients include big names such as: Chainsmokers, Lily Allen, Craig David, John Newman, The Script, The Wombats, Sigala and more.
- It is located in the hub of music production/promotion. Tileyard is home to many music record studios, video creation studios and companies in the entertainment industry. It is rather easy for Be-Hookd to gain new clients in the Tileyard Community.

- As mentioned above, Be-Hookd has had and still does create amazing promotional campaigns. They can showcase their talent and past success to potential new clients. The company has in its belt successful campaign such as the creation of a fanbase for One Direction and an entire promotional campaign for the band The Script, which generated 20 million fans.

Weaknesses

- The company does not post on social media as regularly as they should. As previously mentioned, nowadays the presence of a brand/company on social media platforms is very important in order to stay relevant in the market.
- The company lacks a YouTube page. Creating content on YouTube would be highly beneficial as Be-Hookd could showcase their past projects or sample videos in order to show potential clients their level of professionalism.
- I have done research on the company's advertisements and I must say that this is a weak point for the company as it is very hard to find video affiliated with them. This can gravely hinder the customers' ability to check Be-Hookd's promotional videos.
- Their website has an attractive design however some points are missing. For instance, only one video can be found in their Our Work tab. This could be seen as a minor negative point through the customer's/fan's eyes.

Opportunities

- The company is an expert in the production of promotional videos, in fact it has an array of very talented inhouse staff and contacts with Directors of Photography always ready for the action. Those skills and connections should be utilised to create extra content for their social media platforms and a YouTube page; this could potentially lower the costs of the Marketing Campaign and also build a stronger connection with fans and clients while increasing their social presence.

- Due to the Digital nature of the business, the costs could be cut down as there is not need of extra expenditure for production of material products, logistics etc. Apart from taking care of the social media platforms, inhouse staff could also help with the freshen up of the logo.

Threats

- There are various others companies present at the Tileyard Community offering the same or similar services as Be-Hookd, this could represent a menace to the company. Potential threats to Be-Hookd include companies such as: Lucid Online, Boxed Out PR, Deviate Digital, C. Y. O. A. media and more.
- The lack of work and past projects showcased on the site could deter potential customers.
- During the campaign of refreshing of the brand, certain clients could be deterred as the website will be down during this period, however it is necessary in order to create a better brand.

Marketing Plan - Website and logo refreshing

As above mentioned, a refreshing process of the website would be highly beneficial. The changes are not major; however, I strongly believe that they are necessary for the growth of the company. The “Our Work” tab would definitely need to include more than just one promotional video. The company has worked on many successful past projects, so it would be highly appreciated by the clients to witness more promotional videos. If promotional videos from the past are not possible to showcase, the company could create a few new sample videos just to showcase their level of professionalism and expertise.

The website could also benefit with a new tab, for example called “Roster” or “The Team” where every member is presented with a professional picture and a brief description of each individual working at Be-Hookd. This would look as a warm welcome to potential clients and would put Be-Hookd on a more cordial level. The cost for a website refresh is an average of £750 according to Dan Barraclough from Expert Market (2020)

A logo refresh is not of the utmost urgency; however, this could freshen up the overall look of the website and company as a whole. No major changes are needed, in fact I was thinking maybe outline the hexagon shape of the logo with a soft white neon light.

Marketing Plan – Social Media Platforms

While looking at the company on the three major social media platforms we can gather that the company lacks a solid presence on those platforms; this could definitely catch the client or fan by surprise given the solid background of Be-Hookd.

To adjust this potential issue a one-month advertisement campaign will be launched on Facebook, Twitter and Instagram. Prices are £20 per day on each platform for a period lasting a month (Facebook for Business, 2020). This campaign will provide the company with a new influx of visitors and potential future clients.

5 – Budget

Be-Hookd has an amazing team composed of talented editors and photographers that could help cut down prices during the campaign. The campaign of advertisement on social media lasts one-month as this is the average time required to refresh a website according to the website ProBytes (2018). I have decided this particular timeframe in order to minimise the losses as the website would be down for maintenance for about 6 weeks.

Below you can find a table with an estimate of the required amount which will be utilised to refresh the logo, website and launch a one-month advertisement campaign on Facebook, Twitter and Instagram. The total cost for the campaign has an estimate of around £2550; prices could be cut down if in-house work is done.

Budget Table

Action/Platform	Duration/Notes	Cost
Website refresh	About 6 weeks	£750.00
Facebook Ad Campaign	One month	(£20x30days) = £600.00
Twitter Ad Campaign	One month	(£20x30days) = £600.00
Instagram Ad Campaign	One month	(£20x30days) = £600.00
Logo Refresh	Could be done in-house	£ //
Total Cost of Campaign		£2,550.00 (rough estimate)

6 – Marketing Plan Timeline

The marketing plan will start on the **06/04/2020**. During this day I will meet with the CEO, George James and the Managing Director Kat Ober. The entirety of the plan will be discussed thoroughly and made sure that both parties agree on the contacts and all the terms established.

On the **13/04/2020** the CEO has had a week to decide and sign the contract. In-house staff members will be chosen to help during the campaign with tasks such as editing and creation of social media material.

The redesign of the website will start on the **14/04/2020**, while the social media platforms are also taken care of and made ready for the advertisement campaign, which will last a month.

The advertisement campaign on the social media platforms starts on the **17/04/2020**. Pictures and videos are also taken, which will be added on the website and media platforms on a later date. Pictures include those of staff members and location or artists that have been previous clients of Be-hookd.

Between the **17/04/2020** and the **20/05/2020** the progress of the website redesign and advertisement campaign will be monitored by the marketer in charge of the campaign, by the CEO George James and other key people in the company.

Progress of the website and advertisement campaign will be reviewed again on the **20/05/2020**; during this date the last adjustments will be done and the new website's launch date is also announced on all social media platforms.

The **26/05/2020** marks the date of launch of the new website and end of the advertisement campaign and refresh of all the social media platforms.

Aftercare includes reviews with the CEO to monitor all the adjustments done and correct possible inaccuracies.

7 – Appendix

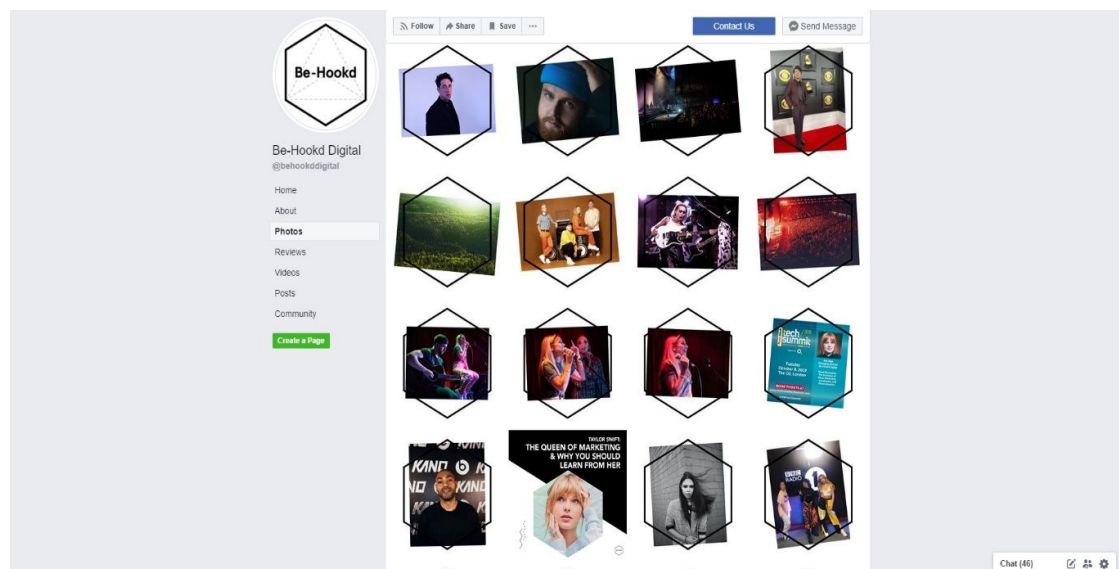


Figure A – Facebook page sample of Be-Hookd.

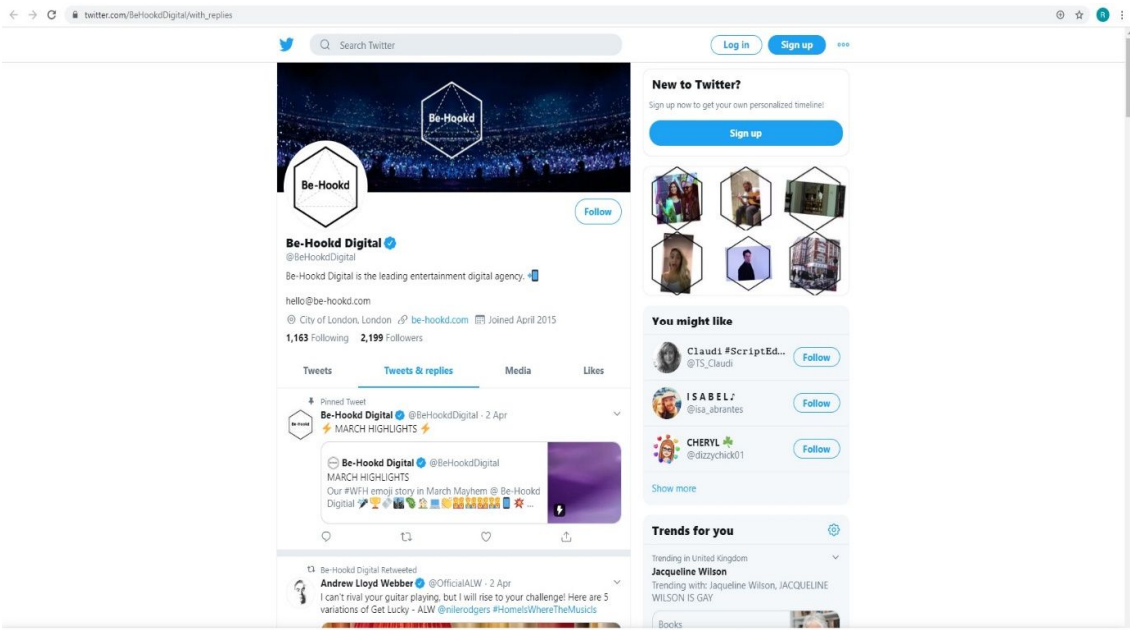


Figure B – Twitter page sample of Be-Hookd.

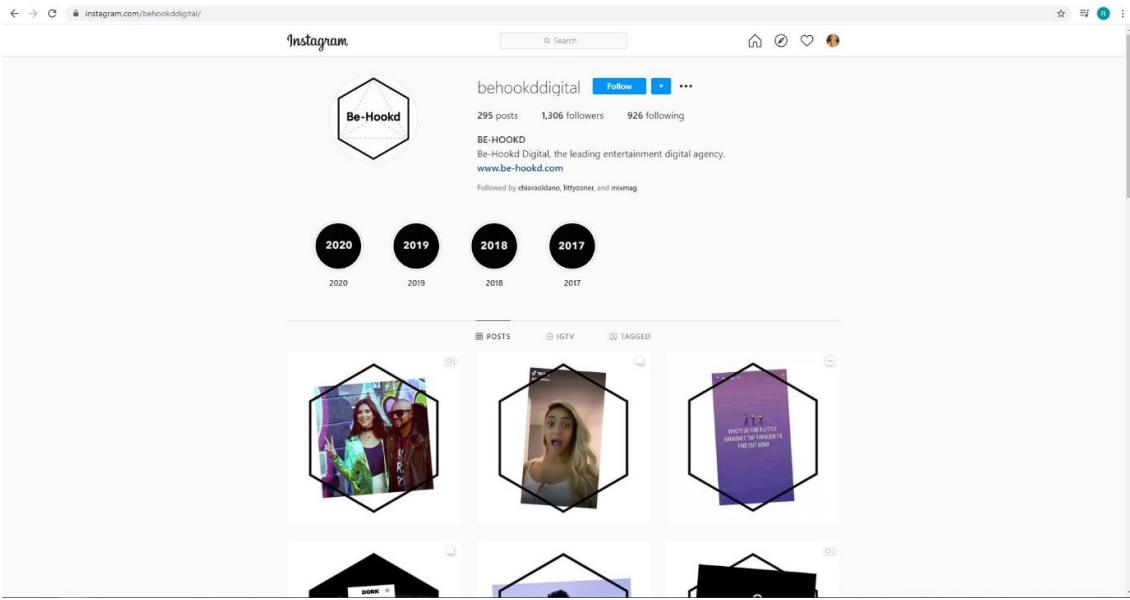


Figure C – Instagram page sample of Be-Hookd.

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