



**“Over 70% of all internet users are using Social Media”  
(Pew Research Center)**

Over the last decade, **Social Media** has not only changed the ways in which we **communicate** but also how information is **distributed**. Used properly, Social Media not only allows **direct customer contact** but also **dynamic interactions**. Used incorrectly or — potentially even worse — ignored, negative comments are discovered late or not at all, and the resulting negative momentum can then only be mitigated through significant effort.

A girl takes a **selfie** in Australia and sends it home to her mother via WhatsApp. Friends are debating the US presidential election on **Facebook**. A father buys a birthday present for his young son on **Ebay**. A grandmother reads useful knitting advice on her tablet on **Pinterest**. An IT student researches the latest tech gadgets on his laptop on **Kickstarter**. None of this would be possible without the biggest all-in-one medium: the Internet. According to a ARD/ZDF online report, **84 percent** of Germans used the Internet in 2016. 65 percent, i.e. 45 million people, are retrieving Internet content on a **daily basis** ([www.ard-zdf-onlinestudie.de](http://www.ard-zdf-onlinestudie.de)).

The widespread adoption of Social Media isn't just giving all information and communication media a brand-new look, it's also changing Internet usage in general. It's no longer common practice to just receive content but also to communicate. The goal is immediate, transparent, **personal**, and **consistent** communication. With this assumption, we understand why Social Media has become one of the **most important** and frequently used terms. These **media** include forums, blogs, microblogs (such as Twitter and Tumblr), social networks (such as Facebook, Google+, LinkedIn, XING), wikis (such as Wikipedia), as well as image, music and video platforms (such as Pinterest, Instagram, flickr, YouTube, last.fm etc.).

Ultimately, it's up to each company whether or not they want to ignore Social Media or not engage in this area. However, this does not mean that their products or services are not discussed or reviewed online by others. The focus remains on classic **communication goals** such as branding, popularity, customer acquisition and customer loyalty. However, the ways in which these goals can be realized are changing. Thus, the **complexity** of various channels requires a **structured approach** in order to achieve the desired **strategic success**. It's good to be online, but in the future it won't be nearly enough to keep up with fast-moving **competitors**. That is why we're launching Social Media as a Service.



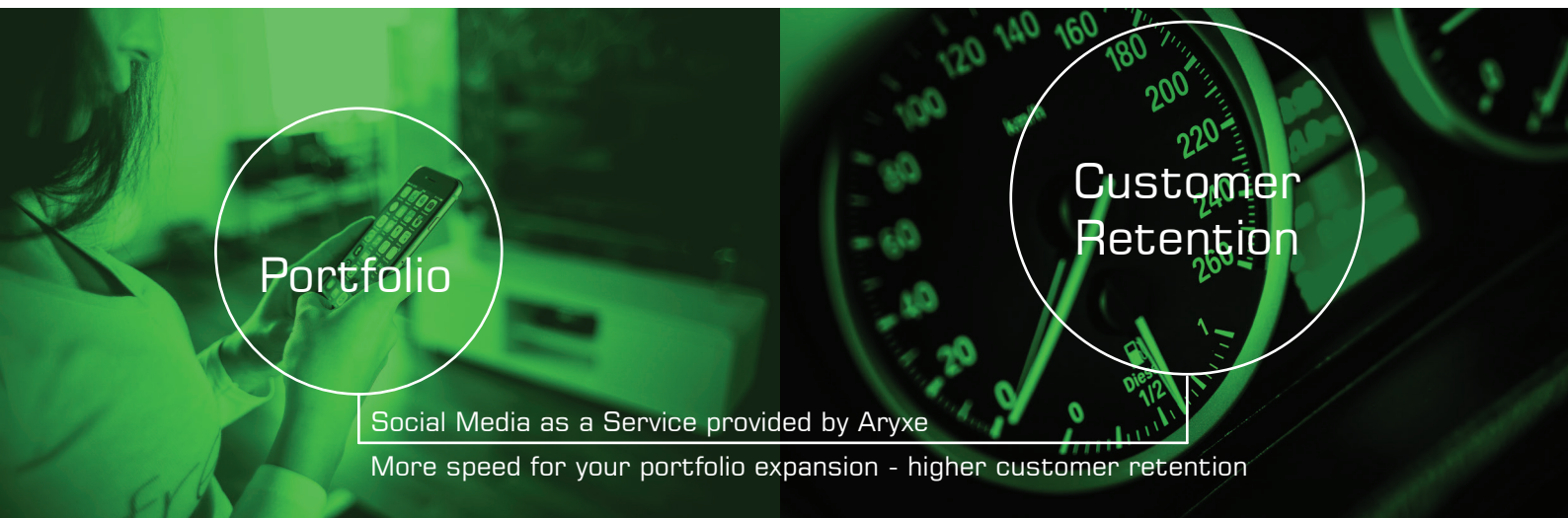
# Social Media and the Impact on SMB's

Social Media is important. What does it mean for medium-sized businesses?

Acquiring the necessary human resources is impractical. Developing your own digital communication strategy as an integral part of your marketing concept requires not only the capacities described above but also the necessary time. At the same time, relevant expertise has to be developed. A successful Social Media presence can only be established once all of those requirements are met.

How can we offer Social Media as a Service?

With Social Media as a Service from Aryxe, you can expand your existing services portfolio quickly and easily. Because of its modular structure, Social Media as a Service from Aryxe can be seamlessly integrated into existing environments



What are the distinguishing features of Social Media as a Service?

Social Media as a Service means the process-oriented, structured, thought-out and **responsive development** and **precise orientation** of Social Media presences in the digital age.

How does it work in practice?

Aryxe's Social Media Team has a wealth of experience in **digital marketing** as well as in internal and external corporate communications. Multilingualism and a sound, scientific approach are further elements of our **modular services**.

Processes that are closely tailored to the needs of our customers and enable a rapid, smooth and location-independent **exchange of information** are an essential part of the service.



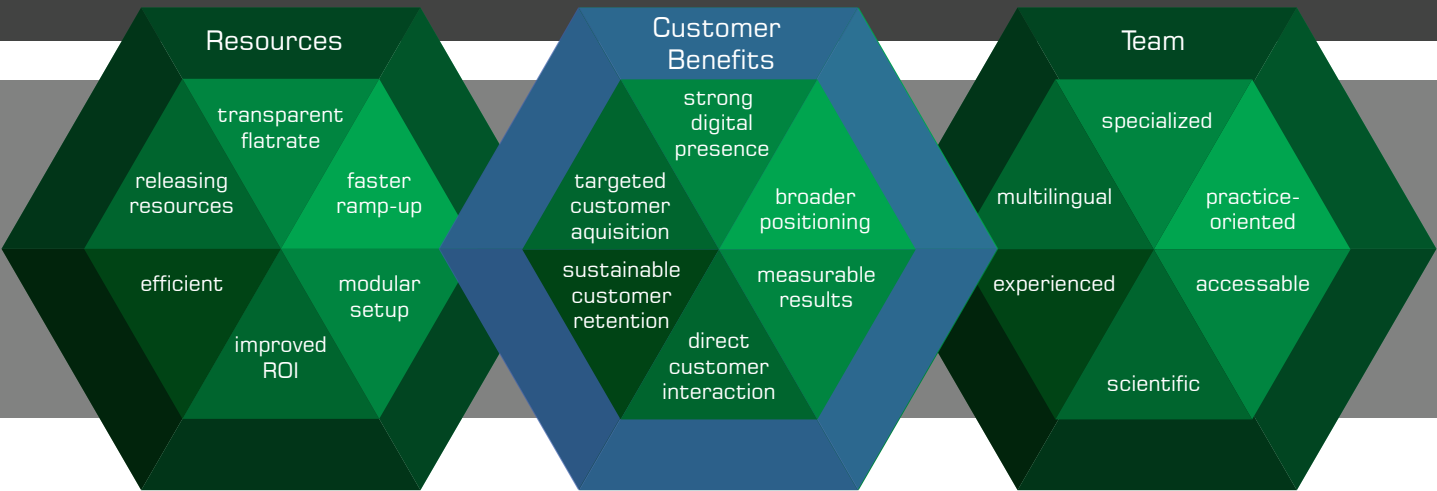
# Social Media as Business Model for Partners

Social Media is important. What does it mean for medium-sized businesses?

For your customers, additional benefits accrue because they can receive extended services from a single source and partner. Our Social Media Team's high professionalism, together with the combination of XaaS services that are easy on your end clients' capacities and budgets, create long term customer benefits.

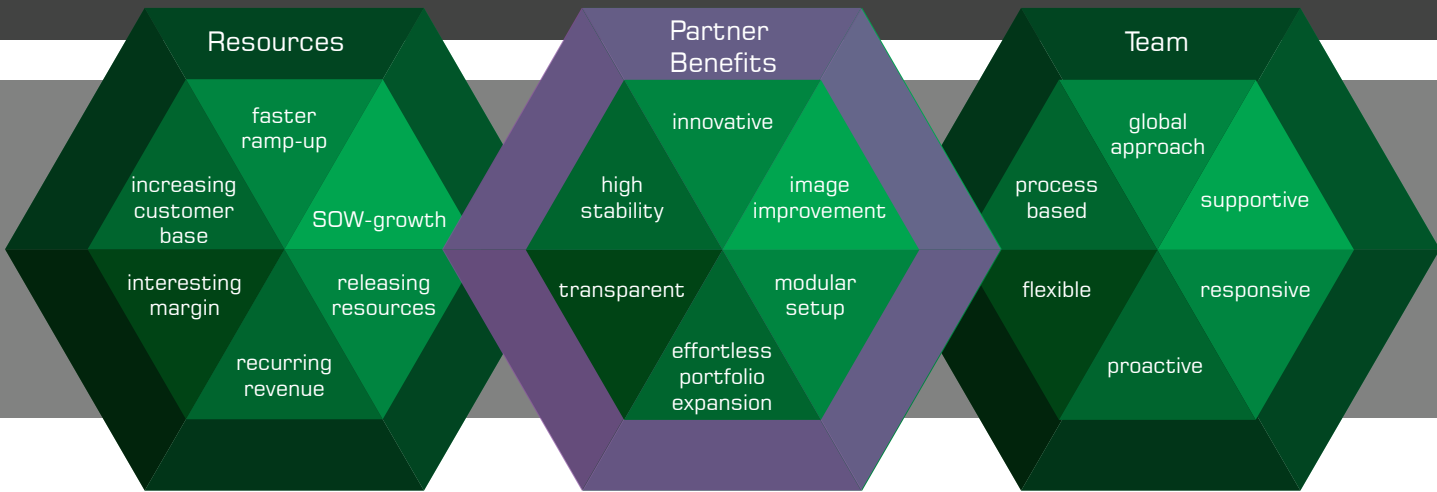
Digital presence is improved, their own brand and its products are more broadly positioned; clients can be targeted more precisely; direct contact with the customer allows for interaction and makes for a more lasting customer relationship - all of which ultimately result in measurable outcomes:

## End-Users Benefits - Your Customers



XaaS services from Aryxe can be easily integrated into your existing services portfolio. Social Media as a Service is no exception and is also not accessible for end clients. For you as a partner, this means the long-term protection of your customers and investment. Our Social Media Team not only has relevant training but is also multilingual and has corresponding experience in marketing and communication. Through the Stream Revenue (subscription) model, billing occurs monthly or quarterly, which allows for calculable results and continuous growth of your total margin with each new customer.

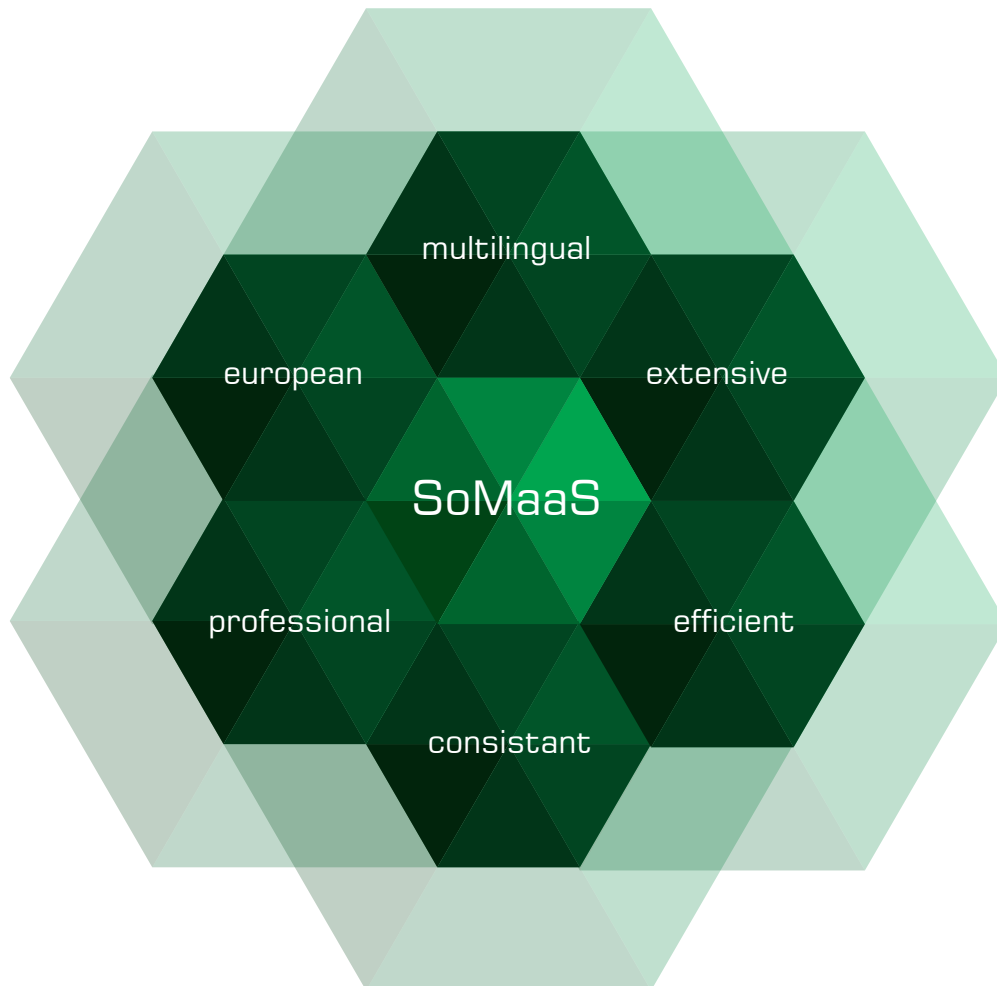
## Partner Benefits - Your Company



# Scope of Service

Not all SMEs are the same. Depending on size, industry, national or international orientation, different need **profiles** emerge. Companies active in the consumer sector generally use Social Media much more actively than companies based in the B2B sector. However, in the B2B sector, campaigns and initiatives can also benefit from **additional thrust** in the Social Media sector. In addition, it is crucial to consider other factors — will there be a change of strategy in the near future or are **new products** about to be launched? Are there plans for an expansion into **international markets**?

## Social Media as a Service

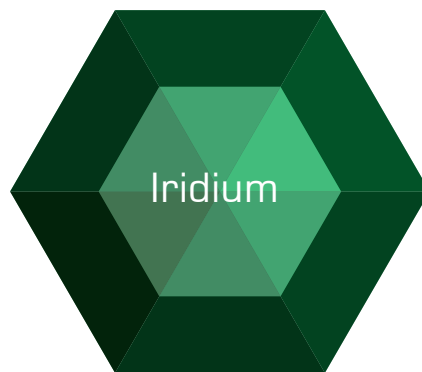
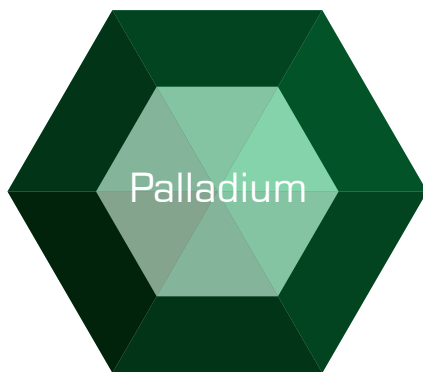


In addition to multilingualism, **Social Media as a Service** offers comprehensive tools for supporting a company and its brands. Our scalable and cost-effective model ensures **maximum efficiency** with the greatest possible flexibility. A high level of employee satisfaction is important to us - in combination with professional training, this results not only in **high performance** levels for our team but also in high **consistency** with low staff turnover. At the same time, we place great importance on professionalism. Our Social Media employees all have undergraduate or master's degrees in marketing, communication, PR, tourism or languages. **Fluent German** and **English** are the norm. Last but not least, we rely on **European solutions** because we are convinced that short paths and cultural affinity have a positive effect on the **end product** - in this case **your image** and **your communications**.

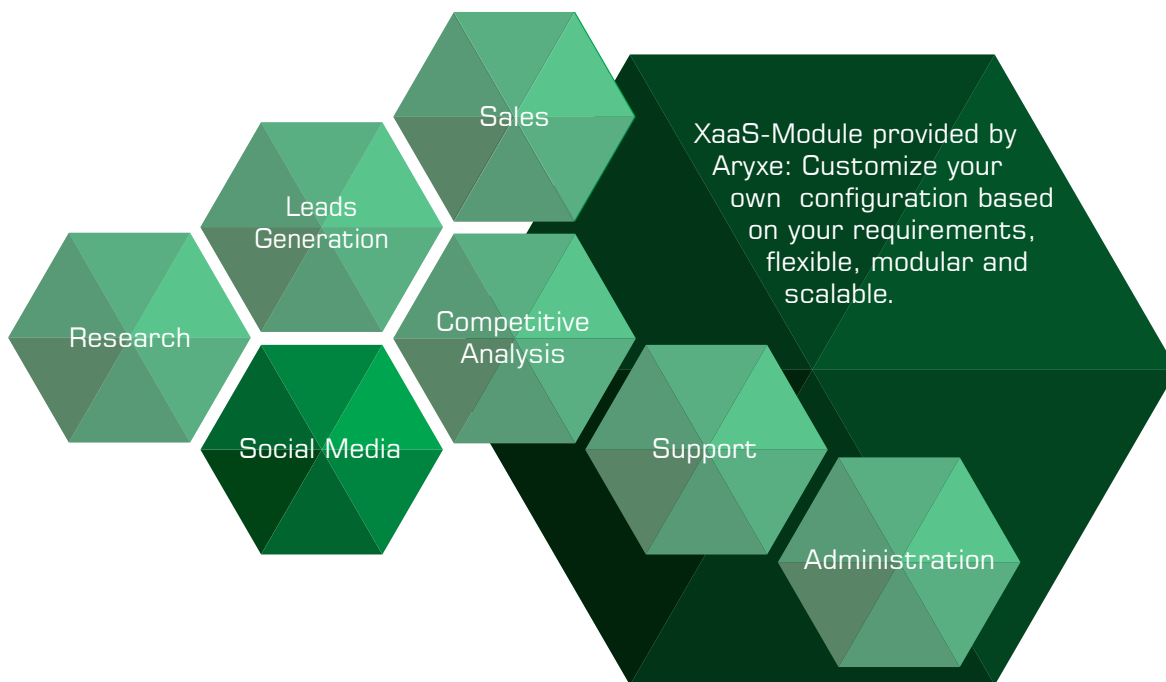


# Maximum Flexibility Provides Room for Growth

Aryxe offers the possibility of **continuous growth**. With our optimized "Social Media as a Service," small businesses and SMEs who haven't yet put much focus on Social Media receive professional support without having to commit to new hires. If you are also active in the consumer area or you place special importance on your image in the **digital world**, Aryxe can take over your entire effort, including the search for talent, hiring, and advanced training. You simply use the entire manpower of one or several employees and profit from our expertise. With future growth, you can flexibly change the service model, add employees to your pool, or establish complete teams. **The decision is yours.**



**Social Media Modules** from **Aryxe** offer **professional communication**, **effective management** and **precise monitoring**, from our entry level "Palladium" to our enterprise level "Osmium."

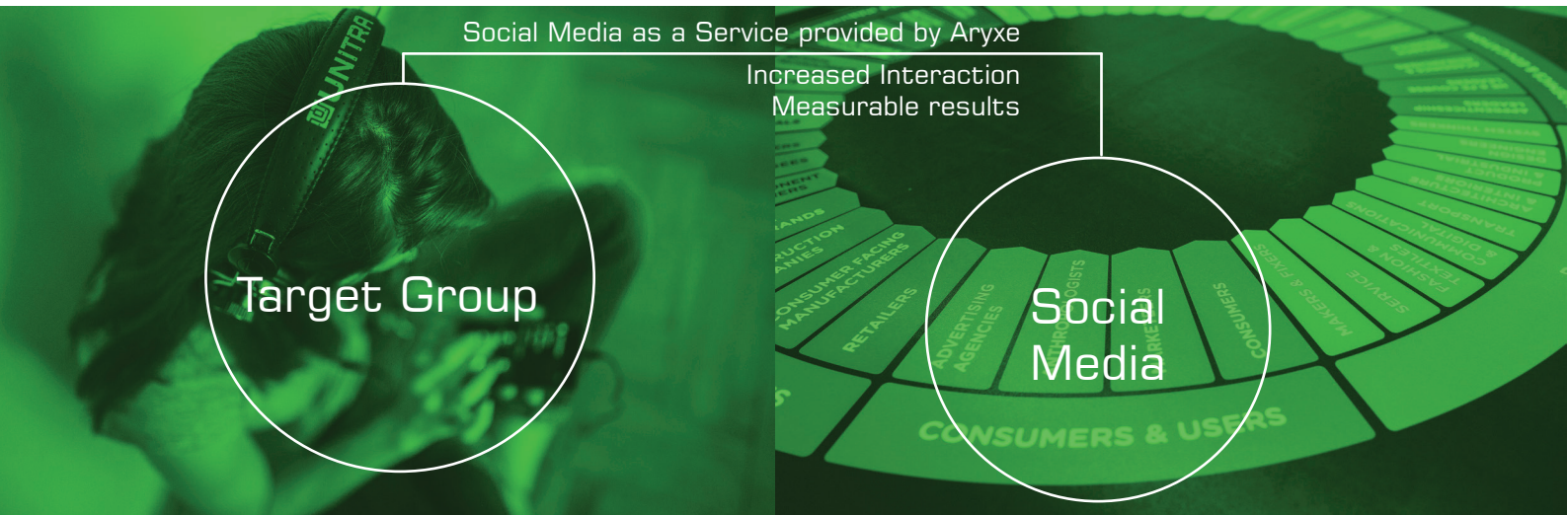


This results in processes that are closely interlinked with your own **structures** and that ensure a high degree of **control** with great **flexibility** and effective **cost optimization**. The next step is a personal discussion in order to develop a **specific, individual concept**.

Talk to us - we will boost your image!







**Hristo Arabadzhov**

Studied communications and law at Munich's LMU, master's program in collaboration with Saatchi & Saatchi.

Hristo has worked in online marketing with Burda Publishing in Munich. He also worked for MeinProspekt.

Hristo operates several blogs on lifestyle and entrepreneurship. Hristo is the incarnation of the hipster (or so he says).



**Simona Budeva**

Studied tourism at the Varna University of Economics and media communications at the University of Varna. Simona also attended high school in Germany.

In addition to several years of experience in the hotel industry, Simona lived and worked in the USA for a year.

Moni enjoys reading books about psychology and has two dogs.



**Yuliana Lefedjieva**

Studied communications and politics at the LMU Munich and attended high school in Germany.

Julie spent a total of five years in Berlin, Munich and Marburg. She was responsible for corporate communications at HD Plus. She runs a successful literary blog. Her Instagram profile has over 1,500 followers.

She is interested in politics, art and philosophy and loves the sea.

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