



World's most efficient provider of quality content  
solutions

# ● ● ● Who, How, What

- Who
  - World's most efficient provider of quality content solutions
- How
  - Leveraging the world's largest editorial community that has been filtered through Helium's unique crowd sourcing quality rating engine
- What
  - Publishing solutions to enable companies to easily expand their content offerings
  - Lowest cost publisher of high quality content

# About Helium

Home to the world's largest editorial community with thousands of writers who share their expert knowledge, insight and point of view on virtually any topic.

Launched in October 2006, Helium has:

- Over 160,000 writers who have created 1.8 million articles in the past 3 years
- First-hand medical advice from doctors, cooking insights from gourmet chefs, parenting tips from at-home parents and psychologists and more all in one place.

Helium truly differentiates by providing:

- Quality content from talented, credentialed writers.
- Every article at Helium is rated for quality by its community of writers.
- The Helium rating engine ensures that the best articles rise to the top
- A vehicle to encourage and facilitate community engagement

RR Donnelley is Helium's largest Strategic Investor



# The Vision: A New Publishing Model



 Lowest cost producer of high quality content online





# How: Helium Rating System – Fair and Trusted

**WHICH ARTICLE, A OR B, CONTAINS THE MOST VALUABLE INFORMATION?**

Home > Parenting & Pregnancy > Pregnancy

**Article title: The benefits of exercise during pregnancy**

### Article A

As a mother of 2, you soon realize despite all the information you can read about exercises during pregnancy that indeed it really does help!

Having a working exercise program during your pregnancies helps you recover much quicker than if you were not active during the pregnancy. Your muscles are prepared to stretch back to their natural shape much faster as their flexibility is higher. Your all over health is improved by regular exercise as well making labor much easier as you won't tire out as fast.

The key point here is not to over-do it though. At any sign of pain or discomfort you should stop your exercising immediately and before trying to do cartwheels or anything spectacular you should definitely check with your family physician or obstetrician to see what is safe for you and your pregnancy. This may vary by person depending on your general health status and if your pregnancy is high risk or not.

A healthy exercise program means a healthy diet and pregnancy as well. You can't really have one without the others. Exercise helps your body prepare for the stresses of labor and the healing afterwards. Even if you know you will be having surgery for the labor, exercise will help your muscles and body bounce back to normal afterwards.

[Flag this article](#)

### Article B

Exercise and Pregnancy

Prescribing a medication for pregnant women is a complex process.

Before obstetricians and gynecologists decide which dose of which drug can best treat a condition without putting any harmful side effects on the mother and the baby, they consider the patient's age, general health, the number of months before delivery, tolerance for medications, and any other drugs the pregnant patient may be taking.

Prescribing exercise on pregnant women has to be just as scientific and precise. The type, intensity, frequency, and duration of a "dose" of exercise are all critical. One person's healthy, vigorous workout could be hazardous to another. These dangers may be greater in pregnant women because they are more likely to have strains and other serious side effects for the would-be mother.

However, if exercise will be implemented and carried out in a normal, average range, exercise will not have an effect on the overall condition of the pregnancy and especially on labor or delivery.

Pregnancy

Quality prenatal care should be given to a mother during her pregnancy. She

[Flag this article](#)

Article A is more valuable   ◀   By far   More   Slightly More   Skip (9 skips) left   Slightly More   More   By far   ▶   Article B is more valuable

- Peer Review, Relative Ranking and Non Directed Rating
  - Many writers submit competitive articles on a specific topic
  - Writers (peers) rate Article A vs. Article B
  - Writers can't rate their own content
  - Rating system selects who rates what items



The first true meritocracy in the publishing industry

Helium



# Result: Competition drives quality

The screenshot shows the Helium website interface. At the top, there's a navigation bar with links: Marketplace, Journalism Awards, Writing Contests, My Helium, Write, and Rate. Below this is a search bar and a tagline "Learn what you need, share what you know". The main content area is titled "The effect of hard and soft water on dishwashing" with 5 articles. The first article is by Linda Ann Nickerson, the second by N. A. Hernandez, and the third by Liomas Thomas. On the left, there's a sidebar with "CHANNELS" including Home & Garden, Cleaning, and others. On the right, there's a "Related Titles" section and an advertisement for classmates.com.

Helium

Marketplace Journalism Awards Writing Contests My Helium Write Rate

Learn what you need, share what you know

Search Helium Search

Home > Home & Garden > Cleaning > Cleaning Products

**The effect of hard and soft water on dishwashing** 5 Articles

Top Article All 5 Articles

1 of 5 by **Linda Ann Nickerson**  
Remember Goldilocks and the Three Bears? "Ooh! This water is too hard! This water is too soft! Umm! This water is just right!" Achieving the right balance can be fairly tricky. If your water comes from an undergr...read more

2 of 5 by **N. A. Hernandez**  
To determine whether you have hard or soft water is easy, if the water that comes out of your facet leaves water spots on your dishes, sinks, tubs then it is most likely hard water. On the other hand if you get a lot of su...read more

3 of 5 by **Liomas Thomas**  
There is a dog in the dishwasher. (<http://repair2000.com/dish.html>) Well yes, it gets dishes clean, but was just one of amazing facts I discovered looking up the answer. Water from taps can have

Related Titles:  
[The differences between hard and soft water](#)  
[Soft drink reviews: Lithia water](#)  
[Diet soft drinks vs water](#)  
[The effects of triclosan pollution in water](#)  
[How to know if your digital water softener works](#)

Advertisement

classmates.com®  
**WHO IS MAPPED?**

What is Helium

CHANNELS

Show All Channels

Home & Garden

Cleaning

Cleaning Clothing

Cleaning Floors & Walls

Cleaning Kitchens

Cleaning Products

Pet & Pest Problems

Cleaning (Other)

Ads by Google

[Water Delivery](#)  
Choose From All Types of Water. Plans Start From About \$1/day. [Delivery.MySpringWater](#)

[Compare Water Softeners](#)  
Compare Top 4

- Best articles rise to the top
  - Readers find the best information on infinite subjects
  - Content continues to improve as new articles are submitted
  - Top articles receive increased SEO as a result of multiple articles existing

# Unique Benefit: Writers Build Their Reputation

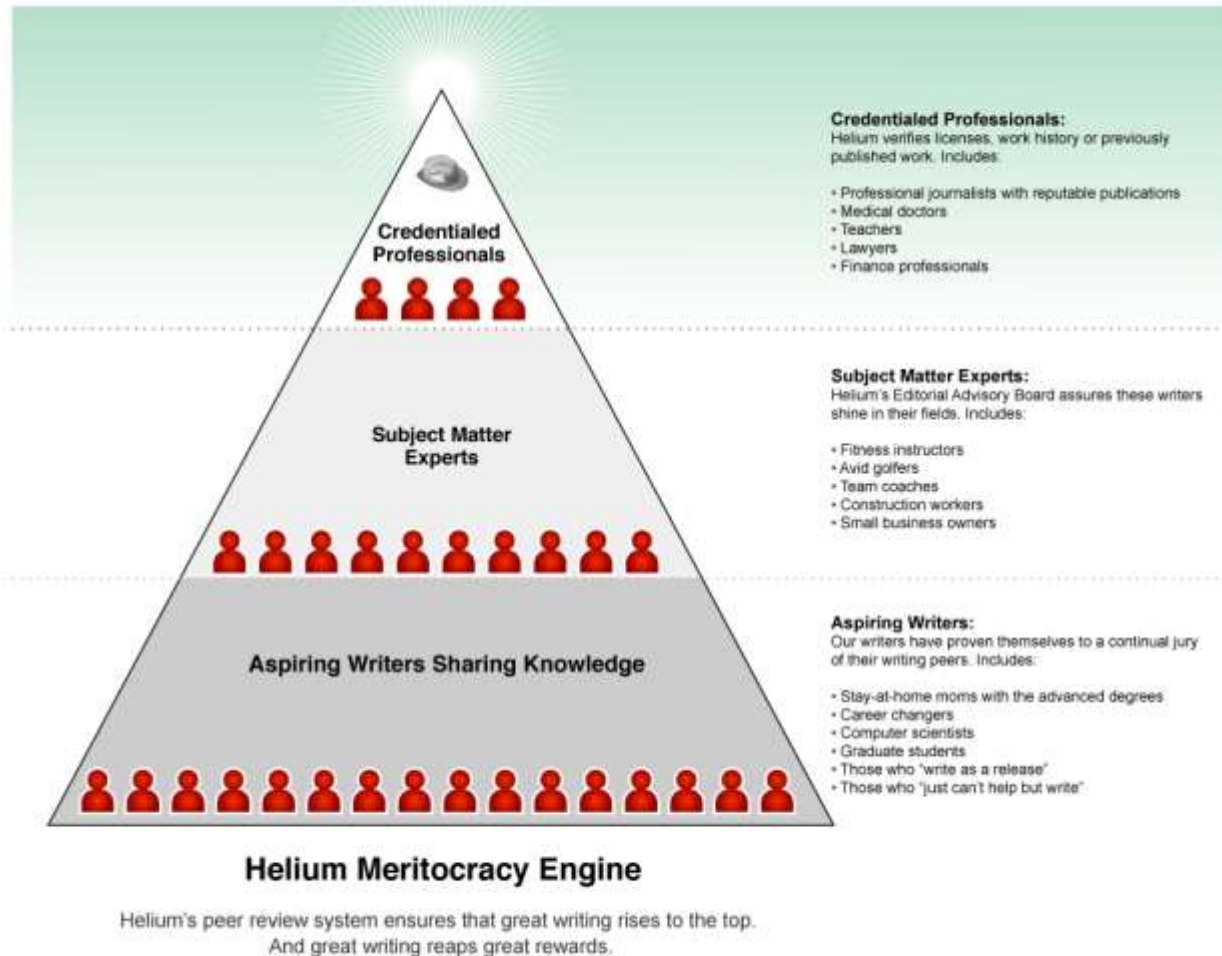
The screenshot shows a Helium profile page for Alicia M. Prater, PhD. The page is divided into several sections:

- Channels:** A sidebar on the left lists various topics like Arts & Humanities, Auto, Business, etc.
- About Me:** A central section with tabs for Articles, Biography, Social, How To, and Zones. The Biography tab is active, showing a detailed bio of Alicia's career as a freelance editor and her current role as a Helium Channel Manager.
- My Credentials:** A section on the right displaying her writing rating (4.5 stars), a list of badges (Channel Manager, Marketplace Premier Writer, Editorial Advisory Board, Medical Researcher, Marketplace Articles Sold, Marketplace Approved Writer), and links to contact her or add her to favorites.
- Briefly Me:** A section at the bottom with a few fun facts about her, such as "My passion is ... knowledge" and "I know too much about ... infectious disease".

- Rating system identifies the best writers
- Writers build their portfolio and reputation
- Writers can earn social currency within the community
- Professionals can apply for certification

● ● ● Helium is a vetting engine of writers

# ●●● Outcome: Helium Writing Community



Over 160,000 writers sorted by quality



# Helium Publishing: Superior Economics for an online world

The screenshot displays the Helium website's homepage. At the top, a red banner reads "Where Knowledge Rules". Below this, the Helium logo is on the left, and a green box on the right lists benefits: "Build Online Visibility", "Attract New Customers", and "Boost Your Business", with a "Get Started Now" button. A search bar is positioned to the right of the PRWeb logo. The main content area is divided into several sections. On the left, a sidebar lists "CHANNELS" such as Arts & Humanities, Autos, Business, Celebrations & Holidays, Computers & Technology, Creative Writing, Education, Entertainment, Food & Drink, Health & Fitness, Hobbies & Games, Home & Garden, Jobs & Careers, Law & Legal Information, Local Guides, Parenting & Pregnancy, Personal Finance, Pets & Animals, Politics, News & Issues, Relationships & Family, Religion & Spirituality, Sciences, Society & Lifestyle, Sports & Recreation, Style & Beauty, and Travel. The central area features a "Fashion Trends & Styles" section with an article titled "Emma Watson's ethical clothing line" by Carissa Johnson, which discusses her role in the Harry Potter series and her new environmentally-friendly clothing line. Below this is a PRWeb banner encouraging users to "Tell Your Story Now". To the right of the Emma Watson article, there's a section titled "Join the Helium debate of the day" with a question: "Q: Should Congress renew the Bush tax cuts scheduled to expire at year's end?". Below this, a "NEW ARTICLES FROM HowLifeWorks" section lists articles like "Why Most Shampoos Are a Waste of Money" and "The 5 Things to Avoid If You're in Debt". At the bottom, a "Featured Writer" section highlights Kimberley Heit. The right sidebar also includes a "Write | Get Published | Get Paid" section with a "Join Helium Today" button.

1.3 million articles across 225,000 subjects and 27 channels, created by 160,000 members, visited by 11.5 million UMV

# ●●● What is Social Media

- Social Networking
  - Facebook
  - LinkedIn
- Social News
  - Reddit
  - Stumbleupon
- Social Bookmarking
  - Delicious
- Content Sharing Platforms
  - YouTube
  - Flickr
- Personal Publishing
  - Twitter
  - Blogs

Non-traditional creation and distribution of information

# ●●● Leveraging Social Media: Engage your community



**Helium** Do you have any writing-related New Year's resolutions? If so, what are they? ✕  
6 hours ago · Like · Comment

 Helium Staffer likes this.

 **Melinda Franklin Clayton** Yep. I'd finally like to get over 100 articles on Helium. I'm a very slow writer!  
6 hours ago · [Flag](#)

 **Kenda Robertson** To get paid what I'm worth.  
6 hours ago · [1 person](#) · [Flag](#)

 **Randy Augsburg** My short term goal on Helium is to get my daily pennies up to \$1  
5 hours ago · [2 people](#) · [Flag](#)

 **Helium** Melinda and Randy, those are both wonderful Helium goals. Randy, are you writing to titles found through Marketplace? I'd highly encourage everyone to write to these titles. Many of them are written from an SEO standpoint and are titles that we think will have great earning potential.  
5 hours ago · [Flag](#)

 **Rebecca Mikulin** Sure do :D. For Helium goals, I'm planning to hit 1,000 articles this year -- 250 to go! I also have writing goals on two other websites, and plan to write five new eBooks and get them out on the market this year. One more step toward getting away from being paid by the hour ;).  
5 hours ago · [1 person](#) · [Flag](#)

 **Claire Coshan** to get more people viewing my brilliant work! it doesn't seem to be happening at the moment!  
5 hours ago via Facebook Mobile · [1 person](#) · [Flag](#)

 **Chanell Gautreaux** Still trying to get to 300 articles.  
2 hours ago · [Flag](#)

 **Terra L. Fletcher** @Kenda - a noble goal! I hope to earn 50% more in 2011 than I did in 2010 (not just Helium, but my business in general). <http://www.facebook.com/fletcherfreelance>  
about an hour ago · [Flag](#)

 **Nicole Bitzer** To write more, and more often. Also to get more knowledgeable in writing other subjects that are out of my comfort zone.  
about an hour ago · [1 person](#) · [Flag](#)

Open question to our Helium Facebook group: Do you have any writing-related New Year's resolutions

Helium has over 4,000 Facebook fans

# ●●● Leveraging Social Media: Be responsive



# ●●● Leveraging Social Media: Become a thought leader

## Helium Blog:

Consistently share interesting information to your target audience.

- We write tons of blog posts informing **Internet freelance writers** how to harness the power of social media.
- We receive traffic from more than just current Helium members, When people search “AP writing style tips” or “tips on using Twitter for freelance writing,” our blog comes up with some powerful advice.
- We offer readers the opportunity to follow us on Twitter and find out more about writing for Helium.

## Example blog posts:

- [Twitter Tips: Find our tips on Twitter in one spot](#)
- [Twitter Tips: How to choose the right username that reflects your brand](#)
- [\*\*Twitter Tips: How to annoy your followers and ruin your reputation on Twitter\*\*](#)
- [Twitter Tips: Which URL shortener is better for promoting articles on Twitter?](#)
- [Twitter Tips: Optimize your tweets with hashtags](#)
- [4 tips every freelance writer should consider before joining Twitter](#)
- [Twitter Tips: ‘How to win friends and influence people’ on Twitter](#)
- [5 reasons every freelance writer should invest time in Twitter](#)



# Leveraging Social Media: Quality content will get shared

## Case Study:

- [Twitter Tips: How to annoy your followers and ruin your reputation on Twitter](#) has garnered a lot of publicity for Helium as a thought-leader in the Internet writing realm. The blog was picked up by “TweetSmarter” and eventually picked up by PRDaily.com and made it to the front page titled “Top stories from around the web.”
- The story was found with the likes of NYtimes, Politico and Forbes.

# ●●● Leveraging Social Media: Work with others



Through our blog we wrote a post called: [5 reasons every freelance writer should invest time in Twitter](http://j.mp/fb3qC9)

**We reached out to a Twitter account, TweetSmarter, that has just below 230,000 followers and asked them to retweet it if they liked it. Which they did and our views to our blog skyrocketed. Another 20 people also retweeted it increasing our visibility.**

# ●●● Leveraging Social Media: Make it easy for people to share interesting content



Get a **Widget** for this title

## How BP Gulf disaster may have triggered a 'world-killing' event

Top Article | All 12 Articles

3 of 12

[Write now](#) | [Article Tools](#)

[Helium Staffer](#) and 47,217 others like this. [Unlike](#)

[Write](#) | [Get Published](#) | [Get Paid](#)

[Join Helium Today](#)

by Terrence Aym ★★★★★

Ominous reports are leaking past the BP Gulf salvage operation news blackout that the disaster unfolding in the Gulf of Mexico may be about to reach biblical proportions.

251 million years ago a mammoth undersea methane bubble caused massive

Over 47,000 'Likes'. This article was viewed by over 400,000 people in 7 days. More than 10% of the readers 'Liked' the article.



# ●●● Leveraging Social Media: Social Tagging

- Using Reddit, Peter Johns a Helium writer was able to promote one of his articles to over 600,000 readers.

When I first came to Helium about two years ago, I was thrilled at the prospect of being able to write about anything and actually make some money at it. I did just that, I submitted articles on and off and made a little extra money. Then on December 14, 2008 one of my articles went viral. By some estimates it was viewed by over 600,000 people and I made \$1,246.00 in twenty four hours

# ●●● Using Facebook 'Like' to promote content

The screenshot shows the Helium website interface. At the top, there's a navigation bar with 'Where Knowledge Rules' and user links 'My Helium', 'Join', and 'Login'. Below this is a featured article titled '5 Foods to never eat : Cut down a bit of stomach fat every day by never eating these 5 foods.' with a banana illustration and a 'Never eat' button. A search bar is also present. The main content area features an article titled 'How BP Gulf disaster may have triggered a 'world-killing' event' by Terrence Aym. The article has 3 of 12 comments and is liked by Mark Raniolo and 47,216 others. A blue arrow points from the text 'Over 47,000 people 'Liked' this article.' to the like count. The article text discusses ominous reports about the BP Gulf disaster and mentions a mammoth undersea methane bubble. There are also sidebars with advertisements for Radisson and Verizon, and a 'RELATED TITLES' section with links to other articles about the BP disaster.

Over 47,000 people 'Liked' this article.

This article was viewed by over 400,000 people in 7 days. More than 10% of the readers 'Liked' the article.

# ●●● Tools are changing: The Principal is the same

- People will share quality content
- Customers continue to voice their opinion
- Customer service and one to one communication makes a difference
- Value is created by doing the right things

Social Media tools are shifting power to the consumer, but consumer needs remain very consistent.