



Reaching & Engaging Teens Using Facebook

Company Profile

The client is a Fortune 50 Consumer Packaged Goods (CPG) global leader. The business offers a wide range of consumer packaged goods in the beauty, grooming, and household care units. The client's hundreds of brands are available in more than 180 countries.

Business Challenge

Teens are one of the most targeted segments for consumer-oriented businesses. Our client, as a prominent leader in the consumer packaged goods industry, realized the need to effectively engage this demographic.

The client wanted to create a holistic, platform-neutral, experience for teens that would enable teens to access and browse teenage-specific content in an online space of their choosing while interacting with their peers. The client needed a marketing strategy for one of the world's most popular social media sites—Facebook—to readily reach teens and socialize the experience.

How Corbus Helped

Corbus' technical team utilized their social media expertise to understand the client's needs and translate their needs into business benefits by developing a fun and relevant consumer connection space on Facebook.

Technology used:

- HTML, Java Script, CSS
- Java, JSP, Struts 2.0
- Spring 2.5, Hibernate 3
- Facebook Java Script APIs

Corbus provided an application that allows users to:

- Read related articles and content
- Engage by posting comments, "liking", and sharing content in subcategories such as "Words of Wisdom" within the app
- Invite friends to join the application

This Corbus application:

- Used the prescribed developer's platform
- Configured the client's application, which was running on third party servers, to integrate with the Facebook application
- Added the Facebook applications tab to the client's Facebook page

Results

The client can now reach this segment/demographic by interacting with students via a teenage-friendly space on social media. As shown below, the application increased brand promotion as teens commented, "Liked," posted, and shared on the Facebook platform.

- ✓ The number of social media application users exceeded 30k.
- ✓ The number of active users is 2,500.
- ✓ The amount of content "shares" is 1,200.
- ✓ The number of daily story/posting "likes" averages 500.
- ✓ With engagement, this solution built confidence and loyalty amongst the client's consumers.