



Facebook as a Marketing Tool

Final Project

BUS 107 Web 2.0 and its Business Applications
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Business Summary

Telemundo is the second-largest Spanish language television network in the United States and also the second-largest content producer in the world. (1) Telemundo Communications Group, its parent company, is part of the NBC Universal division of General Electric. (3)



Telemundo reaches 93 percent of U.S. Hispanic households in 142 markets via over-the-air, cable and satellite TV. Its mission is to inform and entertain the Hispanic community through excellence in Journalism, pioneering innovation and service to the community. (2)

Business Objective: To expand **Telemundo's** Market Share through social media tools by (1) Increasing **brand awareness**, and (2) Leveraging the already existing **communities** of loyal viewers online.



www.telemundo.com is the center of an online community that currently has around 1,500 members around the nation. Users are able to befriend each other and comment on programming forums. Aside from this, Telemundo and the Telemundo station group have explored some of the social media tools by posting original programming on iTunes, launching its wireless campaign "Telemundo a la mano" which delivers news to consumers on their cellphones and PDAs (4), promoting with Google ads, and producing a widget for the popular "novela" or soapopera "Sin Senos no hay Paraíso."

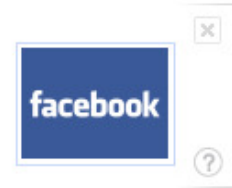
There are, however, a few social media tools that have not been explored; one of them is Social Networks.

According to an article on the **Hispanic PR Wire**, "Latin Americans are the world's leaders in social networking, an online phenomenon that is changing the way people communicate. Spending an average of 375 minutes per user per month on social networking sites, Latin Americans are far more engaged in online social communities than North Americans, whose 249 minutes per user ranks second in the world" (5)

Some of the most popular social networks where **Telemundo** could have the greatest impact are Hi5, Twitter, YouTube, MySpace and Facebook. (6)

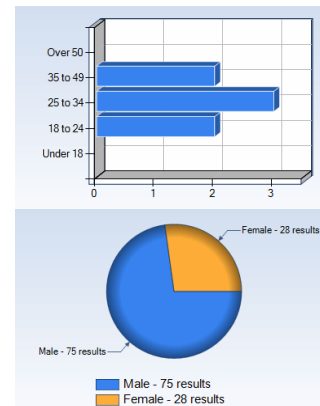
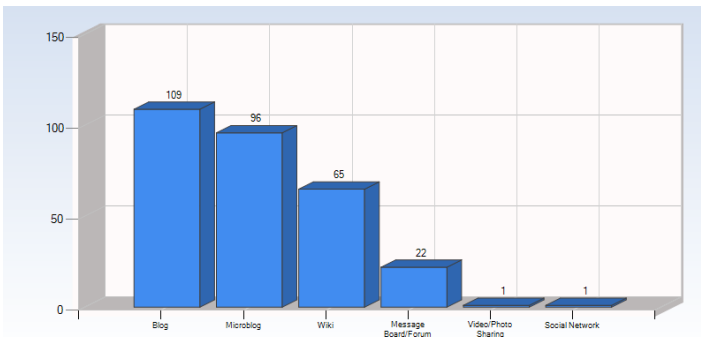
Welcome to Facebook! | Facebook

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use **Facebook** to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.
www.facebook.com

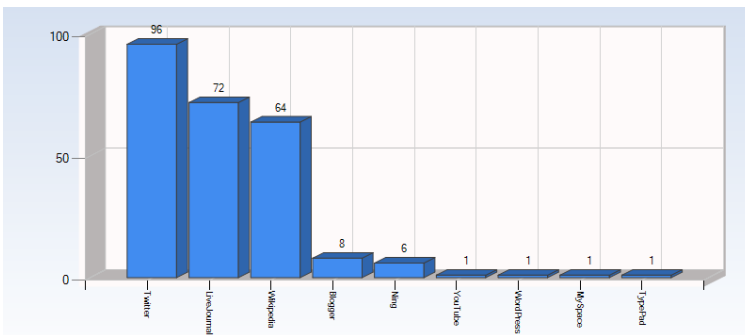


Telemundo's Web Ecosystem

People are already **talking** about **Telemundo**. Based on some data gathered with *SM2 Tchrigy* from *October 08-February 09* (7) we can see that the majority of the talking is being done in blogs, microblogs, wikis and forums.




The following are the domains where the 431 findings were located:



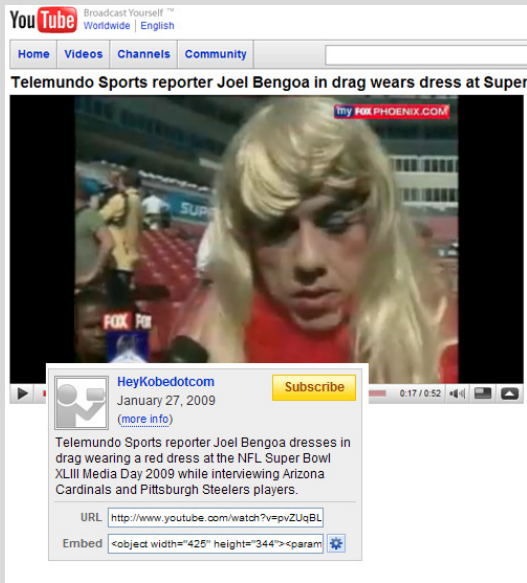
Twitter, LiveJournal, Wikipedia, Blogger, Ning, YouTube, WordPress, MySpace and Typepad.

How to boost Telemundo's brand, increase market share and engage loyal viewers through Facebook.

It's all about **virality**.

TOOL	IMPLEMENTATION
<p>Start with the TELEMUNDO employees profile</p>  <p>Influencers have a big number of followers.</p>	<p>FREE!!</p> <p>A huge number of "Telemundians" from every single market across the nation have a facebook profile page already. Invite them to Telemundo pages! Engage them in discussions! You already know their demographics and who the influencers are in this group. Leverage their talent and network of friends!</p> <p>Have them start the word of mouth.</p> <p>From Wikipedia: Influencer marketing is a form of marketing that has emerged from a variety of recent practices and studies, in which focus is placed on specific key individuals (or types of individual) rather than the target market as a whole. It identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers. (8)</p> <p>From About.com: "A growing number of actors, musicians, writers, and artists are finding Facebook to be a key asset in getting in touch with their fans, and businesses are finding social networks to be a great form of marketing." (11)</p>
<p>Facebook Groups</p> 	<p>FREE!!</p> <p>Facebook groups are a simple way to build a community around your brand.</p> <p>Members can invite their friends, post pictures, videos, share links and your brand will show up on their profile like a "bumper sticker" increasing your visibility. (9)</p> <p>It is important to note that social networks won't work with the corporate language. To engage people YOU must make your business personal.</p> <p>"The more you showcase the human element of your business, your products and your people, the stronger of an effect it will have on everyone who views it." (10)</p>

Sharing/Posting Videos, Photos and links



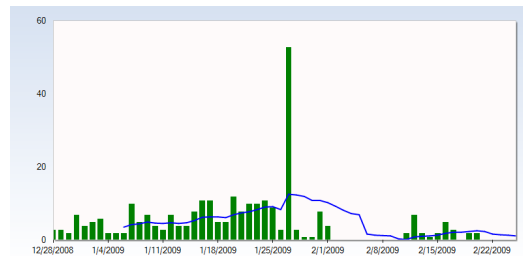
"Use vibrant, candid photos to communicate the human element of your business: employees, special events, customers, etc." (10)

FREE!!

The **viral effect** could be triggered by pictures, videos and relevant or interesting links. People will post, share or comment on them. The **NEWS** of this action will be **published** both in the users' mini feed as well as in their friends' news feeds.

Telemundo or their users could potentially share YouTube videos with Telemundo content, pictures of their favorite stars, etc. etc.

Here is a graph from *SM2 Techrigy* that displays the viral effect of Telemundo's Sport reporter Joel Bengoa at the NFL Super Bowl.




Facebook Pages



Facebook **groups** are a great way to reach consumers, but facebook **pages** offer a bigger array of features allowing you to add flash movies, html and facebook applications. It also allows you to message all of its members whereas a group will have limitations. (9)

Here is an example of a Page promoting NBC Bay Area, Telemundo's sister station. Telemundo Network could appeal its members in many different ways: links to promotions, blogs, discussion boards, news through RSS Feeds, etc.

A different approach in reaching Latinos in facebook is to look around for established groups that are aligned with Telemundo's PR Initiatives, goals and objectives. Telemundo is very well known for tackling "relevant issues (immigration, literacy, health, education, domestic violence, and others) that affect the lives of the Hispanic community every day." (2)

Facebook Pages (2)	
	<p>Pages that would generate a viral effect:</p> <ul style="list-style-type: none"> • Primetime “novelas” and programs such as: 12 Corazones, Sin Senos no hay paraíso, Doña Bárbara, etc. • Most famous on air personalities such as: Dra. Ana María Polo María Celeste Arrarás, etc. • Big Events and Program launches Premios Billboard de la Música Latina Miss Universo, etc.

Metrics – How to measure Telemundo’s success

- Within facebook:
 - Increase in the number of members (groups and pages)
 - Facebook Pages provide data including breakdowns by age and gender. The data can be exported to programs like Excel for further analysis. (10)
- Telemundo’s website
 - Increased www.telemundo.com traffic
 - Increase in the number of members of Telemundo’s online community “Tu Mundo”
 - Polls to measure who landed on www.telemundo.com because of facebook.
- Telemundo’s programs & events
 - Better Nielsen ratings which will translate in better sales
 - Bigger attendance to events

The greatest benefit:

A relationship with Telemundo consumers

Direct Market Research with rich Demographics and Psychographics.

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