

Targeting and Engaging Teenagers on Facebook

THE CLIENT

As a Fortune 50 Company, the client is a global leader in the Consumer Packaged Goods (CPG) industry and produces a wide range of CPGs in beauty, grooming, and household care units. The client's brands are available in more than 180 countries.

BUSINESS CHALLENGE

Our client, as a prominent leader in the consumer packaged goods industry, realized their need to effectively engage the teen demographic.

The client wanted to create a holistic, platform-neutral, experience for teens that would enable them to access and browse teenage-specific content in an online space of their choosing. In addition, the application needed to provide a space for younger consumers to interact with their peers. In an effort to reach and socialize with their teen consumers, the client requested that Corbus provide a marketing strategy for Facebook.

THE RESULTS



Social media application users exceeded 30k



Active users increased by 2,500



Achieved approximately 1,200 consistent content "shares"



Daily "likes" per post met or exceeded 500 "likes"



Increased brand loyalty, promotion, and confidence throughout the client's consumers

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HOW CORBUS HELPED

- » **Deployed** social media expertise to develop/launch a fun and relevant connection space for consumers on Facebook
- » **Utilized** leading technology such as: HTML, Java Script, CSS, Java, JSP, Struts 2.0, Spring 2.5, Hibernate 3, and Facebook Java Script APIs to create an engaging user interface
- » **Engaged** with the prescribed developer's platform
- » **Configured** the client's application to integrate with the Facebook platform (which was originally running on third party servers)
- » **Integrated** the application with the client's Facebook page
- » **Created** an application for users to read related articles and content, participate in online discussions, and invite friends to join the application

