



Case Study: Manila Broadcasting Broadcasting

How Manila Broadcasting Company Boosted Positive Sentiment by 221% in Two Months

Social media plays a major role in the broadcasting landscape. Over [75 percent](#) of radio listeners are regular social media users—and in the Asia-Pacific region, more than [six in ten](#) audience members consume television and radio just to join the social media conversation surrounding programming.

As the leading radio network in the Philippines, [Manila Broadcasting Company \(MBC\)](#) recognised that social media was the best way to bring better content and an enhanced experience to their millions of listeners.

But with only six content producers responsible for over 100 social media accounts across the Philippines, time was at a premium. MBC needed a solution to streamline their workflow in order to help boost awareness, drive brand loyalty, and deliver relevant social media content to their audience.

Using Hootsuite to manage their accounts and analyze data, Manila Broadcasting Company's [Yes The Best](#) radio station ran their highly successful Yes The Guest campaign. Their team generated over 535,000 views—in just fifteen days.



118%
Increase in
Engaged Users



\$42,000
USD Saved



172%
Increase in
Video Views



221%
Increase in
Positive Sentiment



Manila Broadcasting Company: Building awareness with efficient campaigns

Manila Broadcasting Company's FM channel 101.1 Yes The Best is the second most listened-to radio station in the Philippines. With over 1.6 million Facebook fans, 47,300 Twitter followers, and 56,200 Instagram followers, the station wanted to boost brand loyalty, increase awareness, and grow listenership.

With the Yes The Guest campaign focused on what drives millennials to consume content on social, the radio station partnered with popular social media influencers in the Philippines to create on-air and social media content.

How they did it:

Streamlined their processes: Posting content and interacting with their audience in real time was a high priority for this campaign. Instead of spending hours trying to organize their social media team and content, Yes The Best was able to use Hootsuite to see all their posts—and audience replies—in one place.

They were also able to clearly see how the campaign was performing and how the audience was responding. Instead of having to gather performance data natively across the different social media platforms, they were able to use Hootsuite to analyze all data in one place.

Thanks to the efficient workflow, the team was able to instead focus on the events taking place so they could create better content in the moment.

Got to know their audience: Manila Broadcasting Company's FM Programming group and New Media Department aim to make valuable content that resonates with each unique audience group. Yes The Best is called "[The Millennials' Choice](#)," so targets a younger



"Engaging our audience on social media provides an appealing and complementary listener and user experience. This is radio reimaged."

*Mr. Wilfredo Espinosa Jr., VP-FM Programming,
Manila Broadcasting Company*



demographic. Knowing the market and the brand voice that resonates with their audience, Yes The Best created campaign content to engage their community, “superfans,” and core listeners. Using influencers who already had large online communities made up of millennials, Yes The Best was able to tap into and connect with this core demographic.

Focused on dynamic content creation: Each Manila Broadcasting Company FM station makes sure on-air messages are in sync with their online content—but this doesn’t mean sticking to a rigid schedule. With dynamic content, the social media managers were ready to create posts based on real-time events. With their Hootsuite foundation in place, they were able to adjust quickly to whatever was happening in-studio with the Yes The Guest campaign. From there, they could efficiently build unique content for the most fitting platform.

Established winning calls to action: The Yes The Guest campaign is one example of how Manila Broadcasting Company uses effective calls to action.

Their radio personalities regularly encourage listeners to engage with the program on social media, such as by joining the conversation on Twitter with a particular hashtag, or by sharing their thoughts on a video shared to the station’s Facebook Page. When they know what action they want their listeners to take, it’s easier to measure what content is acting as a trigger for them to engage.



“Since we have a lean team, efficient scheduling is key in our operations. Hootsuite helps the team save time so they can concentrate on understanding, conceptualising and creating better content for our audience.”

*Christian Dela Cruz, New Media Manager,
Manila Broadcasting Company*



The results

The Yes The Guest campaign was an enormous success for Manila Broadcasting Company.

Their main goal was to introduce Yes The Best to a larger community and grow their audience. Yes The Guest resulted in:

- Over 14,300 brand-new Facebook fans for the station's page
- 221 percent average increase in positive sentiment over two months
- 118 percent increase in engaged users
- 172 percent increase in video views

Not only that, but by running this campaign they saved over PHP 2,140,000 pesos, equivalent to over \$42,800 U.S.

The campaign generated over 535,000 views, an average post reach of over 613,000, and more than 13,000 comments.

“Hootsuite has been vital in terms of our content marketing efforts. Our team needs to conceptualize, produce and publish vast amounts of content that will engage our listeners—and Hootsuite plays a key role in streamlining this process.”

*Christian Dela Cruz, New Media Manager,
Manila Broadcasting Company*

Ready to be a social business?
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