

# .Com Marketing and WTMO Telemundo Orlando Announce Partnership

/EINPresswire.com/ .Com Marketing, a local [internet advertising agency](#) and WTMO Telemundo Orlando, a Spanish television station announced today a partnership where the station will offer as a provider, .Com Marketing's new [Hispanic Search Optimization \(HSEO\)](#) expertise.

.Com Marketing, a local internet advertising agency and WTMO Telemundo Orlando, a Spanish television station announced today a partnership where the station will offer as a provider, .Com Marketing's new Hispanic Search Optimization (HSEO) expertise. This partnership is designed to help local businesses tap into the Hispanic online market as internet searches in Spanish by users continue to grow.

"This new partnership is a great opportunity for .Com Marketing to serve the important Hispanic population through WTMO Telemundo Orlando," said [Hillary Bressler](#), CEO of .Com Marketing. "We are looking forward to not only serving this vital segment of our market, but to educate mainstream companies to embrace the need to rank on the major search engines like Google, Yahoo! and Bing when Spanish keyword searches are made online. It is a wide open market that we find many businesses fail to address in their online marketing plans."

Marketing to Hispanics online is one of the secrets to increased online sales, said Mike Campolattano, .Com Marketing's Search Marketing Director. "The Latino community is no longer just a sub-segment of the population, but a prominent player in all aspects of business and many of today's top brands believe the Hispanic demographic offers a unique growth opportunity especially with online searches."

"It is WTMO Telemundo Orlando's goal to be the first choice for Hispanic news, information and entertainment and this partnership with .Com Marketing will further this commitment to providing this important service to the business community that has been neglected," stated Telemundo Orlando's General Manager, Larry De La Rosa.



## About .Com Marketing, Inc.

.Com Marketing, Inc., a privately-held, woman-owned, MBE-certified, award-winning business founded in 1997, provides outcomes-based digital marketing and with a focus on strategy and creative thinking. Taking a reverse engineering approach to solving persistent problems like poor online brand visibility and converting traffic into leads and sales, .Com Marketing deploys strategic solutions like SWOT analysis, website audits, competitive intelligence, web analytics and keyword data interpretation and strategic consulting to develop and implement search, social, email, mobile, video and online advertising plans and processes. The company's diverse portfolio includes brands such as American Land Lease, Diamond Resorts, and Solivita. More detail about .Com Marketing's digital marketing services is available online at <http://www.commarketing.com> or call 866-266-6584.

## About WTMO Telemundo Orlando

WTMO Telemundo Orlando is owned by ZGS Communications, a Hispanic-owned media company headquartered in Arlington, Virginia that owns or operates 13 Spanish-language television stations, representing the largest group of independent stations affiliated with the Telemundo television network. WTMO Telemundo Orlando prides itself on its commitment to service, local programming, and the celebration of Hispanic heritage. Visit WTMO Telemundo Orlando on [www.holaciudad.com](http://www.holaciudad.com).

## About Telemundo

Telemundo Media, a division of NBCUniversal, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Telemundo's multiple platforms include the Telemundo Network, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events, reaching U.S. Hispanic viewers in 210 markets through its 14 owned stations and its broadcast and cable affiliates; mun2, the preeminent voice for bicultural Hispanics in the U.S. reaching TV households nationwide on digital and analog cable, and satellite; Telemundo Digital Media, which distributes Telemundo's original content across digital and emerging platforms including mobile devices, [www.telemundo.com](http://www.telemundo.com) and [www.mun2.tv](http://www.mun2.tv); an owned and operated full power station in Puerto Rico that reaches 99% of all TV households in that DMA; and Telemundo Internacional, the international distribution arm which has positioned Telemundo as the second largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in over 35 languages.

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