

# E-Commerce Entrepreneur Program

## Day 3

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# Package E-Commerce Site Build- Up Services

# Services components

- Business plan
- Web hosting
- Domain name
- Web design
- E-Commerce Software /  
Web development
- Search engine  
optimization (visibility)
- Payment system
- Logistics
- Content plan and  
writing
- Logo

# Business Planning Packages

## **Package A (P50k)**

- Business plan writing, research, validation

## **Package B (P25k)**

- E-Commerce Business Plan Workshop (P25,000)
- 2 days

# Web Hosting Package

## Services A

- Web space
- Bandwidth
- Email space
- Technical support

## Services

- Web space
- Bandwidth
- Email space
- Technical support
- Back-up and recovery

# Web Hosting Rates

## **Fixed rate model**

- Monthly rate (P500 month)
- Annual rate (P5000/ year)

## **Bundle model**

- Included in web design
- Included in support page



# Domain Name Rates

## **Fixed rate model**

- Per domain / per year

## **Bundle model**

- Per domain / x number of years
- Several domain in a package

# Logo Creation Rates

- Per logo
  - Number of studies
  - Number of re-draws



# Web Design Rates

## **Per study**

- Index page
- Inner page
- Number of revisions

## **Bundle**

- Web development
- Branding

# Web Development Rates

## **Small business (P20,000)**

- Simple web page design with client providing images
- Input initial content provided by client.
- Set-up process for client adding content.
- Social media integration.

## **Large (P50,000) with monthly maintenance fee**

- Ongoing web page design enhancement. (custom)
- Train and supervise web admin.
- Social media integration.
- Maintenance of social media site – posting of updates.
- Monitoring of traffic and revenue.

# Web Development Rates

## Revenue share model (commission from sales)









- Build site.
- Market site.
- Maintain site.
- Tier
  - Tier 1 – 10%
  - Tier 2 – 20%
  - Tier 3 – 30%

## Add on (10,000 minimum)

- Add services or new features
  - Payment system
  - Logistics
  - Mobile site
  - SEO improvement
  - Content writing
  - E-Commerce Site Maintenance

# Terms of Service / Payment

- Downpayment for initial work
- Milestone payments
- Monthly maintenance fee
- End of project payment

<p><b>Key Partners</b> </p> <p>“Samurais”</p> <p>DigitalFilipino Club Members</p> <p>Schools</p> <p>Government</p> <p>Event planners</p> <p>Communities</p> <p>PRC - later</p>	<p><b>Key Activities</b> </p> <p>Teaching online and offline.</p> <p>Site update</p> <p>Consultation</p> <p>Advertising</p> <p>Research</p>	<p><b>Value Proposition</b> </p> <p>Learn online for one year</p> <p>Can be taken anywhere, anytime online.</p>	<p><b>Customer Relationships</b> </p> <p>One-on-one.</p> <p>Self-service.</p> <p>Group.</p>	<p><b>Customer Segments</b> </p> <p>Real Estate Service Professionals who would like to learn digital marketing to boost business.</p>
<p><b>Cost Structure</b></p> <p>Telecommunication cost.</p> <p>Site upgrades.</p> <p>Advertising budget</p> <p>Webinar platform</p> <p>Content development</p>	<p><b>Key Resources</b> </p> <p>E-Learning platform</p> <p>Veteran player</p>	<p>Research-based Consultation and learning</p> <p>Start-Up 100 Project</p>	<p><b>Channels</b> </p> <p>Social network.</p> <p>E-mail.</p> <p>Online Boot Camp</p> <p>Mobile.</p> <p>F2F Training</p>	<p><b>Revenue Streams</b> </p> <p>Protégé membership</p> <p>Face to Face Training fees</p> <p>Start-Up 100 investment</p> <p>ECOM / DIM Summit</p>



# Business Model - The Empathy Map

Designed for:  Designed by:  Date:  Iteration:

Customer Perspective:

**Real Estate Service Professional**

**What really counts:** Get continuing leads-sales-referrers online.

**Major preoccupation:** Sustaining revenue / income. Growing family.

**Worries:** Not making a sale. Making ends meet.

**Aspiration:** Quality lifestyle. Industry recognition.

**Friends say:** "You should market online."

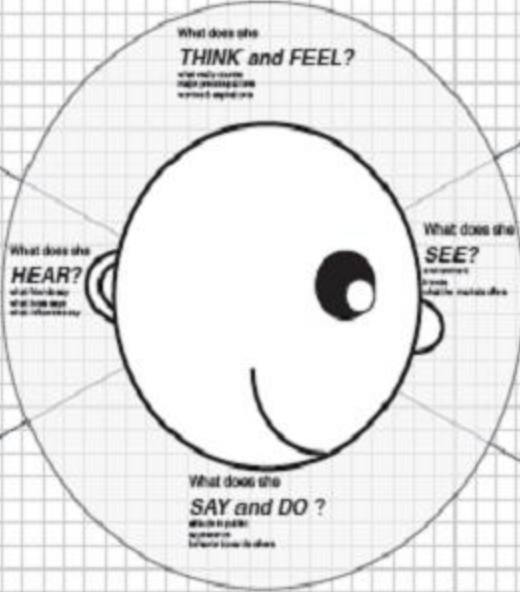
**Environment:** Many RESP marketing online.

**Boss say:** "Go where the market is. Hit your quota."

**Friends:** Uses social media to market online.

**Influencers say:** "Don't hard sell or spam online."

**Market offers:** Various digital marketing and e-commerce training (generic in format)



**Behavior towards others:**  
 Observant. May follow lead of others.

**Appearance:**  
 Eager & open for partnerships online.

**Attitude in public:**  
 Competitive. Upbeat. Enthusiastic.

**Fears:** Not competitive with peers.

**PAIN**  
fears, frustrations, obstacles

**Obstacle:** Managing time and resource.

**Frustration:** Not getting results.

**Wants / Needs:** Quality leads. Top of mind.

**GAIN**  
wants/needs, measures of success, obstacles

**Obstacle:** Prioritizing and managing tasks.

**Measure success:** Sales conversion. Authority status.



# Digital Marketing Services

# Digital Marketing Services

- Social media maintenance, advertising, and promotion.
- Blog writing and maintenance.
- Search engine marketing / advertising
- Video marketing
- Email / text marketing
- In-game advertising
- Events (online / offline)
- New media relations
- White paper
- Online contest

# Social media maintenance and promotion.

## Services

- Posting updates
- Building followers
- Foster engagement
- Answer inquiries from followers

## Rates

- P5000-P20,000 page maintenance
- Online contest through Facebook - P50,000

# Blog (text/ photo) writing and maintenance

## Services

- Blog creation
- Blog updating
- Blog commenting
- Blog promotion

## Rates

- Creation – P5000 to P20,000
- Blog maintenance P5000 to P10,000 / month
  - Engagement
  - Promotion
  - Weekly updating

# Search engine marketing

## Services

- Search engine advertising
- Search engine organic ranking boost
  - Social media sharing.
  - Blogged about.
  - Use coupon tracking

## Rates

- Managing the ad placement
  - 30% of the ad budget or minimum amount of P5000.
- Ranking campaign
  - P100,000 (aggressive promotion)
  - P150,000 (crisis)



# Video marketing

## Services

- Video review
- Video promotion
- Video series
- Product placement

## Rates

- Review – P5000 and up.
- Video promotion – P10,000 and up.
- Series – P5000 per video.
- Product placement (no deliberate plug) – P20,000 per month



# E-mail marketing

## Services

- Managed email marketing
- Database marketing

## Rates

- Managed email – P5,000 and up per month.
  - Coupon incentive (conversion commission)
- Database marketing
  - P10 to P50 per email address (qualified lead)
  - 10% to 30% for every sale.

# In-game advertising

- In-game store / redemption
- In-game billboard
- Number of cards (100,000 pcs x 100), items to be purchased (product item x 100,000), exposure inside the game.

# Events (online)

- Webinar management
  - Lead generation
  - Board meetings
  - Presentation meetings
  - E-Learning
- Moderator fee (P5000 / webinar)
- Full administration (P20,000 / webinar)

# New Media Relations

- Bloggers
- Social Media users
- Setting
  - Promotion (tweet / FB / instagram sharing)
  - Write-up
- Seeding
  - Blog post (P1000 and up)
  - Social share (P250 and up)
- Live event
  - Blog post (P2000 and up)
  - Social coverage throughout the event (P5000 and up)

# White Paper

- Position Paper
- Research Paper
- Presentation
- Services
  - Writing / creation
  - Dissemination
- Writing / creation – P10,000 and up
- Dissemination – P10,000 and up



# Online Contest

- Video contest
- Photo contest
- Blog contest
- Voting contest
- Commitment
  - Number of entries
- Sources
  - Use 199jobs or Fiverr to get people to help promote and encourage to vote.
- Contest administration – P20,000 and up
- Voting push
  - P20,000 and up.



# Customer & Community Engagement and Support

# Services components

- Live Help Desk
  - P50 per completed chat.
- Forum management
  - P5000 and up
- Customer support
  - P50 per completed customer ticket

Share your  
learning  
journey with us.



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