

Customer relationship management

Janette Toral

<http://digitalfilipino.com>

Customer Relationship Management

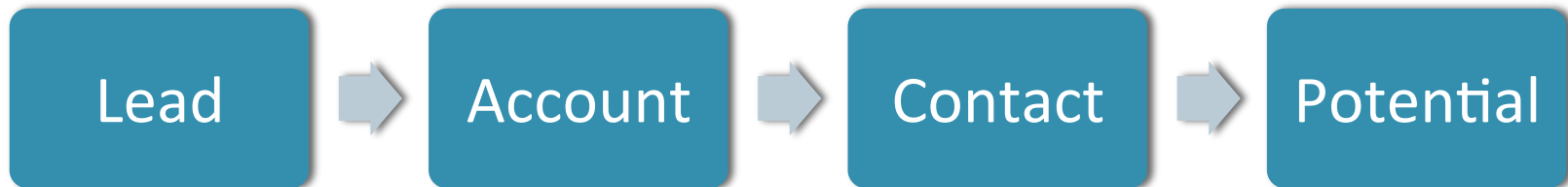
Keeping in touch or become annoying?

What is customer
relationship
management?

Customer relationship management

- Business strategy: Engage customers throughout the lifecycle.
- Be progressively
 - Relevant
 - Attractive
 - Valuable
- Central database for:
 - Leads
 - Customers
 - Sales projects and negotiations
 - Log of customer interaction

Customer information



Activity information



Emails

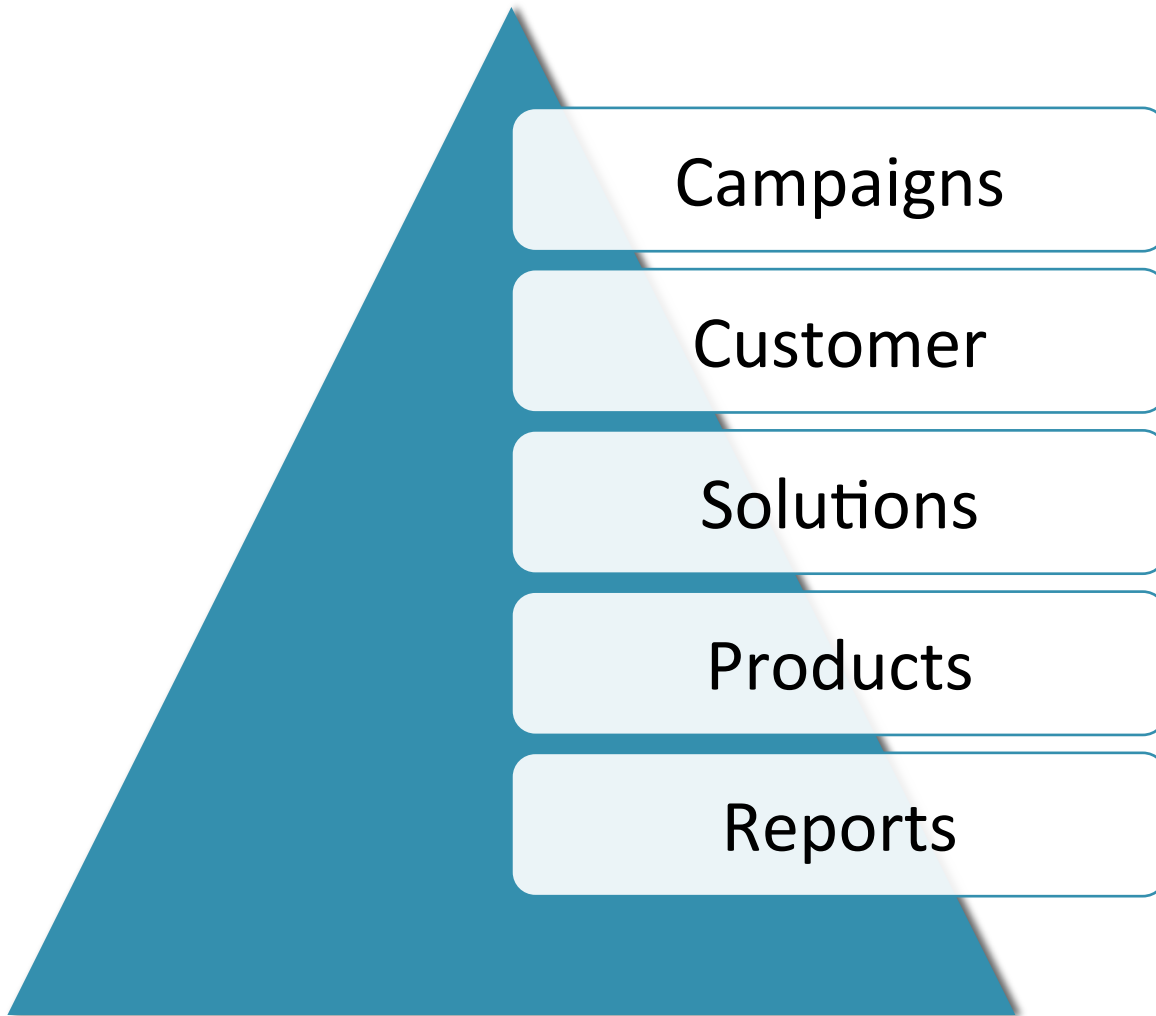
Tasks

Calls

Events

Attachments

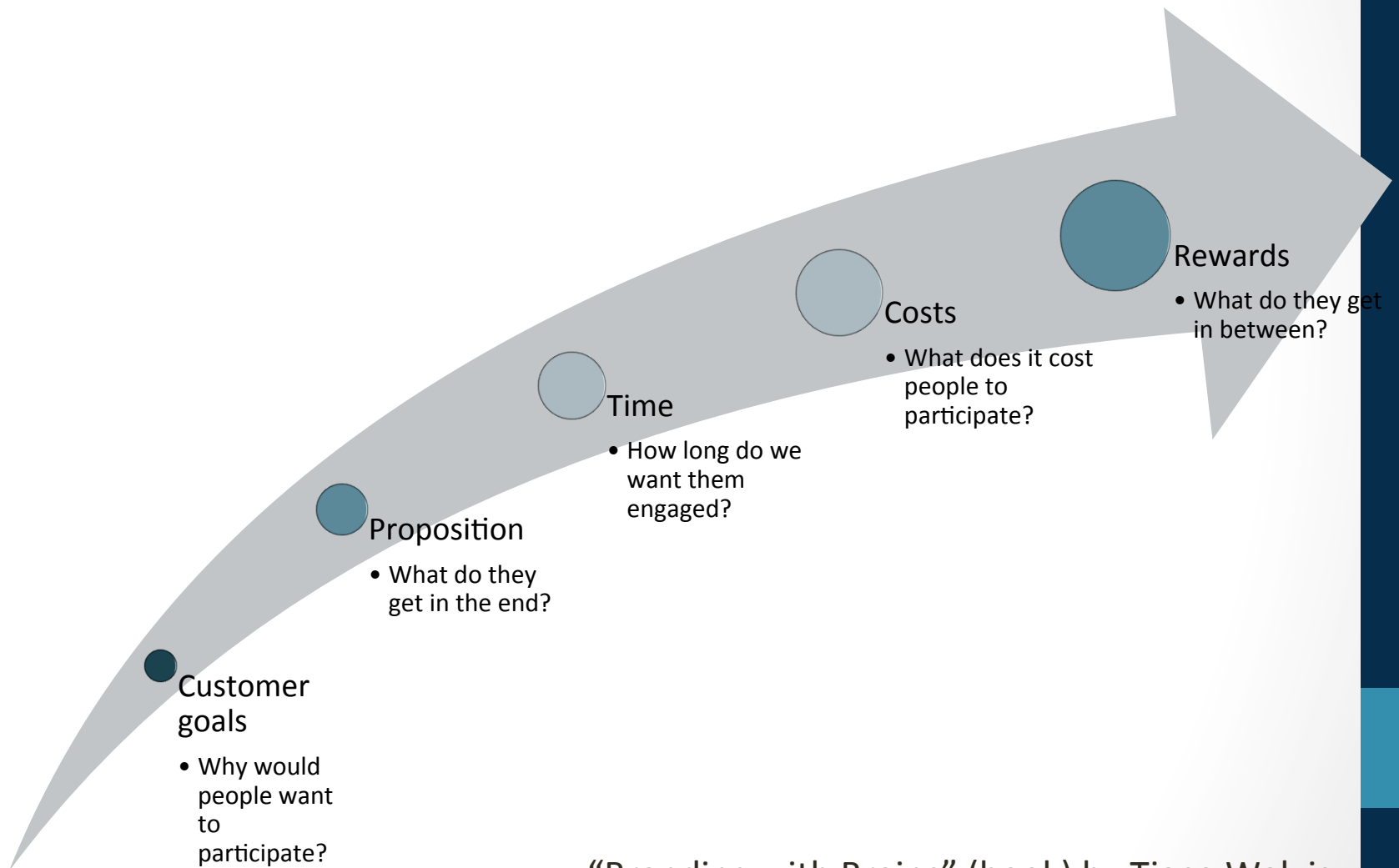
Additional building blocks



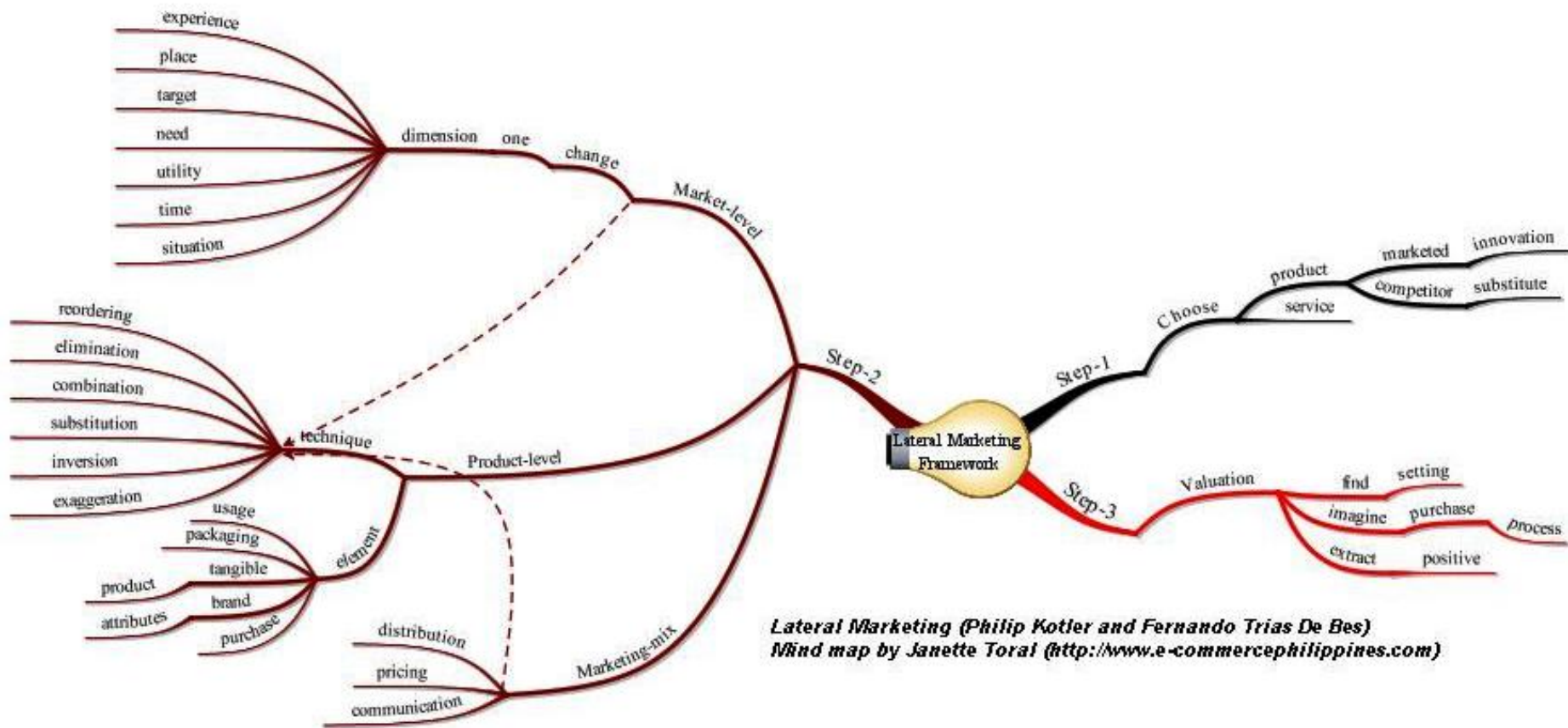
Spark participation



Blueprint for participation



“Branding with Brains” (book) by Tjaco Walvis



*Lateral Marketing (Philip Kotler and Fernando Trias De Bes)
Mind map by Janette Toral (<http://www.e-commercephilippines.com>)*

Blue Ocean Strategy

Eliminate

on competed long industry factors

Raise

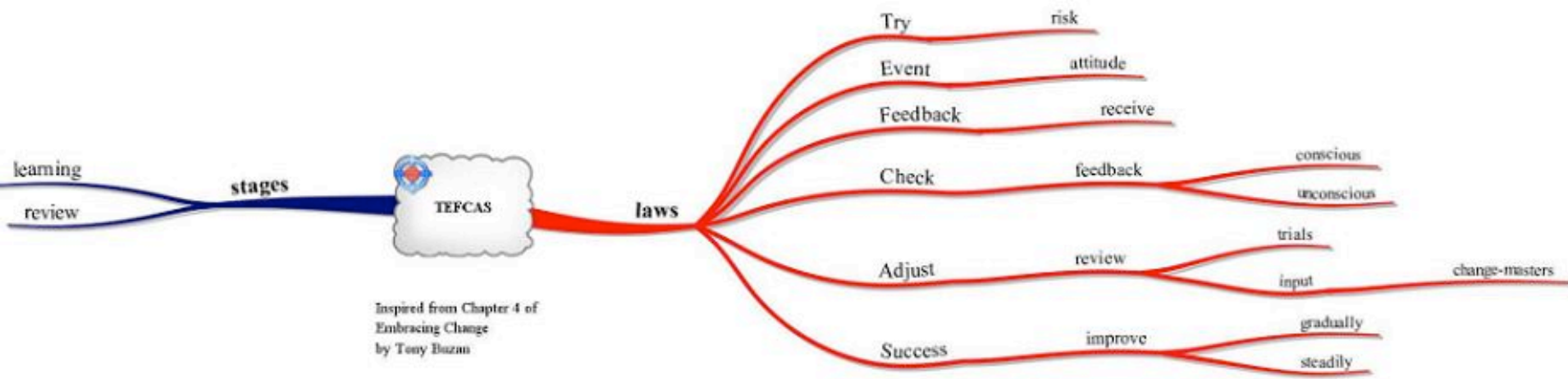
factors above industry standards

Create

Factors industry never offered

Reduce

standard industry below well factors



Inspired from Chapter 4 of
Embracing Change
by Tony Buzan

TEFCAS mind map
by Janette Toral
<http://www.influentialblogger.net>

Case Study: Digital Influencer Boot Camp



Episode #3: Can anyone claim ownership of a hashtag?



Episode #2: Can passing on of phone number of a contact to another person be a violation of data privacy regulations?



Episode #1: Which works better – search engine marketing or social media marketing?

JUL	7:00 pm Digital Marketing and E-Commerce Boot Camp for the Tourism Industry
22 Mon	

[View Calendar →](#)

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FREE: Digital Influencer Boot Camp – digital marketing workshop online

Do you want to build your online influence but don't know how to get started? Do you have an existing business but need help in growing it further by collaborating with influencers and using various digital marketing techniques?

Join the FREE: Digital Influencer Boot Camp – a digital marketing workshop online (#dimbootcamp)

Learn various digital marketing techniques to market your products and services. Build your online identity and establish yourself as a digital influencer. Build an online community of advocates.

This is a 29-lesson program (7 topics) conducted online for free. The first run will have live webinar lectures and access to our members-only area.

It can be taken by anyone interested whether students,





“Connect with people. Talk about shared passion.”

“Live online. Live offline.”

★★★★ I'M AN ★★★★★
E-COMMERCE
ENTREPRENEUR



Build an identity people can resonate with.

Face-to-face Boot Camps



02 DAYS TO GO

I will grab this IT innovation and learning opportunity for Bohol Tourism



JANETTE TORAL
E-COMMERCE SPECIALIST

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e-Commerce
BOOT CAMP

DIGITAL MARKETING AND E-COMMERCE FOR THE TOURISM INDUSTRY BOHOL BOOTCAMP
PANDA TEA GARDEN SUITE J.A. CLARIN ST. TAGBILARAN CITY WWW.AUZA.NET | 09176220225 AUGUST 30, 2013 8AM - 5PM

1

DAY TO GO

DO YOU HAVE A SEARCH ENGINE MARKETING STRATEGY?



SEARCH INFLUENCER BOOT CAMP CEBU
<http://bit.ly/cebusearch>
DIAMOND SUITES & RESIDENCES, CEBU
AUGUST 29, 2013



Membership

#dimbootcamp

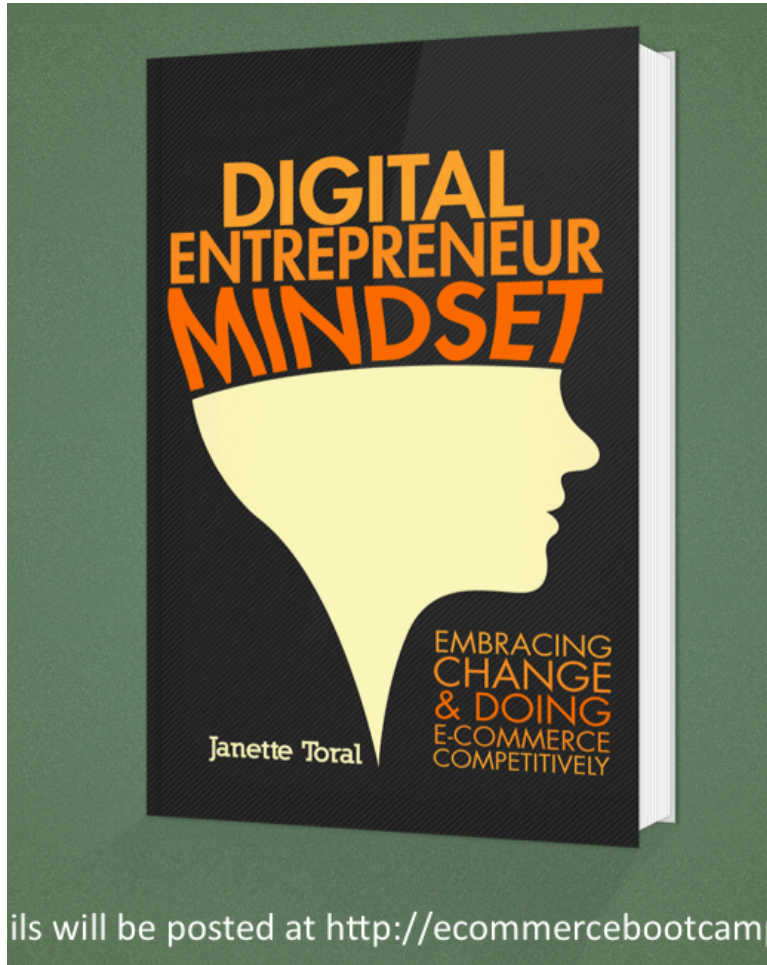
- Students can access Digital Influencer Boot Camp for free.



- Protégé members can join exclusive webinars.



Book Edition



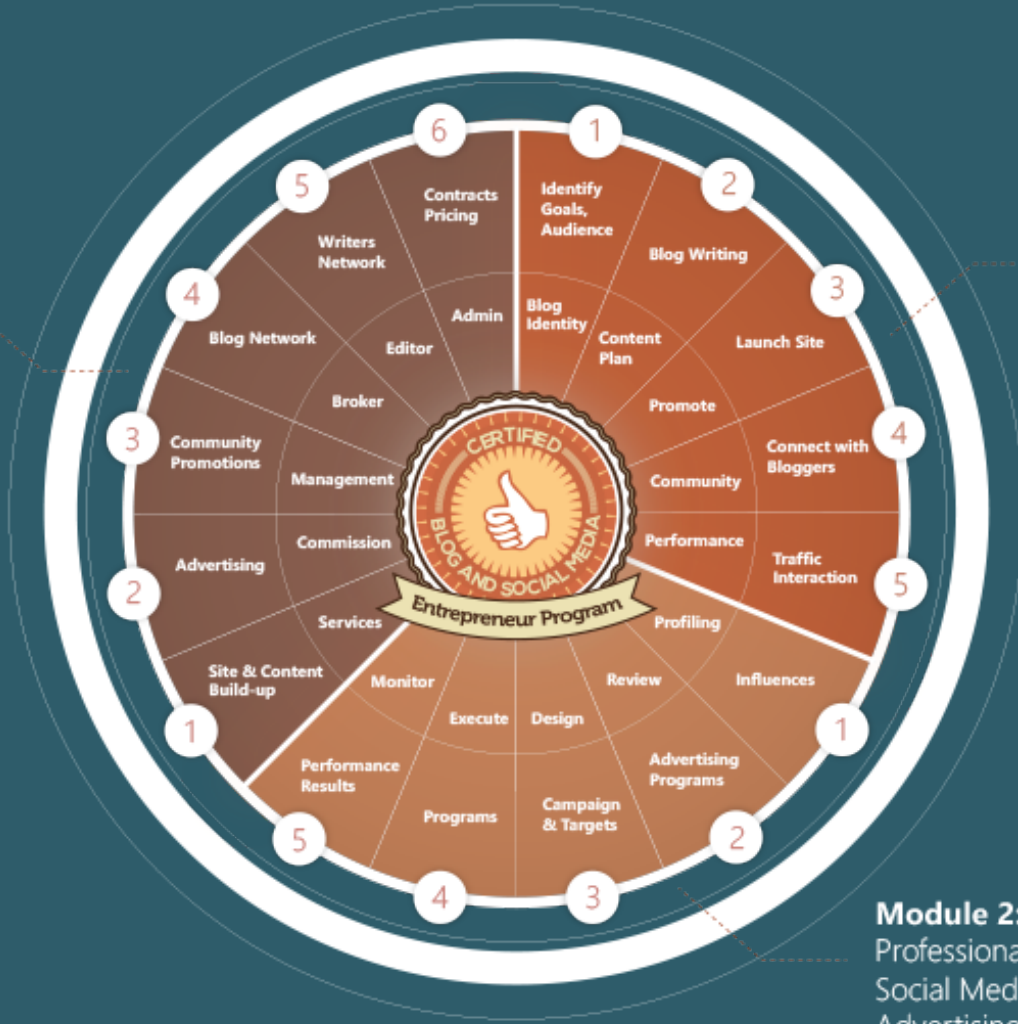
ils will be posted at <http://ecommercebootcamp>



Module 3:

Make Money from Blogging and Social Media as a Service Provider

Module 1-3



Module 1:
Blog Launch
Copywriting and
Social Media Promotions

Module 2:
Professional Blogging
Social Media Marketing &
Advertising as a Business

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And injury-free!**

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SEASON 7**

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Strength and Conditioning Workouts, Cardio-Endurance Training,
Running Mileage, Speed and Power Training,
Cross-Training, Aqua Training,
Yoga and Pilates for Runners and More!
This is the perfect place for beginners, too!



Conditioning Workout Training
for Runners



Trekking Adventure



Aquatic Training



Yoga/Pilates for Runners



37th National Milo Marathon

Photo credit: Kit Elma

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different groups based on your fitness level:

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- 10K GROUP**
- 21K GROUP**
- 42K GROUP**

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- Quezon Memorial Circle
- SM Mall of Asia by the Bay

Registration Fee: P2,400 for 36 Sessions or P66.67 per session
(One time payment only)

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BDO Account Name: Jose Jimbo M. Saret
Savings Account No.: 002-380-130-406
To register, visit: www.coachjimsaret.com
Or Contact: Aldina Tinio 0935-360-3204 for more details.



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Ayala Center, Cebu

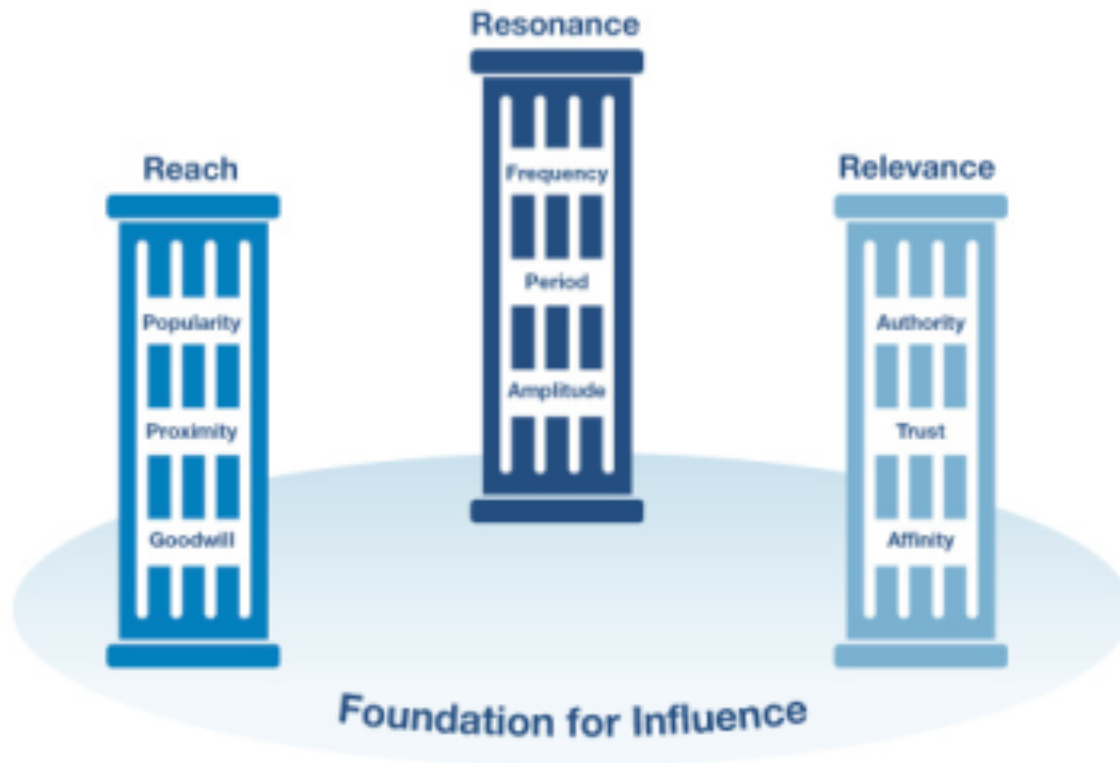


For details, contact
JOY SIY: 09164793554



Pillars of Influence

Figure 1. Framework: Pillars of Influence



Source: "The Rise of Digital Influence," Altimeter Group (March 21, 2012)

Stand up for what
makes you different,
and better

- Sally Hogshead








You must create
messages that work
harder, to fight against
competition and
distraction.

- Sally Hogshead

Name:

Janette Toral

's Personal Business Model Canvas

<p>Who helps you (Key Partners) </p> <p>"Samurai"</p> <p>Educational institutions (UP-ITDC, AIE College, STI, and Ateneo Rockwell)</p> <p>DigitalFilipino Club members</p> <p>eLearning Edge</p> <p>Lane Systems</p> <p>Third Team Media</p>	<p>What you do (Key Activities) </p> <p>Teaching Face2Face / online Learning</p> <p>Writing articles</p> <p>Consultation</p> <p>Organize events</p>	<p>How you help (Value Provided) </p> <p>E-Commerce Boot Camp</p> <p>Digital Influencer Boot Camp</p> <p>Blog Network</p> <p>Software Process Improvement</p> <p>Blog & Social Media Entrepreneur Course</p> <p>DigitalFilipino Club</p> <p>DigitalFilipino.com</p>	<p>How you interact (Customer Relationships) </p> <p>One-on-one</p> <p>Online consultation (online meetings or exclusive forums)</p>	<p>Who you help (Customer Segments) </p> <p>E-Commerce Entrepreneurs needing advise or support.</p> <p>Bloggers wants to earn income.</p> <p>Advertisers reach out to bloggers.</p> <p>Individuals interested in digital marketing.</p> <p>Companies need help in process improvement</p>
<p>What you give (Costs) </p> <p>Website, Books</p> <p>Webinars,</p> <p>Educational videos</p> <p>Boot camps</p>		<p>What you get (Revenue and Benefits) </p> <p>Club members, training opportunities, speaking engagements, recognition, awards, friendship with community members, DigitalFilipino Start up 100 Project</p>		

Business Model - The Empathy Map

Designed for: Digital Marketing for Real Estate Industry Program
 Designed by: Janette Toral
 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.

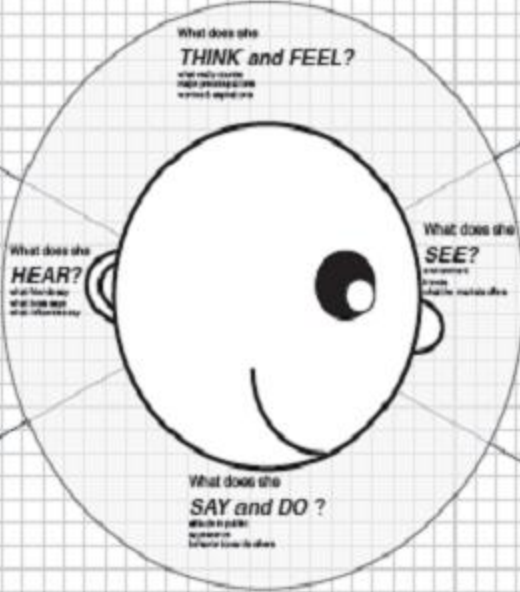
Influencers say: "Don't hard sell or spam online."

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
yearn/needs, measures of success, obstacles
Obstacle: Prioritizing and managing tasks.

Measure success: Sales conversion. Authority status.

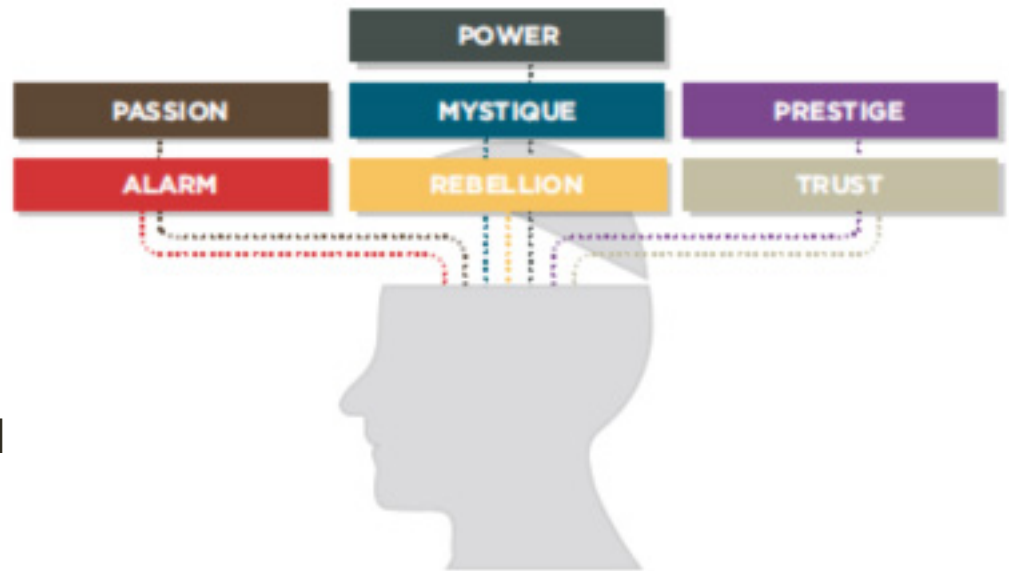
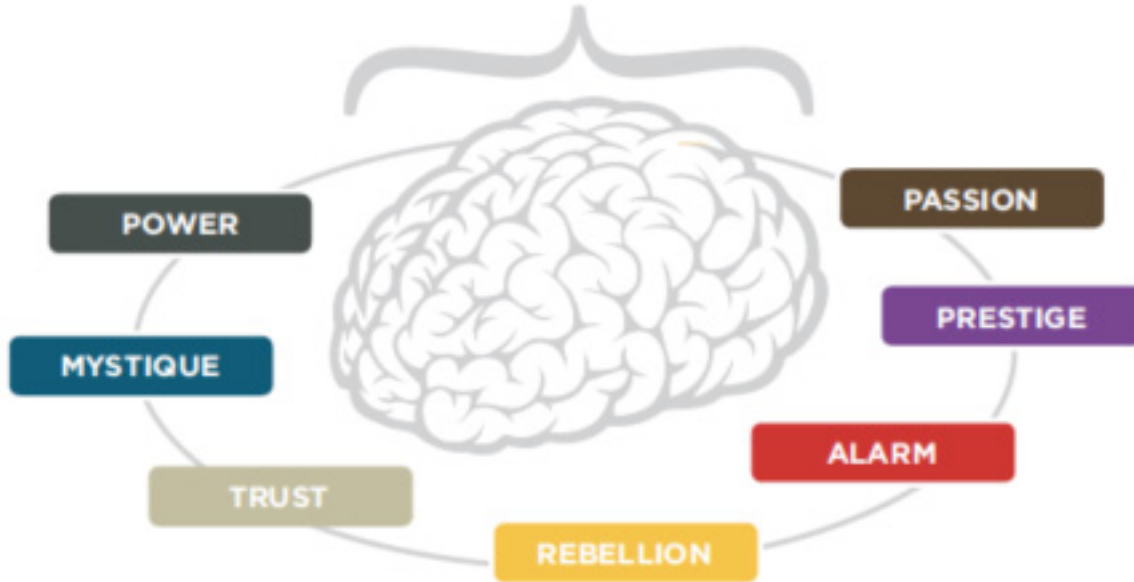
Engagement levels



<http://www.freshnetworks.com/files/freshnetworks/FreshNetworks%20-%20Social%20Media%20Influencers%20Report.pdf>

A distracted customer is easy to lose. If they lose interest, you lose the sale.

7 Triggers of Fascination



- Sally Hogshead

6

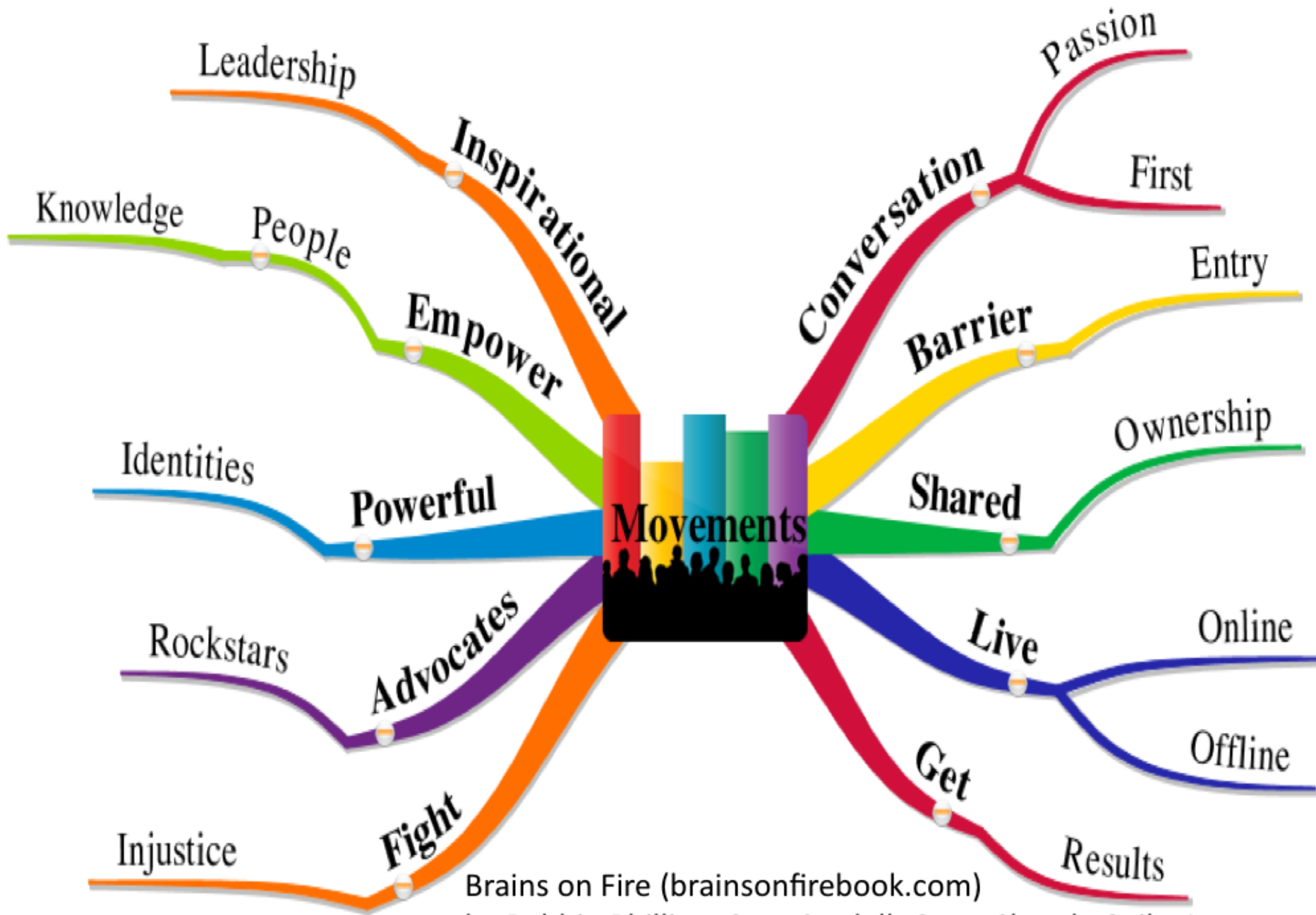
GOLD HALLMARKS

- Provokes strong and immediate emotional reactions.
- Creates advocates.
- Becomes cultural shorthand for a specific set of actions or values.
- Incites conversation.
 - Fascination lives not in your own communication to the world, but in how the world communicates about you.

6

GOLD HALLMARKS

- Forces competitors to realign around it.
 - In a competitive environment, the most fascinating option wins.
- Taps into (or even causes) social revolutions.
 - A heart is not judged by how much you loved, but by how much you are loved by others.



Brains on Fire (brainsonfirebook.com)
by Robbin Phillips, Greg Cordell, Geno Church, Spike Jones
Mindmap by Janette Toral (influentialblogger.net)



ENGAGEMENT

An online community can encourage participation, which can lead to innovation and crowd-sourcing.

Discussions, forums and blogs give the organization ways to improve the quality of engagement.



VALUE

In order for stakeholders within a community or ecosystem to connect and engage with one another, there must be a specific value.

Provide an overview of what is going on inside the community and report on innovations and achievements that have resulted from engagement within the community.



CONVERSATIONS

Stop thinking in terms of posts and start thinking in terms of conversations.

Comment on others posts, share them and debate the various merits of a point of view. Make it easy for others to comment on and respond appropriately to various questions posted.

For every club member

- Discuss needs and how to be of help.
 - Training
 - Consulting
 - Exposure
- Feature
 - Speaker
 - Article
 - Slides
- Recognition
 - Social media sharing
 - Connections
- Say hi (exchange update based on tracking)

