

# The Impact of Digital Influencers in Effective Marketing

Janette Toral  
DigitalFilipino.com

@digitalfilipino #influence

**DIGITAL INFLUENCER**

**BOOTCAMP**





About 11,800,000 results (0.22 seconds)

### [Janet Napoles surrenders | ABS-CBN News](#)

[www.abs-cbnnews.com/nation/08/28/13/janet-napoles-surrenders](http://www.abs-cbnnews.com/nation/08/28/13/janet-napoles-surrenders)

2 days ago - MANILA (9th UPDATE) - Fugitive businesswoman **Janet Lim Napoles** surrendered to President Aquino Wednesday night just hours after a P10 ...

### [News for janet napoles](#)



#### [TIMELINE: Janet Napoles from scandal to surrender](#)

Rappler - 3 hours ago

(Updated) The timeline below traces the series of events that culminated in **Napoles'** surrender.

### [Janet Napoles gets prison food for lunch as safety measure](#)

GMA News - 20 hours ago

### [Netizens, celebs weigh in on Janet Napoles' surrender](#)

Philippine Star - 1 day ago

### [Janet Napoles as state witness? - Yahoo! News Philippines](#)

[ph.news.yahoo.com/janet-napoles-as-state-witness--180150117.html](http://ph.news.yahoo.com/janet-napoles-as-state-witness--180150117.html)

2 days ago - (UPDATE) Does **Janet Lim Napoles**, the alleged architect of the controversial P10-billion "pork barrel" scam, deserve to become a state witness ...

### [Janet Napoles and a tragic past - Rappler](#)

[www.rappler.com/nation/36337-janet-napoles-tragic-past](http://www.rappler.com/nation/36337-janet-napoles-tragic-past)

Aug 13, 2013 - Former coup plotter Ariel Querubin recalls how **Janet Napoles** got entangled with his wife and his life.

### [Janet Lim-Napoles - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Janet\\_Lim-Napoles](http://en.wikipedia.org/wiki/Janet_Lim-Napoles)

**Janet "Jenny" Luy Lim-Napoles** (born January 15, 1964 in Malabon) is a Filipino businesswoman who is believed to have masterminded the Priority ...

### [Janet Napoles gets prison food for lunch as safety measure | News ...](#)

[www.gmanetwork.com](http://www.gmanetwork.com) > [GMA News Online](#) > [News](#) > [Nation](#)

20 hours ago - **Janet Napoles**, the trader tagged as the brains behind a P10-billion pork



digital@repro.com/icon

## HOW TO DO KEYWORD RESEARCH

### 1 IDENTIFY PRODUCTS SERVICES LANDING PAGES

define how your target customers will search for your business. Landing pages are your home page and some specific internal pages.

References:  
[www.upify.com/blog/2010/12/infographic-why-so-keywords](http://www.upify.com/blog/2010/12/infographic-why-so-keywords)  
[www.promoda.com/blog/keyword-research-process-infographics](http://www.promoda.com/blog/keyword-research-process-infographics)

### 2 HOW WILL CUSTOMERS "SEARCH" FOR YOU?

References:  
[www.soojie.com](http://www.soojie.com)  
[www.promoda.com/blog/keyword-research-process-infographics](http://www.promoda.com/blog/keyword-research-process-infographics)

### 3 CHECK KEYWORD KEYWORD/KEYPHRASE

Here are the tools:  
[adwords.google.com/o/KeywordTool](https://adwords.google.com/o/KeywordTool)  
[wordtracker.com](http://wordtracker.com)  
[www.bing.com/toolbox/keywords](http://www.bing.com/toolbox/keywords)

References:  
[www.alamy.com](http://www.alamy.com)  
[www.promoda.com/blog/keyword-research-process-infographics](http://www.promoda.com/blog/keyword-research-process-infographics)

### 4 DO COMPETITOR ANALYSIS

- 1 finding strong sites and your direct competitors
- 2 evaluate your competitor for specific keywords, prominence, and popularity.
- 3 improve your keyword / keyphrase list based on your findings.

References:  
[www.alamy.com](http://www.alamy.com)  
[www.etsy.com](http://www.etsy.com)  
[www.promoda.com/blog/keyword-research-process-infographics](http://www.promoda.com/blog/keyword-research-process-infographics)

### 5 FINALIZE THE LIST

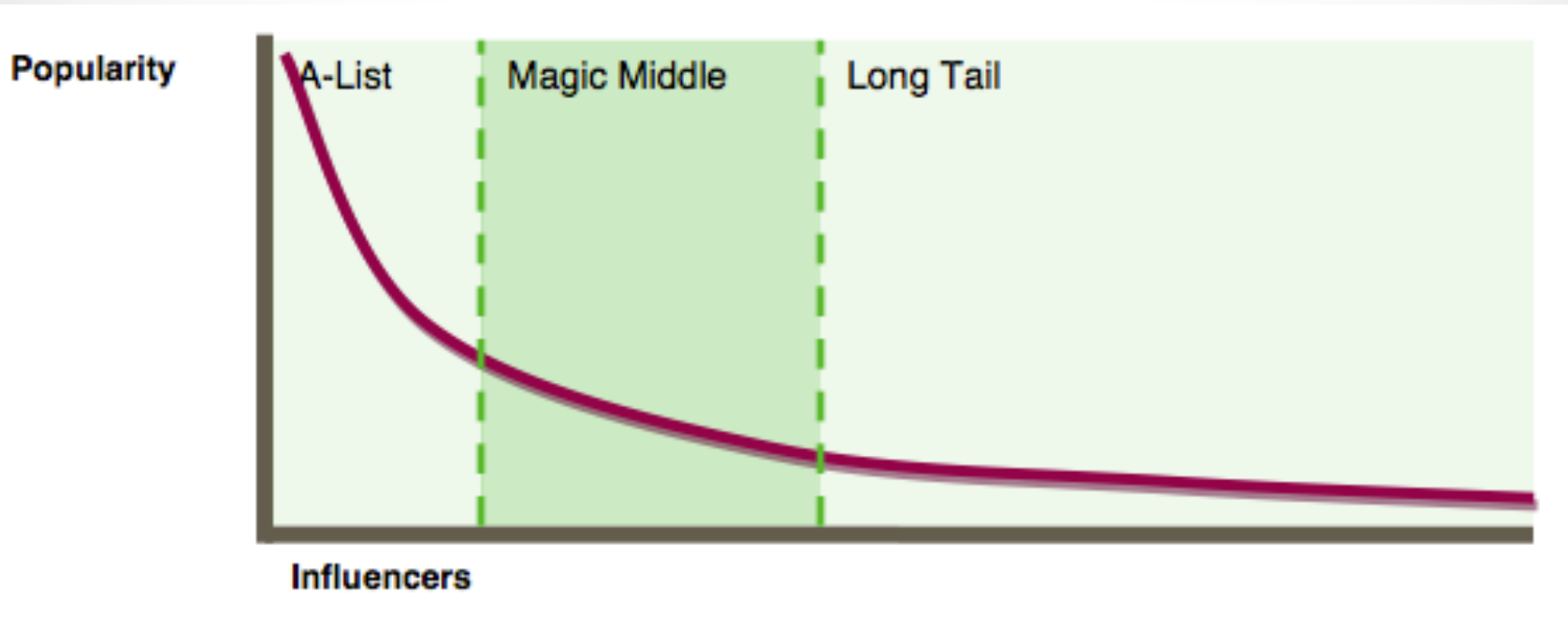
- 1 List relevant keywords for every product and service landing page.
- 2 Use keyword research tools to narrow down the list with significant ones by search volume and user relevance.

References:  
[adwords.google.com](https://adwords.google.com)  
[www.promoda.com/blog/keyword-research-process-infographics](http://www.promoda.com/blog/keyword-research-process-infographics)



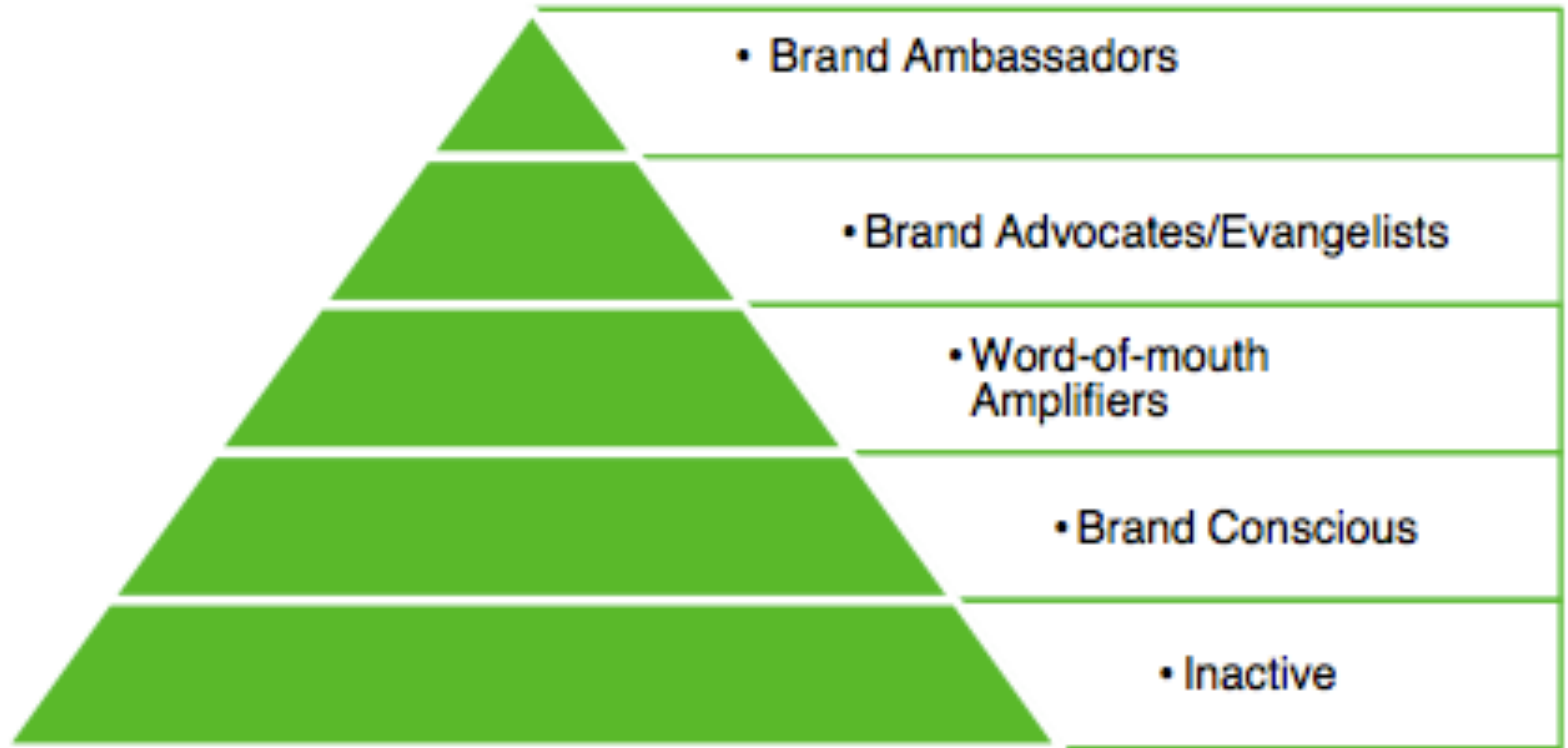
[www.digitalfilipino.com](http://www.digitalfilipino.com)





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

## Engagement levels

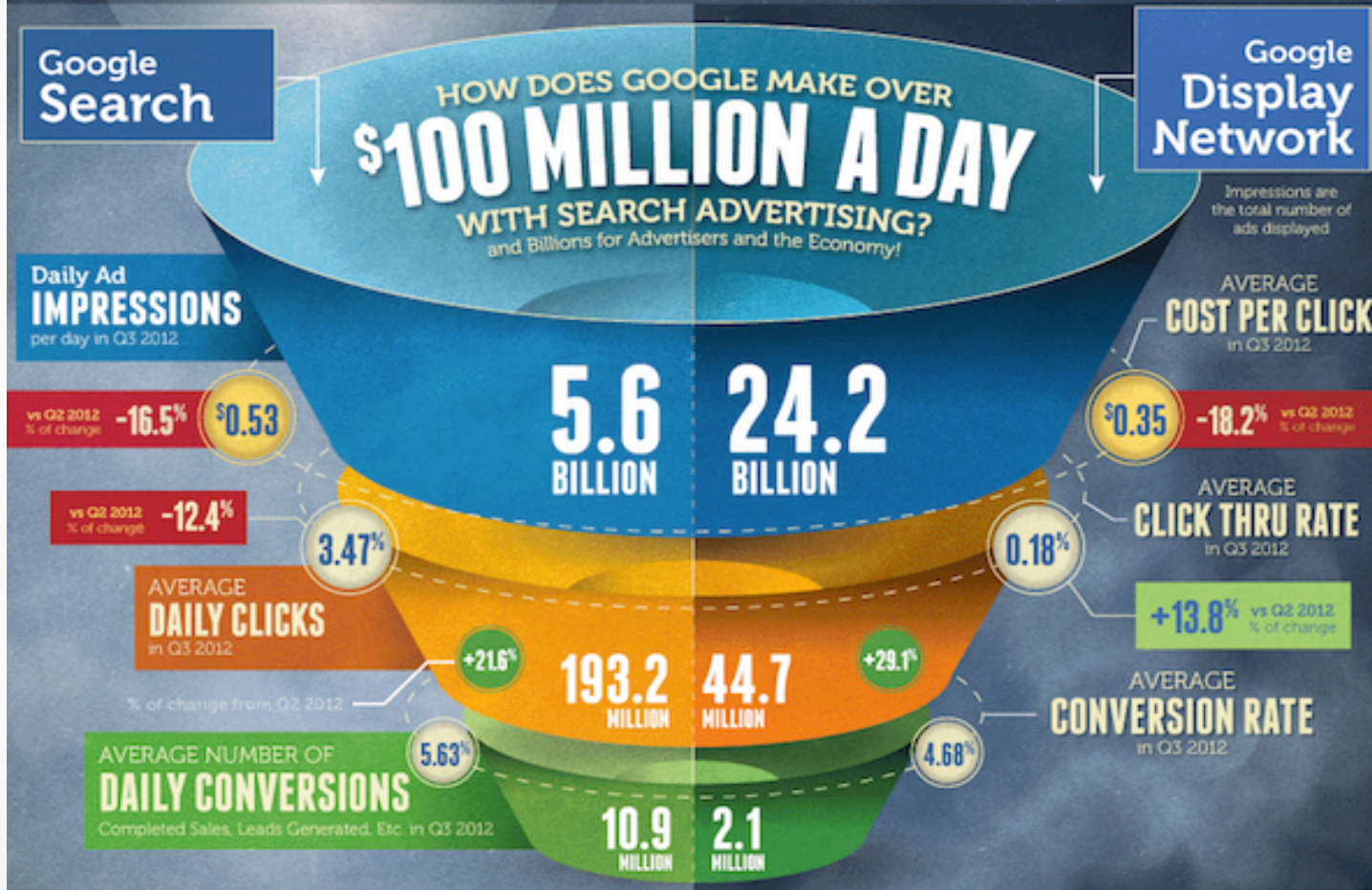


<http://www.freshnetworks.com/files/freshnetworks/FreshNetworks%20-%20Social%20Media%20Influencers%20Report.pdf>



# 24 HOURS in the GOOGLE ECONOMY

Key Google Advertising Metrics for Q3 2012



<http://searchenginewatch.com/article/2220372/How-Google-Rakes-In-Over-100-Million-in-Search-Advertising-Daily-Infographic>



“Market is getting younger.  
Average age of Filipino is 22.”

- Secretary Cesar Purisima

**Your experience is not their experience.**

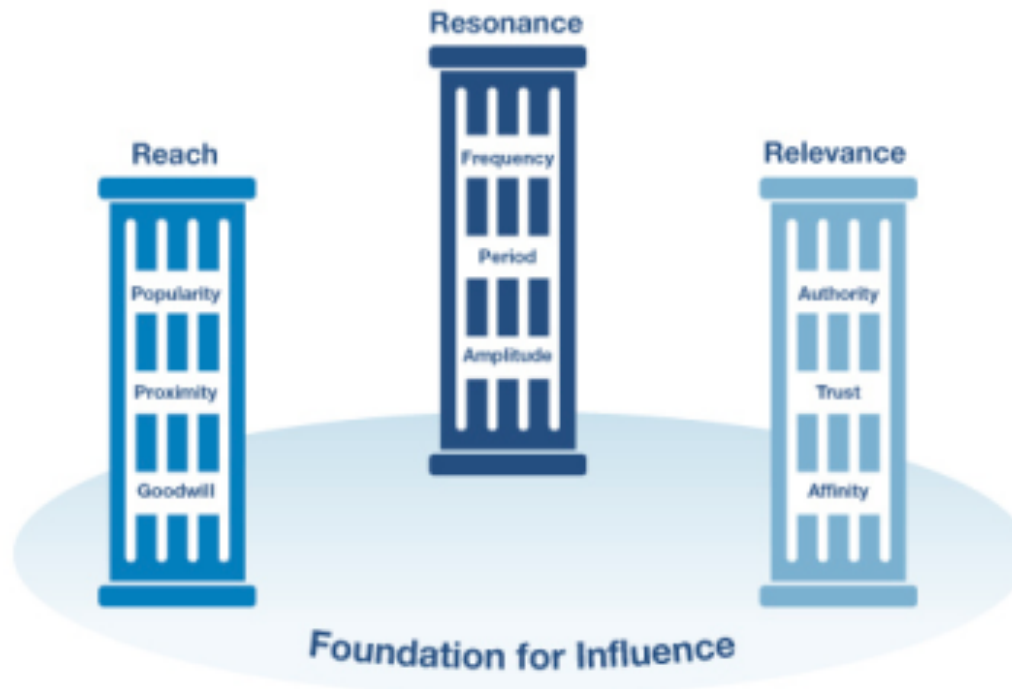
**Born digital.**

**@digitalfilipino**



# Pillars of Influence

Figure 1. Framework: Pillars of Influence



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

*Make great*

**CONTENT**

*and*

**VISITORS**

*will come*



**Beat the cut-off time!  
Run faster, more efficiently  
And injury-free!**

**JOIN MILO R2 APEX RUNNING CLINIC  
SEASON 7**

**September 09 - November 30, 2013**

Everything a Runner needs from A-Z!  
Recovery and Rehab (Injury Prevention) Program,  
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



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Yoga/Pilates for Runners



**37th National Milo Marathon**

Photo credit: Kit Elma

36 Full Program Training Sessions with  
different groups based on your fitness level:

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

Sessions are held at:

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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)

You may deposit your payment thru:  
BDO Account Name: Jose Jimbo M. Saret  
Savings Account No.: 002-380-130-406  
To register, visit: [www.coachjimsaret.com](http://www.coachjimsaret.com)  
Or Contact: Aldina Tinio 0935-360-3204 for more details.



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**SLIMMER, FITTER, HEALTHIER.**  
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# NESTLE WELLNESS FITFIL BOOTCAMP

Ayala Center, Cebu



September 10 - October 5 2013  
Tuesday - Thursday:  
6 - 8pm  
Saturday:  
5:30 - 7:30am

For details, contact  
JOY SIY: 09164793554





Vote for your  
*Most Admired*  
**MOMPREENEUR**

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**CATEGORIES**

Brand Positioning & Strategy  
Brand and Product Innovation  
PR and Word of Mouth Marketing  
Web and Social Media Marketing  
Social Mompreneurship and Advocacy

---

Nomination Period  
**July 22 - August 21, 2013**

Online Voting  
**August 27 - September 10, 2013**

Awarding  
**September 14, 2013**  
@ The Blue Leaf, Jade Pavilion

Log on to [momprenuermanila.com](http://momprenuermanila.com) to nominate





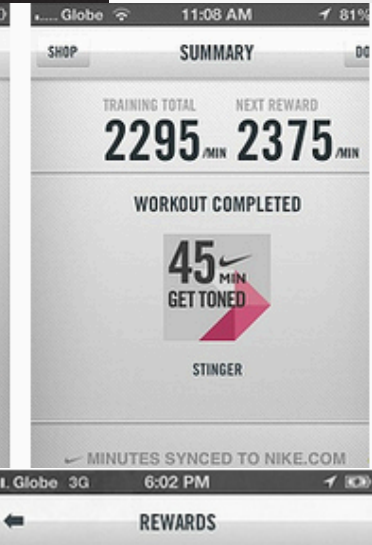
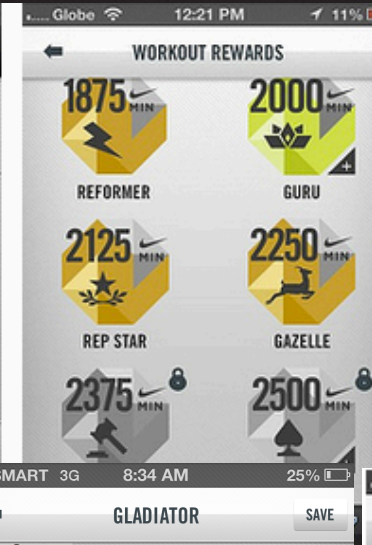
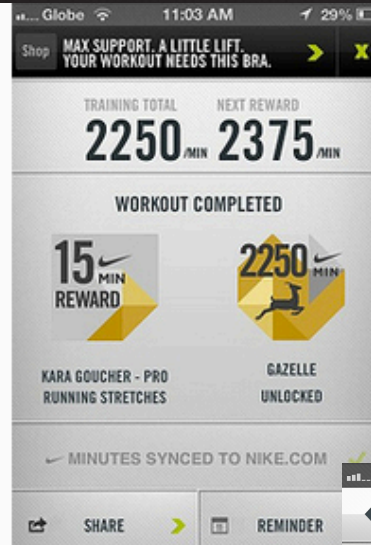
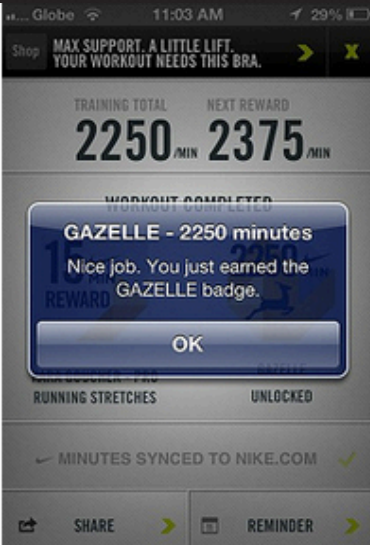
# WHAT IS GAMIFICATION?



Gamification is the use of elements of game play in non-game contexts



It provides rewards and engagement for customers



<http://www.slideshare.net/demandmetric/gamification-infographic-from-demand-metric>

Globe 3G 6:17 AM 84%

Your records never stood a chance

**LONGEST RUN**  
1:17:49

That was your longest run ever

Share icon

Globe 3G 6:20 AM 82%

13.22 mi

4 RUNS 1303 CALORIES 18'24"/mi AVG PACE

#	RUNNER	MI
2	You	7.73
3	Rex L.	5.38

Watch your back  
Rex L. is 2.35 miles behind you

BE ABLE TO DO A 10K RUN. 597/5965 WITH 88 DAYS

6:20 AM 82%

Bar chart showing 3 bars of increasing height.

Run

7.73mi 18'10"/mi 2:20:38

3.62 mi

21'29"/mi 1:17:49

Sunday

4.11 mi

15'15"/mi 1:02:49

April

5.48mi 18'43"/mi 1:42:36

4/30/13

2.01 mi

26'00"/mi 52:32

4/14/13

3.46 mi

14'28"/mi 50:05

Globe 3G 10:54 AM 56%

5/11/13 at 9:05 AM

5.87 mi

1:33:05 553 cal 15'51" 137

😊 19.0 mi Basics

Ran at U.P. Diliman Quezon City ikot sunken garden area

RUN SHARED

I have opted to share a map of my route and location to the web.



# HOW GAMIFICATION WORKS:

## 5 COMMON MECHANICS



### POINTS

Measure a user's achievements in relation to others

Can double as currency to exchange for rewards



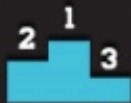
### BADGES

Reward achievements visually



### LEVELS

Encourage users to progress and unlock new rewards



### LEADERBOARDS

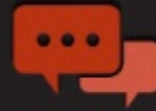
Organise players by rank



### CHALLENGES

Encourage engagement by offering specific tasks to complete

## 4 MAIN WAYS TO DRIVE ENGAGEMENT



### ACCELERATED FEEDBACK CYCLES



### CLEAR GOALS AND RULES OF PLAY



### A COMPELLING NARRATIVE



### CHALLENGING BUT ACHIEVABLE TASKS



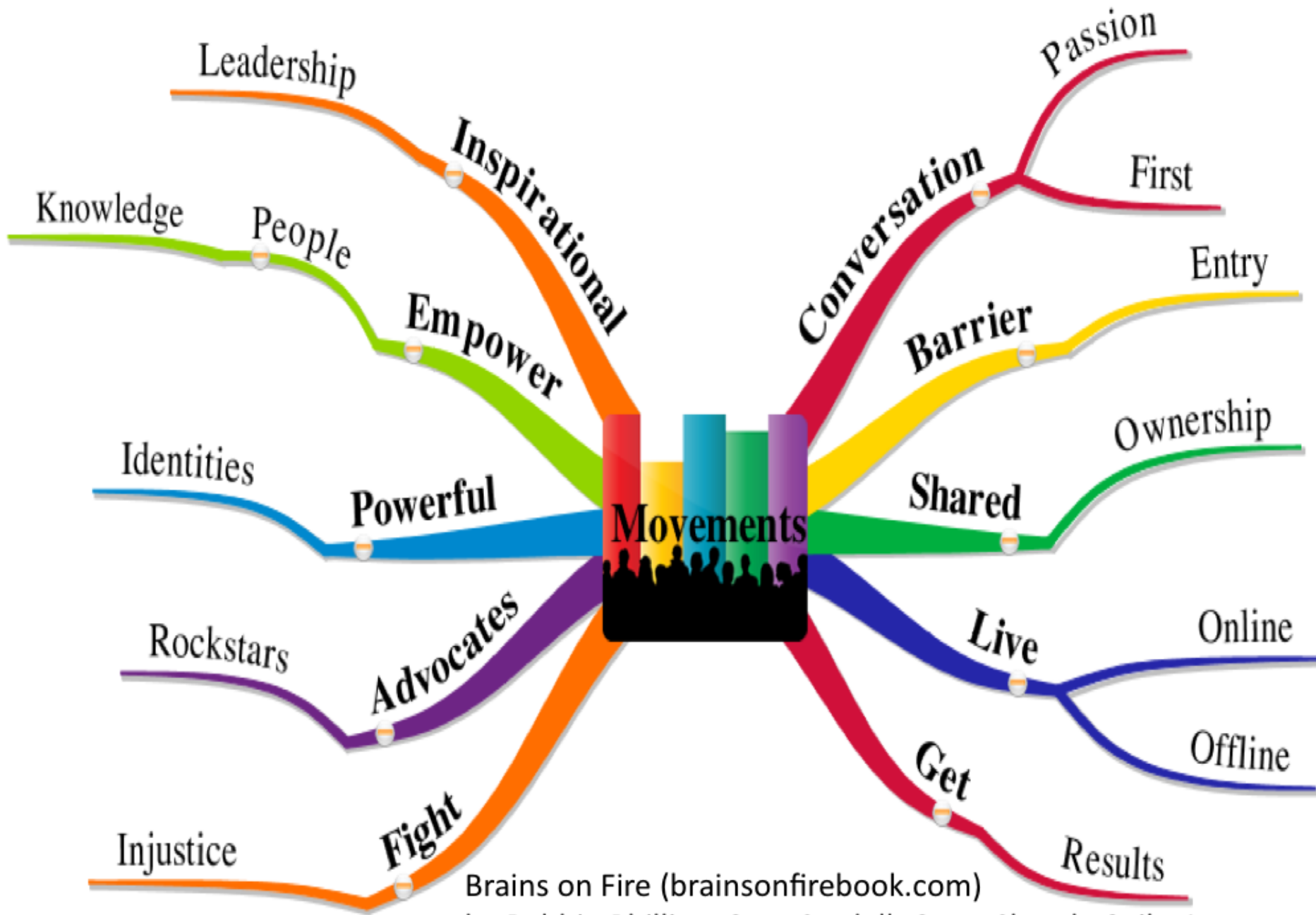


Search for Like-minded  
People to Connect With



Start Conversing and Build Relationships





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



## CULTURE

Most successful communities cultivate a culture of their own, where members evolve their own practices. A strong culture can keep members coming back on a regular basis and encourage them stay connected with others.



## METRICS

An online community should enable the organization to measure ROI through access to social engagement, community and conversations.

For organizations looking to better engage and serve their employees, the insights and analytics that can be gained through access to in-depth quantitative and qualitative data can help monitor engagement.



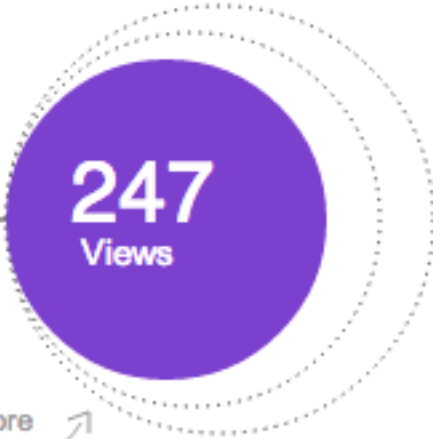
## TRANSPARENCY

Members can spot disingenuous engagement easily. As long the feedback is not entirely antagonistic, communities should welcome negative feedback and members should be encouraged to reply honestly to concerns.



WHO'S VIEWED YOUR UPDATES < 3/17 >

“ The E-  
Commerce  
Entrepreneur  
Program... 2d ago



Explore ↗



Vote for your  
*Most Admired*  
**MOMPREENEUR**

**CATEGORIES**

Brand Positioning & Strategy  
Brand and Product Innovation  
PR and Word of Mouth Marketing  
Web and Social Media Marketing  
Social Momprenuership and Advocacy

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Log on to [momprenuermanila.com](http://momprenuermanila.com) to nominate

# Share more than Promote





**Periodically post a  
Call to Action**





## 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.



# 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 →](#)

[+ Add](#) [S\\* Add](#)

### 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.”**





# 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

**auza.net**

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IT COMPANY IN BOHOL



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**bohol.info**

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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

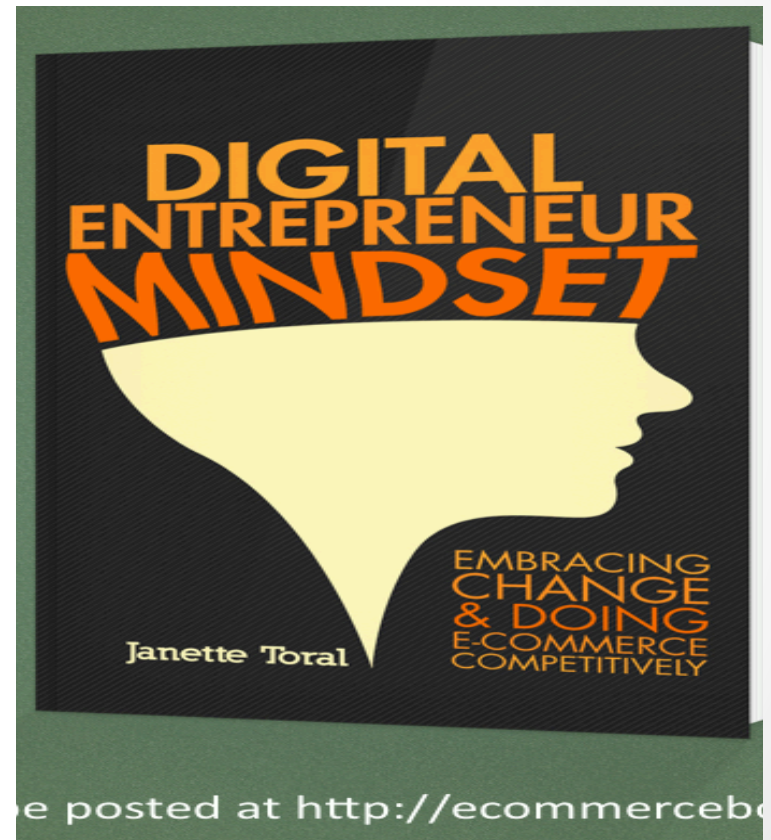
#dimbootcamp

- Students can access Digital Influencer Boot Camp for free.

- Protégé members can join exclusive webinars.



# Book Edition

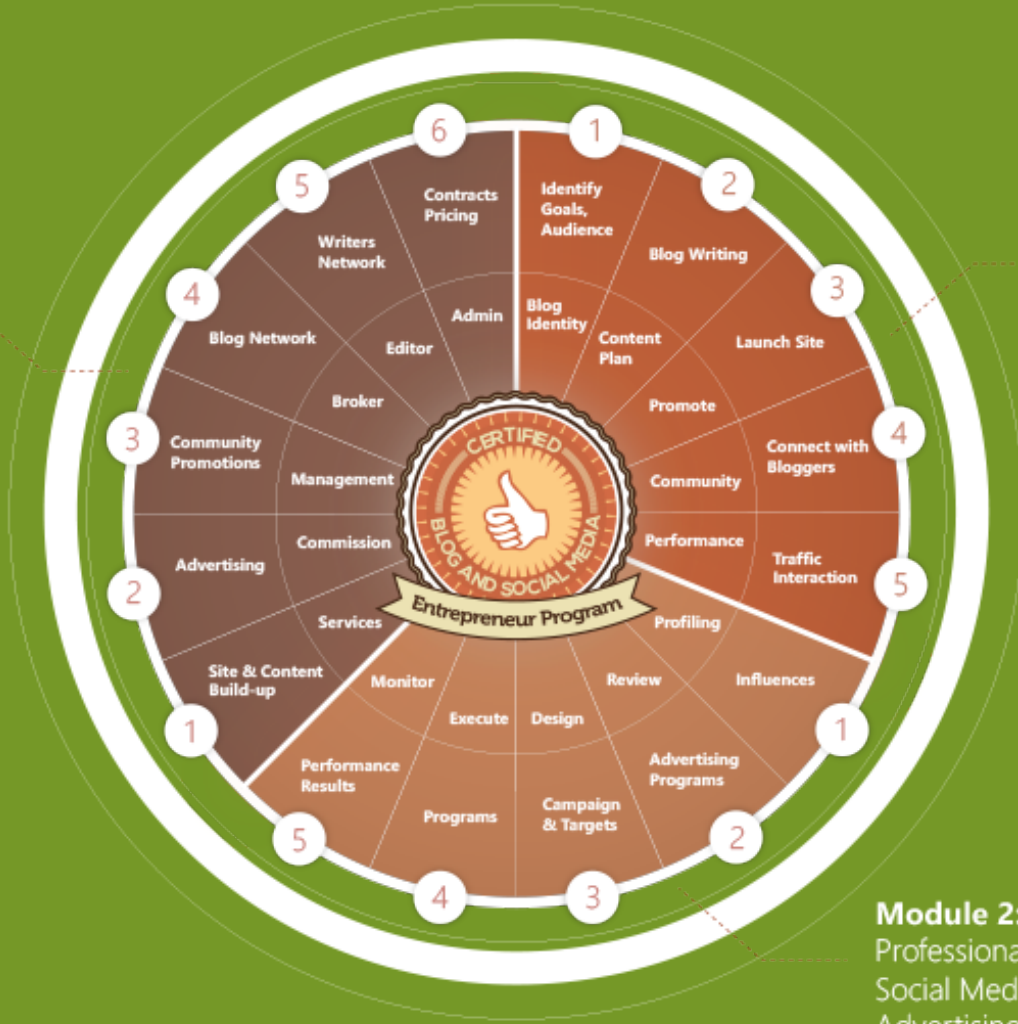




**Module 3:**

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



REGISTRATION WILL CLOSE ON SEPTEMBER 18



LEARN:

## Owning the Conversation in Social Media



janice villanueva  
**MOMMY MUNDO**

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[influencersummit.digitalfilipino.com](http://influencersummit.digitalfilipino.com)



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# DIGITAL INFLUENCERS MARKETING SUMMIT



## S. Karla Singson

Multi-awarded writer, Debater and Public speaker

# BLOGGERS AS DIGITAL INFLUENCERS

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# GEM DRUPAL PILIPINAS DEVANADERA

WINNING WITH  
PEOPLE: WHAT  
WORKS IN  
BUILDING ONLINE  
COMMUNITIES



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Community owner, PhotoMarket Philippines

**MEL CORTEZ**

**WINNING WITH PEOPLE:  
WHAT WORKS IN BUILDING  
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REGISTRATION WILL CLOSE ON SEPTEMBER 18



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MARKETING SUMMIT



**RANDOLPH NOVINO**

SITE OWNER, PINOYSCREENCAST.NET

**VLOGGING:**  
FAST TRACK TO DIGITAL AUTHORITY

**09.21.13** SMX CONVENTION CENTER

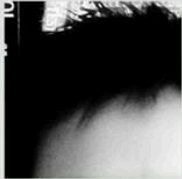
[influencersummit.digitalfilipino.com](http://influencersummit.digitalfilipino.com)





REGISTRATION  
WILL CLOSE ON  
SEPTEMBER 18

DIGITAL  
INFLUENCERS  
MARKETING  
SUMMIT



WENDY  
ANG

FOUNDER/PRESIDENT,  
OPTIMIND TECHNOLOGY  
SOLUTIONS



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SEARCH ENGINE  
MARKETING STRATEGIES  
THAT WORKS FOR SME  
BUSINESS



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Using  
Digital Branding  
and Design  
to Build Your  
Online Influence



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**BORIS JOAQUIN**  
USING DIGITAL BRANDING  
AND DESIGN TO BUILD  
YOUR ONLINE INFLUENCE



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**09.21.13**  
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9 AM - 5 PM



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**SIGN UP!**  
**1500** PHP



**Coach Jim Saret**  
Athletic Performance Enhancement  
**Using Social Media to Inspire Filipinos Online and Offline**



**Janice Crisostomo Villanueva**  
Founder, Mommy Mundo  
**Owning the Conversation in Social Media**



**Mel Cortez**  
PhotoMarket Philippines  
**Winning with People: What Works in Building Online Communities**

**Gem Devanadera**  
Drupal Philippines



**Gilmar Padua**  
CEO, InfinityHub.com  
**Boris Joaquin**  
Co-Founder, DigitalBrand.Asia  
**Anton Luga**  
COO, DigitalBrand.Asia  
**Using Digital Branding and Design to Build Your Online Influence**



**Wendy Ang**  
Founder/President, Optimind Technology Solutions  
**Facebook, Mobile, Search Engine Marketing Strategies that Work for SME Business**



**Randolph Novino**  
Site Owner, PinoScreenCast.net  
**Vlogging: Fast Track to Digital Authority**



**Mark Delgado**  
Mediactiv8.com  
**Using Social Media as a Tool for Marketing and Customer Service**



**Karla Singson**  
Multi-awarded writer, Debater and Public speaker  
**Bloggers as Digital Influencers**



**Janette Toral**  
E-Commerce Specialist, DigitalFilipino.com  
**The Digital Influencer: Being Relevant, Likeable, and Sustainable Online**

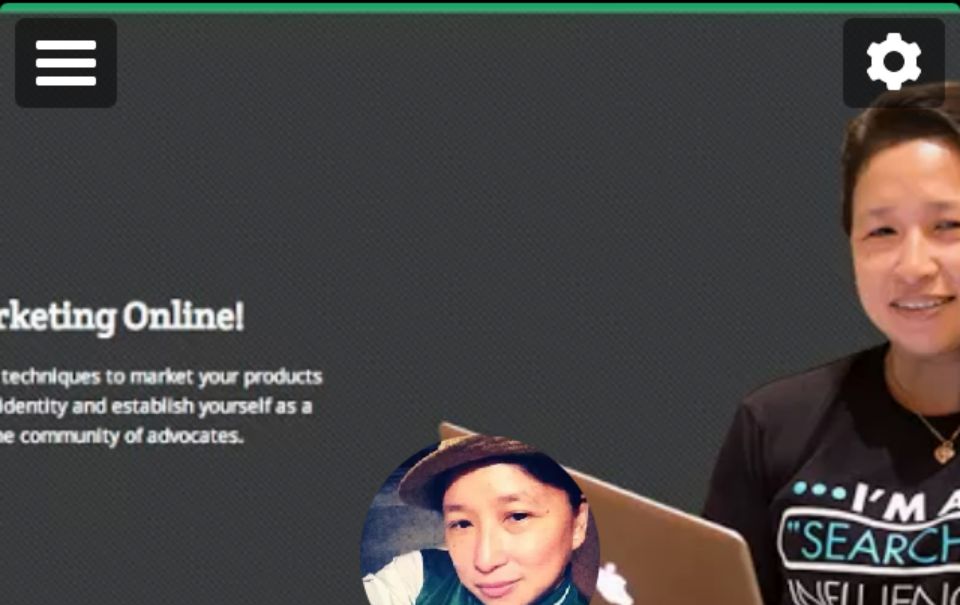






- Will people outgrow or forget you? Will you be memorable? •

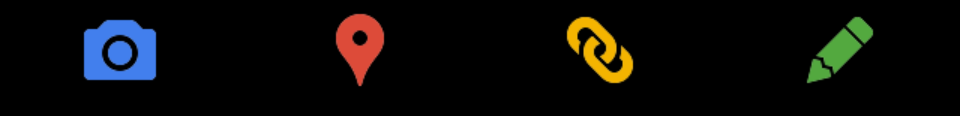




# Janette Toral

Attended AIE College  
Lives in Quezon City, Philippines  
4,216 have you in circles

About Posts Photos Reviews



@digitalfilipino

Facebook: janettectoral

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digitalfilipino