



Trends in Digital Marketing for 2014

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digitalfilipino



What people like online in 2013?



People like Real People (not brands)



- Founder / CEO / Spokesperson
- Department shares the account
- Each employee has their own account

One Internet Day – Yolanda Fundraiser

One Internet DAY

DON HAIYAN / YOLANDA AFFECTED FAMILIES

	COLLABORATION RULES! PREPARING YOUTH FOR A GLOBALLY CONNECTED FUTURE				
	SOCIAL MEDIA TRENDS IN CHINA				
	MAKING LINKEDIN* WORK FOR YOUR BUSINESS				
	STARTUP MARKETING TACTICS				
		MEASURING E-COMMERCE MATURITY			
					SEARCH MARKETING TACTICS FOR 2014
		TWITTER* EXPERIENCES ON GOING GLOBAL			

* BRANDS INDICATED ARE NOT INTENDED TO IMPLY ANY PARTNERSHIP OR ENDORSEMENT.

1.22.13
ONLINE EVENT
#1INTERNETDAY #RELIEFPH
://bit.ly/1internetday

One Internet DAY

HELP FAMILIES AFFECTED BY CALAMITIES IN 2013.

	MAKING MOBILE E-COMMERCE WORK
	MAKING OUTSOURCING WORK FOR SERVICE PROVIDERS IN THE COUNTRYSIDE
	TRENDS IN MOBILE PHONES AND TABLETS BELOW THE P10K PRICE RANGE
	SOCIAL MEDIA MARKETING FOR THE HOLIDAY SEASON
	DIGITAL MARKETING FOR SPORTS AND FITNESS INDUSTRY
	FILIPINO ONLINE PURCHASING AND INTERNET USE HABITS (E-COMMERCE MATURITY SCORECARD)
	SUSTAINING AN E-COMMERCE BUSINESS
	GETTING INTERNATIONAL AND LOCAL OUTSOURCING PROJECTS AS A FREELANCER
	MAKING "DIGITAL" WORK FOR SMEs AND NGOs
	DIGITAL MARKETING TACTICS FOR PROFESSIONALS
	WHAT WORKS IN SOCIAL MEDIA MARKETING
	DIGITAL MARKETING TRENDS FOR 2014

12.20.13
AN ONLINE EVENT
#1INTERNETDAY
HTTP://BIT.LY/CLUBTEN

<http://bit.ly/oneinternetday2013>

Events as Venue for Sharing



Fitness Revolution Online



JOIN NESTLE WELLNESS FITFIL BOOTCAMP

4 WEEK FITNESS AND WELLNESS PROGRAM BY *COACH JIM SARET*



NOV 19 TO DEC 14, 2013
TTH 6:30PM - 8:30PM,
SAT 6:30AM - 8:30AM
 CORTE EXPANSION,
 ALABANG TOWN CENTER

P1,500 - 12 SESSIONS

REGISTER AT
WWW.COACHJIMSARET.PH



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!



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

5K GROUP 10K GROUP 21K GROUP 42K GROUP

- Sessions are held at:
- Bonifacio Global City (High Street)
 - 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. 902-300-130-406
 To register, visit: www.coachjimsaret.com
 Or Contact: Aldina Tinio 0935-360-3204 for more details.



Messaging Apps getting bigger



WeChat 5.1 has arrived!

*The most fun WeChat ever!
Let's Game!*



NEW

<https://www.facebook.com/WechatPH>

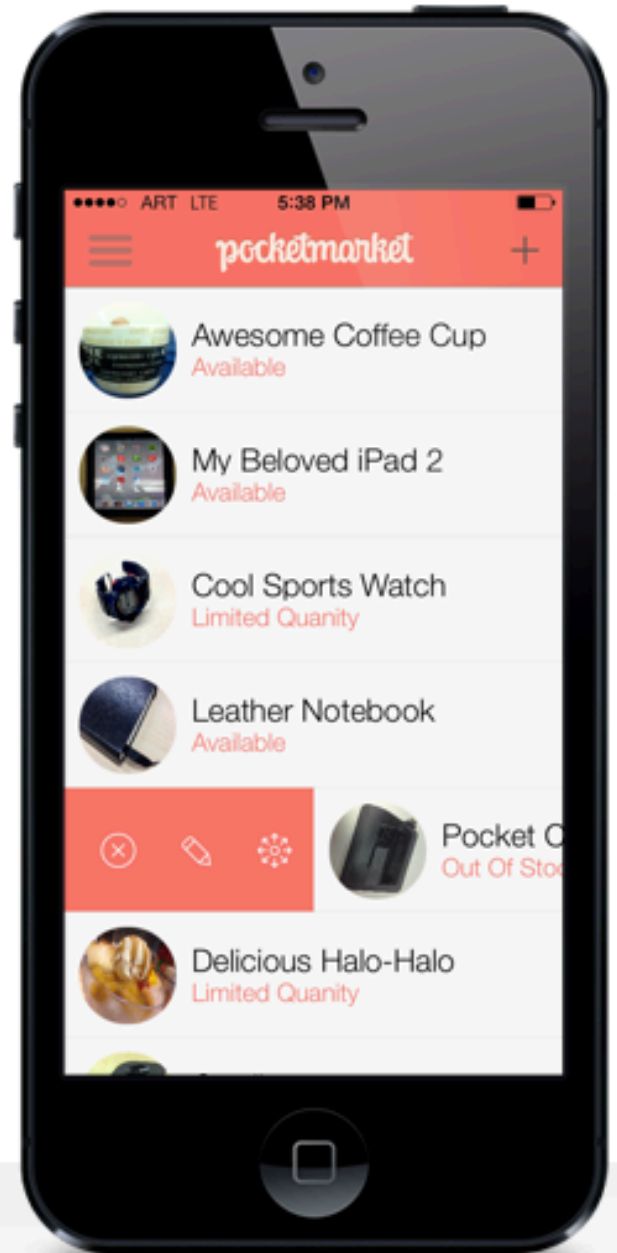
pocketmarket

Snap & Sell Soon

We're building an app that makes it easier for you to sell online to your friends, communities, and even to strangers.

We're really very excited to show it. We'll send you an email when it's ready.

Leave us your email, you might be one of the first few to try it out!

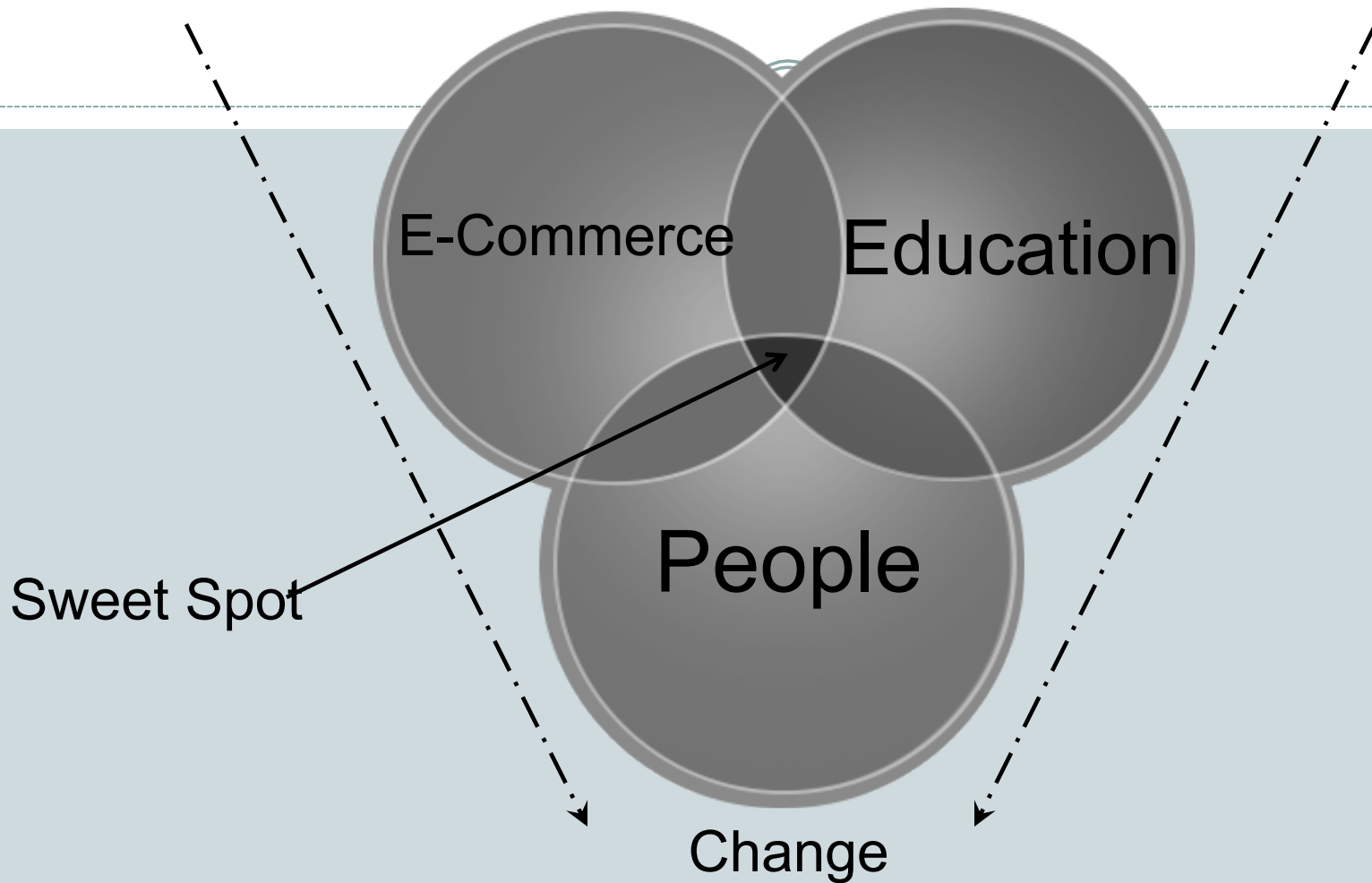
Blogging & CyberEntrepreneurship



Express yourself



Porter Gale FUNNEL TEST



*Empower individuals with e-commerce wisdom and skills they can use
in sustaining business, advocacy, achieve better quality of life.
– Janette Toral*

Storytelling



SEARCH THE SITE...

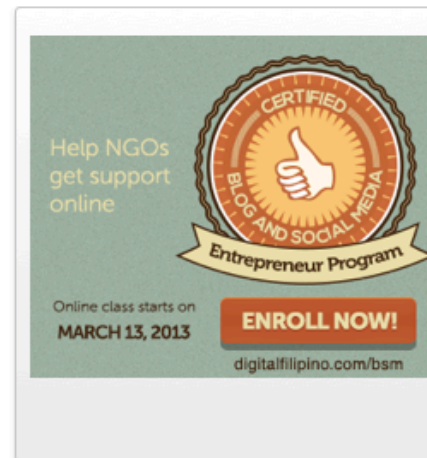



— DIGITAL —
INFLUENCER

FREE: Digital Influencer Boot Camp – digital marketing workshop online

THE DIGITAL
Salient features of Data Privacy Act of 2012 – Republic Act 10173

FREE: DigitalFilipino E-Commerce Boot Camp #ecombootcamp



Help NGOs get support online

Online class starts on **MARCH 13, 2013**

ENROLL NOW!

digitalfilipino.com/bsm

Channels

- Administrative & Support
- Business & Strategy
- DigitalFilipino Club
- E-Commerce
- Graphic Design & Multimedia
- Press
- Software & Technology
- Web Design & Development
- Writing & Translation
- Job Opening



Multi-Level Marketing and E-Commerce Online: Focus on Product or Recruitment?

Posted March 4th, 2013 by Janette Toral.

Ever since I launched the E-Commerce Boot Camp and Digital Influencer Boot Camp, got to meet more folks in the multi-level marketing space who would like to learn how they can use digital marketing and e-commerce to be effective in conducting business online. I think the usual pitch on a face-to-face basis are usually not... [Read more »](#)



Call for Cross-Industry Associations Support: E-Commerce Measurement Framework

Upcoming Events

- MAR 13** Wed 2013 **7:00 pm** MODULE 2 – Professional Blogging, Social Media Marketing & Advertising as a Business @ Online
- MAY 8** Wed 2013 **8:00 pm** MODULE 3 – Make money from Blogging and Social Media as a Service Provider @ Online

[View Calendar →](#)



Express your selfie – “Passion”



Janette Toral

E-Commerce Advocate in the Philippines. Site owner of DigitalFilipino.com

LATEST

Pushing Startup Dreams

I think the Next Wave Cities events in the future will have to be more focused on intensive workshops pushing startup ideas such as in the...

🕒 2 min read

Fan the flames or help achieve peace?

When an issue or complaint against blogging peers is raised, do you fan the flames or advise parties to resolve their difference?

in Architecting A Life - 🕒 2 min read

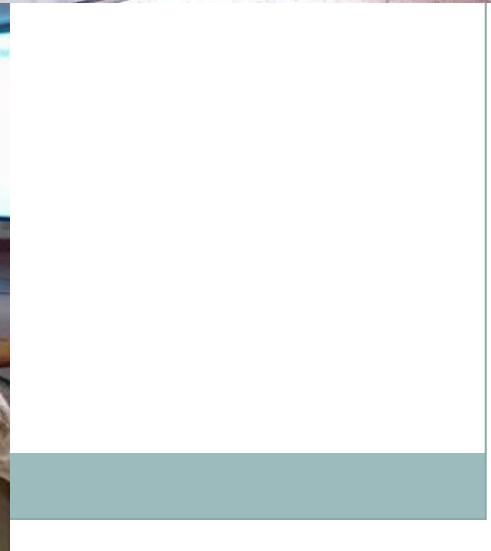
Simplifying the Philippines Internal Revenue Code

Maybe it is time



Own a category





Use the “rebel” in you



Brand advocacy and generosity



START-UP 100 PROJECT



Start-Up 100 Project

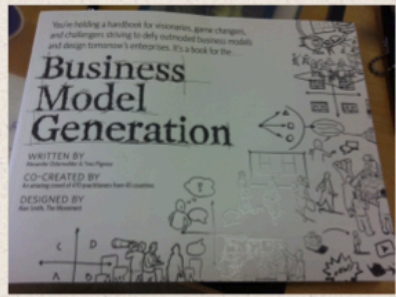
DigitalFilipino Club Start-Up 100 Project aims to help start-up entrepreneurs in the Philippines to get access to angel investors.

Network types
Angel Network

Craft your vision.
Make it a reality.

The best way to predict the future is to invent it.

- Abraham Lincoln



(New inspiration found last August to September 2011.)



Learn E-Commerce Online!

Learn how to put up a website, market your products and services, accept payments online, and make your customers loyal. We have more than 30 lessons that you can access for FREE.

📄 Get Started



This is for you

This can be taken by anyone interested whether



Trainer

Janette Toral is a recognized, multi-awarded e-



Startup-Up 100

Janette Toral is offering this program to help fulfill her



Cho

Modules Archives - DigitalFilipino E-Commerce Boot Camp by Janette Toral

₱2,000

DO PEOPLE SEARCH FOR YOU?

SEARCH INFLUENCER

***** BOOTCAMP *****

ENROLL NOW!

Search Influencer Boot Camp
Janette Toral



Free

Introduction to E-Commerce
Janette Toral



Free

E-Commerce Policies
Janette Toral



Free

Doing E-Commerce Safely
Janette Toral



Free

Storytelling / visualization to project stakeholders and customers guide

Free

Understand the Business Pattern
Janette Toral

Free

Understanding the Customer
Janette Toral

Free

Building an E-Commerce Strategy
Janette Toral



Introduction to E-Commerce
Janette Toral



Description

This (FREE) module discusses the basics of e-commerce and the Philippines situation. A combination of an e-commerce 101 and e-commerce 102 as it digs immediately to information that online merchants need to know.

[Take This Course](#)

Lessons

Introduction to E-Commerce

Forms of E-Commerce

Advantages & Disadvantages

Market Statistics

Do I need to get a DTI permit to start an online business?

What makes a product saleable online?

₱2,500
DIGITAL MARKETING FOR THE REAL ESTATE INDUSTRY



ONLINE CLASS STARTS ON
OCTOBER 3, 2013
OR VISIT
[HTTP://DIGITALFILIPINO.COM/INFLUENCE](http://digitalfilipino.com/influence)

Digital Marketing for the Real Estate Industry
Janette Toral

☆☆☆☆☆

₱2,500
eLearning
IT'S MORE FUN IN THE PHILIPPINES



DIGITAL MARKETING AND E-COMMERCE BOOT CAMP FOR THE TOURISM INDUSTRY

Digital Marketing and E-Commerce Boot Camp for the Tourism Industry
Janette Toral

☆☆☆☆☆

Free



Digital Influencer Marketing
Janette Toral

☆☆☆☆☆

Free



Create your Online Presence
Janette Toral

☆☆☆☆☆

Free



Digital Marketing Policies
Janette Toral

Free



Search Engine Marketing
Janette Toral

Free



E-Mail and Newsletter Marketing
Janette Toral

Free



Social Media Marketing
Janette Toral

JOIN TODAY!

[HTTP://BIT.LY/
SEARCH
BOOTCAMP](http://bit.ly/searchbootcamp)

the SEARCH INFLUENCER

★★★ BOOTCAMP ★★★



01 UNDERSTANDING
THE SEARCH
ENGINE

07 SEO &
USER-FRIENDLY
E-COMMERCE SITE

02 PILLARS OF
SEARCH
INFLUENCE

08 GETTINGS LINKS
AND AVOIDING
TROUBLE

03 KEYPHRASES AND
KEYWORDS
SELECTION

ANALYZING SEARCH,
SOCIAL, AND
ADVERTISING TRAFFIC

04 HAVE YOUR
WEBSITE VERIFIED

09 SOCIAL MEDIA
AND SEO

05 LOCALIZING
SEO EFFORTS

10 SEARCH ENGINE
MARKETING
PLAN CREATION

06 SEO & WEBSITE
DESIGN

12 SEARCH ENGINE
MARKETING PLAN
BUDGET





DIGITAL MARKETING AND E-COMMERCE BOOT CAMP FOR THE TOURISM INDUSTRY

1 INTRODUCTION TO E-COMMERCE
AND DIGITAL MARKETING

SEARCH ENGINE MARKETING TECHNIQUES 2

3 DEVELOP A CONTENT PLAN

BUILDING INFLUENCER IDENTITY 4

5 E-COMMERCE LAW AND DATA PRIVACY LAW

BUILDING A COMMUNITY 6

7 EMAIL MARKETING

SOCIAL MEDIA MARKETING 8

9 DIGITAL MARKETING METRICS.

MANAGING CUSTOMER ONLINE FEEDBACK 10

11 MOBILE MARKETING

DIGITAL MARKETING PLAN CREATION 12

JOIN NOW! <http://bit.ly/tourismbootcamp>

Collaboration or Co-Creation



1 Introduction to E-Commerce Website Development

Setting User and Admin Experience Objectives **2**

3 Develop A Content Plan

Developing Your Logo **4**

5 Develop the Look and Feel of the Site

Choose a web hosting platform **6**

7 Wordpress Platform Installation Activation *

Configuring and Building your E-commerce Site **8**

9 E-commerce Website Testing

Site Launch & Monitoring **10**

11 E-commerce Website Maintenance

Website Downtime Recovery **12**

70%



VIRTUAL STAFF ENTREPRENEUR PROGRAM

**A FREE 14 Lessons Program that Aims to Equip and Teach on
How to Earn a Living Online as a Virtual Staff Entrepreneur**

Topics to be Covered

- * Become a “Virtual Staff Entrepreneur”
- * Keyword, Blog, Website Research
- * Blog and Website Creation
- * Website promotion through social bookmarking, site submission, and forum posting
- * Microblogging Account Management
- * Facebook Page & Groups account management
- * Facebook & Google Advertising account management
- * Customer support helpdesk
- * Article, Wikipedia, and Press Release Writing
- * Presentation creation
- * Audio and Video Transcription
- * Webinar management
- * E-Book Creation
- * Looking for Project Opportunities and Getting the Deal

For More Details on How to Register, Visit:

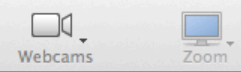
<http://bit.ly/nextva>

This FREE Training Program
Is Brought to You by:



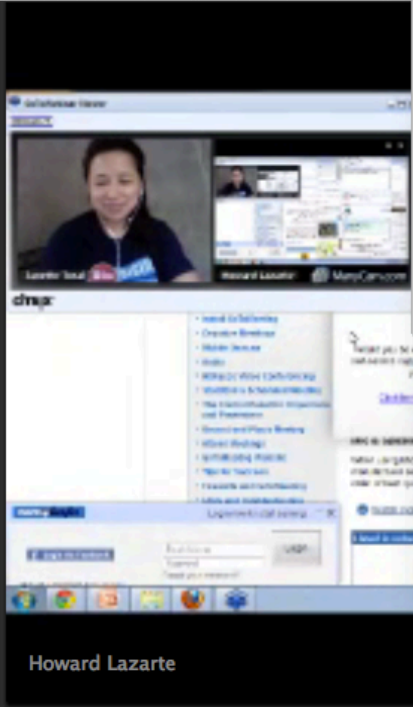
**Online Jobs
UNIVERSITY.COM**

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work differently



Janette Toral

GoToWebinar Viewer



Howard Lazarte

GoToWebinar Control Panel

Attendees Still On Hold Start Broadcast

- Screen Sharing
- Dashboard
- Attendee List (3 | Max 101)

Micro	Video	Audio	Chat	Names - Alphabetically
				Howard Lazarte - Panelist
				Janette Toral - Organizer, howard lazarte
				?

All All Invite Others

- Audio
- Webcam
- Questions
- Polls
- Chat

Internet Marketing for Real Estate Agents
Webinar ID# 967-691-006

GoToWebinar



Click to add notes

Slide 20 of 31 76%

Chat (260)



<http://bit.ly/realbootcamp>

**JOIN
TODAY**

DIGITAL MARKETING FOR REAL ESTATE INDUSTRY

Business Model
Development 01

Digital Tools
& Services 02

Real Estate &
E-Commerce
Policies 03

Search Engine
Marketing 04

Website &
Blog Creation 05

Promotion in
Online Forums 06

Internet
Advertising 07

Customer
Relationship
Management 08

E-Mail
Marketing 09

Social Media
Marketing 10

Virtual
Assistant
Help 11

Getting
Online
Sellers 12



Digital Marketing for the Real Estate Industry

Lesson 1: Online Business Model for Real Estate Selling



Online business model for Real Estate selling
from **Janette Toral** **PLUS**

Meeting File Edit Options View Webcams Window Audio Help

fb Janette C. Toral x Free webinar: S... x Commune x Twitter / Interact... x Inbox (389) - di... x https://mail-at... x Google Calendar x Digital Market... x

influencerbootcamp.digitalfilipino.com/course/digital-marketing-for-the-real-estate-industry/

DIGITAL INFLUENCER BOOTCAMP

Home Modules Membership About Events Sign In Register

Digital Marketing for the Real Estate Industry
Janette Toral

DESCRIPTION

<http://bit.ly/realbootcamp>

JOIN TODAY

DIGITAL MARKETING FOR REAL ESTATE INDUSTRY

Need Help ?

Offline - Leave a message

Attachments

- Business model for Real Estate Selling and Customer Empathy Map by Maita Siquijor
- Finding your Passion, Online Business Model Creation, and Customer Empathy Map Creation
- Assignment for Lesson #1

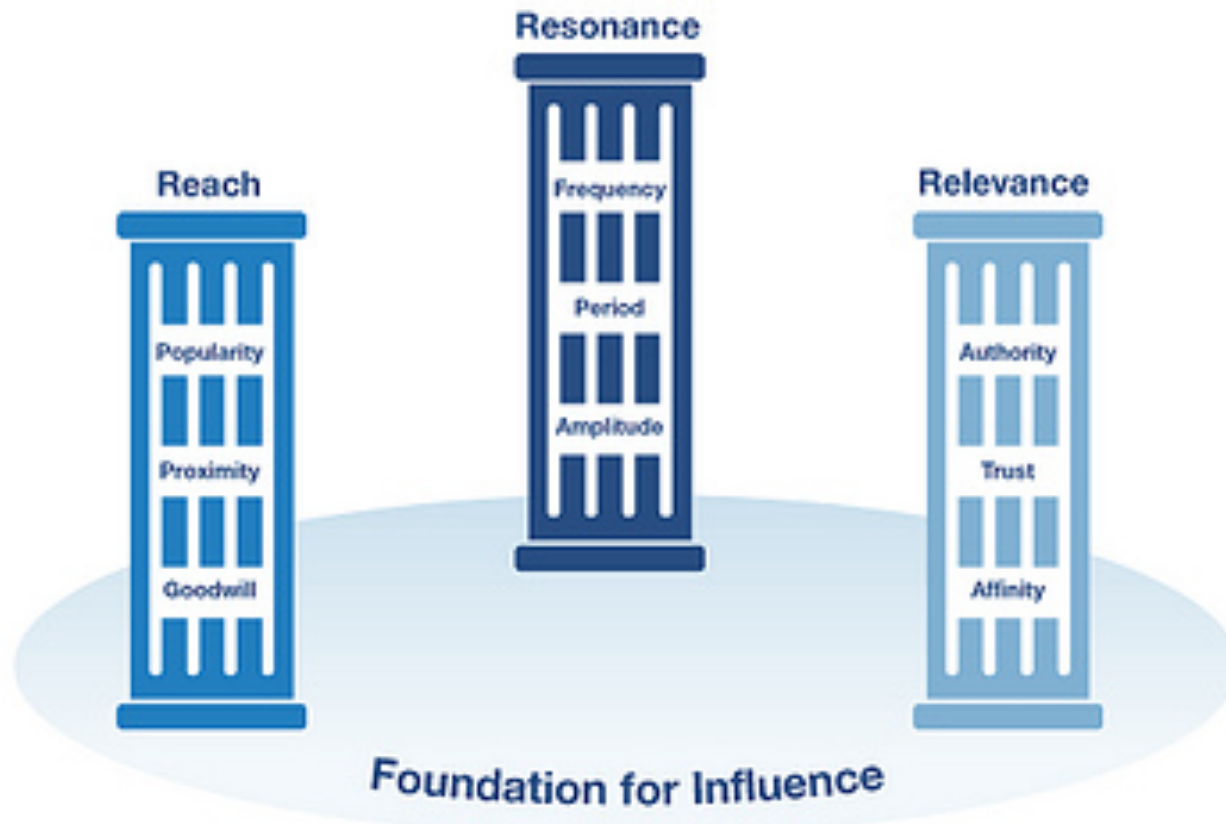
Lessons

- Lesson 3: Real Estate, E-Commerce, and Data Privacy Policies
- Lesson 1: Online Business Model for Real Estate Selling
- Lesson 2: Tools and Professional Must-Knows

Need Help ?

Offline - Leave a message

Building trust



PLAY

- Ⓧ [Home](#)
- Ⓧ [Shopping](#)
- Ⓧ [Testimonials](#)
- Ⓧ [Club Member Features](#)
- Ⓧ [Members Area](#)
- Ⓧ [Members Directory](#)
- Ⓧ [About Us](#)
- Ⓧ [Club member articles](#)
- Ⓧ [Honorary Members](#)
- Ⓧ [Club Photo Gallery](#)
- Ⓧ [Members Laboratory](#)
- Ⓧ [Club Member Job Openings](#)
- Ⓧ [DigitalFilipino E-Commerce Summit on November 12 and 13 at Hotel Intercontinental Makati City. Learn E-Commerce Best Practices!](#)

@ e-Commerce Summit 2009 Doing e-COMMERCE For Real!

Welcome to the DigitalFilipino.com Club!

Meet like-minded people in the DigitalFilipino.com Club eager to learn and exchange ideas on e-commerce development, Internet advertising, search engine optimization, blog marketing, electronic payment, social networking, software process improvement, among others.

Join as [individual](#), [SME](#), or [corporate](#) club member! ([club membership options](#))

After 5 years, get free membership and become an [honorary member](#).

Creating a differentiation



Creating a differentiation



JOIN NESTLE WELLNESS FITFIL BOOTCAMP
4 WEEK FITNESS AND WELLNESS PROGRAM BY *COACH JIM SARET*

NOV 19 TO DEC 14, 2013
TTH 6:30PM - 8:30PM,
SAT 6:30AM - 8:30AM
CORTE EXPANSION,
ALABANG TOWN CENTER

P1,500 - 12 SESSIONS

REGISTER AT
WWW.COACHJIMSARET.PH

METAFIT GAMES

METABOLIC WORKOUT

AQUATRaining

MUAY THAI

TRX

YOGA

NUTRITION CONSULTATION

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!

37th National Milo Marathon

Conditioning Workout Training for Runners

Trekking Adventure for Runners

Aquatic Training

Yoga/Pilates for Runners

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

5K GROUP **10K GROUP** **21K GROUP** **42K GROUP**

Sessions are held at:

- Bonifacio Global City (High Street)
- 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. 002-300-130-006
To register, visit: www.coachjimsaret.com
Or Contact: Aldina Tinio 0935-360-3204 for more details.

MILO R2 FOR ADULTS A.P.E.X. RUNNING SCHOOL

Creating a differentiation



YOU SHOULD BE HERE!
FEBRUARY 15, 2014
[HTTP://BIT.LY/ECOMSUMMIT2014](http://bit.ly/ecoms Summit 2014)

SMX CONVENTION CENTER
MOA, PASAY



Attracting the “crowd” you like (vice versa)

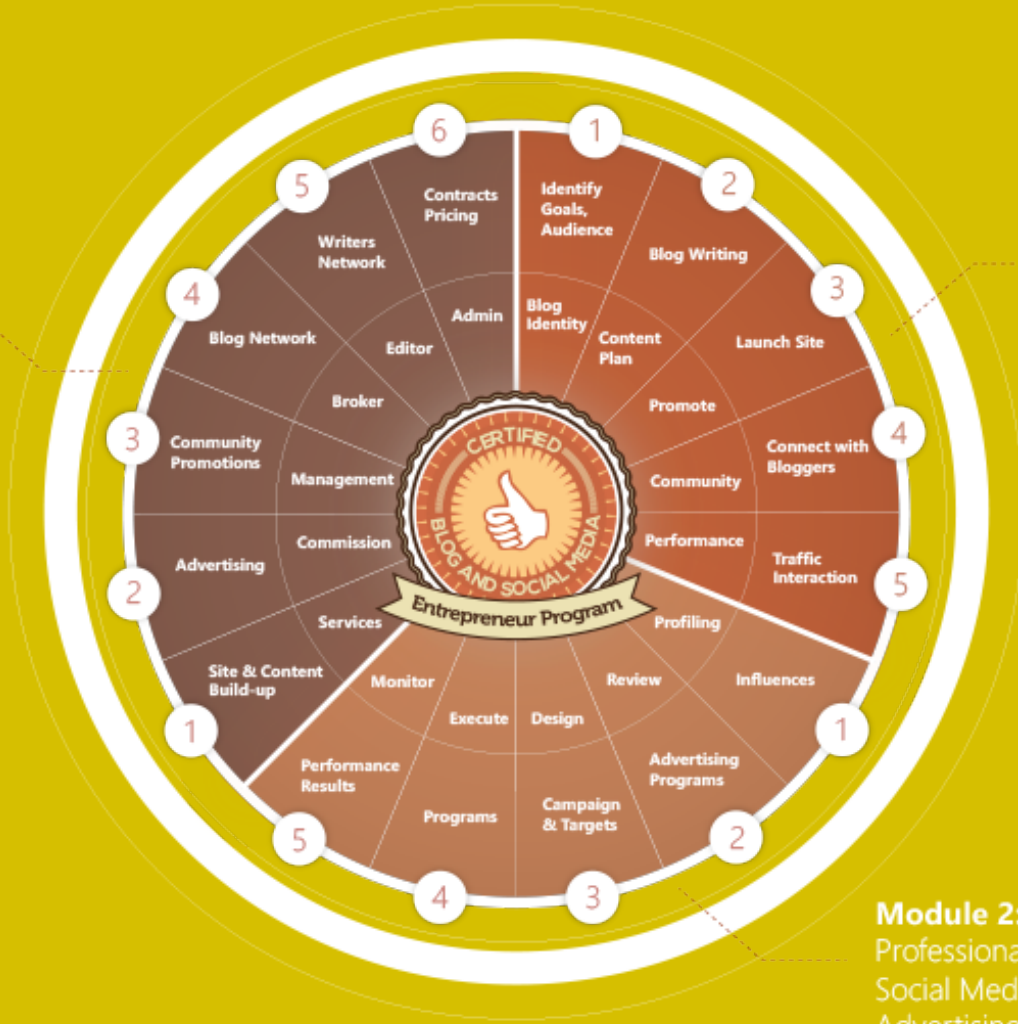


Certified Blog & Social Media Entrepreneur Program

<http://digitalfilipino.com/bsm>

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

Partnership with eLearning Edge and Ateneo De Manila University
Platform used: Webinar, Edu20, Facebook, Email, Mobile

Profile: Out-of-town, differentiators, influencers

” Through the program, I was able to integrate the things that I know as a Marketing professional with blogging and social media.

~ **Mark Joseph Delgado**,
Certified Blog and Social Media Entrepreneur

FULL TESTIMONIAL



” My taking up CBEP last year did wonders into my career.

~ **Vanj Padilla**,
Certified Blog and Social Media Entrepreneur

FULL TESTIMONIAL



” What I enjoyed the most were the case studies and the actual implementation of what was lectured.

~ **Jimmy Roa**,
CBEP Student

FULL TESTIMONIAL



” The best part about the program is the hands on experience in the campaign execution.

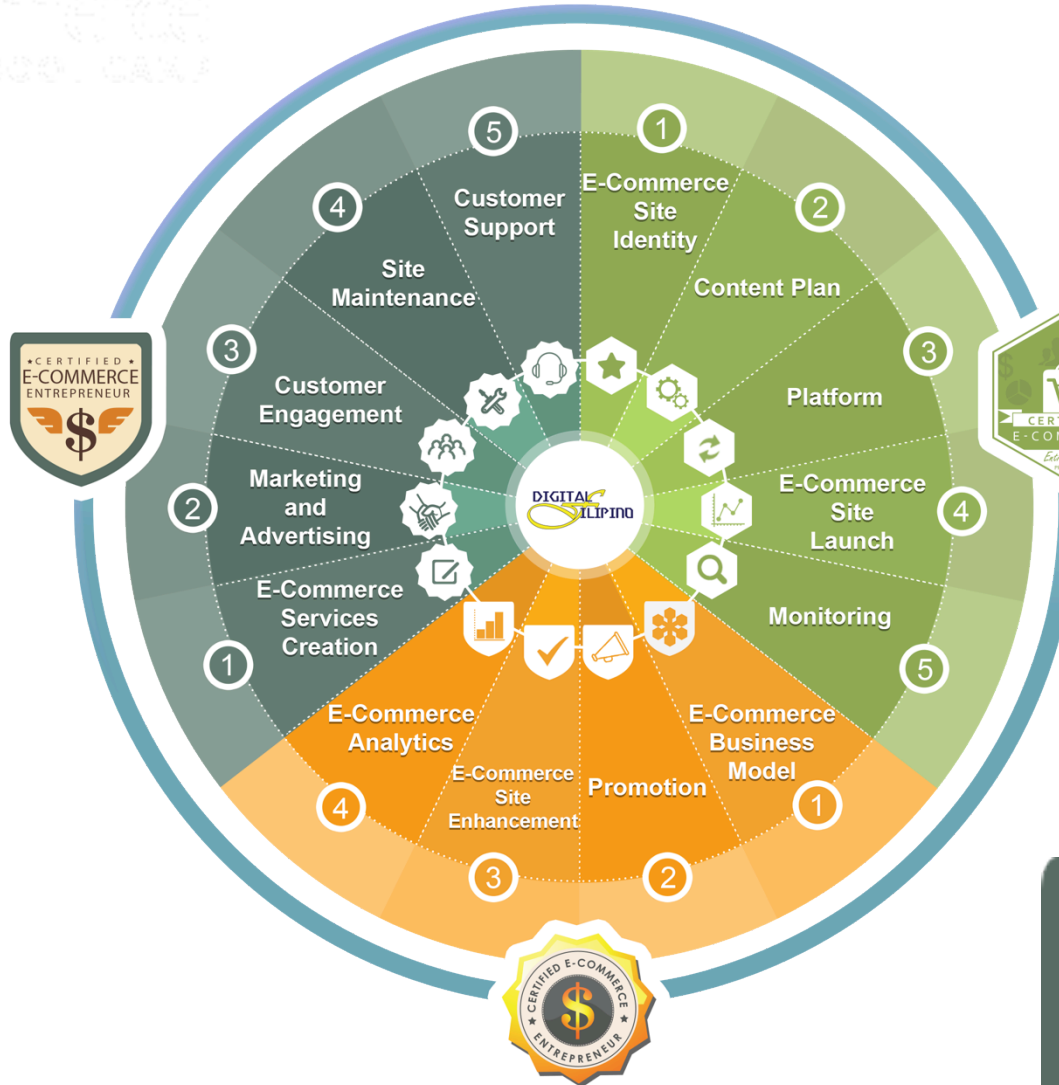
~ **Fleire Mae Castro**,



Training for In-House



MODULE 3:
 E-Commerce Consulting as a Service



MODULE 1:
 E-Commerce Site Launch



MODULE 2:
 E-Commerce Marketing and Operations



FREE for DigitalFilipino Club Members
<http://digitalfilipinoclub.com>



Visit <http://bit.ly/dmentrep> for full details.



Define a framework to sustain



Customer Service 24 X 7 Online Helpdesk, FB, Twitter, Viber, Skype, WeChat, Line, KakaoTalk, Google Hangout, Skype



Digital Marketing Entrepreneur Program
Janette Toral

☆☆☆☆☆

Description

This is an intensive digital marketing mentorship program.

Entrepreneurs are recognizing the growing opportunities of promoting their business online. However, very few today are utilizing digital marketing, building an influencer identity, policy creation in compliance to existing laws, site build-up, content creation, branding, and revenue generated-measured digital marketing initiatives. Come up with new and inspiring ideas to help entrepreneurs and individuals to use digital marketing tools and tap its potential to reach business objectives and goals.

Target Audience

Entrepreneurs, retailers, marketing practitioners, web developers, Internet marketers, content providers, brand managers, real estate service professionals, tourism related operators, and everyone involved in marketing.

LEARNING OBJECTIVES

1. Introduce the participant on the various business or revenue model in the digital marketing field.
2. Learn the process flow in handling a project from requirements gathering, proposal submission, negotiation, contract signing, implementation, and project closure.
3. Learn practical skills on the project implementation.

Can we help?

Please leave your name and email address, we will get back to you soon. You can also email us at support@digitalfilipino.com and we will reply. Thank you.

Name *
Email *
Message *

Send Message

Powered by ClickDesk

PLAY

- Ⓧ [Home](#)
- Ⓧ [Shopping](#)
- Ⓧ [Testimonials](#)
- Ⓧ [Club Member Features](#)
- Ⓧ [Members Area](#)
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Lessons Learned about Digital Entrepreneurship

- Become an “influencer”.
 - Quality requires consistency.
 - What you “project” is what you attract! TRUST.
 - Partnership is key for long term growth.
 - Mobile, video, and gamification is key to future.
 - HUMILITY
- Giving free content is vital.
 - Be part of nation (re)building.



“Be disciplined, empirical, and
paranoid.”



**INSPIRED FROM “GREAT BY CHOICE” BY JIM
COLLINS**



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@digitalfilipino**

**Facebook:
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