

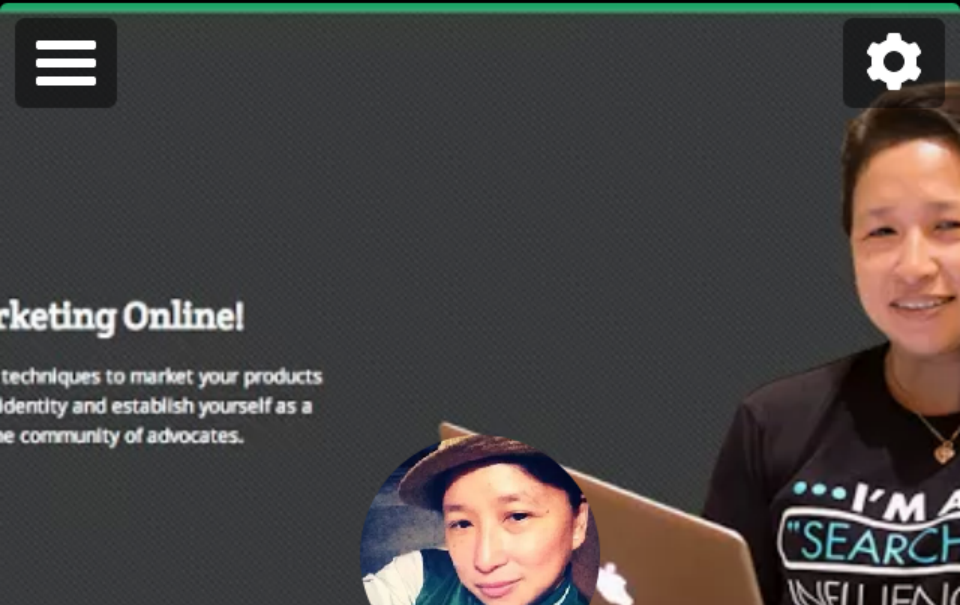
# E-Commerce Boot Camp Dipolog



Janette Toral

<http://digitalfilipino.com>

Twitter: @digitalfilipino



# Janette Toral

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

- About
- Posts**
- Photos
- Reviews



@digitalfilipino

Facebook: janettectoral  
Facebook: digitalfilipino

# Kinds of E-Commerce Transactions

- Business to Consumer (“B2C”) which involves online stores selling goods and services to final consumers
- Consumer to Consumer (“C2C”)
- Business to Business (“B2B”) which encompasses job recruitment, online advertising, credit, sales, market research, technical support, procurement and different types of training

# E-Commerce Revenue Model

- Guru / expert model
- Product / services trading
- Membership

# Guru / Expert Model

Writing since 1995:

- PC World Philippines
- The Web
- Link
- Philippine Daily Inquirer
- Manila Bulletin
- Philippine Star
- Philippine IT Update
- World Executive Digest
- E-Business Asia
- Internet.com
- Manila Times
- Sunstar Cebu
- Interaksyon

Earning potential?

Twitter: @digitalfilipino



My first article – September 1995

# Article writing earning potential

- More writing gigs
- International travel
  - Malaysia, US
- Consulting
- Speaking engagement

SEARCH THE SITE...

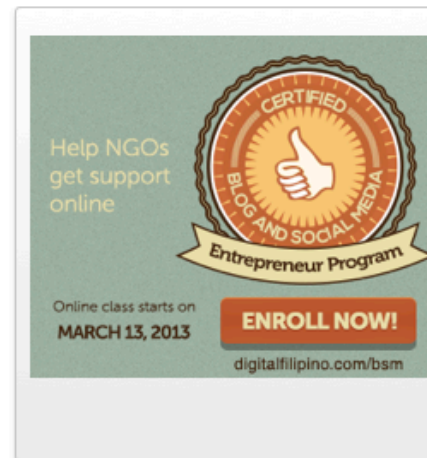



— DIGITAL —  
INFLUENCER

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

CERTIFIED BLOG AND SOCIAL MEDIA Entrepreneur Program

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 →](#)





# Blogger earning potential

- Paid post
- Advertising
- Event invites
- Special freebie deals
  - Gadgets, venues, accommodation, events

# Website earning potential

- Community building
- Re-publishing
- Advertising
  - Google Adwords
- International travel
  - US, Spain
- Ex-Deal
  - Web host
  - Web development
  - Event exposure
- Consulting

# Retail Model

# THE DIGITAL FILIPINO

by Janette Toral

An E-Commerce Guide for the eFilipino

E-commerce, the Internet, and wireless technologies will change the way Filipinos do business in the near future. They will be important enablers of the country's economic recovery. However, in order for this to take place, e-commerce awareness and capacity building are vital.

DigitalFilipino E-Commerce Workshop E-Book brings a Philippine-centric perspective on e-commerce for easy comprehension by small and medium enterprises, students, and non-IT professionals. It has been read and reviewed by more than 1,000 Internet users online.

What makes this book different is that it is written with the entrepreneur in mind. Janette Toral's transition from a lobbyist, journalist, writer, researcher, to a full-fledged entrepreneur is reflected in her knowledge sharing.

Read, learn, and create! We hope this book will inspire you to achieve great things with e-commerce where the only limits are your determination and passion.

The McGraw-Hill Companies

Visit McGraw-Hill Education (Asia) at [www.mcgraw-hill.com.sg](http://www.mcgraw-hill.com.sg)

DigitalFilipino.com E-Commerce Workshop E-Book

TORAL



DigitalFilipino.com

## E-COMMERCE

### Workshop E-Book

JANETTE TORAL

# philippine internet review

10 years of internet in the Philippines (1994 - 2004)



Published 4 (PRINTED Edition) books:

- DigitalFilipino: An E-Commerce Guide for the eFilipino (2000)
- DigitalFilipino E-Commerce Workshop E-Book (2004)
- Philippine Internet Review: 10 years of Internet History (2004)
- Blogging from Home (2008)

(To be released - 2013):

- 2 to 4 books

## Earning potential?

Twitter: @digitalfilipino

# Book earning potential

- Book sales
- Speaking engagements
- Consulting
- Authority assertion



Earning potential?

# Research earning potential

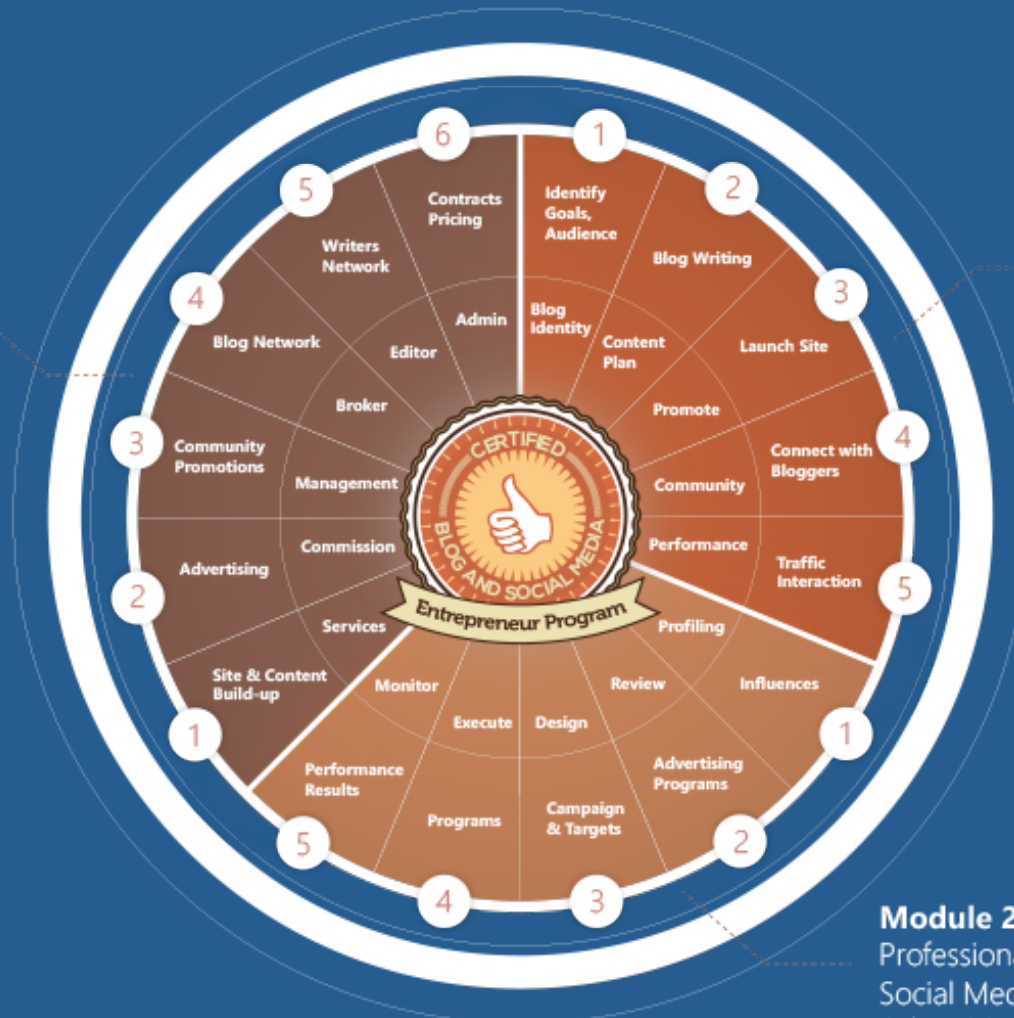
- Research sales
- Research sponsorship
- Research projects
- International travel
  - APEC, WTO, UNCTAD, UNESCAP
  - Switzerland, Malaysia, Korea, Taiwan, China, Nepal, Mexico, Thailand, Singapore
- Consulting
- Speaking engagement

# 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



# Subscription / Membership Model

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](#).

**Earning potential?**

# Membership earning potential

- Club membership fees
  - One time
  - Repeat / renewal
  - Upsell (upgrade to SME / Corporate)
  - Cross sell (sponsorship, consulting)
- Referrals
- Friendship
- Alliances



## Benefits of becoming a Blog and Social Media Entrepreneur



Be likeable by creating and sharing relevant content



Be flexible. Work anywhere, anytime on projects



Build and manage online communities



Become a Digital Influencer



Become a Digital advocate



Start an online movement



Build a blog network



Create a win-win social media campaigns



Help NGOs get support online



Build and manage brand presence online



Build and manage personality presence online



Build and manage politicians presence online

Join the Certified Blog and Social Media Entrepreneur program.

Sign-up at [digitalfilipino.com/bsm](http://digitalfilipino.com/bsm)

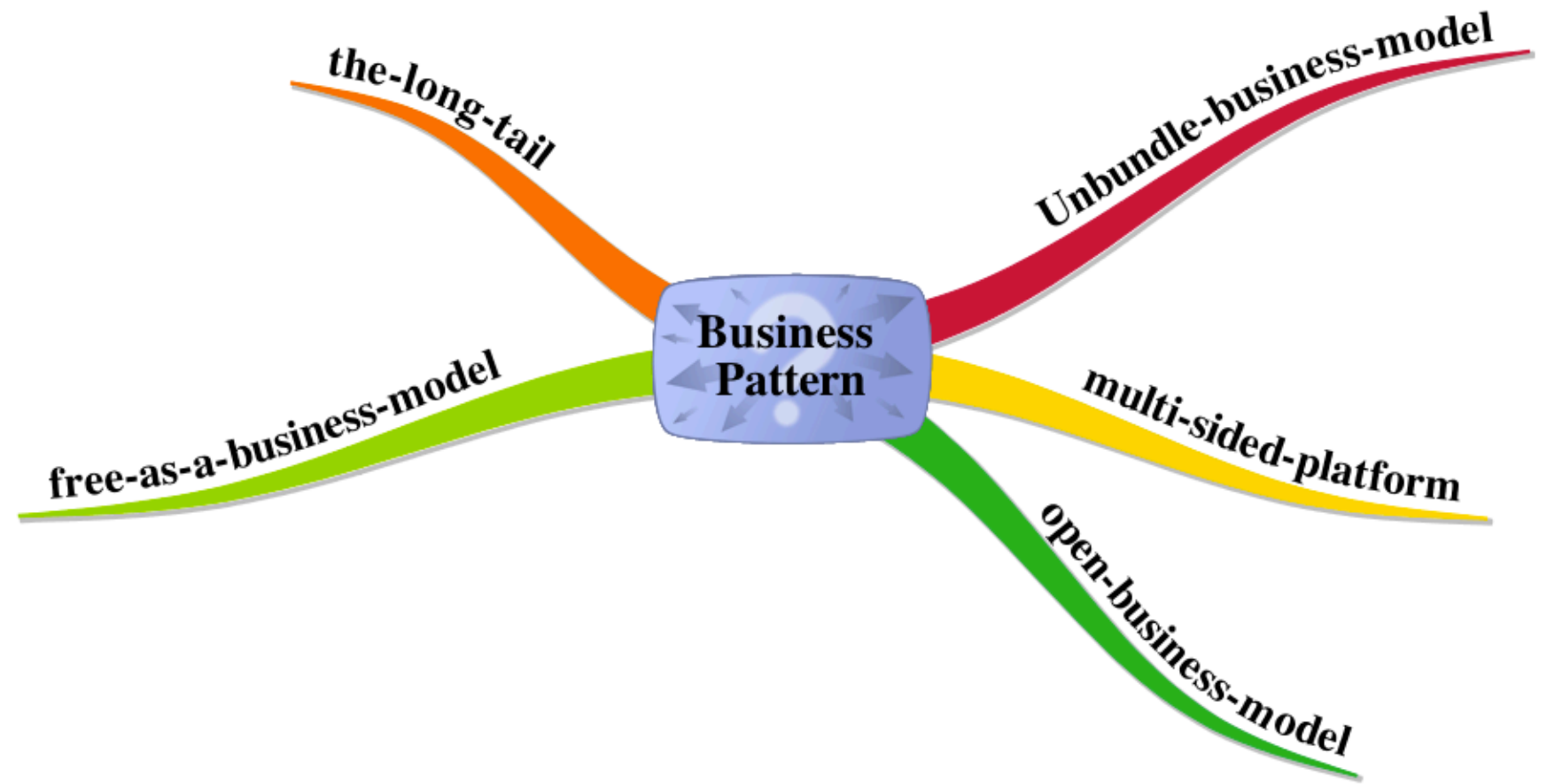


## Earning potential?

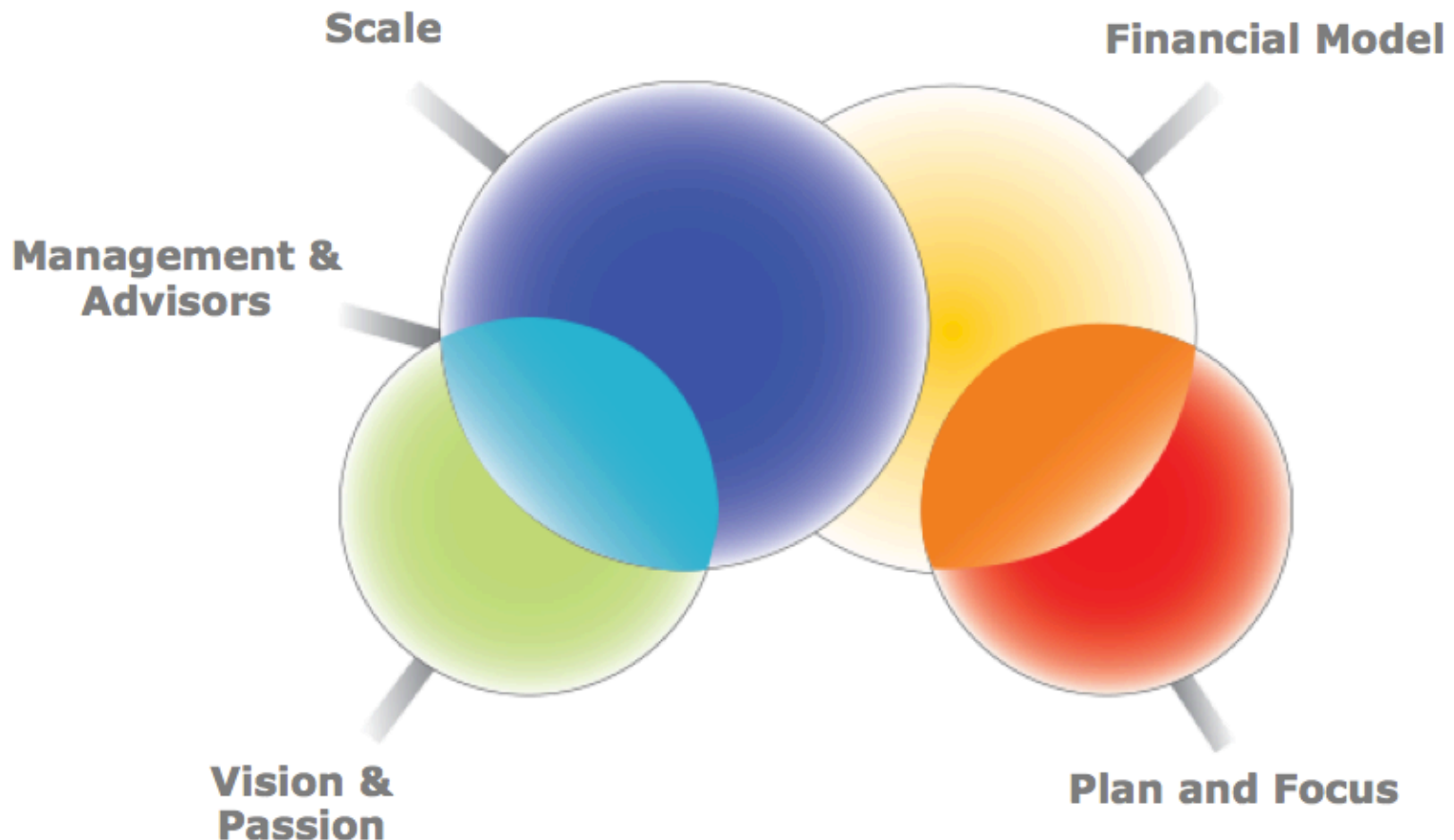
Twitter: @digitalfilipino

# Professional blogger, blog marketing and advertising earning potential

- Long tail - paid post
- Advertising in bulk
- Event coordination
- Manage social media campaigns
- Manage search engine marketing campaigns
- Special freebie deals
  - Gadgets, venues, accommodation, events, fitness programs



# Making your E-Commerce Start-Up Work



Source: Richard Eldridge, Lenddo.com.ph

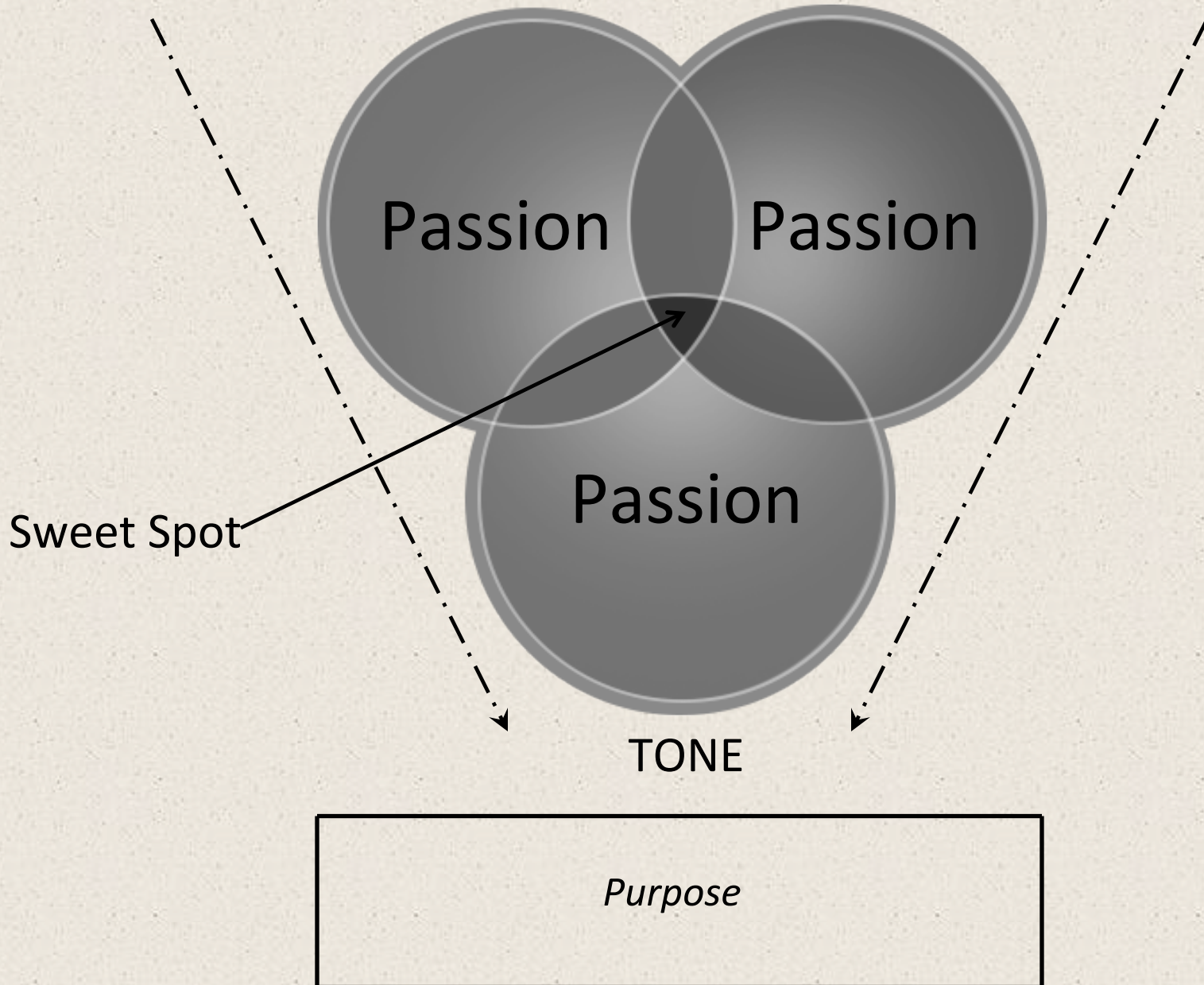
## THREE LEVELS OF CHANGE NEEDED TO INTEGRATE SOCIAL MEDIA



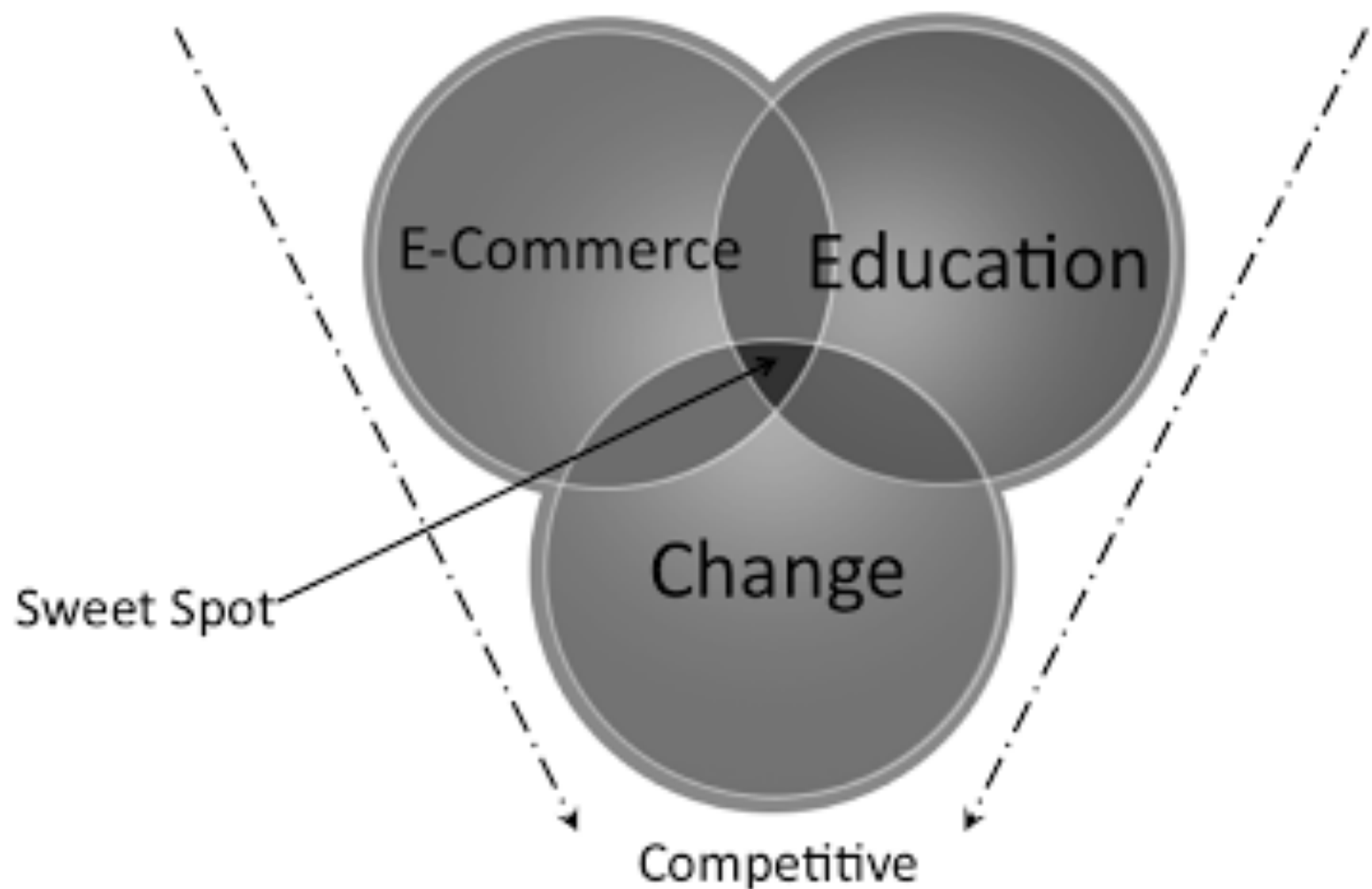
*After investing in training & technology,  
the best way to start the integration process is through a few pilot projects.*



# Porter Gale FUNNEL TEST



# Porter Gale FUNNEL TEST



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

- Janette Toral

# START-UP 100 PROJECT

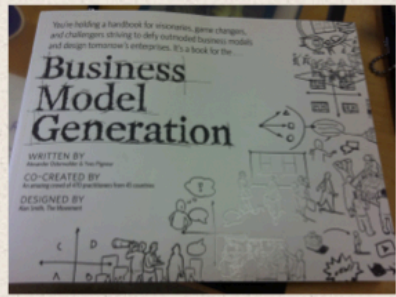


## Start-Up 100 Project

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

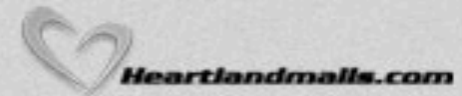
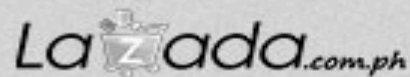
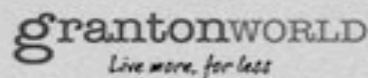


(New inspiration found last August to September 2011.)



# DigitalFilipino Club – Network and Advisors

## CORPORATE MEMBERS





CS

**1 Customer Segments**

*An organization serves one or several Customer Segments.*



VP

**2 Value Propositions**

*It seeks to solve customer problems and satisfy customer needs with value propositions.*



CH

**3 Channels**

*Value propositions are delivered to customers through communication, distribution, and sales Channels.*



CR

**4 Customer Relationships**

*Customer relationships are established and maintained with each Customer Segment.*



RS

**5 Revenue Streams**

*Revenue streams result from value propositions successfully offered to customers.*



KR

**6 Key Resources**

*Key resources are the assets required to offer and deliver the previously described elements...*



KA

**7 Key Activities**

*...by performing a number of Key Activities.*



KP

**8 Key Partnerships**

*Some activities are outsourced and some resources are acquired outside the enterprise.*



CS








**9 Cost Structure**

*The business model elements result in the cost structure.*

Name:

Janette Toral

# 's Personal Business Model Canvas

<p><b>Who helps you (Key Partners)</b> </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><b>What you do (Key Activities)</b> </p> <p>Teaching Face2Face / online Learning</p> <p>Writing articles</p> <p>Consultation</p> <p>Organize events</p>	<p><b>How you help (Value Provided)</b> </p> <p>E-Commerce Boot Camp</p> <p>Digital Influencer Boot Camp</p> <p>Blog Network</p> <p>Software Process Improvement</p> <p>Blog &amp; Social Media Entrepreneur Course</p> <p>DigitalFilipino Club</p> <p>DigitalFilipino.com</p>	<p><b>How you interact (Customer Relationships)</b> </p> <p>One-on-one</p> <p>Online consultation (online meetings or exclusive forums)</p>	<p><b>Who you help (Customer Segments)</b> </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><b>What you give (Costs)</b> </p> <p>Website, Books</p> <p>Webinars,</p> <p>Educational videos</p> <p>Boot camps</p>		<p><b>What you get (Revenue and Benefits)</b> </p> <p>Club members, training opportunities, speaking engagements, recognition, awards, friendship with community members, DigitalFilipino Start up 100 Project</p>		

<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



Started  
October 3, 2013

P2, 500 for one year.

<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>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:  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."

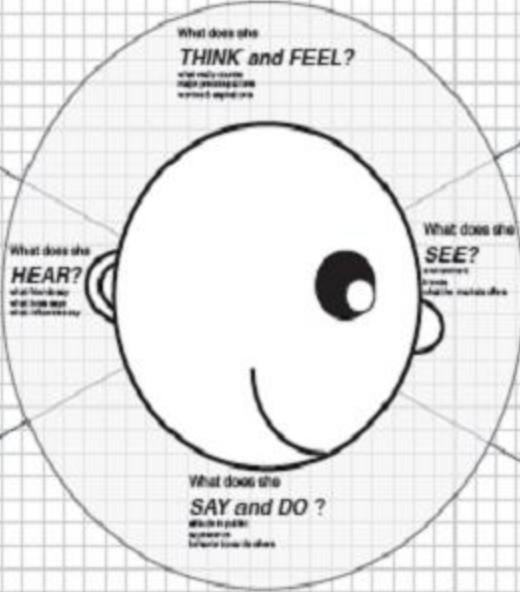
**Environment:** Many RESP marketing online.

**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.

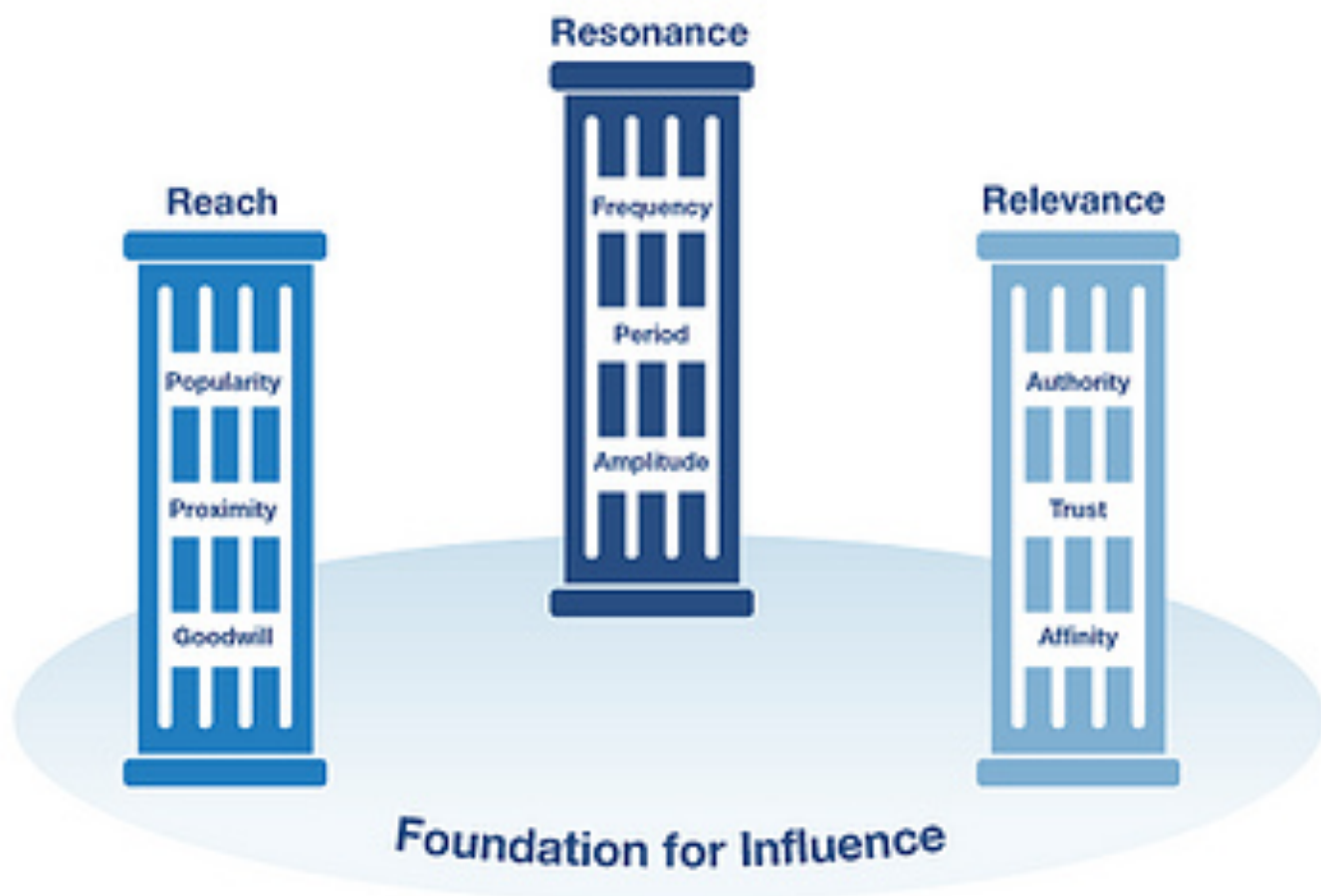
**Wants / Needs:** Quality leads. Top of mind.

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

**Obstacle:** Prioritizing and managing tasks.

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

Figure 1. Framework: Pillars of Influence



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

# People fall in love with the story.



The screenshot shows the IIP Digital website header with the US Embassy logo and navigation menu. The main content area features a photo gallery titled "APEC Event Showcases Women Innovators" with a grid of six images. The first image is a portrait of Janette Toral, a woman in a brown jacket. To the right of the image is a text block describing her as a leading figure in the Philippine IT industry.

**IIP DIGITAL**

Home Articles Texts & Transcripts Pamphlets Publications Photos Videos » Themes

PHOTO GALLERIES

TRANSLATED: English عربي 中文 فارسی

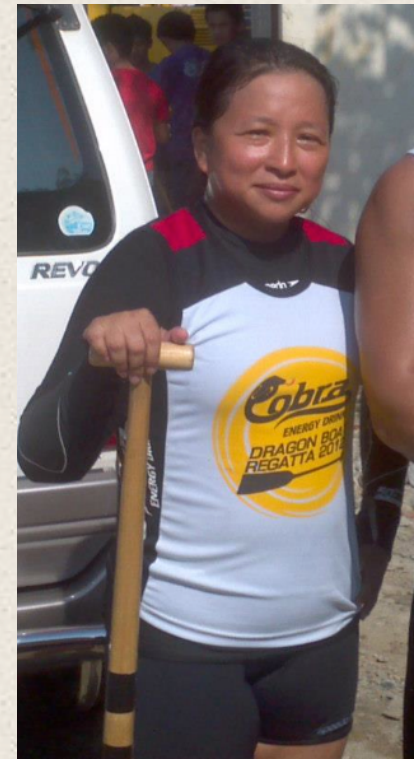
**APEC Event Showcases Women Innovators**

Intro 1 2 3 4 5 6

 **Janette Toral** is at the top of the information technology industry in the Philippines. A self-described "evangelist" for the Internet, Toral — whose career keeps pace with information technology sector expansion — juggles the roles of consultant, educator, lobbyist, blogger and community leader. Known as "the mother of electronic commerce law in the Philippines," she founded the Philippine Internet Commerce Society and lobbied hard for an e-commerce law, which passed in 2000 and made it much easier for Philippine companies to conduct online business worldwide.

12 September 2011

The Asia-Pacific Economic Cooperation (APEC) Women and the Economy Summit takes place in San Francisco in mid-September. Women entrepreneurs will meet to discuss how to support and increase women's economic participation in the Asia-Pacific region. Here, six women innovators share their stories.



Honest conversation creates  
advocates.

Advocates are better marketers.

*"Don't focus on trying to fix your flaws. Embrace your flaws. Understand them. Respect their liabilities, yet realize that they're entwined with your most vivid qualities. Your flaws make your most fascinating strengths possible." - Sally Hogshead*

# ELECTRONIC LIBEL AND CYBERCRIME PREVENTION ACT OF 2012

Libel is defined under the Revised Penal Code Section 355

1930

Art. 355. Libel means by writings or similar means. — A libel committed by means of writing, printing, lithography, engraving, radio, phonograph, painting, theatrical exhibition, cinematographic exhibition, or any similar means, shall be punished by prison correccional in its minimum and medium periods or a fine ranging from 200 to 6,000 pesos, or both, in addition to the civil action which may be brought by the offended party.

Decriminalizing libel requires amending the Revised Penal Code.

2000

E-Commerce Law (Republic Act 8792) empowered all existing laws to recognize electronic documents as evidence (commercial / non-commercial).

Libel is a crime in Cybercrime Law Section 4c (4)

2012

Libel. — The unlawful or prohibited acts of libel as defined in Article 355 of the Revised Penal Code, as amended committed through a computer system or any other similar means which may be devised in the future.

\*If a case is filed by a complainant, only 1 case to be prosecuted under Cybercrime Law.

\* Can be charge under Revised Penal Code also if concurrently committed in traditional means.

Pressing the like button and posting comments doesn't mean you are automatically committing libel. They are considered as "protected expression".

If proven guilty, imprisonment can be up to

8

years or payment of fines (amount to be set in IRR) or both

85% of Cybercrime case dockets involves libel (DOJ).

SOURCE: <http://bit.ly/ptv4forum>  
<http://bit.ly/edangara>

infographics by: DIGITAL SLIPINO .com

# Well-thought of topics / conversations rank in search engine results.



SOURCE: <http://bit.ly/ptv4forum>

infographic by: DIGITAL SLIPINO .com

## PROTECTION OF PUBLIC SOCIETY FOR PEACE AND ORDER

**CYBERCRIME (E.G. HACKING, PHISHING, ONLINE IDENTITY THEFT, TELECOMMUNICATIONS FRAUD)**

**SPECIAL PENAL LAWS (E.G. DRUG TRAFFICKING, ILLEGAL POSSESSION, HUMAN TRAFFICKING, ANTI-VOYEURISM, CHILD PORNOGRAPHY)**

**REVISED PENAL CODE (E.G. MURDER, RAPE)**

SOURCE: <http://bit.ly/ptv4forum>

infographic by: DIGITAL SLIPINO .com

It can help generate more clients.



# 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.upcity.com/blog/2010/12/infographic-diyseo-seo-keywords](http://www.upcity.com/blog/2010/12/infographic-diyseo-seo-keywords)  
[www.gomoda.com/blog/keyword-research-process-infographic](http://www.gomoda.com/blog/keyword-research-process-infographic)

# e HOW WILL CUSTOMERS "SEARCH" FOR YOU?

digital influencers philippines  
house and lot for sale in quezon city  
fitness gym davao  
lask surgery specialist manila  
recommended hotels in cebu below 2000 pesos



GRAPHICS ARTIST

GOOGLE

GRAPHICS ARTIST  
GRAPHICS ARTIST GUILD  
GRAPHICS ARTIST JOBS  
GRAPHICS ARTIST RESUME  
GRAPHICS ARTIST FOR HIRE  
GRAPHICS ARTIST JOB DESCRIPTION  
GRAPHICS ARTIST SALARY  
GRAPHICS ARTIST PORTFOLIO  
GRAPHICS ARTIST GUILD HANDBOOK



www.google.com  
www.pinterest.com/blog/keyword-research-process-in-graphics



# 3 CHECK KEYWORD KEYWORD/ KEYPHRASE

Here are the tools:

[adwords.google.com/ol/KeywordTool](http://adwords.google.com/ol/KeywordTool)

[wordtracker.com](http://wordtracker.com)

[www.bing.com/toolbox/keywords](http://www.bing.com/toolbox/keywords)



## References:

[www.adwords.google.com](http://www.adwords.google.com)

[www.pramodk.com/blog/keywordresearch-process-infographics](http://www.pramodk.com/blog/keywordresearch-process-infographics)

# 4 DO COMPETITOR ANALYSIS

1 Finding strong sites and your direct competitors



2 Evaluate your competition for specific keywords, prominence, and popularity.



3 Improve your keyword / keyphrase list based on your findings.



## References:

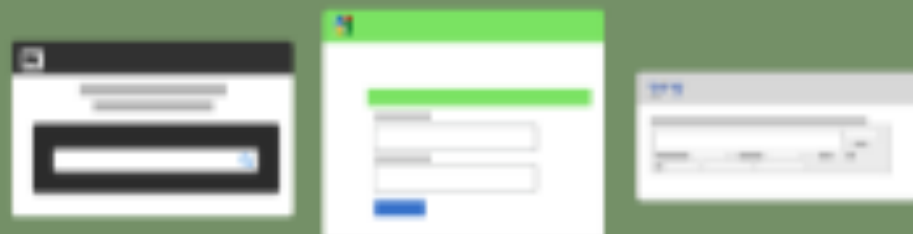
[www.alexa.com](http://www.alexa.com)

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

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

# 5 FINALIZE THE LIST

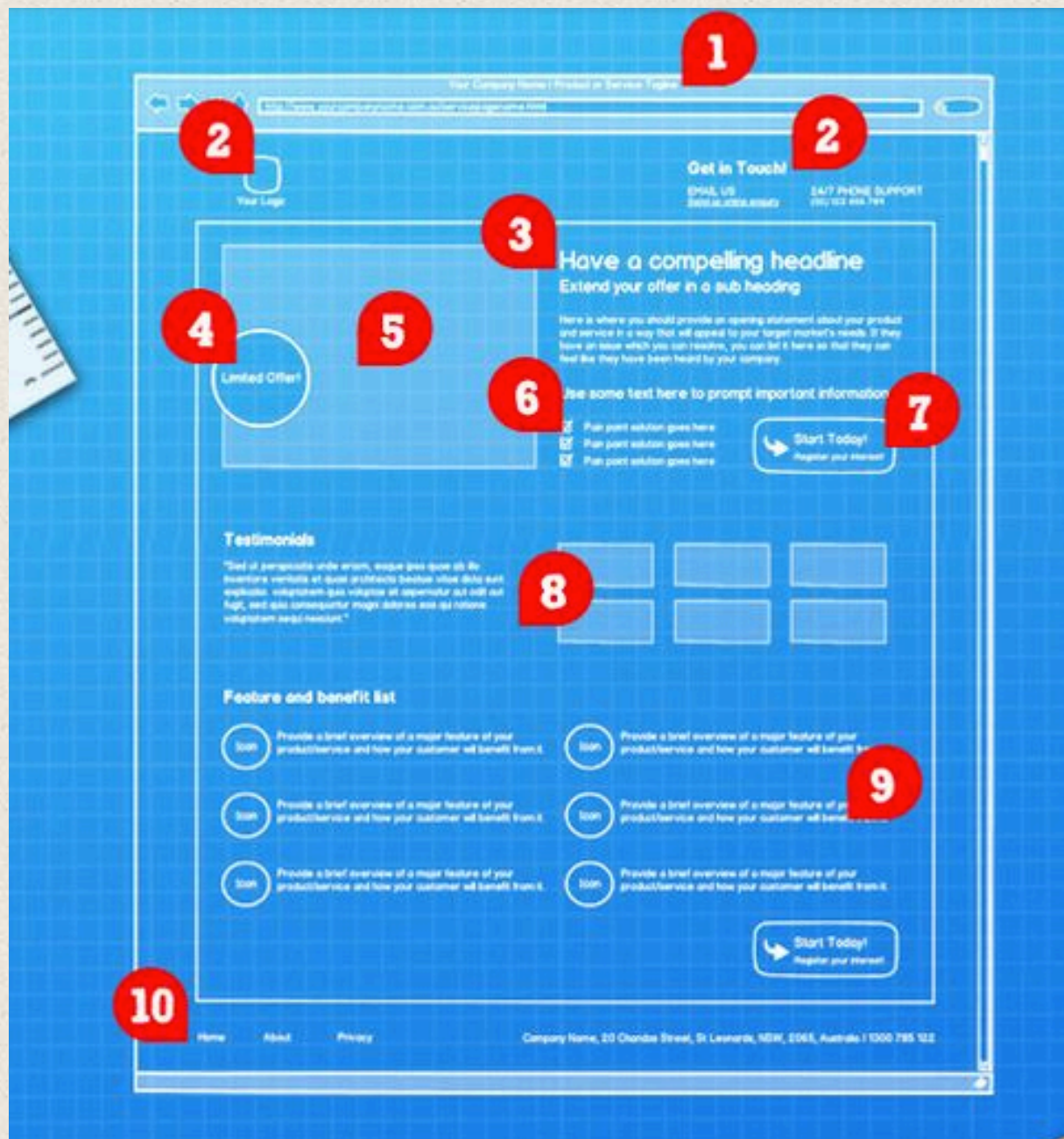
- 1 List relevant keywords for every product and service landing page.
- 2 Use keyword research tools to narrow down the list with significant ones by search volume and user relevance.



## References:

[www.adwords.google.com](http://www.adwords.google.com)

[www.pcmob.com/blog/keyword-research-process-infographic](http://www.pcmob.com/blog/keyword-research-process-infographic)



Make it interesting!

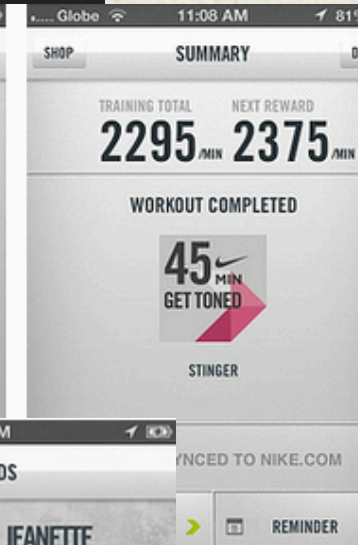
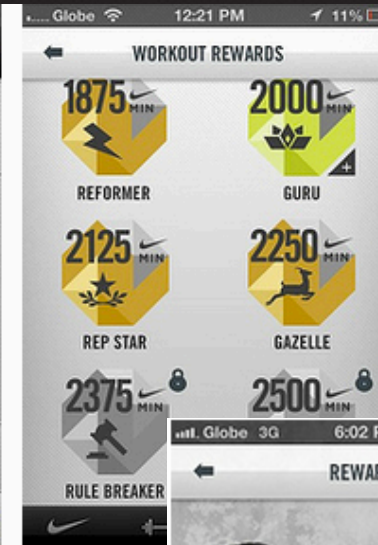
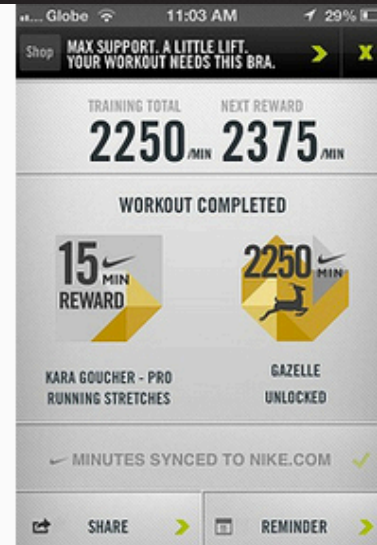
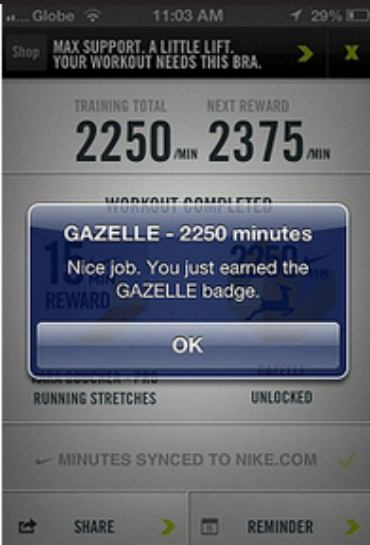
# WHAT IS GAMIFICATION?



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%

Run

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

3.62mi 21'29"/mi 1:17:49

Sunday

4.11mi 15'15"/mi 1:02:49

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

4/30/13

2.01mi 26'00"/mi 52:32

4/14/13

3.46mi 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

😊 19.0mi 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



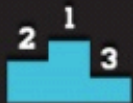
### BADGES

Reward achievements visually



### LEVELS

Encourage users to progress and unlock new rewards



### LEADERBOARDS

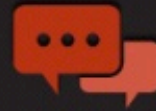
Organise players by rank



### 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

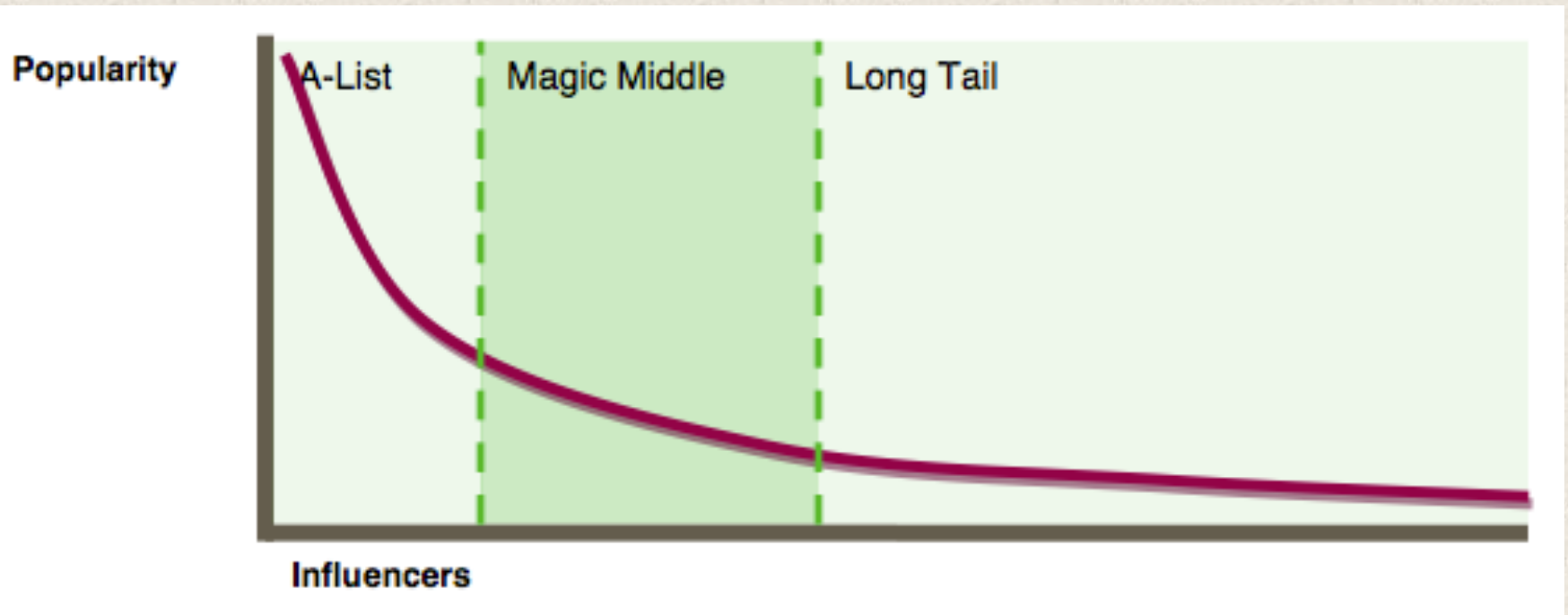


### CHALLENGING BUT ACHIEVABLE TASKS



# Will it scale?

- Demonstrate how growth will be achieved.
- Document and show proof.



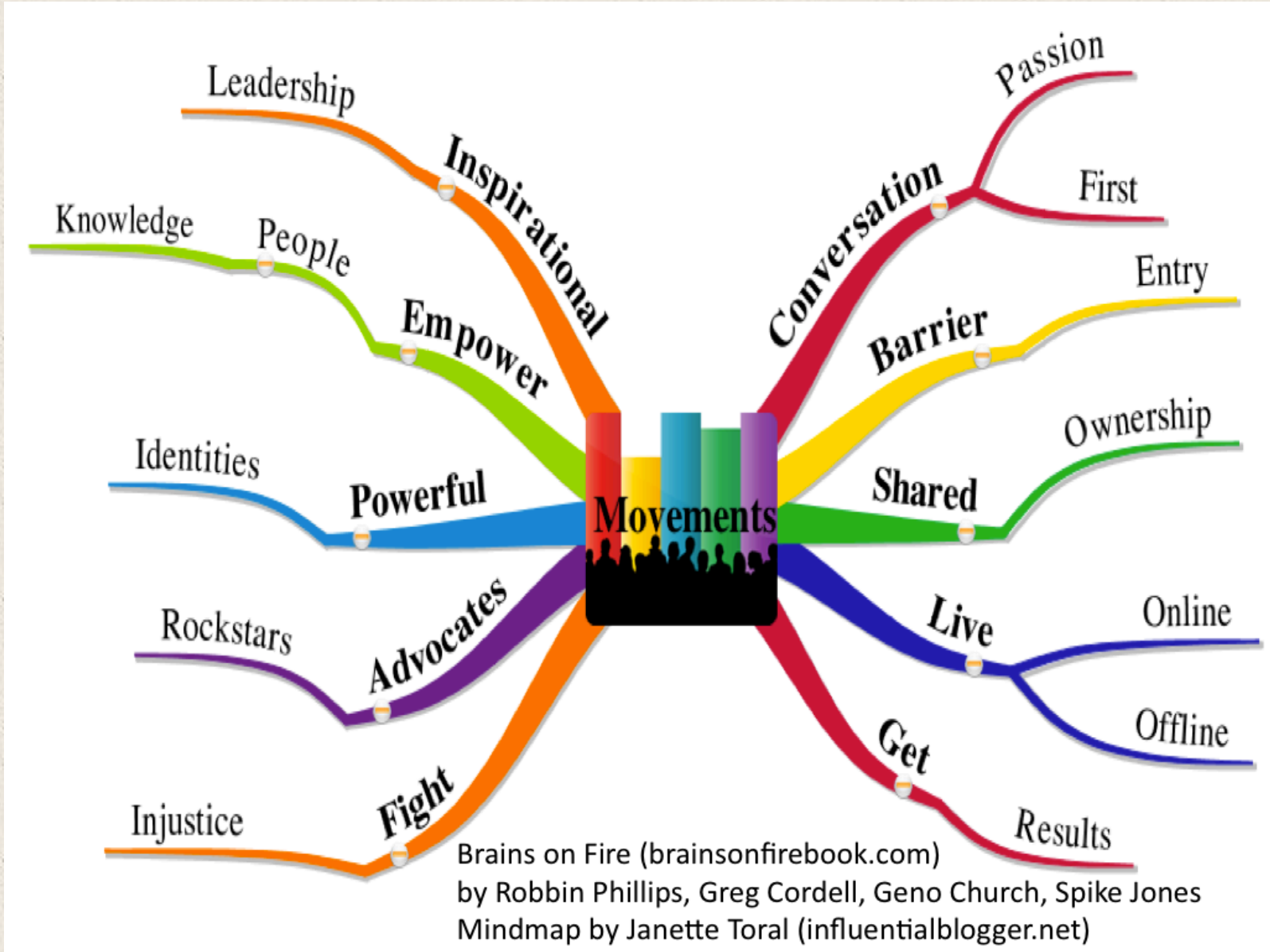
<http://www.freshnetworks.com/files/freshnetworks/FreshNetworks%20-%20Social%20Media%20Influencers%20Report.pdf>

## Engagement levels



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

Make advocates feel like rockstars.  
(even if you are the rockstar.)



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))

# Financial model

- Cost acquisition per customer
  - Organic
  - Invites
  - Affiliate
  - Advertising

# Financial model

- Lifetime value of customer
  - Face-to-face training
  - Protégé membership
  - Influencer Referrals / Affiliate
  - Club Membership
  - Certified Programs
  - Sponsorship
  - Consulting
  - Project Collaboration
  - Start-Up 100

# Focus / Prioritize

- Phase 1

- Site build-up
- Free Content build-up
- Free Boot Camp Invite
- Face-to-Face Boot Camp
- Start-Up 100 Prospecting

- Phase 2

- Site improvement
- Free Boot Camp Invite
- Paid content build-up
- Online subscription
- Face-to-Face Boot Camp
- Start-Up 100 Prospecting
- Start-Up 100 Investment

## 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

e-Commerce  
\*\*\*\*\*  
BOOT CAMP  
\*\*\*\*\*

Introduction to E-Commerce  
Janette Toral



Free

e-Commerce  
\*\*\*\*\*  
BOOT CAMP  
\*\*\*\*\*

E-Commerce Policies  
Janette Toral



Free

e-Commerce  
\*\*\*\*\*  
BOOT CAMP  
\*\*\*\*\*

Doing E-Commerce Safely  
Janette Toral



Free

e-Commerce  
\*\*\*\*\*  
BOOT CAMP  
\*\*\*\*\*

Storytelling / visualization to  
project stakeholders and  
customers guide

Free

e-Commerce  
\*\*\*\*\*  
BOOT CAMP  
\*\*\*\*\*

Understand the Business Pattern  
Janette Toral

Free

e-Commerce  
\*\*\*\*\*  
BOOT CAMP  
\*\*\*\*\*

Understanding the Customer  
Janette Toral

Free

e-Commerce  
\*\*\*\*\*  
BOOT CAMP  
\*\*\*\*\*

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?**

**DIGITAL INFLUENCER BOOTCAMP**

Home Modules Membership About Events

## Modules Archives - Digital Influencer Boot Camp by Janette Toral

<p><b>₱2,500</b></p> <p>DIGITAL MARKETING FOR THE REAL ESTATE INDUSTRY</p>  <p>ONLINE CLASS STARTS ON OCTOBER 3, 2013</p> <p><a href="http://digitalfilipino.com/influence">HTTP://DIGITALFILIPINO.COM/INFLUENCE</a></p> <p><b>Digital Marketing for the Real Estate Industry</b> Janette Toral</p> <p>☆☆☆☆☆</p>	<p><b>₱2,500</b></p> <p>eLearning IT'S MORE FUN IN THE PHILIPPINES</p> <p>DIGITAL MARKETING AND E-COMMERCE BOOT CAMP FOR THE TOURISM INDUSTRY</p> <p><b>Digital Marketing and E-Commerce Boot Camp for the Tourism Industry</b> Janette Toral</p> <p>☆☆☆☆☆</p>	<p><b>Free</b></p> <p>im</p> <p>DIGITAL INFLUENCER BOOTCAMP</p> <p>FREE DIGITAL MARKETING WORKSHOP ONLINE</p> <p><b>Digital Influencer Marketing</b> Janette Toral</p> <p>☆☆☆☆☆</p>	<p><b>Free</b></p> <p>im</p> <p>DIGITAL INFLUENCER BOOTCAMP</p> <p>FREE DIGITAL MARKETING WORKSHOP ONLINE</p> <p><b>Create your Online Presence</b> Janette Toral</p> <p>☆☆☆☆☆</p>
<p><b>Free</b></p> <p>im</p> <p>DIGITAL INFLUENCER BOOTCAMP</p> <p>FREE DIGITAL MARKETING WORKSHOP ONLINE</p> <p><b>Digital Marketing Policies</b> Janette Toral</p> <p>☆☆☆☆☆</p>	<p><b>Free</b></p> <p>im</p> <p>DIGITAL INFLUENCER BOOTCAMP</p> <p>FREE DIGITAL MARKETING WORKSHOP ONLINE</p> <p><b>Search Engine Marketing</b> Janette Toral</p> <p>☆☆☆☆☆</p>	<p><b>Free</b></p> <p>im</p> <p>DIGITAL INFLUENCER BOOTCAMP</p> <p>FREE DIGITAL MARKETING WORKSHOP ONLINE</p> <p><b>E-Mail and Newsletter Marketing</b> Janette Toral</p> <p>☆☆☆☆☆</p>	<p><b>Free</b></p> <p>im</p> <p>DIGITAL INFLUENCER BOOTCAMP</p> <p>FREE DIGITAL MARKETING WORKSHOP ONLINE</p> <p><b>Social Media Marketing</b> Janette Toral</p> <p>☆☆☆☆☆</p>

# Face-to-face Boot Camps



# Membership

#ecombootcamp

- Students can access Digital Influencer Boot Camp for free.
- Protégé members can join exclusive webinars.





**Attendees Still On Hold** Start Broadcast

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

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**

Protégé Webinars

# Focus / Prioritize

- Phase 3

- Site improvement
- Free Boot Camp Invite
- Paid content build-up
- PRO subscription campaign
- Certified Program Build-Up
- Club membership campaign
- Face-to-Face Boot Camp
- Start-Up 100 Prospecting
- Start-Up 100 Investment
- Start-Up 100 Monitoring

- Phase 4

- Start-Up 100 Prospecting
- Start-Up 100 Investment
- Start-Up 100 Monitoring

**MODULE 3:**  
E-Commerce  
Consulting as a  
Service



**MODULE 1:**  
E-Commerce  
Site Launch



**MODULE 2:**  
E-Commerce  
Marketing  
and Operations







Incorporated May 16, 2013

28/F Tower 2, The Enterprise Centre, 6755 Ayala corner Paseo de Roxas, Makati, Philippines 1226;  
P.O. Box EA 472, Ermita, Manila Telephones +632 8493476; +632 8346334; +63917 8921918; Fax +632 8865008;  
Email: [info@imetricsasia.com](mailto:info@imetricsasia.com); URL: [www.imetricsasia.com](http://www.imetricsasia.com)



Monitoring, Tracking, Measuring  
E-Commerce & the Economy

E-Commerce Influencers/  
Users

E-Commerce Maturity  
Model

E-Commerce  
Learning Institute

E-COMMERCE

I-Metrics Asia-Pacific Corporation  
Business Model

# Implementation

- Demographic targeting
  - Nationwide (internal)
  - Nationwide (partners)
- 1 million free boot camp participants
- 100,000 Face-to-Face briefings and boot camps.
- 10,000 PRO Subscription
- 1,000 Club membership
- 100 Start-ups

**We need new business models.**

Attuned to economic situation and  
needs of rising generation.

Share your  
learning  
journey with us.



<http://digitalfilipino.com/ecom>