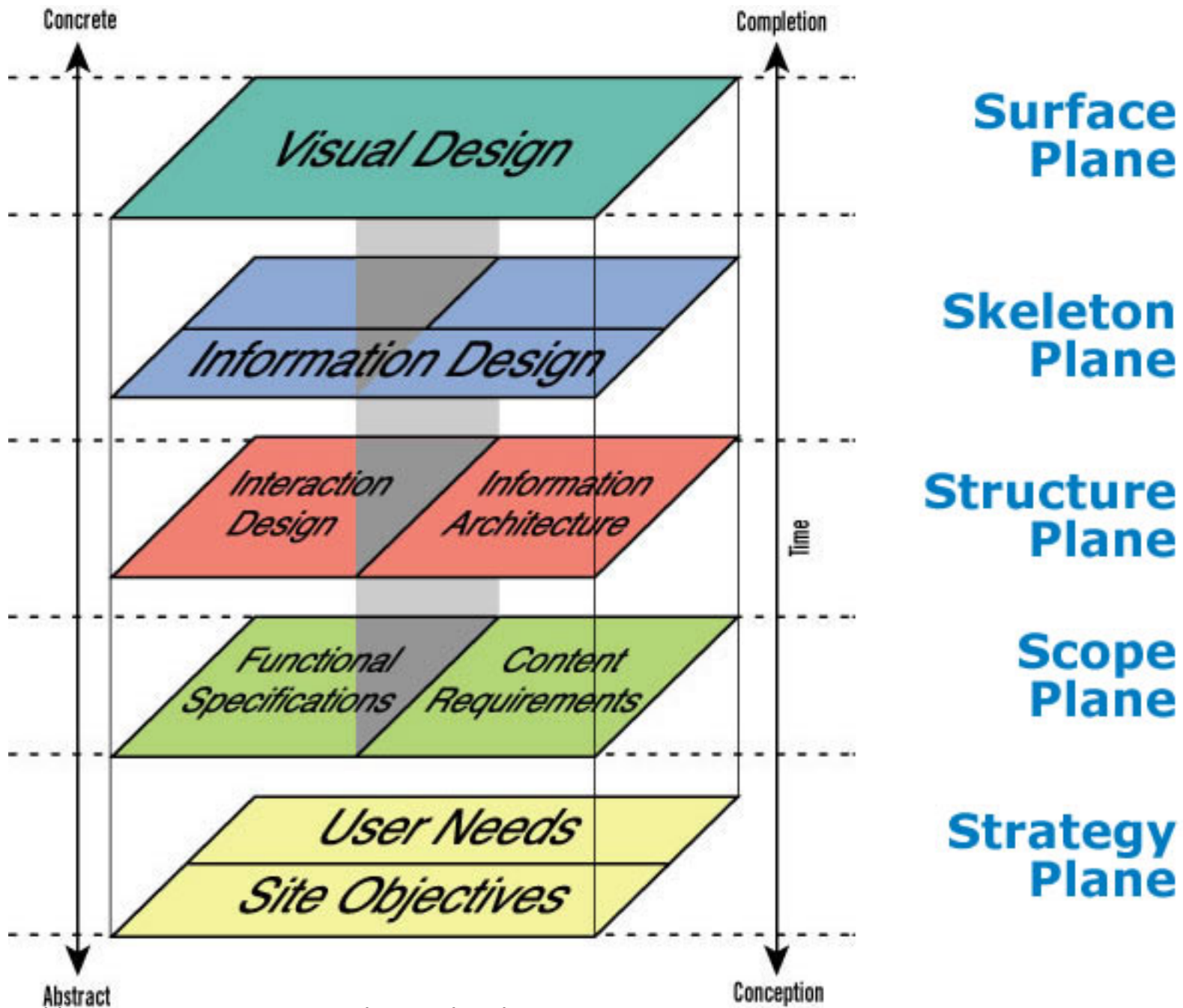


Educate: Creating a Website and Blog focused on Buyer Needs

Janette Toral

<http://digitalfilipino.com>



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SOCIAL MEDIA

AWARENESS

FAMILIARITY

OPINION/IMAGERY

CONSIDERATION

PREFERENCE

SHOPPING

PURCHASE



About Purchase Behavior



Peer reviews

Mixed sources

Perceptive reference

Crowd










Cognitive fluency

Product visualization

Social media

Emotional decision

Subconscious decision

<p>Key Partners </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>Key Activities </p> <p>Teaching online and offline.</p> <p>Site update</p> <p>Consultation</p> <p>Advertising</p> <p>Research</p>	<p>Value Proposition </p> <p>Learn online for one year</p> <p>Can be taken anywhere, anytime online.</p>	<p>Customer Relationships </p> <p>One-on-one.</p> <p>Self-service.</p> <p>Group.</p>	<p>Customer Segments </p> <p>Real Estate Service Professionals who would like to learn digital marketing to boost business.</p>
<p>Cost Structure </p> <p>Telecommunication cost.</p> <p>Site upgrades.</p> <p>Advertising budget</p> <p>Webinar platform</p> <p>Content development</p>	<p>Key Resources </p> <p>E-Learning platform</p> <p>Veteran player</p>	<p>Channels </p> <p>Social network.</p> <p>E-mail.</p> <p>Online Boot Camp</p> <p>Mobile.</p> <p>F2F Training</p>	<p>Revenue Streams </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** Designed by: **Janette Toral**

Real Estate Industry

Date:

Program

Iteration:

#1 Build customer persona

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.

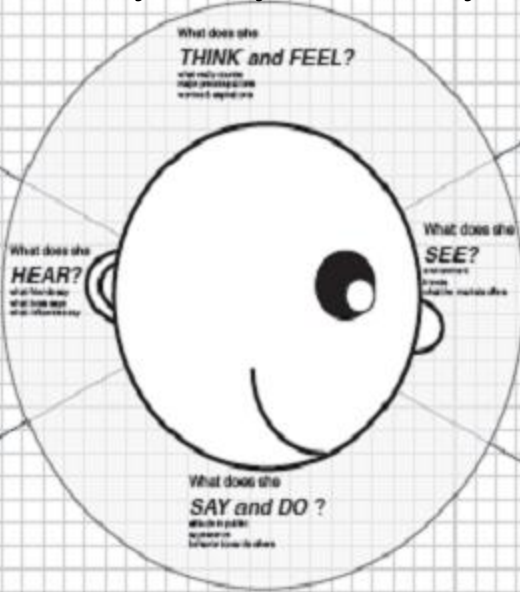
Influencers say: "Don't hard sell or spam online."

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.

Meeting user needs

What problems do users have?

How can we solve it?

-

Meeting user needs

What type of content users look for?

What can we put on our site?

What drives you?

Head, heart, or wallet?

Substance – topics, tone, style, what message we need to communicate



Workflow – the process, tools and resources we need to create and maintain content

Structure – how we prioritize and break up the content into building blocks

Governance – consistency, integrity and quality of the content

CONTENT COMPONENTS

PEOPLE COMPONENTS

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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-10-keywords
www.gomoda.com/blog/keyword-research-process-infographic

2 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

SOOYLE

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

3 CHECK KEYWORD KEYWORD/ KEYPHRASE

Here are the tools:

adwords.google.com/ol/KeywordTool

wordtracker.com

www.bing.com/toolbox/keywords



References:

www.adwords.google.com

www.pramod.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:

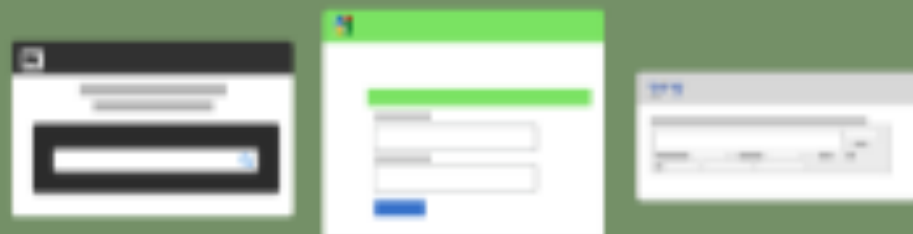
www.alexa.com

www.ahrefs.com

www.promodo.com/blog/keyword-research-process-infographics

5 FINALIZE THE LIST

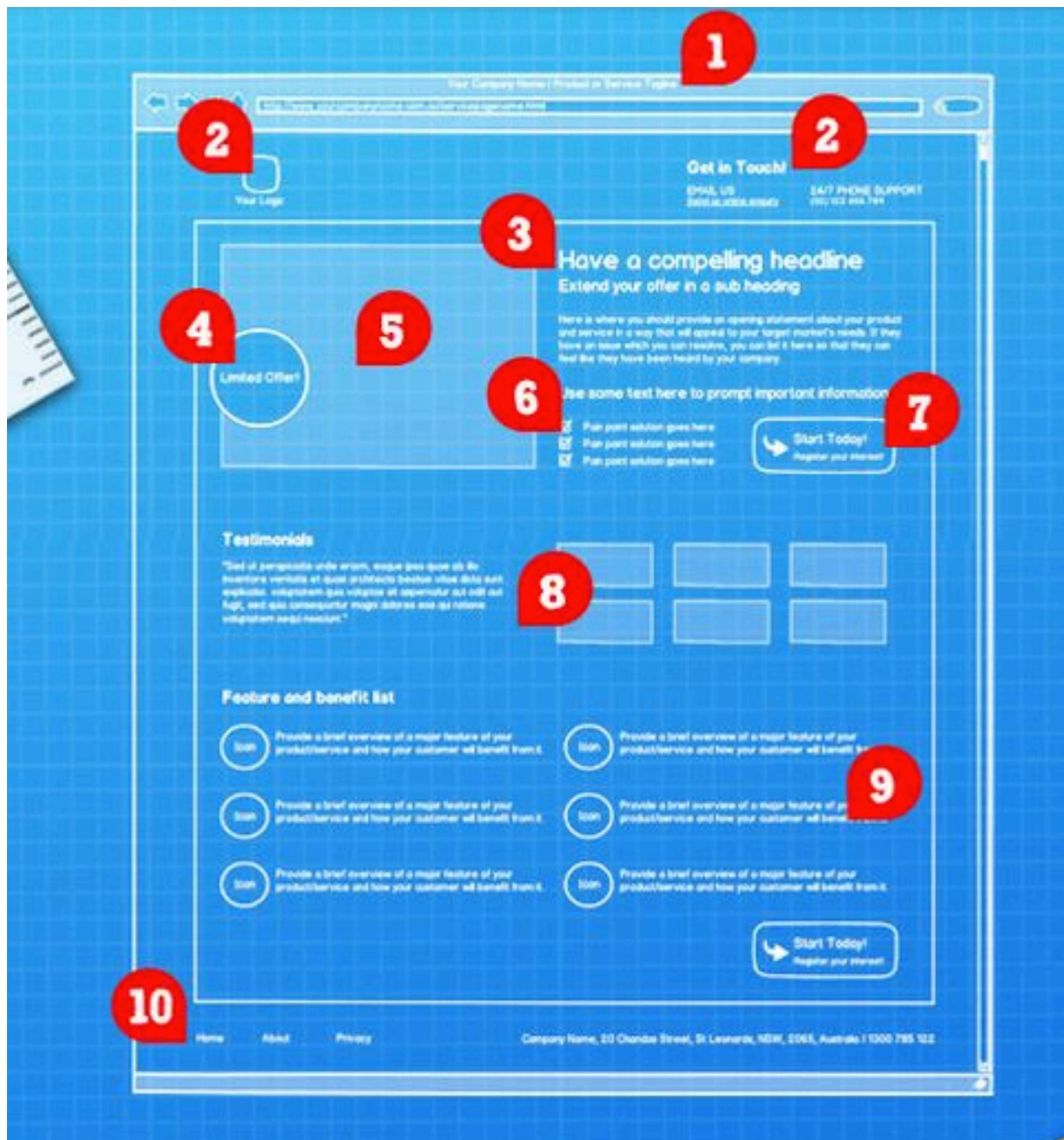
- 1 List relevant keywords for every product and service landing page.
- 2 Use keyword research tools to narrow down the list with significant ones by search volume and user relevance.



References:

www.adwords.google.com

www.pcmob.com/blog/keyword-research-process-infographic



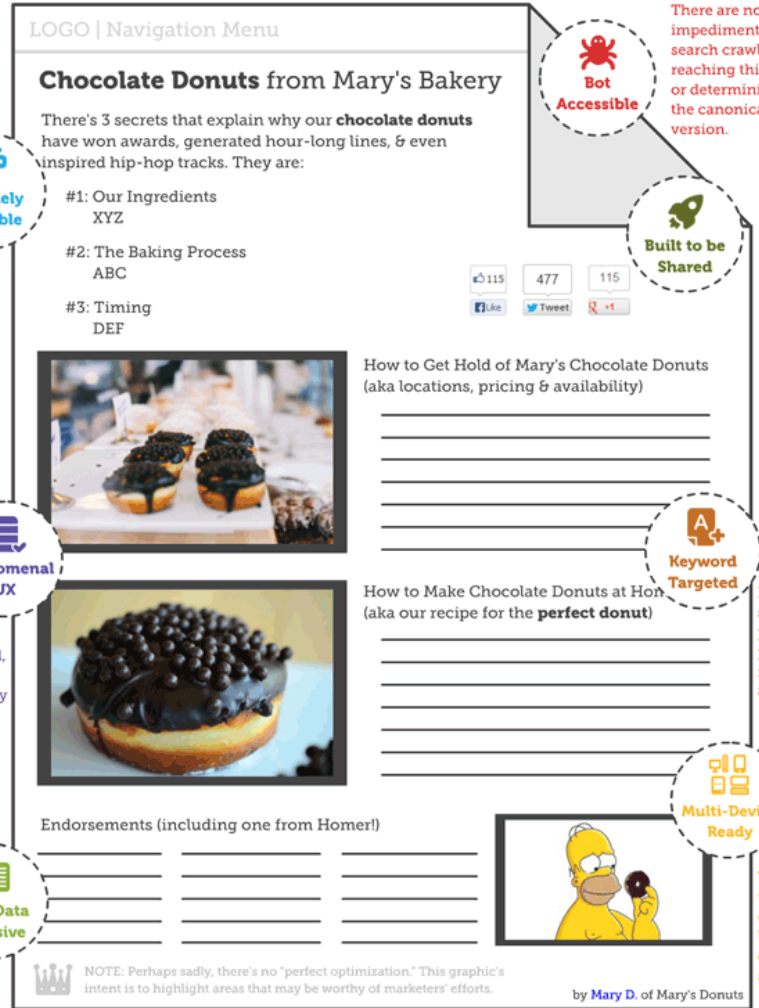
The "Perfectly Optimized" Page

Title & Meta Elements

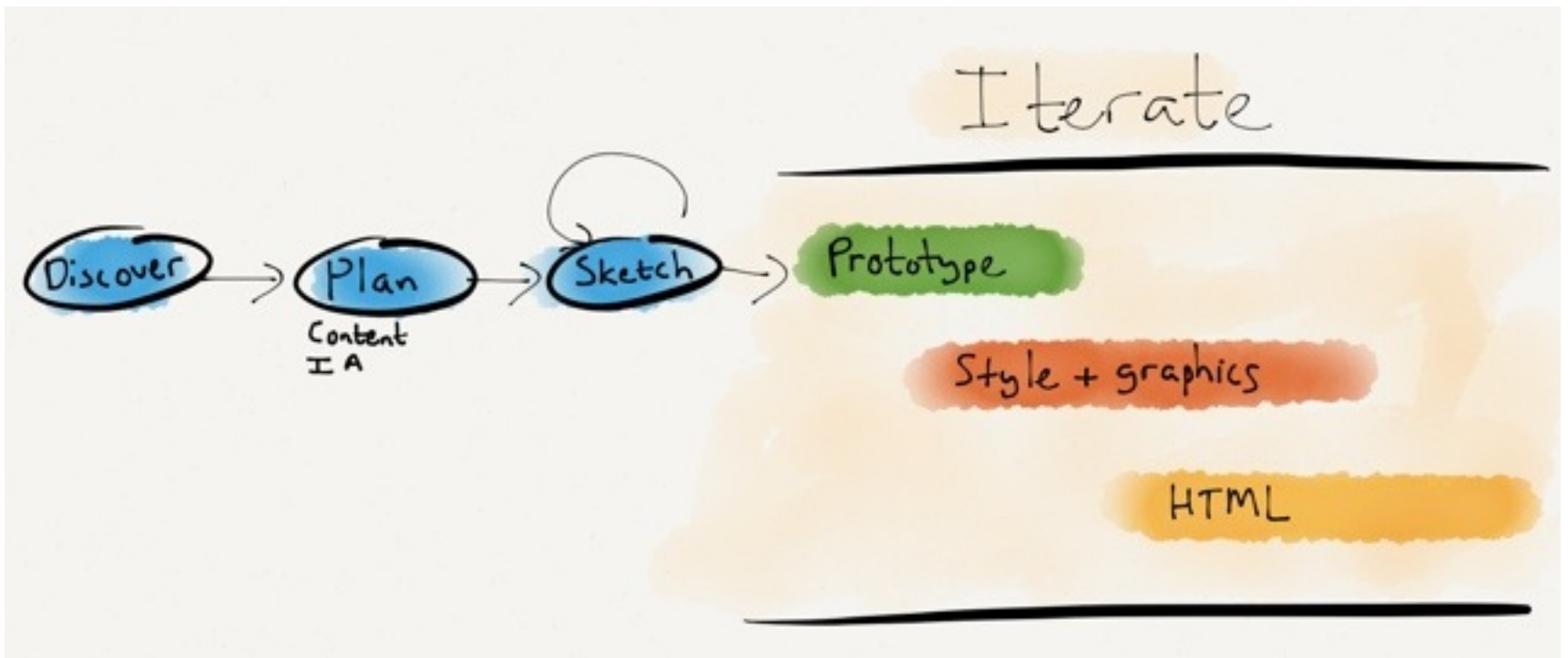
Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: <http://marysbakery.com/chocolate-donuts>



<http://blog.hubspot.com/perfect-on-page-seo-infographic>



<http://www.elezea.com/2013/09/responsive-design-agency-workflow/>