

Digital Marketing and E-commerce



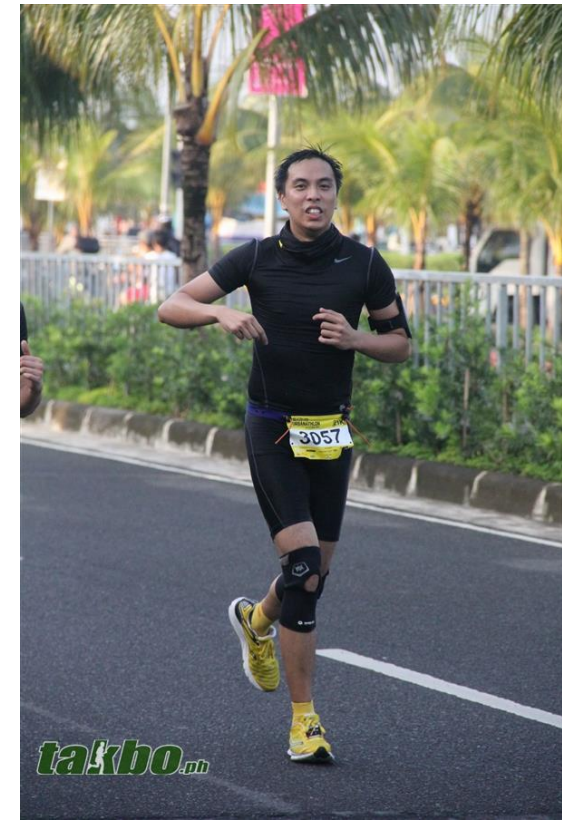
For the Sports and Fitness Industry

JOMA GIRON



ME

- Digital Marketing Specialist
- Fitness Buff
- Frustrated Professional Athlete



THE SPORTS AND FITNESS INDUSTRY

- Billion Dollar Industry (Worldwide)
 - It's about having a Niche
 - Diverse and has multiple aspects
 - Has a ton of content

TOP FITNESS TRENDS OF 2013



SPORTS AND FITNESS TRENDS

- Fun Runs, Marathons, Duathlons, Triathlons
 - Cross-fit Training
 - Mixed Martial Arts and Boxing
 - Healthy Eating
 - Online Purchasing



ONLINE TRENDS (SPORTS)

- Sports Blogging
- Fun Run or Marathon Photos
- Forums and Q&A's
- Mobile Apps
- Online Registration



CASE STUDIES

Pinoyfitness.com



PINOY ★ ★ ★
FITNESS.COM



CASE STUDIES

Takbo.ph

takbo.ph



TAKBOPH+ AWARDS



takbo.ph
RUNFEST
July 2013 • Bonifacio Global City • 3K 5K 10K 21K

CASE STUDIES

Running Photographers

facebook



Running Photographers
21,625 likes · 4,497 talking about this

Community organisation
Runners and Photographers in ONE. Visit our website at www.RunningPhotographers.com Running Photographers' vision is to be the leading league that immortalizes the running community's triumphant and euphoric moments through the art of photography.

About – Suggest an Edit



21,625

Photos Likes

CASE STUDIES

Dogo Drifter

DOJO DRIFTER
.COM MIXED MARTIAL ARTS

Trainer recounts Paul Walker's BJJ journey



Written by Gab Pangalangan

Photo via alvarezbjj.com

Action star and BJJ practitioner Paul Walker died last week in a tragic car accident. During his memorial service, his BJJ trainer Ricardo "Franjinha" Miller awarded him with his BJJ black belt, handing the belt to Walker's father. Miller then posted on the website of his academy the story of Paul Walker's BJJ journey.

[Read More >>](#)

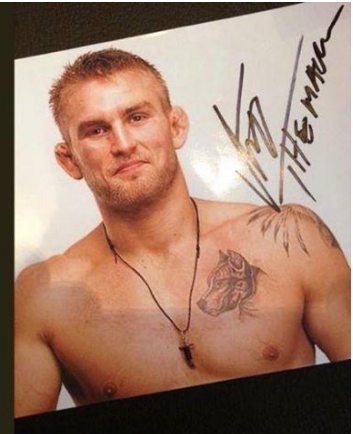
WIN A PICTURE SIGNED BY
ALEXANDER
"THE MAULER"
GUSTAFSSON!

All you have to do:

1. LIKE the Dojo Drifter page
2. SHARE this photo on you timeline

One lucky winner* will be randomly selected by next Friday!

*winner must be a resident of the Philippines



WOOSAH
STUDIOS

home of the

Boys Night Out!
PODCAST

brings you



ONLY AT WWW.WOOSAHSTUDIOS.COM

**“As there is a digital revolution,
There is also a fitness revolution,
Let’s take advantage of both”**



JOMA GIRON

Online Marketing Consultancy
www.jomagiron.com



@jomattitude



09175526969