

Advertising Regulations and Customer relationship management

Janette Toral

<http://digitalfilipino.com>

Online Advertising Regulations

- Adopt fair and reasonable business practices.
- Refrain from engaging in any false, deceptive, and misleading advertisement.
- Disclose information about their business identity.
- Information about products and services shall be posted in fair, accurate, and clear manner.

Online Advertising Regulations

- Provide consumer with sufficient information to make an informed purchasing decision.
 - Terms and conditions.
 - Cancellation policy.
 - Payment options.
 - Refunds.
- Comply with data privacy regulations.
- Set-up internal complaint handling system.

Number one #1 claims

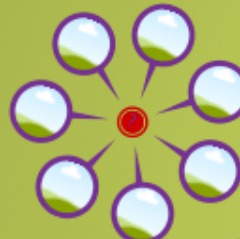
- Provide source of claim.
 - Given by disinterested 3rd party who has done research on the subject.
 - State period covered of research.
 - Criteria used for coming up with a ranking list.

DTI Sales Promotion Guidelines

- Need to get promotion permit with or without purchase required.
- Applied at least 30 days before the start of promotion.
- Covers premium offers, raffle, contest, discount, redemption, game, multi-scheme.



Purpose 1
Reason for being.



Business Models 2
Proposition, market, sustainability, growth potential.



Finance 3
Capital investment, revenue potential, operations cost, scalability.



6 Marketing
Offline to on line promotions, campaigns, advertising, social media.



5 Customer Relationship
Converting visitors to loyal customers.



4 Technology
Make the "e-commerce" site work. Technology-competitive.

Customer relationship management

- Customer relationship management is a model for managing a company's interactions with current and future customers.
- It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.

Various ways to do CRM

- Managing queries through forms / database spreadsheet
- Email communication
- Helpdesk assistance
- Answering people through social media

Collect information through forms / database worksheet

ecommercebootcamp.digitalfilipino.com/course/philippine-internet-history-phnet20/

Visited ▾ Getting Started

- Insights on moving forward

Internet users who will be helping out in this project will become part of an "Internet Historians Community" and help in setting process to ensure that work will continue for #phnet30.

I am dedicating this project to aspiring Internet historians, e-commerce advocates, entrepreneurs, and students who care about documenting the evolution of the Internet in the Philippines. Thank you for the support.

Join the Philippine Internet History #phnet20 Webinar Series

* Required

First Name *
Type your first name

Last Name *
Type your last name

Email address *
You will be added to the webinar system and receive the links where you can join when the scheduled session happens.

Can you join our "Your Internet History" survey? *
Not mandatory, this is a worksheet that you can fill out where you can give us a history of your Internet activities. This will help us identifying story elements needed in documenting Internet history.

Never submit passwords through Google Forms.

Download by:

78 44 40

Help Desk, E-mail, Social Media

You are posting, commenting, and liking as the Page **Janette C. Toral** — Change to Janette C. Toral

Page Manager [Create Post](#) [Edit Page](#) [Build Audience](#) [See Insights](#) [Help](#) [Hide](#)

Post	Total Reach [?]	Paid Reach [?]	Promotion
The challenge with content develop...	219	--	Boost Post
Lesson 4 on E-Commerce, Data Pri...	73	--	Boost Post
Let us spot new blogs making grea...	830	--	Boost Post
Let us spot new blogs making grea...	640	--	Boost Post

Messages 20+ [See All](#)

- Michael Mendoza**
That is what's missing na it's a perso...
- Jericho Tiu**
Just follow the process stated in th...
- Bry Ramirez**
Oh. Im sorry for the not-so-good ex...
- Keemo Kalerhi**

Upcoming Events
There are no upcoming events. [View Calendar](#)

Subscribe to Newsletter
Get the latest news and updates from us to you!

Can we help?

First Name

Last Name

Email

Message *

Initiate Chat

Powered by ClickDesk

Have seen this in fields such as wealth generation coaching, real estate consulting, Internet marketing, SEO, e-commerce, among others. To help consumers verify, I hope these steps can help.

1. Check the...
- Any number of party who has Gmail - and criteria us
- The absence of

https://mail.google.com/mail/u/0/?pli=1#search/clickdesk

Google

COMPOSE

- ClickDesk **Inbox: [ClickDesk] New chat transcript - digitalfilipino@gmail.com - (21 lines) (Default Depart...**
- livechat1@contactuswide. [Visitor Info] Visitor URL: http://digitalfilipino.com/ Referrer: https://www.google.com.hk/ Client Detail...
- ClickDesk **Inbox: [ClickDesk] New chat transcript - digitalfilipino@gmail.com - (1 line) (Default Departm...**
- livechat1@contactuswide. [Visitor Info] Visitor URL: http://digitalfilipino.com/ Referrer: https://www.facebook.com/ Client Detail...
- noreply@clickdesk.com **Inbox: [ClickDesk] Statistics on May 13, 2014 - Statistics [ClickDesk] Statistics on May 13, 2014**
- ClickDesk (2) **Inbox: [ClickDesk] New chat transcript - digitalfilipino@gmail.com - (3 lines) (Default Depart...**
- ClickDesk (2) **Inbox: [ClickDesk] Offline message - , what would it cost from basic until I am able to build one?)**
- livechat1@contactuswide. [Visitor Info] Visitor URL: http://digitalfilipino.com/state-of-e-commerce-in-the-philippines-2013/ Refe...
- ClickDesk (2) **Inbox: [ClickDesk] New chat transcript - digitalfilipino@gmail.com - (2 lines) (Default Depart...**
- ClickDesk **Inbox: [ClickDesk] New chat transcript - digitalfilipino@gmail.com - (8 lines) (Default Depart...**
- ClickDesk (6) **Inbox: [ClickDesk] New chat transcript - digitalfilipino@gmail.com - (1 line) (Default Departm...**
- livechat1@contactuswide. [Visitor Info] Visitor URL: http://digitalfilipino.com/bsm/ Referrer: Client Details: Chrome (Chrome) on...
- noreply@clickdesk.com **Inbox: [ClickDesk] Statistics on May 12, 2014 - Statistics [ClickDesk] Statistics on May 12, 2014**
- livechat1@contactuswide. [Visitor Info] Visitor URL: http://www.digitalfilipinoclub.com/41m.htm Referrer: https://www.google.co...
- ClickDesk **Inbox: [ClickDesk] New chat transcript - digitalfilipino@gmail.com - (2 lines) (Default Depart...**

- Chat messages logged in e-mail.
- Divert user to social media page for identity info.

Central Repository is key



Projects



Support



Mail



CRM



Campaigns



Survey



LiveDesk

Record Customer Interaction via CRM

https://crm.zoho.com/crm/ShowHomePage.do

Zoho CRM What's New? Subscription

Home Leads Accounts Contacts Potentials Activities Reports

Welcome Janette

Getting Started with Zoho CRM

- Leads**
 Lead are the individuals or representatives of organizations who show interest in your products or services.
[Create Lead](#) or [Import Leads](#)
- Contacts**
 Contact are the people in a company with whom you communicate and interact in pursuit of a business opportunity.
[Create Contact](#) or [Import Contacts](#)
- Accounts**
 Account are companies or department within a company, with which you make business dealings.
[Create Account](#) or [Import Accounts](#)
- Activities**
 Activity are a list or register of tasks, events, and calls associated to the CRM records pertaining to different modules.
[Create Task](#) or [Create Event](#) or [Create Call](#)

- Users & Permissions
- Organization Settings
- Customization
- Templates
- Website Integration
- Apps & Add-ons
- Developer Space
- Data Administration
- Subscription Manager

LEADS - Edit Page Layout

Customize the page layout by changing the order of the columns and fields, marking fields as r drag and drop the section header to reorder the sections. You need to drag and drop the fields

Modules List: **Leads** [Create Section](#)

Lead Information

Lead Owner	Company
First Name	Last Name
Title	Email
Phone	Fax
Mobile	Website

Zoho CRM Home **Leads** Accounts Contacts Potentials Activities Reports

All Open Leads

Send Mail Delete More Actions

<input type="checkbox"/>	Lead Name	Company	Phone	Email
<input type="checkbox"/>	Joey Notob	Joey		notobj
<input type="checkbox"/>	Joseph Norberto Arnaldo	Joseph Norberto		coachj
<input type="checkbox"/>	Jy Ederiza Uy	Jy Ederiza		iyeder
<input type="checkbox"/>	Joan Villarente Gurango	Joan		jvillar
<input type="checkbox"/>	Aldrich Haw	Aldrich		pnoytr
<input type="checkbox"/>	Rodante Dela Cruz	Rodante		worldf
<input type="checkbox"/>	WOVITO ESTARES	WOVITO		wovito
<input type="checkbox"/>	Sherlane Fortunado	Sherlane		sherlan
<input type="checkbox"/>	Sarah Faye Cuizon	Sarah Faye		sfcuizo
<input type="checkbox"/>	Jacquilou Cailing	Jacquilou		jacquic

Delete More Actions

← Edit Delete Clone Convert More Acti

Joey Notob - Joey

Lead Owner : Janette

Email : notobjoey@yahoo

Phone :

Mobile :

Lead Status :

Notes for this Lead

Add a Note...

Consistency

- Update CRM to record customer interaction regularly.
- Monitor activities of users too in managing client relationship.

Assignment

- Set-up a CRM process in managing leads and customers.