



Introduction to E-Commerce and Digital marketing

Janette Toral

E-Commerce 101

- “ All forms of electronic transactions.
- “ Commercial and non-commercial in form.

Digital Marketing 101

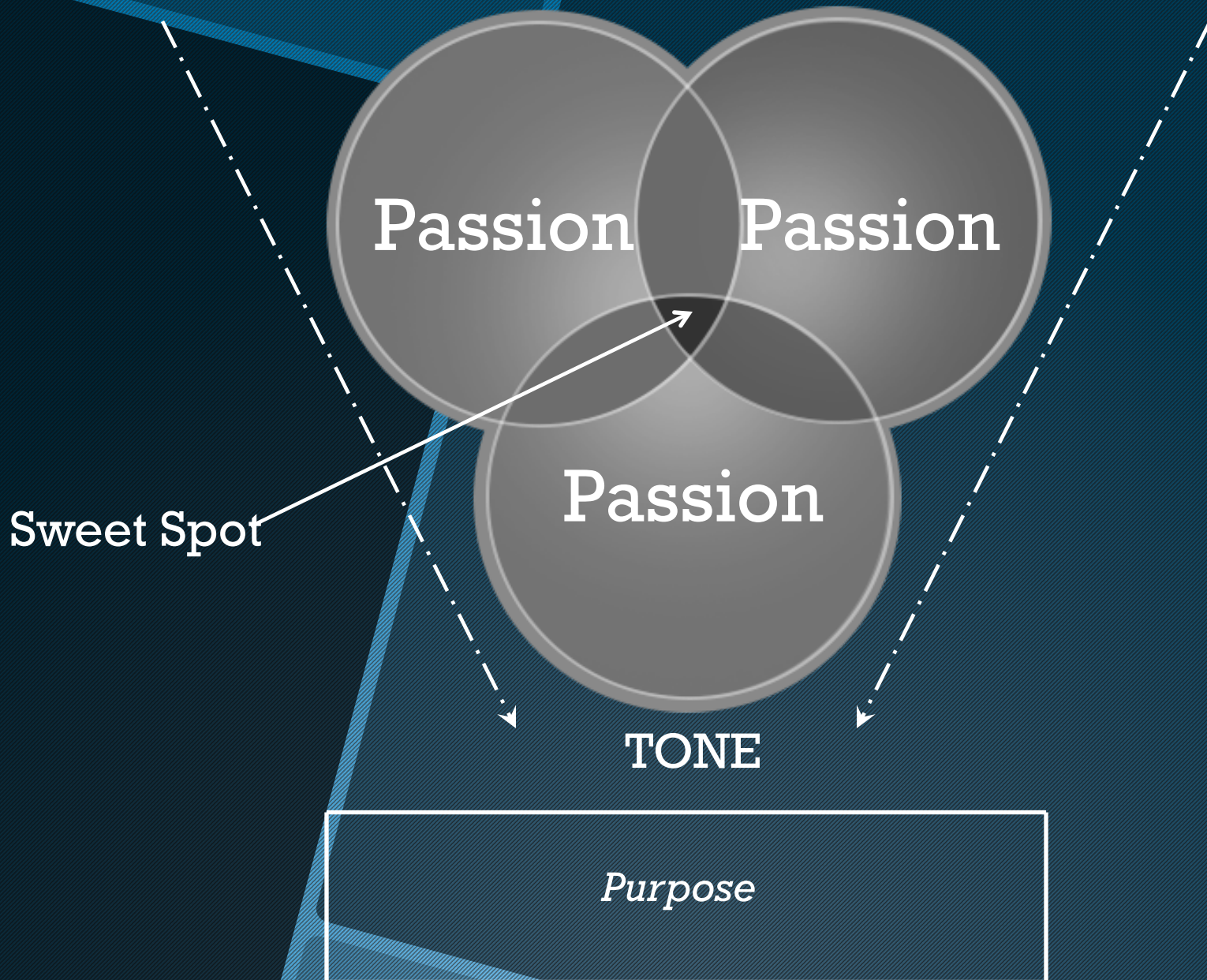
“ Everything you do to promote a business online.

“ Public relations

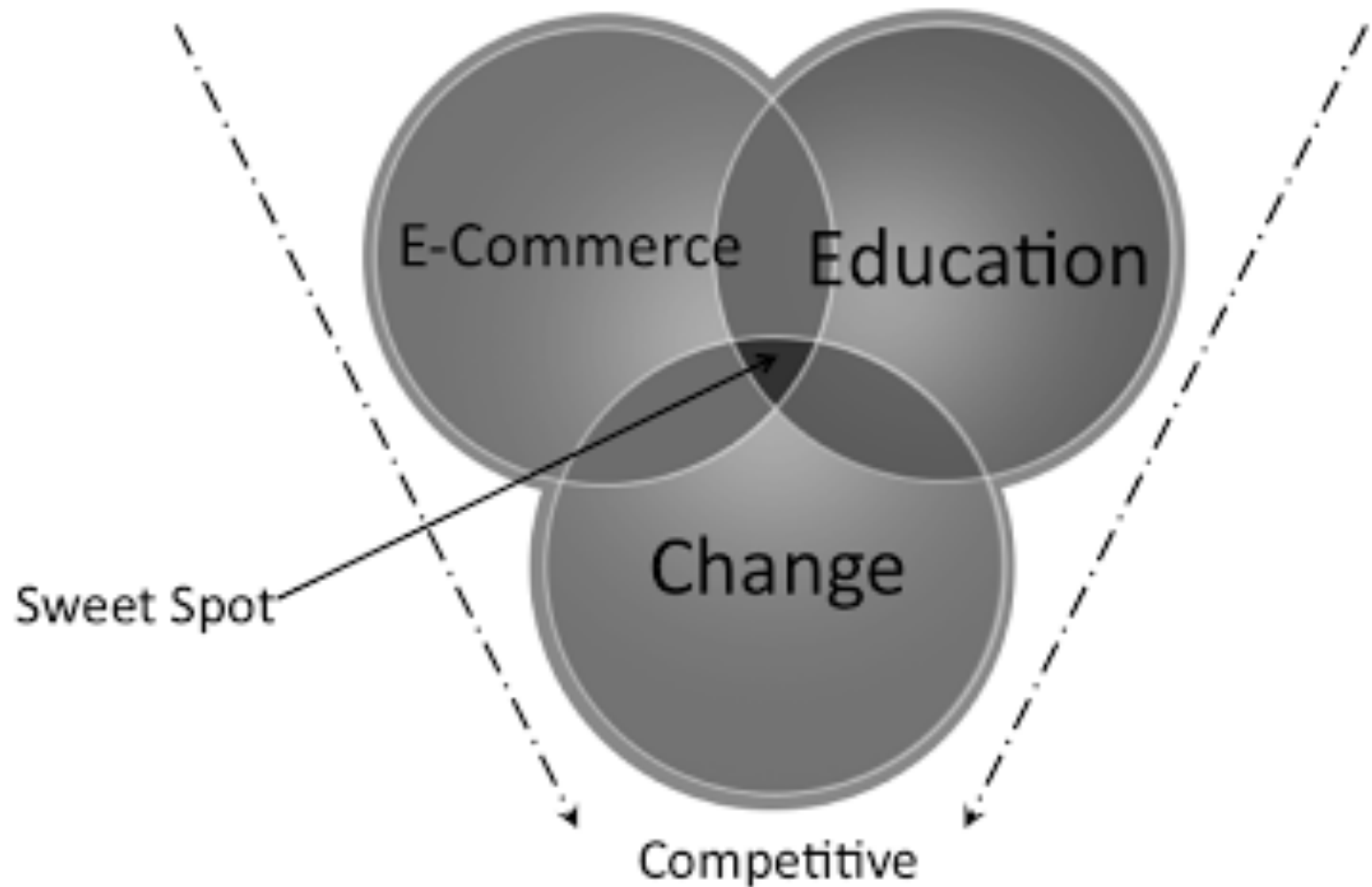
“ Advertising

“ Promotion

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

Name:

Janette Toral

's Personal Business Model Canvas

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



BECOME A **BLOG AND SOCIAL MEDIA MARKETING SPECIALIST**

ONLINE CLASS START ON AUG. 21, 2013

SEARCH THE SITE...



FREE: Digital Leaders Boot Camp – leadership workshop online #digitalleaders

– DIGITAL –
FREE: Digital Influencer Boot Camp – digital marketing workshop online

FREE: DigitalFilipino E-Commerce Boot Camp #ecombootcamp

DO PEOPLE SEARCH FOR YOU?
SEARCH INFLUENCER
★★★★ BOOTCAMP ★★★★★
ENROLL NOW!

Channels

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



Get your Start-Up Running and Attractive to Investors

Posted April 7th, 2013 by Janette Toral.

Having a clear vision, passion, management, advisors, plan, focus, financial model, and scale are the primary components that a start-up must have in order to make it attractive to investors. Richard Eldridge, CEO of Lenddo, emphasized this at the 4th DigitalFilipino E-Commerce Summit Manila. Lenddo helps Filipinos who don't have a credit score get access... [Read more >](#)



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

Upcoming Events

- JUL 27** Sat 2013: 8:00 a.m Digital Influencer Boot Camp Cagayan De Oro @ Syntactics Inc.
- JUL 29** Mon 2013: 8:00 a.m Search Influencer Boot Camp Davao @ Lane Systems Inc.
- AUG 3** Sat 2013: 8:00 a.m Digital Influencer Boot Camp Baguio @ Cordillera School of Digital Arts
- AUG 19** Mon 2013: 7:00 pm E-Commerce Entrepreneur Program @ ONLINE
- AUG 28**: 8:00 a.m Digital Marketing and E-Commerce for the Tourism

**What's your end
goal?**

START-UP 100 PROJECT

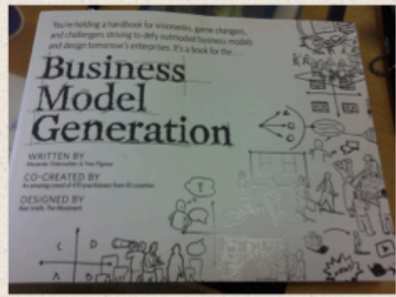


Start-Up 100 Project

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

Start-up types



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

- Abraham Lincoln



(New inspiration found last August to September 2011.)





E-Commerce Income Opportunities

**Does your business
model have
opportunities for:**

- “ One time sale ”
- “ Repeat ”
- “ Up-sell ”
- “ Cross-sell ”
- “ Short term relationship ”
- “ Long term relationship ”



#dimbootcamp

Case Study: Digital Influencer Community

[http://digitalfilipino.com/
influencer](http://digitalfilipino.com/influencer)



Become a Certified
E-Commerce Entrepreneur

HOME

REGISTER

BOOTCAMP

PODCAST



EPISODE #3

*Can anyone claim
Ownership of a Hashtag?*

Episode #3: Can anyone claim ownership of a hashtag?

EPISODE #2

*Can passing on of phone number
of a contact to
Another person be a violation of
Data Privacy Regulations?*

Episode #2: Can passing on of phone number of a contact to another person be a violation of data privacy regulations?

EPISODE #1

*Which works better -
Search Engine Marketing
or Social Media Marketing?*

Episode #1: Which works better - search engine marketing or social media marketing?

JUL
22
Mon

7:00 pm Digital
Marketing and E-
Commerce Boot Camp
for the Tourism
Industry

[View Calendar →](#)

[+ Add](#) [g+ Add](#)

FREE: Digital Influencer Boot Camp – digital marketing workshop online

Do you want to build your online influence but don't know how to get started? Do you have an existing business but need help in growing it further by collaborating with influencers and using various digital marketing techniques?

Join the FREE: Digital Influencer Boot Camp – a digital marketing workshop online (#dimbootcamp)

Learn various digital marketing techniques to market your products and services. Build your online identity and establish yourself as a digital influencer. Build an online community of advocates.

This is a 29-lesson program (7 topics) conducted online for free. The first run will have live webinar lectures and access to our members-only area.

It can be taken by anyone interested whether students,

#dimbootcamp



Face-to-face Boot Camps



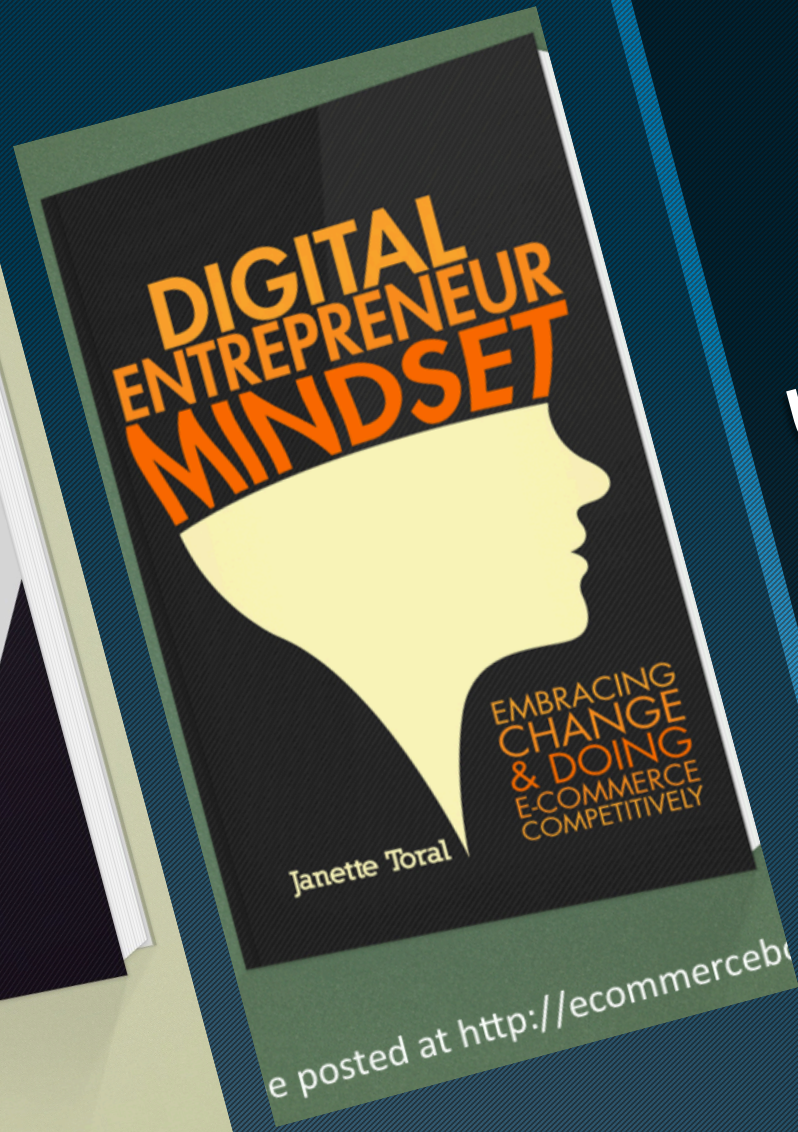
“ Students can access Digital Influencer Boot Camp for free.

“ Protégé members can join exclusive webinars.

#dimbootcamp

Membership





Book Edition

Protégé members-
only

2 DAYS TO GO



ARE YOU DEPENDENT ON OTHER SITES
IN GETTING TOURIST BOOKINGS ONLINE?



ONLINE CLASS STARTS ON
JULY 22, 2013

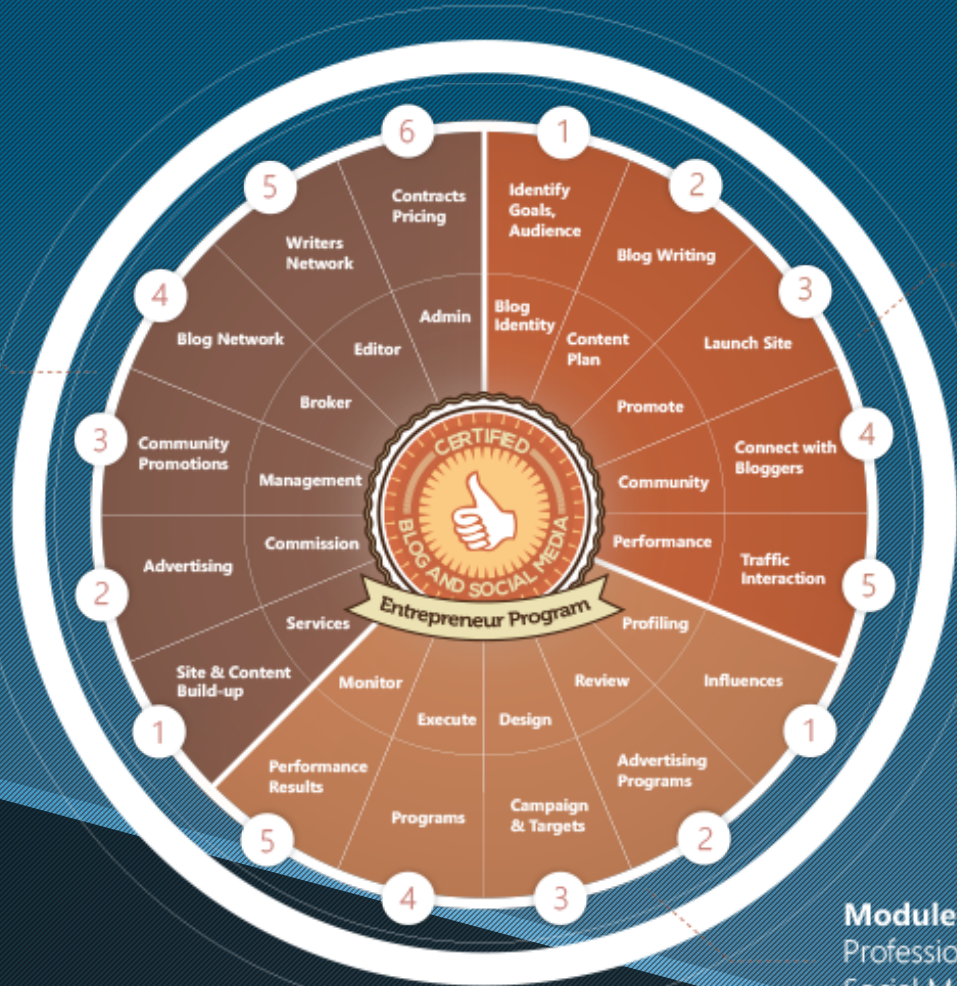
[HTTP://BIT.LY/TOURISMBOOTCAMP](http://bit.ly/tourismbootcamp)



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

Digital Influencers Marketing Summit

SUMMIT #dimsummit

Janice Crisostomo Villanueva
Founder, Mommy Mundo

Mel Cortez
Community owner, PhotoMarket Philippines

Gilmar Padua
CEO, InfinityHub.com

Wendy Ang
Founder/President, Optimind Technology Solutions

Janette Toral
E-Commerce Specialist, DigitalFilipino.com

Sign up!
on or before July 31
to avail early bird rates

Blog & Social Media Entrepreneur

“ Blogging ”

“ Social Media Marketing ”

“ Blogger / writers
network ”

“ Advertising
management ”

“ Website / blog
management ”

**Embracing
change**



7 DAYS TO GO

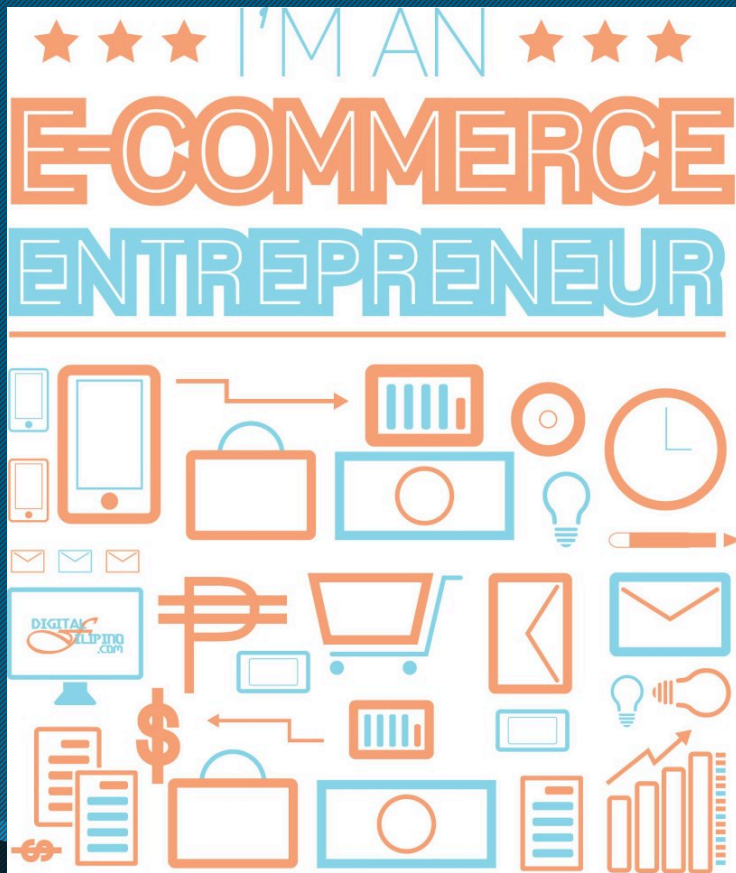
DIGITAL INFLUENCER BOOTCAMP

become a social media Rock Star

JULY 27, 2013 | CAGAYAN DE ORO | enroll at <http://bit.ly/edobootcamp>

“Connect with people. Talk about shared passion.”

“Live online. Live offline.”



Build an identity people can resonate with.

Take the lead



e-Commerce BOOT CAMP



PILLARS OF SEARCH INFLUENCE

23 JULY 2013

FOR MORE INFORMATION VISIT
DIGITALFILIPINO.COM/ECOM



WORLD SUMMIT AWARD
The World's in Commerce

WORLD SUMMIT AWARD
Philippines 2003-2005

awards this

CERTIFICATE OF RECOGNITION

to

Ms. Janette Toral

for winning in the e-Learning Category
with her product DigitalFilipino.com.

It is noted that the DigitalFilipino.com was a national finalist in the World Summit Award 2003 Global Contest, which was held in Dubai, United Arab Emirates on 17-22 October 2003.

J. C. CACDAC
DR. JOSEPHINE S. CACDAC
WSA Experts Panel 2003-2005
WSA Grand Jury 2003

Be trustworthy

Spark urgency

3 DAYS TO GO



**DO YOU HAVE MEASURES IN PLACE TO
PROTECT YOUR GUEST PERSONAL DATA?**



**ONLINE CLASS STARTS ON
JULY 22, 2013**
[HTTP://BIT.LY/TOURISMBOOTCAMP](http://bit.ly/tourismbootcamp)

**Make people want
to know more**

SEARCH
INFLUENCER
BOOTCAMP
#searchbootcamp

09 DAYS TO GO

DO YOU USE SOCIAL MEDIA TO
BOOST YOUR SEARCH ENGINE
RESULTS QUALITY?



JULY 29, 2013

DAVAO CITY

enroll at
<http://bit.ly/davaosearch>

Be Creative and Bold in your Approach

MODULE 3:
E-commerce
Operations



MODULE 1:
E-Commerce
Site Launch

MODULE 2:
E-Commerce
Marketing
and Operations



Will people outgrow or forget you? Will you be memorable?

“ Becoming a digital entrepreneur is all about embracing the fast game of change.

BE competitive by pursuing your passion, build movements, and Lead by doing.

@digitalfilipino

