

DIGITAL INFLUENCERS MARKETING SUMMIT 2014

Mannix Pabalan

- Keen Observer of Digital/ Online Marketing sphere & Internet landscape
- Founder and Currently Managing Director Hashtag Digital Inc.
- Former Head of Digital/Online Marketing Rocket Internet GmbH Lazada
- Former General Manager and Founder AyosDito.ph

When I launched AyosDito.ph people said who is this guy trying to challenge the #1?!

It just don't stand a chance ...

When we launched Lazada.com.ph people said how can it succeed? PH is not yet ready for e-Commerce ...

PLDTHome.com a 1 year old domain wanted to be #1 in organic search ... Most even my colleagues have doubted this to happen ... moreso to sell internet on internet ...

Mga 22,500,000 (na) resulta (0.28 segundo)

House & Lot - AyosDito.ph

Ad www.ayosdito.ph/house&lots

Over 33,000 **House** Deals Await You. Find What Fits Your Budget Now!
AyosDito.ph has 942 followers on Google+
Own A House And Lot - Apartments Rent/Sale - House For Sale

Silang Cavite House & Lot - southforbes.com

Ad www.southforbes.com/

Flood-free Executive **Lot For Sale**. Few lots left. Inquire now!
Condominiums For Sale - House and Lots For Sale - Mansions For Sale
Ortigas Avenue, EDSA corner Ortigas Avenue,, Quezon City - (02) 631 8855

House and Lot for sale Philippines | Ayosdito.ph

www.ayosdito.ph/.../House-and-Lot-for-sale-2040 Isalin ang pahinang ito
Buy and sell double storey,single storey,bungalow,terraced house in the Philippines.
Find the best deal among 33742 **House and Lot** ads at AyosDito.ph.

House and Lot for sale NCR - Metro Manila | Ayosdito.ph

www.ayosdito.ph/.../House-and-Lot-for-sale-2040 Isalin ang pahinang ito
Buy and sell double storey,single storey,bungalow,terraced house in the NCR - Metro Manila. Find the best deal among 9578 **House and Lot** ads

House And Lot, Townhouses And Subdivi

www.olx.ph/.../House+and+Lot,+Townhouses+an...

185779 results for **House and Lot**, Townhouses and Subdivi Philippines; For **sale House And Lot**, Townhouses And Su House And Lot, Townhouses ... - First - Bulacan - In Davao

Mga 21,600,000 (na) resulta (0.40 segundo)

Buy&Sell Cellphone for sale - AyosDito.ph

Ad www.ayosdito.ph/Cellphone

Find 30,000+ Phone @AyosDito Easy, Simple, Free
Low-Priced Cellphone - Secondhand Phones - Cellphone For Sale

Samsung Note II LTE Sale - globe.com.ph

Ad www.globe.com.ph/postpaid

Get Samsung Galaxy Note II LTE at a lower plan on Globe. Until Sept 14.

Buy Brand New Cellphones - lazada.com.ph

Ad cellphones.lazada.com.ph/

Shop Now For Fast Free Delivery*. Selection of Mobile Products!
Make Online Shopping Easier - Philippine Star
Exclusive Mi3 Sale - Be Fast, Get Intel Inside - Mobiles and Smartphones

Mobile Phones & Gadgets for sale Philippines | Ayosdito.ph

www.ayosdito.ph/.../Mobile-Phones-and-Gadgets-... Isalin ang pahinang ito
Buy and sell new or used Mobile Phones & Gadgets in the Philippines. Choose from wide variety of brands like Samsung, iPhones, Lg, HTC and many more at ...
Metro Manila - TV / Audio for sale - Computers & Accessories

Cellphone, Cellular, Mobile Phone, And Smartphone For Sale

www.olx.ph/.../Cellphone,+Cellular,+Mobile+Pho... Isalin ang pahinang ito
Cellular, Mobile Phone, and Smartphone Buy and Sell
Cavite - Sony ericsson - Alcatel

Mga 29,700,000 (na) resulta (0.38 segundo)

Second Hand Cars For Sale - ayosdito.ph

Ad www.ayosdito.ph/Cars

See Quality Cars W/in Your Budget. Visit AyosDito.ph For Big Discount!
AyosDito.ph has 942 followers on Google+

Secondhand Cars Hyundai On Cheaper Price
Honda Latest Model More Cars For Sale

Cars for sale Philippines | Ayosdito.ph

www.ayosdito.ph/Philippines/Cars-for-sale-1020 Isalin ang pahinang ito
Buy and sell new/used cars in the Philippines. Choose from top brands including Toyota,Nissan,Honda,Hyundai and many more.
Toyota - House and Lot for sale - Car Accessories & Parts - Honda

2nd hand cars - OLX Philippines Home

www.olx.ph/index.php/classifieds+directory/q/2nd+hand+cars
205 results for **2nd Hand Cars** Philippines; For sale **2nd Hand Cars** at OLX.ph Buy and Sell.

Second Hand Car - OLX Philippines Home

www.olx.ph/index.php/.../q/second+hand+cars Isalin ang pahinang ito
130 results for **Second Hand Cars** Philippines; For sale **Second Hand Cars** at OLX.ph Buy and Sell.

Phil Motors Philippines - Used cars | Car dealers | Cars for ...

www.philmotors.com/ Isalin ang pahinang ito
Buying or selling a car or searching for imported cars for sale in Philippines? Search over 6,688 of new and used cars for sale throughout the Philippines. sell

Google online store

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Mga 940,000,000 (na) resulta (0.76 segundo)

Top 10 Online Stores 2014 ⓘ
Ad www.top10ecommercesitebuilders.com/ ▾
 Easily Build Your **Online Store** Now. Limited Time Offers - From \$6.95/m!

Online store Pilipinas - StrawberryNet.com
Ad ph.strawberrynet.com/ ▾
 Skincare & Cosmetics- Free Shipping Save now on Brand Names!
 StrawberryNET ay may 966 mga tagasunod sa Google+
 Mabilis & Free Shipping - Bagong Customer Free Gift - Hanggang 60% na Bawas

Lazada.com.ph: Online Shopping at Affordable Prices in ...
www.lazada.com.ph/ ▾ Isalin ang pahinang ito
Online Shopping in Philippines ► Order Electronics, Fashion, Watches, Home Appliances, Toys & more at Lazada.com.ph ► Effortless Shopping✓ Great Prices ✓
 Mobiles & Tablets - Home Appliances - Cellphones - Mega Clearance Sale

Smart Online Store
store.smart.com.ph/ ▾ Isalin ang pahinang ito
 From Androids to iOS, choose a handset that meets your demands. Accessories and devices to keep you always connected to your **online** lifestyle.

Subscriptions - Smart Online Store
store.smart.com.ph/promo/ ▾ Isalin ang pahinang ito
 Smart **Online Store**. Phones and Devices. **Smart Online Store**. Buy Devices. Find a Store
 Go to our Store Locator. © 2014 Smart Com

ZALORA Philippines | Online S

Google online shopping

Web Images Mga Video Marami pa ▾ Mga tool sa paghahanap

Mga 74,200,000 (na) resulta (0.23 segundo)

Shop Online At LAZADA™ - lazada.com.ph ⓘ
Ad shopping.lazada.com.ph/ ▾
Shop Now For Fast Free Delivery*. Philippines' **Online Shopping Mall!**
 Deals of the Day - Fridays with Intel - Home Appliances - Kids and Baby Toys

Lazada.com.ph: Online Shopping at Affordable Prices in ...
www.lazada.com.ph/ ▾ Isalin ang pahinang ito
Online Shopping in Philippines ► Order Electronics, Fashion, Watches, Home Appliances, Toys & more at Lazada.com.ph ► Effortless Shopping✓ Great Prices ✓
 Mobiles & Tablets - Home Appliances - Cellphones - Mega Clearance Sale

ZALORA Philippines | Online Shopping for Shoes, Clothes ...
www.zalora.com.ph/ ▾ Isalin ang pahinang ito
Shop Online for Shoes, Fashion & Accessories at Zalora Philippines! Enjoy Cash On Delivery & Free Shipping! Get P250 Voucher upon signing up!

Online Shopping Store - Discount & Deals - MetroDeal ...
www.metrodeal.com/online-shopping ▾ Isalin ang pahinang ito
 Up to 95% off products and gadgets in our **online shopping** mall. Shop MetroDeal's latest offers and deals in the Philippines.

Online shopping - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Online_shopping ▾ Isalin ang pahinang ito
Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a ...

Google brand new computers

Web Images Mga Video Marami pa ▾ Mga tool sa paghahanap

Mga 471,000,000 (na) resulta (0.27 segundo)

Buy Desktop Computer, PC Parts, Laptop Brands ... - Lazada
www.lazada.com.ph/shop-computers-laptops/ ▾ Isalin ang pahinang ito
Computers & Laptops Philippines ► Shop online for Desktop **Computer**, Laptop **Brands**, **Computer** Parts & Accessories at Lazada Philippines ► Good Reviews✓ Great Prices ✓ **QCD** - now arrival: Lanove Triple Madness version 2.0 (Black)

Computers For Sale Philippines - Brand New and 2nd Hand ...
www.olx.ph ▾ All Categories ▾ Isalin ang pahinang ito
 59258 results for **Computers** Buy and Sell Philippines; For sale **Computers** at OLX.ph Buy and Sell.

Computer Set Price For Sale Philippines - Brand New and ...
www.olx.ph/index.php/.../q/computer+set+price ▾ Isalin ang pahinang ito
Computer:core 2 duo 2.13 ghz 1gb ram 160gb hard drive 128 mb built in video 17" lcd **branded** like samsung/ig/hp/dell Free:keyboard and mouse. Find our ...

Google internet plan

Web Images News Videos More Search tools

About 979,000,000 results (0.20 seconds)

Ads related to **internet plan**

P499* Wireless Broadband - pldthome.com
www.pldthome.com/mybro
 Enjoy 50% Off on PLDT Home Bro's 2Mbps Unlimited Internet. Apply now!
 PLDT Home has 129 followers on Google+

A Free Tablet & Internet - Sunbroadband.ph
www.sunbroadband.ph/
 from Sun Broadband As Low as P450 a Month

Gadget Bundle @ Plan 999 - smart.com.ph
www.smart.com.ph/Bro
 For your graduate, get Asus Transformer + Smart Bro Pocket WiFi

PLDT Home DSL™ Internet Plan - High Speed Internet Connection
pldthome.com/surf/mydsl/about
 PLDT Home DSL™ Internet Plan - High speed internet cable connection running on extensive network that delivers speeds of up to 3, 5, 8 & 10Mbps!
 Upgrade Support Home Security Find A Store

PLDT Home Bro™ Plan – High-Speed Wireless Internet
pldthome.com/surf/mybro/about
 Hassle-free online application w/ free payment pick-up & install
 Apply now for the fastest wireless internet connection at HOME

Internet Broadband Services and Products - SMART
www1.smart.com.ph/bro/
 LTE Plans. Take your Internet experience to the next level with
 Enjoy blazing fast Internet – only from LTE.

Google high speed internet

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Mga 53,200,000 (na) resulta (0.23 segundo)

Internet access - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Internet_access Isalin ang pahinang ito
 Broadband Internet access, often shortened to just broadband and also known as **high-speed Internet** access, are services that provide bit-rates considerably ...

PLDT Home Bro Plan - High-Speed Wireless Internet
pldthome.com/bro Isalin ang pahinang ito
 HOME Bro is a **high-speed** broadband internet connection for your home that uses the nationwide cellular network of SMART to wirelessly deliver internet ...

PLDT Home DSL Internet Plan - High speed internet
pldthome.com/dsl Isalin ang pahinang ito
 Home DSL is a **high-speed** broadband Internet service that runs on PLDT's extensive phone network. Using the latest Next Generation Network technology.

High-Speed Internet | Broadband Internet | Windstream
www.windstream.com/High-Speed-Internet/ Isalin ang pahinang ito
 High-Speed Internet plans and services for customers all over the U.S., including rural
 team's High-Speed Internet ...

Verizon
[net/](http://verizon.net/) Isalin ang pahinang ito
 best value in broadband internet. Get

Google wireless internet

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Mga 12,300,000 (na) resulta (0.24 segundo)

Wireless Internet - smart.com.ph
 Ad www.smart.com.ph/Broadband
 Get fast and reliable wireless broadband connection from Smart Bro

PLDT Home Bro Plan - High-Speed Wireless Internet
pldthome.com/bro Isalin ang pahinang ito
 Hassle-free online application w/ free payment pick-up & installation w/in 48 hours! Apply now for the fastest wireless internet connection at HOME!
 Ultra Bundles PLDT Home Bro Promo Support

Wireless Internet Protocol - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Wireless_Internet_Protocol Isalin ang pahinang ito
 Wireless Internet Protocols are the suite of wireless protocols after Wireless Application Protocol 2.0 (WAP). It includes XHTML Basic, Nokia's XHTML Mobile ...

Wireless Internet, Home Phone & TV Bundles - Verizon ...
www.verizonwireless.com/.../home-services.html Isalin ang pahinang ito
 From wireless internet, wireless home phone and TV bundles, Verizon Home Services has everything you need to stay connected.

Internet Broadband Services and Products - SMART ...
www1.smart.com.ph/bro/ Isalin ang pahinang ito
 Get the latest mobile gadgets and pair them with Bro devices together with the ...
 Experience our best and most enjoyable mobile Internet services with the



NOW WE ARE PROUD TO HAVE
LAUNCHED OFFICE IN UAE ... HOW
DO WE COMPETE WITH A MORE
SOPHISTICATED COMPETITORS
AND MARKET ...

**Milestone after Milestone, We do not
stop improving and never cease to
challenge our ourselves ...**



Connect | Engage | Track

THANK YOU!



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