

# Boosting Business with Social Media

Janette Toral

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# LEARN E-COMMERCE FOR FREE

<http://digitalfilipino.com/ecom>



# LEARN DIGITAL MARKETING FOR FREE

<http://digitalfilipino.com/influence>

# Checklist

- Build a landing page or website. Use any of the following:
  - Strikingly.com
  - Instapage.com
  - Wordpress.com (or self-hosted)
  - Wix.com or Weebly.com
- Live chat
  - Zopim.com
  - Clickdesk.com
- Customer relationship management. Use any of the following:
  - Bitrix24.com
  - Streak.com
  - Nimble.com
- Email marketing. Use any of the following:
  - Benchmarkemail.com
  - Mailchimp.com



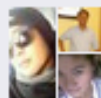


real estate tuguegarao



Janette

Home 20+



### TUGUEGARAO REAL ESTATE(Buy & Sell)

Public Group · 17 members



### Tuguegarao - Lots For Sale

Real Estate · 518 like this



### Camella Homes

Larion Alto, Maharlika H-way or Carig , 3500 Tuguegarao, Philippine, 3500 Tuguegarao City, Cagayan · Real Estate · 1,455 were here · 443 like this



### Camella Homes Strikers Marketing Professionals

Camella Homes Larion alto,Carig,Malvar & Batal, 3500 Tuguegarao, Isabela, Philippines · Real Estate · 4 were here · 135 like this



### Grand Victoria Heights Tuguegarao City

Libag sur, 3500 Tuguegarao City, Cagayan · Real Estate Agent · 136 were here · 219 like this

### LOTS 4 SALE - Tuguegarao

Tuguegarao City, 3500 Tuguegarao City, Cagayan · Real Estate · 18 like this

real estate tuguegarao

real estate pulsar hotel tuguegarao city



house for sale tuguegarao



house for sale tuguegarao

[Web](#)[Images](#)[Maps](#)[News](#)[More ▾](#)[Search tools](#)

About 46,000 results (0.41 seconds)

### [Lots for Sale Tuguegarao - lamudi.com.ph](#)



**Ad** [www.lamudi.com.ph/Sale/Tuguegarao](http://www.lamudi.com.ph/Sale/Tuguegarao) ▾

Best lots for Sale Online. Find your dream Lot today!

### [Property For Sale in Tuguegarao City](#)

**Ad** [www.property24.com.ph/](http://www.property24.com.ph/) ▾

Find your Perfect Home now. New Properties Listed Daily!

[Houses](#) - [Apartments and Condos](#) - [For Sale](#) - [Map Search For Property](#)

### [House and Lot for Sale in Camella Tuguegarao at Tuguegarao City](#)

**Ad** [www.myproperty.ph/House-For-Sale](http://www.myproperty.ph/House-For-Sale) ▾

Looking for an Affordable House For Sale? Visit MyProperty.ph now.

MyProperty.ph has 282 followers on Google+

[House & Lots for Sale](#) - [Houses for Rent](#) - [Apartments for Rent](#) - [Rooms for Rent](#)

### [House And Lot, Townhouses And Subdivisions in ...](#)

[www.olx.ph/...Tuguegarao+City/House+and+Lot,+Townhouses+and+Su...](http://www.olx.ph/...Tuguegarao+City/House+and+Lot,+Townhouses+and+Su...) ▾

House & Lot 500sqm Atulayan Sur Tuguegarao City. 6 images ... Bungalow house and lot in Tuguegarao City .... Rush Sale Lot Ugac Sur, Tuguegarao City.

### [House and Lot for sale Cagayan | Ayosdito.ph](#)

[www.ayosdito.ph/Cagayan-Region/.../House-and-Lot-for-sale-2040](http://www.ayosdito.ph/Cagayan-Region/.../House-and-Lot-for-sale-2040) ▾

Buy and sell double storey, single storey, bungalow, terraced house in the Cagayan. Find the best ... Bungalow House and Lot in Tuguegarao City ₱ 1,600,000

### [Property For Sale in Tuguegarao City - Property for sale ...](#)

[www.property24.com.ph/property-for-sale-in-tuguegarao-city-c5670](http://www.property24.com.ph/property-for-sale-in-tuguegarao-city-c5670) ▾

Find houses, flats, farms, apartments and property in Tuguegarao City through

## Lot Tuguegarao City | Mitula Homes

[homes.mitula.ph/homes/lot-tuguegarao-city](https://homes.mitula.ph/homes/lot-tuguegarao-city) ▼

We have 197 lots for sale in Tuguegarao City from PHP170,000. Lots with photos for your search lot tuguegarao city.

## House Tuguegarao City | Mitula Homes

[homes.mitula.ph/homes/house-tuguegarao-city](https://homes.mitula.ph/homes/house-tuguegarao-city) ▼

House for sale in tuguegarao city, cagayan. Asking price: 3,000,000 php. Bedrooms... Mountain view. More information and features: tuguegarao, house and lot, ...

## Tuguegarao - Lots For Sale | Facebook

<https://www.facebook.com/.../Tuguegarao-Lots-For-Sale/116329575087...> ▼

is on Facebook. To connect with Tuguegarao - Lots For Sale, sign up for Facebook today. .... Initially, intended for my own residential house. Near robinson.

## Tuguegarao city house - Trovit

[homes.trovit.ph/tuguegarao-city-house](https://homes.trovit.ph/tuguegarao-city-house) ▼

Find: tuguegarao city properties for sale at the best prices. We have 86 properties for sale for: tuguegarao city house, priced from PHP 718200.

## Tuguegarao city - Trovit - Trovit Homes

[homes.trovit.ph/tuguegarao-city](https://homes.trovit.ph/tuguegarao-city) ▼

Find: tuguegarao city properties for sale at the best prices. We have 128 properties for sale for: tuguegarao city, priced from PHP 1100000.

## Property for Sale in Tuguegarao City | everyhouse.ph

[www.everyhouse.ph/property-for-sale/tuguegarao-city-120382](https://www.everyhouse.ph/property-for-sale/tuguegarao-city-120382) ▼

Results 1 - 20 of 22 - Find all properties for sale in Tuguegarao City. Buy property in Tuguegarao City from estate agents and advertisers, with a simple search on ...

## Camella Tuguegarao, Cagayan Valley

[www.camella.com.ph/main/luzon1/tuguegarao](https://www.camella.com.ph/main/luzon1/tuguegarao) ▼

Within the City, spanning 8.8 hectares is Camella Tuguegarao, Cagayan at Larion Alto – offering its residents a well-deserved refuge of beautiful homes, ...

## Tuguegarao city house - Trovit

[homes.trovit.ph/tuguegarao-city-house](https://homes.trovit.ph/tuguegarao-city-house) ▾

Find: **tuguegarao city properties for sale** at the best prices. We have **86 properties for sale** for: **tuguegarao city house**, priced from PHP 718200.

## Tuguegarao city - Trovit - Trovit Homes

[homes.trovit.ph/tuguegarao-city](https://homes.trovit.ph/tuguegarao-city) ▾

Find: **tuguegarao city properties for sale** at the best prices. We have **128 properties for sale** for: **tuguegarao city**, priced from PHP 1100000.

## Property for Sale in Tuguegarao City | everyhouse.ph

[www.everyhouse.ph/property-for-sale/tuguegarao-city-120382](https://www.everyhouse.ph/property-for-sale/tuguegarao-city-120382) ▾

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[www.camella.com.ph/main/luzon1/tuguegarao](https://www.camella.com.ph/main/luzon1/tuguegarao) ▾

Within the **City**, spanning 8.8 hectares is **Camella Tuguegarao**, Cagayan at Larion Alto – offering its residents a well-deserved refuge of beautiful **homes**, ...

## Property Tuguegarao City

**Ad** [www.zilap.com/Property](https://www.zilap.com/Property) ▾

1000s Property For **Sale & Rent** Selling? Letting? List Yours Free!



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## Searches related to house and lot for sale in tuguegarao city

**houses for rent** in tuguegarao city

**rental houses** tuguegarao city

lot for sale in **balzain** tuguegarao city

tuguegarao **land sale**

**camella** tuguegarao city

**how to find current market value of home** in tuguegarao city

tuguegarao **real estate**

**camella homes** tuguegarao

# Be Social

Talk to  
interested  
people

Content.

Customize product  
messaging.

Answer relevant  
inquiries.

Get people to  
talk to you.

Share success  
stories.

Create a  
community.

Engage.

Get feedback.

Incentivize  
engagement.

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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

# Major Social Media Channels

## Facebook

- 5000 connections
- Create Groups
- Create Pages
- Notes = Blog
- Flexible advertising
- Hashtag support
- Applications

## LinkedIn

- 30,000 connections
- Create Groups.
- Create Company Profile.
- Blog
- Right column advertising for individuals
- Professional network.
- Slideshare / Rapportive integration

## Twitter

- Can follow up to 2000. (Adjust based on following.)
- Create additional accounts.
- Medium.com for blog.
- Sponsored Tweets for major advertisers.
- Hashtag support.
- Trending feature.

# Social Media Maintenance



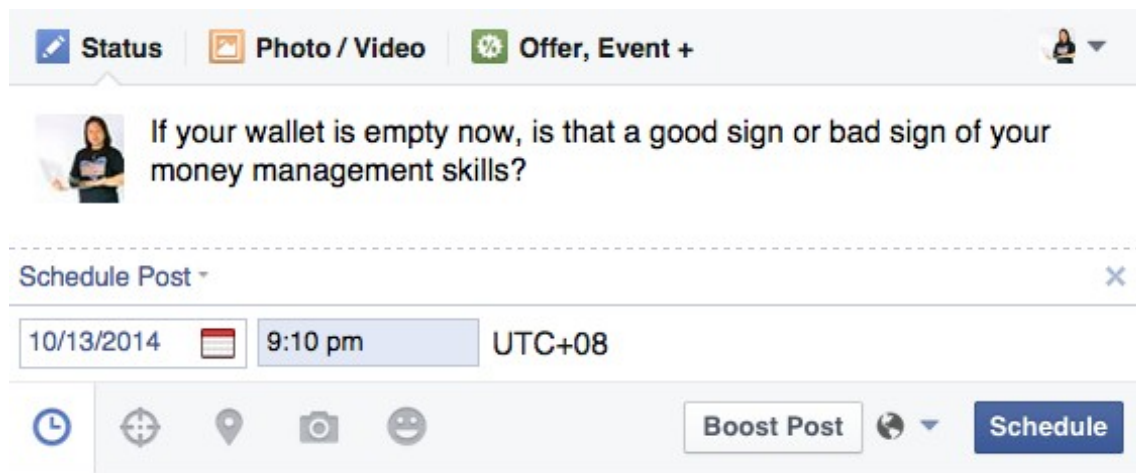
# Beef up your Facebook Page Timeline

- Add important milestones and note of the date when it happened.
- When you joined / partner with real estate developers / firms.
- Awards received.
- Photos showing special events with company or clients.



# Improve your Social Media Presence Daily Checklist

- Find and “Like” 5 new Updates and relevant Pages.
- Update your Facebook Page status daily.
  - Schedule it at any of the suggested time slots: 8 AM, 12 noon, 4 PM, 7 PM.
  - Adjust once you have updated statistics.



# Pin to Top

- Highlight important updates by using the “Pin to Top” feature.
- Makes it the first post seen on your page regardless of update.

Janette C. Toral  
Author

Timeline About Photos Videos More ▾

PEOPLE >

13,797 likes

Marie Luvett See Interino-Goh, Jennifer Cheng Chua and 466 others like her.

+463

ABOUT >

e-Commerce Book 10

Janette Toral is an e-commerce advocate, book author, researcher, trainer, and publisher in the Philippines.

<http://www.digitalfilipino.com> Promote

PHOTOS >

Status Photo / Video Offer, Event +

What have you been up to?

Janette C. Toral shared a link.  
Posted by Janette Toral on January 13

It is all systems go for our training in Makati this Saturday. Also for the weekly online edition that will start on January 21. Many thanks to folks who signed up.

PRESENTS

Certified E-Commerce Specialist, E-Commerce Entrepreneur, and E-Commerce Professional Program by...  
digitalfilipino.com



# Photos drive more engagement on FB Pages

## Most Shared Posts from Facebook Pages Worldwide, March 2014

*% of total*

### Photo

87%

### Link

4%

### Album

4%

### Video

3%

### Status

2%

*Note: among the top 10% of posts in raw interactions from 30,000+ Facebook pages*

*Source: Socialbakers.com as cited in company blog, April 8, 2014*

172116

www.eMarketer.com

# Advertise to build following

- Help build your 10,000 likes.
- Use conversion pixel to build your target audience.

## Suggested Page



**DigitalFilipino.com**

Sponsored

Promoting the growth of e-commerce in the Philippines, happy 15th year  
DigitalFilipino.com

### Learn Digital Marketing Online!

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.

[Get Started](#)



**DigitalFilipino.com**

Website










10,599 people like this.

[Like Page](#)

# Advertise to build following



- Must have great content to support.

What kind of results do you want for your ads?


	Clicks to Website
	Website Conversions
	Page Post Engagement
	Page Likes
	App Installs
	App Engagement
	Event Responses
	Offer Claims
	Video Views

# Use conversion pixel to know people attracted to you.

<input type="checkbox"/>	<input type="checkbox"/>	certified.digitalfilipino.com/membership/ - Website Clicks - Image 4	Active	544 Website Clicks	\$0.04 Per Website Click	58,894	1.22	809	1.129%	\$0.06	\$23.00
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 **DigitalFilipino.com Club**  
Sponsored · 

Happy 11th year DigitalFilipino Club. Pushing the growth of e-commerce in the Philippines



**Join DigitalFilipino Club**  
Started in December 25, 2003. A community Janette Toral established to give companies free e-commerce and digital marketing training, event exposure,...

CERTIFIED.DIGITALFILIPINO.COM [Learn More](#)

Like · Comment · Share ·  23

**Creative** [Edit](#)

[Ad Preview](#)

[Create Similar Ad](#)

**Targeting, Placement and Optimization**

Targeting, Placement and Optimization are now in Ad Sets  
[Click here](#)

**Performance**

[Actions](#) [Clicks](#) [CTR](#) [Imp](#)

**573 Total Actions?**

- 544 Website Clicks?
- 27 Post Likes?
- 1 Page Likes?
- 1 Post Shares?

[See full actions report](#)

# Use conversion pixel to create lookalike audience and target.

## Conversion Tracking

Create Pixel

Pixel Name	Category	Sharing	Activity	Status	Last Verified	Actions
club ID: 6020523854374	Registrations	—		Active	01/16/2015 8:47am	Actions

- Create Ad
- Create Lookalike Audience
- Share Pixel

<input type="checkbox"/>	<input type="checkbox"/>	digitalfilipino.com/cep/ - Website Conversions - Image 6	Active	200 Conversions	\$0.04 Per Conversion	27,055	2.59	139	0.198%	\$0.52	\$8.47	Optim C
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**Janette C. Toral**  
Sponsored ·

Develop your e-commerce business model. Define target customers. Carve your niche. Own it.



**E-Commerce Business Devt**  
Join Certified E-Commerce Specialist, Entrepreneur, Professional Training Program. Take place online, Dagupan, Davao, Cebu, Makati. 11...  
DIGITALFILIPINO.COM [Sign Up](#)

**Creative** [Edit](#)

[Ad Preview](#)  
[Create Similar Ad](#)

**Targeting, Placement and Optimization**

Targeting, Placement and Optimization are now in Ad Sets  
[Click here](#)

**Performance**

[Actions](#) [Clicks](#) [CTR](#) [Impressions](#)

**327 Total Actions?**

- 200 Registrations? (Conversion)
- 93 Website Clicks?
- 16 Post Likes?
- 18 Other Actions?

[See full actions report](#)

# Have a content plan / social media calendar

## Facebook

Month:	Jan	1st	2nd	3rd	4th
Owner:		Janette	Fleire	Janette	
Content type:		Quote	Image with text	News item	
Content to be pinned, highlighted or normal		Normal update	Highlight	Pinned	
Content Status:		In progress	Under review	Published	
Links to other/similar examples:		Creators Boot Camp	EComManila	DPOP	
Notes:		E-Learning campaign	ECOMCebu	RainbowConnection	
Approved text:		"Use E-Learning as a Tool to dominate your industry."	(image5) Look forward meeting participants in Cebu this November. Let's make e-commerce work for	(share link1) The LGBT is an influential market segment in the Philippines.	

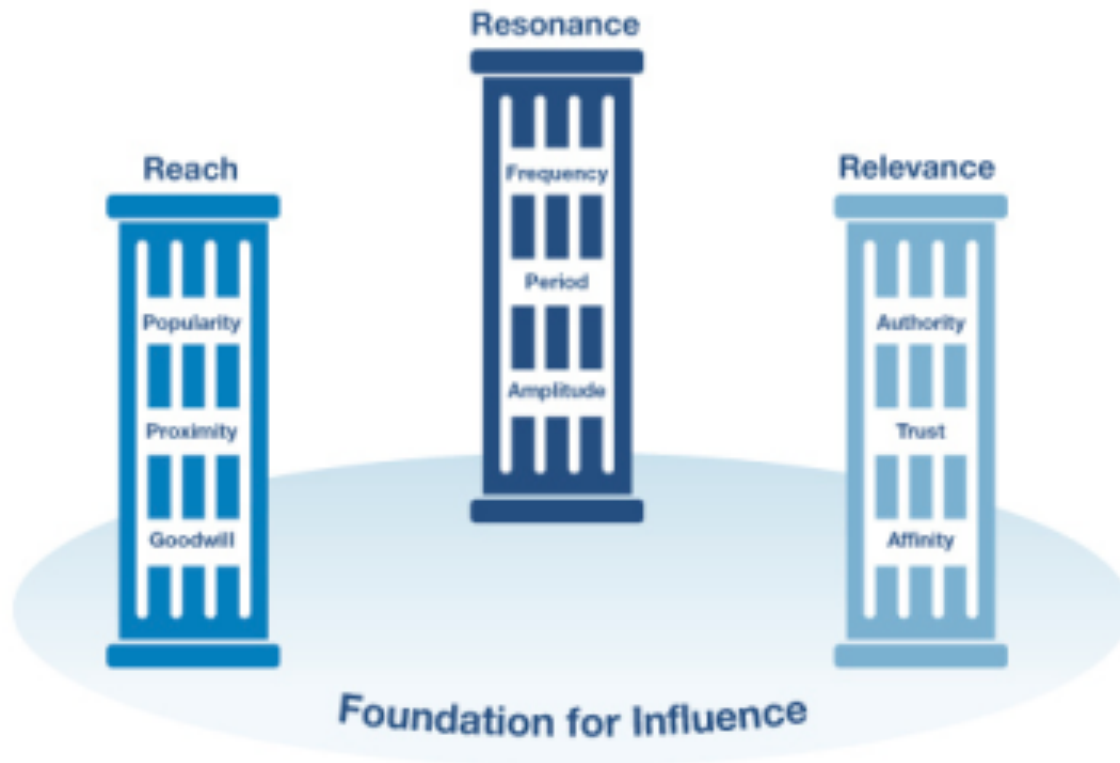


# How can I get buyers and customers patronize me?

Provide what they need.

# Pillars of Influence

Figure 1. Framework: Pillars of Influence



Source: "The Rise of Digital Influence," Altimeter Group (March 21, 2012)



# THE MIND OF A DIGITAL MARKETER

## SEO 1

SEO is the practice of increasing a website's organic ranking in search engines. But what's rankings without revenue?

## Conversion Optimization 2

SEO brings traffic, but traffic means nothing if it doesn't convert into \$\$\$\$. Digital marketing consultants help bring PROFITABLE traffic. That's why your consultant should also be skilled in ...

## Web Design 3

Digital Marketers skilled in web design not only bring you a beautiful website that reflects positively for your brand, but they also have a solid idea of the web layouts that convert the best.

## Advertising 7

Online advertising such as AdWords and Facebook Ads are much more than set and forget, a skilled digital marketer can lower CPC and increase conversions

## Analytics 6

Analytics, combined with conversion optimization can help you determine where traffic is coming from, and which channels are the most profitable.

## Social Media 5

Some niches thrive with traffic from Facebook, Twitter, Pinterest, etc. Many businesses tend to take on social media themselves, but a true digital marketer knows the difference between using social media as a business and as a end user.

## Copywriting 4

Digital Marketers who have maintained their own blogs should have honed their writing skills to write for conversions, people and search engines.

*Make great*

**CONTENT**

*and*

**VISITORS**

*will come*

# Post Great Content

- Practical Tips
- Quotes
- Re-share product updates
- Your activities
  - Work-related.
- Tag people and pages (sensibly) in your post to help gain views, likes, comments, and shares.



# Types of Media

## Paid

- Print ads
- TV ads
- Display ads
- Paid search
- Promoted post on Facebook or LinkedIn
- Sponsored Tweets

## Owned

- Your web or mobile site.
- Your blog on own site or public platforms.
- Social media presence.
- Your apps.
- Printed collaterals.

## Earned

- User tweets about you.
- Retweets from followers.
- Likes, Replies, Shares got from users through social media channels.
- Bloggers writing about you.
- Online reviews.
- Word of mouth





insurance



insurance **commission**

insurance **code of the philippines**

insurance **code**

insurance **companies**

insurance **policy**

insurance **definition**

insurance **meaning**

insurance **terms**

insurance **quotes**

insurance **agent**

Google Search

I'm Feeling Lucky

# BLOGGING MATURES

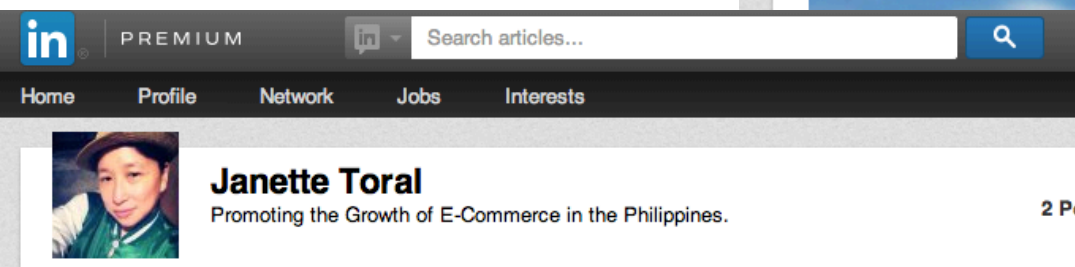
- Have a voice
- Build influence
- Expand network
- Earn online
- Fairness wins
- Gain recognition
- Mainstream
- Social media mastery



# BLOGGING WILL BE MORE COMPETITIVE.



LinkedIn PREMIUM Search articles...  
**10 Years of Blogging and Moving Forward**  
March 24, 2014 | 234 views | 6 likes | 1 comment  
3 tweets | 110 likes | 10 g+1 | 15 shares



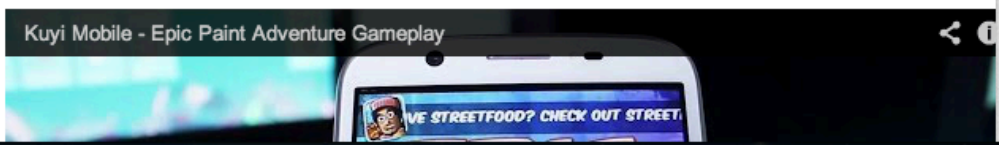
LinkedIn PREMIUM Search articles...  
Home Profile Network Jobs Interests  
**Janette Toral**  
Promoting the Growth of E-Commerce in the Philippines.



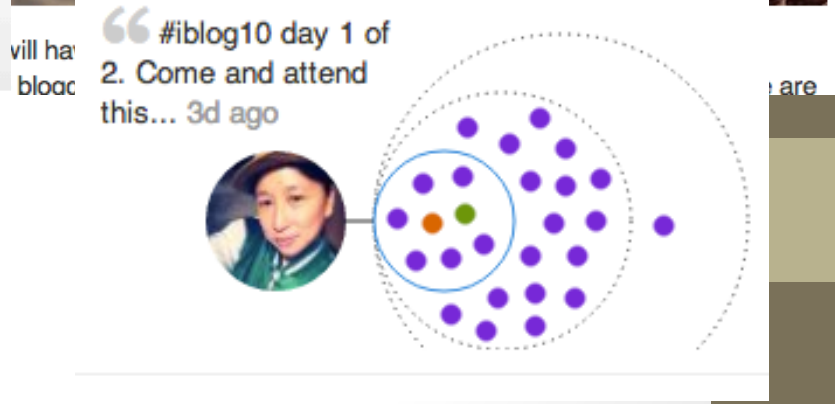
**Promoting Mobile Games through Influencers (Epic Paint Adventure experience)**  
March 20, 2014 | 308 views | 7 likes | 0 comments  
7 tweets | 29 likes | 6 g+1 | 20 shares

When you have limited budget, promoting a new product or service will be constrained. This was the challenge of Filipino game developer Erick Garayblas of [Kuyi Mobile](#) had as he prepared for the global release of Epic Paint Adventure (available in [IOS](#) and [Android](#)) mobile game.

To work-around this limitation, he used various social media (such as a [Facebook event page](#)) to spread the word and asked for help. I think what got people moving to help involves the following factors:

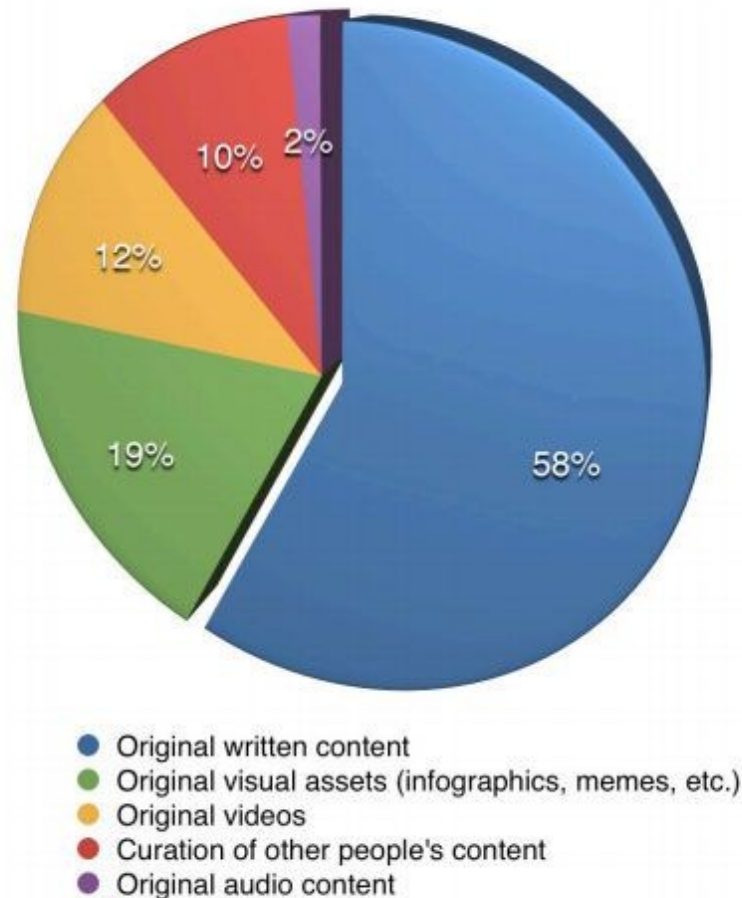


Who's Viewed Your Updates < 7/51 >  
58 views | 2 likes | 3 comments



“ #iblog10 day 1 of 2. Come and attend this... 3d ago


# Content trumps visuals



# Presentations

- Disseminate presentations, guides, and how-to on real estate investing.

**Janette Toral**



Edit profile

166 SlideShares  
1989 Followers

Quezon City, NCR, Philippines

Promoting the growth of E-Commerce in the Philippines since 1997.  
at DigitalFilipino.com

Advertising / Marketing / PR


<http://www.digitalfilipino.com>

Promoting the growth of e-commerce in the Philippines since 1997. Janette Toral is the site owner of DigitalFilipino.com She currently serves her community in the DigitalFilipino Club and the public at large through training and consulting in the area of e-commerce, digital marketing, blog campaign, and the


Janette Toral

Embed

Presentations 155



Benefits of becoming an  
**E-Commerce Specialist, E-Commerce Entrepreneur,  
E-Commerce Professional**



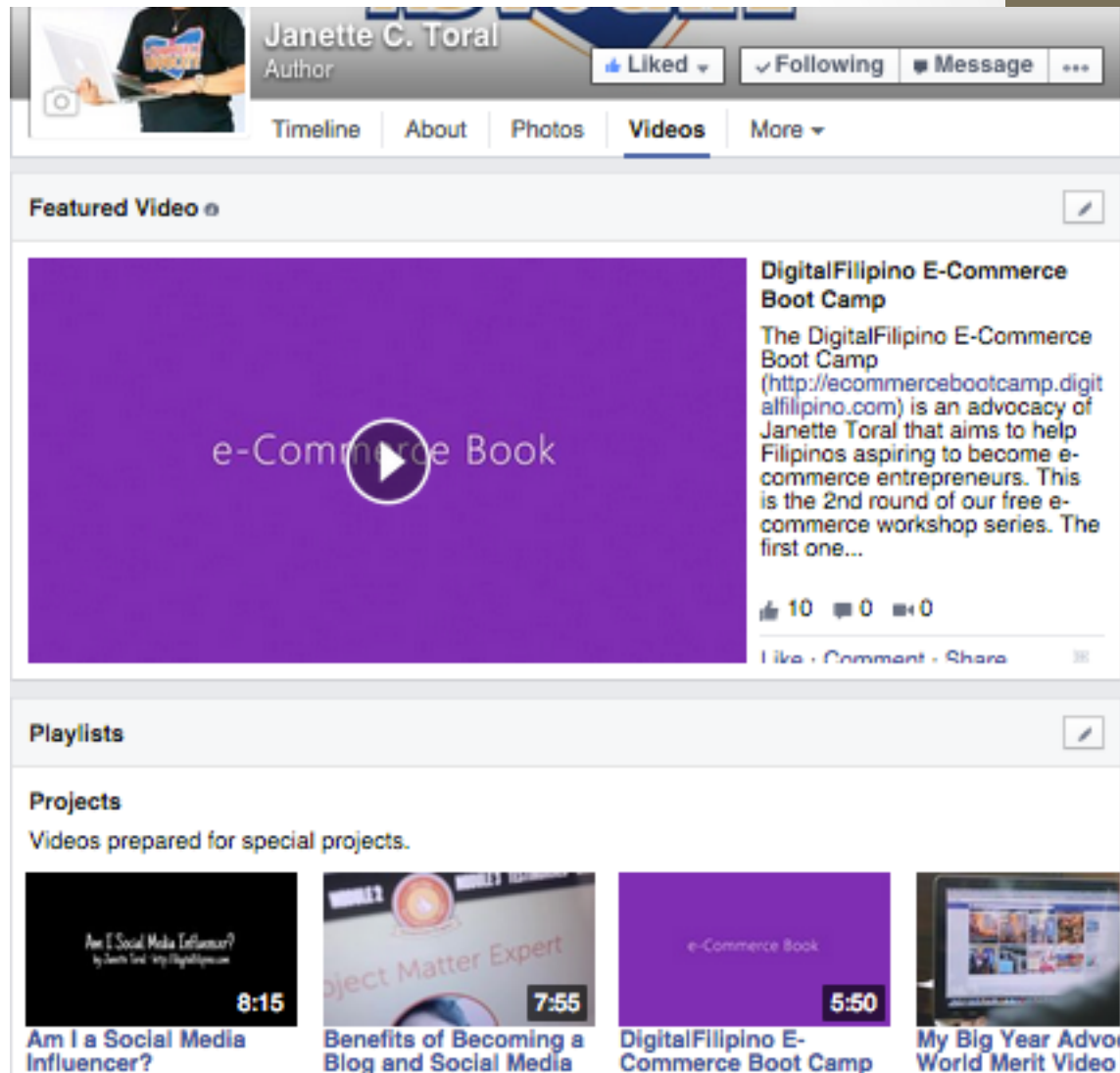
Documents 9  
Infographics 2  
Videos 0

Benefits of Becoming an E-Commerce Specialist, Entrepreneur, Professional 3100 views



# Videos

- Be seen in person build affinity and trust on content generated.
- Ideal for creating video series on real estate and upload on your Facebook page.



The image shows a screenshot of a Facebook profile page for Janette C. Toral. The profile header includes her name, 'Author' status, and navigation options like 'Liked', 'Following', and 'Message'. Below the header, there are tabs for 'Timeline', 'About', 'Photos', 'Videos', and 'More'. The main content area features a 'Featured Video' section with a purple video player titled 'e-Commerce Book'. To the right of the video is a text description for 'DigitalFilipino E-Commerce Boot Camp', which is an advocacy for helping Filipinos become e-commerce entrepreneurs. Below the video, there are 10 likes and 0 comments. Underneath the featured video is a 'Playlists' section with a 'Projects' sub-section. The 'Projects' section contains four video thumbnails: 'Am I a Social Media Influencer?' (8:15), 'Benefits of Becoming a Blog and Social Media' (7:55), 'DigitalFilipino E-Commerce Boot Camp' (5:50), and 'My Big Year Advor World Merit Video'.

# E-books

- Establishing yourself as a subject matter expert.
- Assert expertise and mastery.
- E.g. create an e-book on real estate investing. (Can be your Facebook informative post compilation.)





# IMAGES

- Connect visually to readers.
- Create images in Canva.com
- Look at insurance boards at Pinterest for ideas.



<http://www.pinterest.com/pin/395683517233731254/>

# Criteria for Modern Content Investments:

- One-of-a-Kind** – appears nowhere else on the web
- Relevant** – contains content engines can interpret as on-topic
- Helpful** – resolves the searcher’s query in a useful, efficient manner
- Uniquely Valuable** – provides information that’s unavailable elsewhere
- Great UX**– is easy & pleasurable to consume on any device
- Likely to Spread**– convincingly answers the question:  
“Who will amplify this content and why?”



Twitter:  
@digitalfilipino

Facebook: janettectoral

