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# DIGITAL MARKETING FOR REAL ESTATE INDUSTRY

Business Model  
Development 01

Digital Tools  
& Services 02

Real Estate &  
E-Commerce  
Policies 03

Search Engine  
Marketing 04

Website &  
Blog Creation 05

Promotion in  
Online Forums 06

Internet  
Advertising 07

Customer  
Relationship  
Management 08

E-Mail  
Marketing 09

Social Media  
Marketing 10

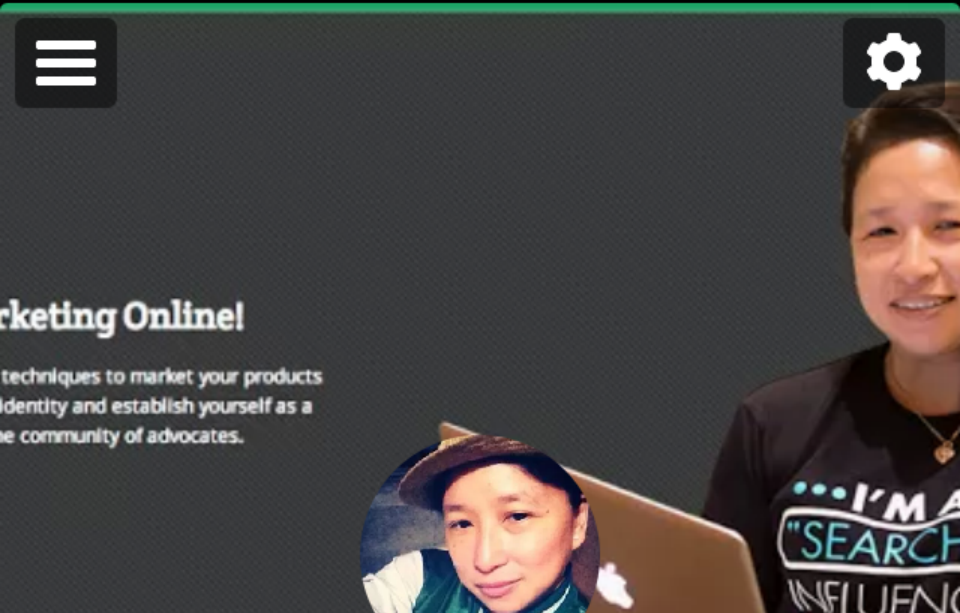
Virtual  
Assistant  
Help 11

Getting  
Online  
Sellers 12



Janette Toral

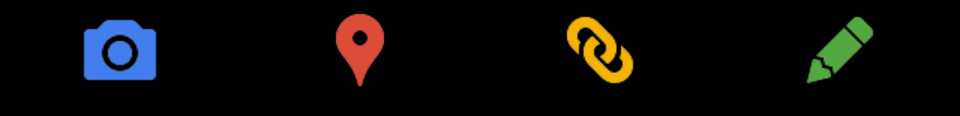
DigitalFilipino.com



# Janette Toral

Attended AIE College  
Lives in Quezon City, Philippines  
4,216 have you in circles

About **Posts** Photos Reviews

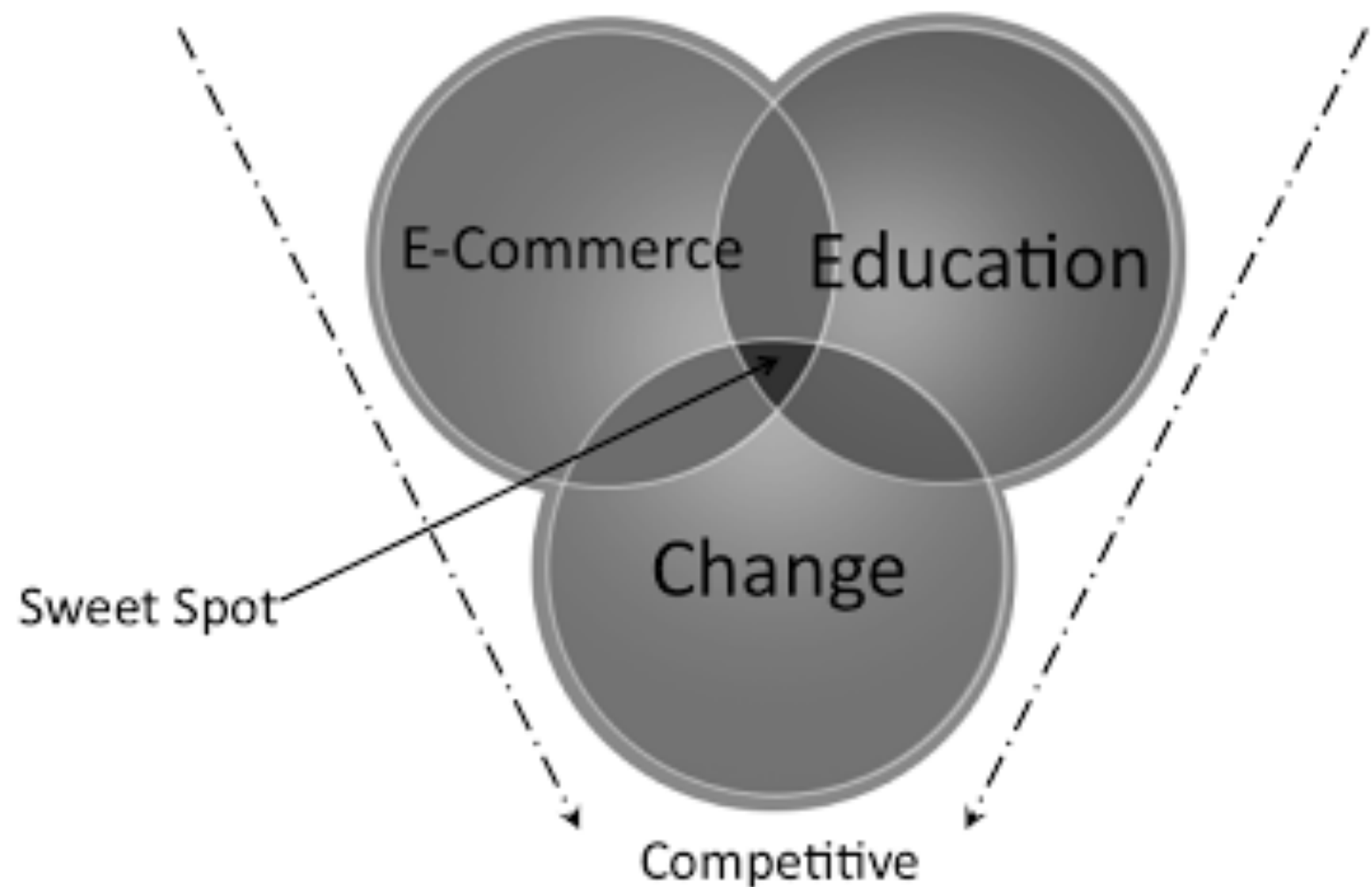


@digitalfilipino

Facebook: janettectoral

Facebook: digitalfilipino

# Porter Gale FUNNEL TEST

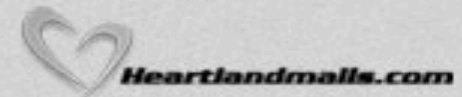
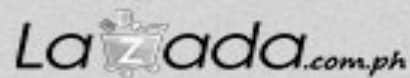
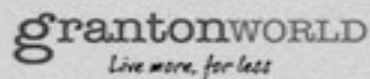


*Empower individuals with e-commerce wisdom and skills they can use in sustaining business, advocacy, and achieve better quality of life.*

- Janette Toral

# DigitalFilipino Club – Network and Advisors

## CORPORATE MEMBERS



# START-UP 100 PROJECT



## Start-Up 100 Project

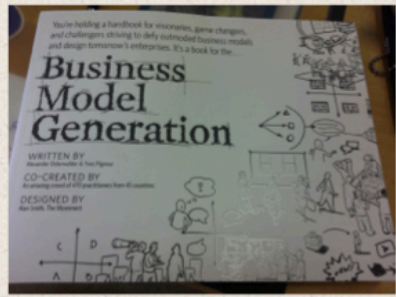
DigitalFilipino Club Start-Up 100 Project aims to help start-up entrepreneurs in the Philippines to get access to angel investors.

**Network types**  
Angel Network

Craft your vision.  
Make it a reality.

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

- Abraham Lincoln



(New inspiration found last August to September 2011.)

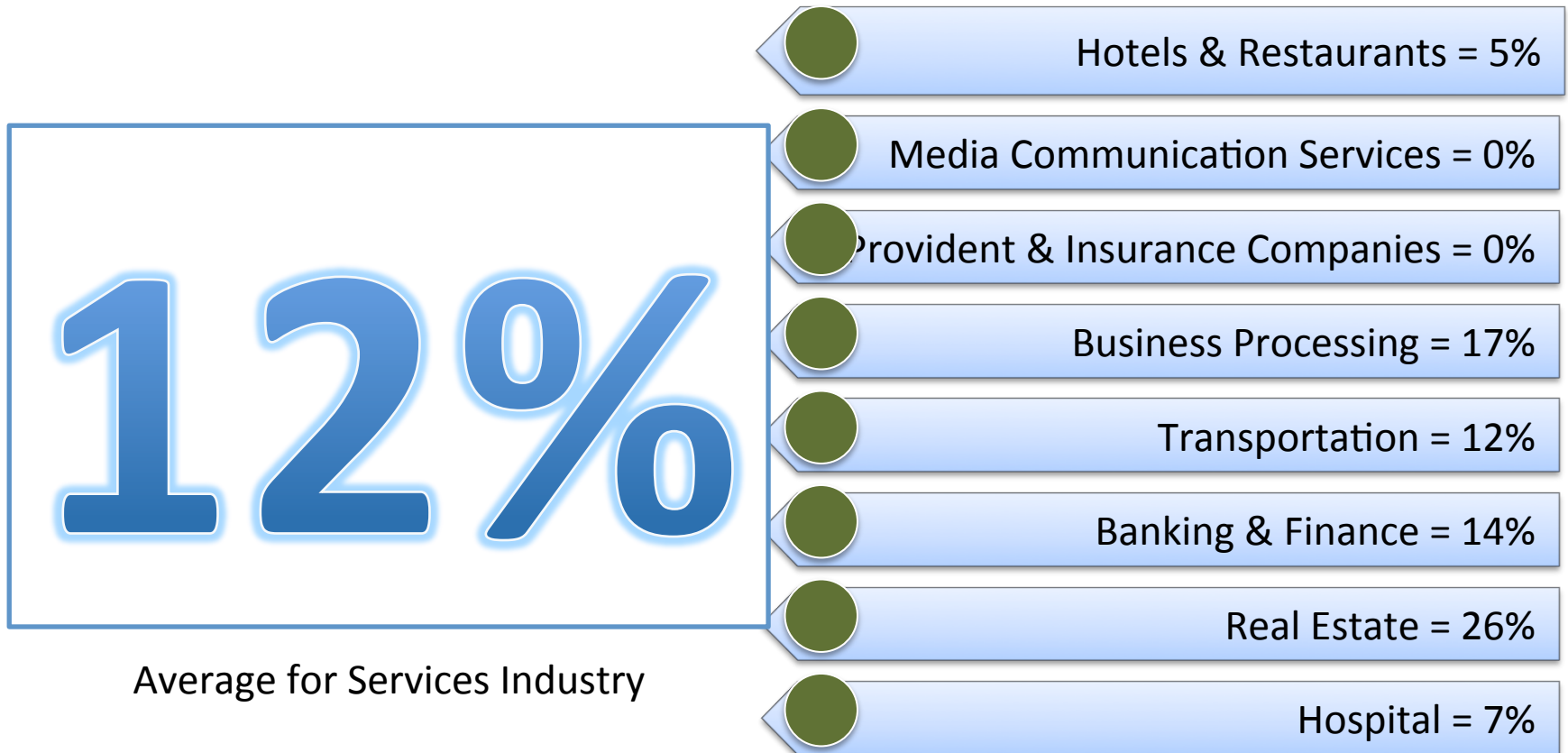


# Online Business Model for Real Estate Selling

# Digital Marketing 101

- Everything you do to promote a business online.
  - Public relations
  - Advertising
  - Promotion

## Chart 5: Extent of Online Engagement in the Services Industry Percentage of Revenues By Sector



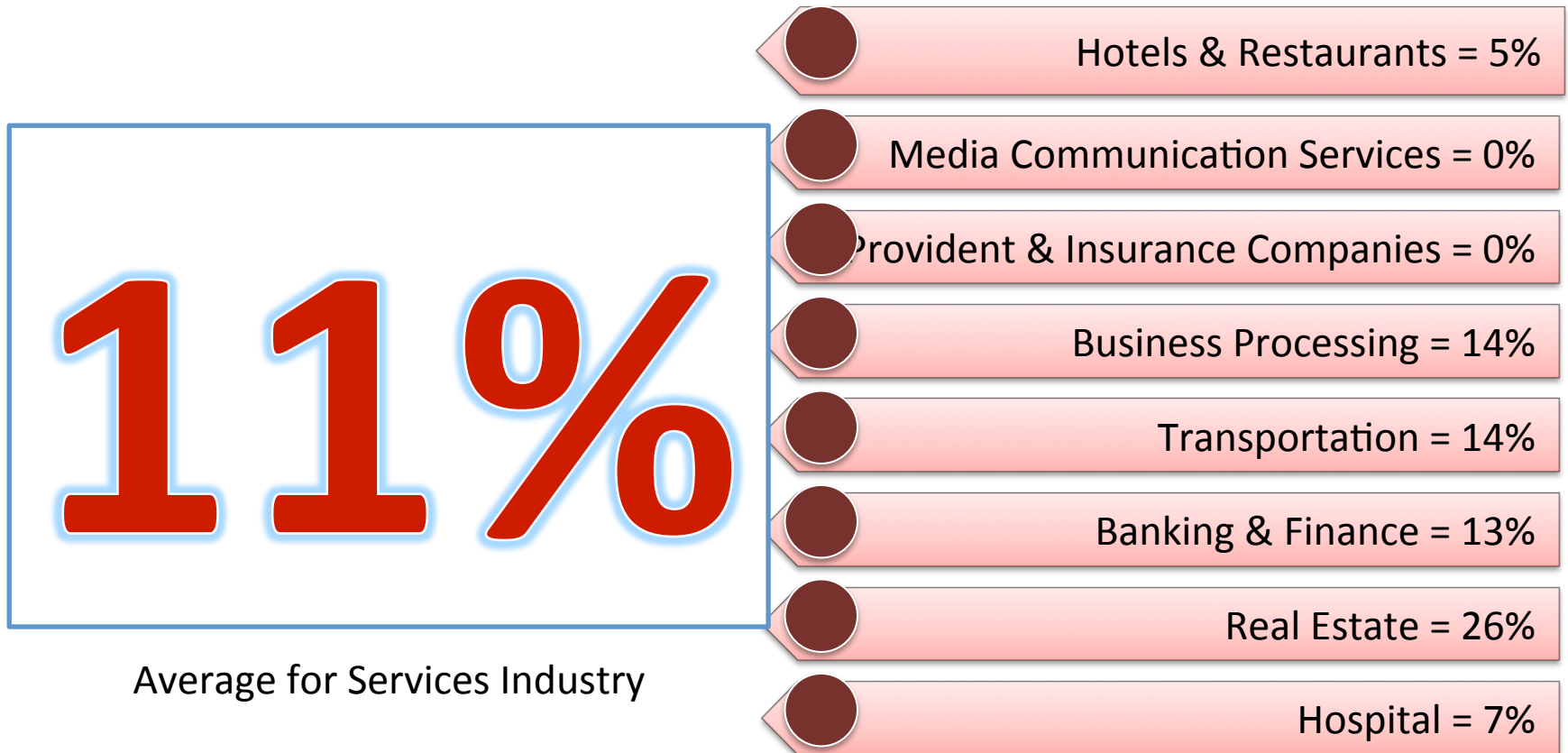
Source: I-Metrics Asia-Pacific Corporation Survey, August 2013

Note: Percentage of revenues derived online are based on interviews with a sample of 52 supply chain executives of top Services companies based in the Philippines drawn from a randomly selected panel of 300 top Services corporations.



## Chart 5: Extent of Online Engagement in the Services Industry

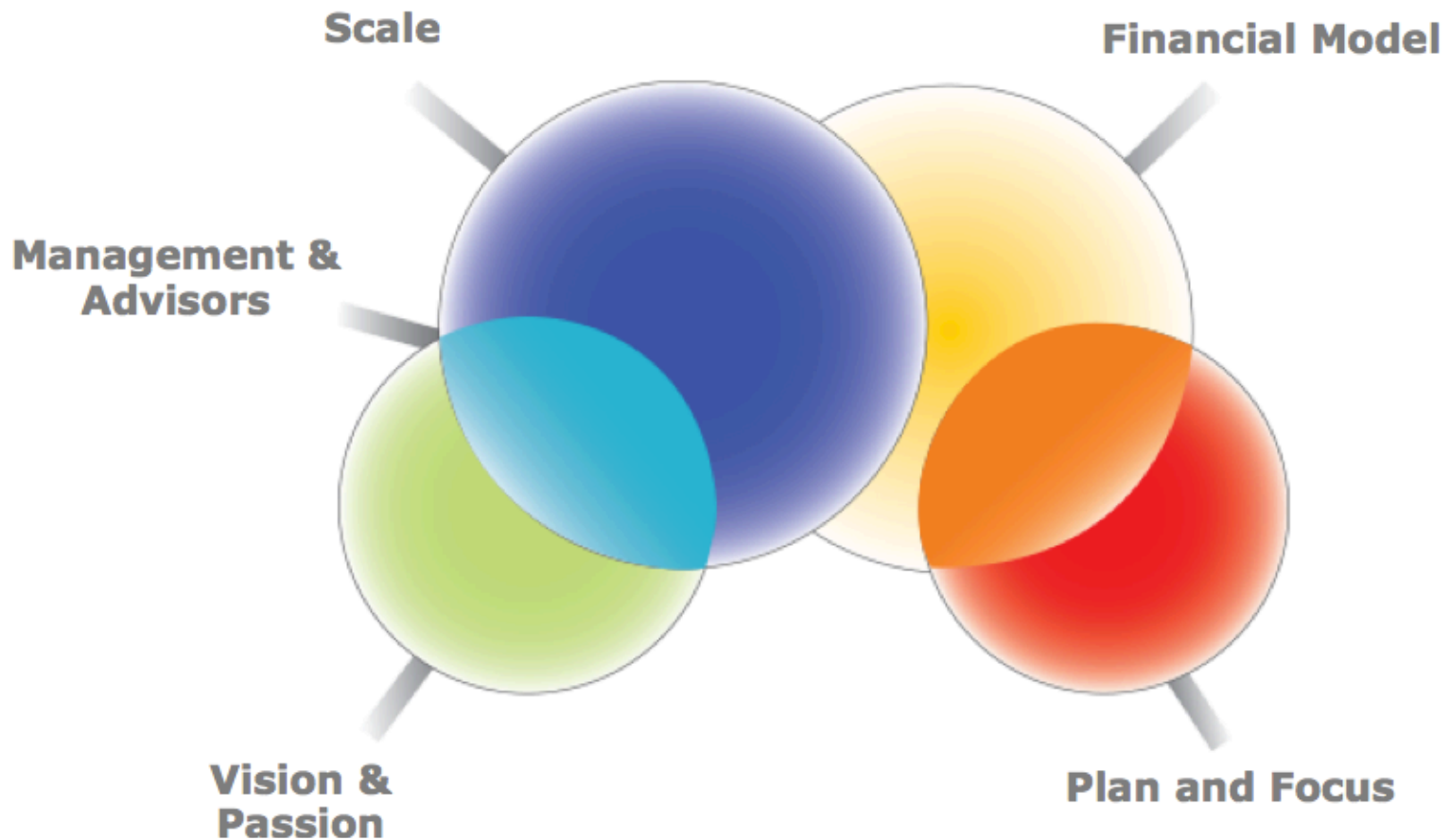
### Percentage of Purchases By Sector



Source: I-Metrics Asia-Pacific Corporation Survey, August 2013

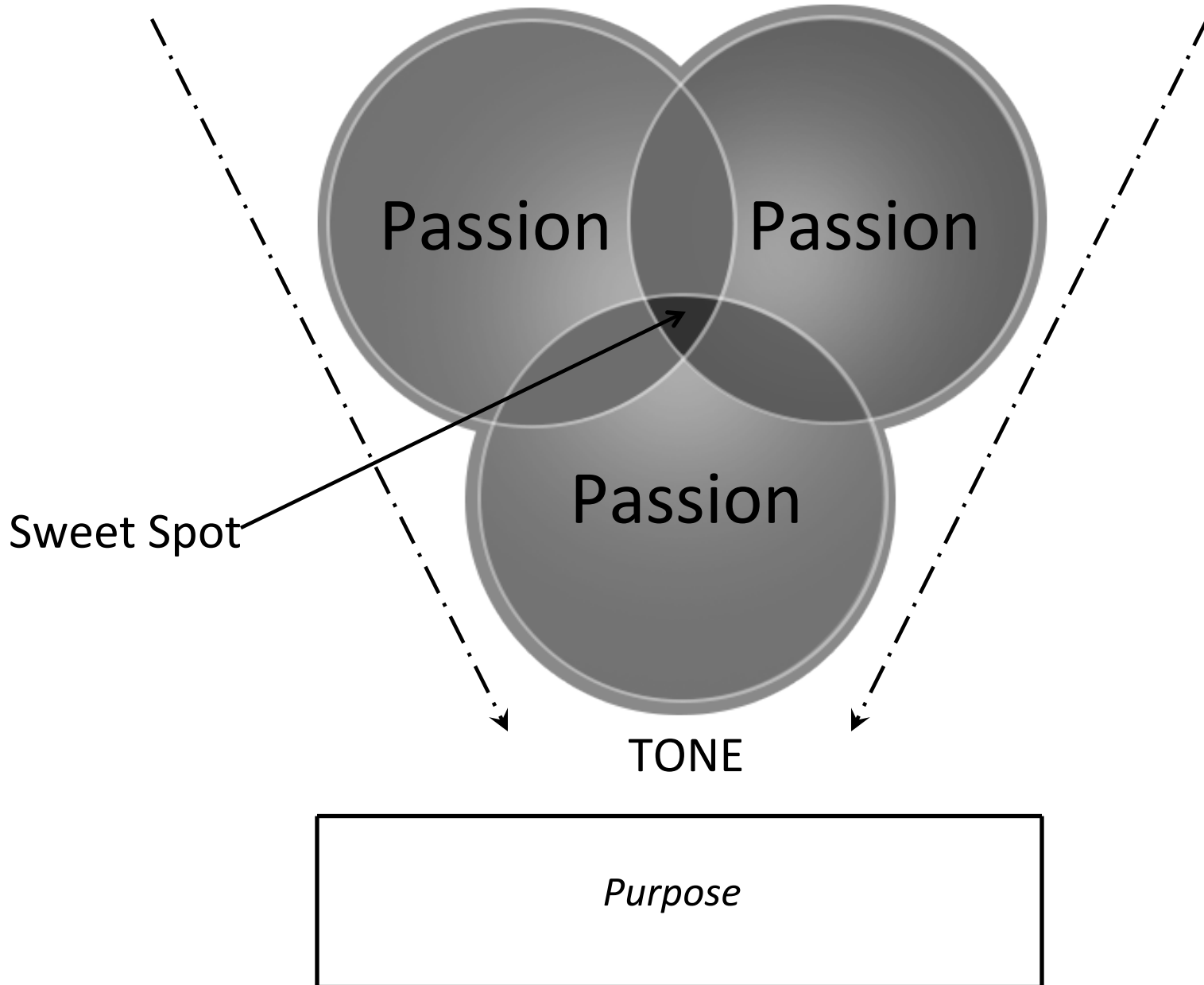
Note: Percentage of purchases done online are based on interviews with a sample of 52 supply chain executives of top Services companies based in the Philippines drawn from a randomly selected panel of 300 top Services corporations.

# Making your E-Commerce Start-Up Work



Source: Richard Eldridge, Lenddo.com.ph

# Porter Gale FUNNEL TEST





CS

**1 Customer Segments**

*An organization serves one or several Customer Segments.*



VP

**2 Value Propositions**

*It seeks to solve customer problems and satisfy customer needs with value propositions.*



CH

**3 Channels**

*Value propositions are delivered to customers through communication, distribution, and sales Channels.*



CR

**4 Customer Relationships**

*Customer relationships are established and maintained with each Customer Segment.*



RS

**5 Revenue Streams**

*Revenue streams result from value propositions successfully offered to customers.*



KR

**6 Key Resources**

*Key resources are the assets required to offer and deliver the previously described elements...*



KA

**7 Key Activities**

*...by performing a number of Key Activities.*



KP

**8 Key Partnerships**

*Some activities are outsourced and some resources are acquired outside the enterprise.*



CS








**9 Cost Structure**

*The business model elements result in the cost structure.*

Name:

Janette Toral

# 's Personal Business Model Canvas

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

# Business Model - The Empathy Map

Designed for: Digital Marketing for Real Estate Industry Program Designed by: Janette Toral  
 Date:    
 Iteration:  

Customer Perspective:

Real Estate Service Professional

**What really counts:** Get continuing leads-sales-referrers online.

**Major preoccupation:** Sustaining revenue / income. Growing family.

**Worries:** Not making a sale. Making ends meet.

**Aspiration:** Quality lifestyle. Industry recognition.

**Friends say:** "You should market online."

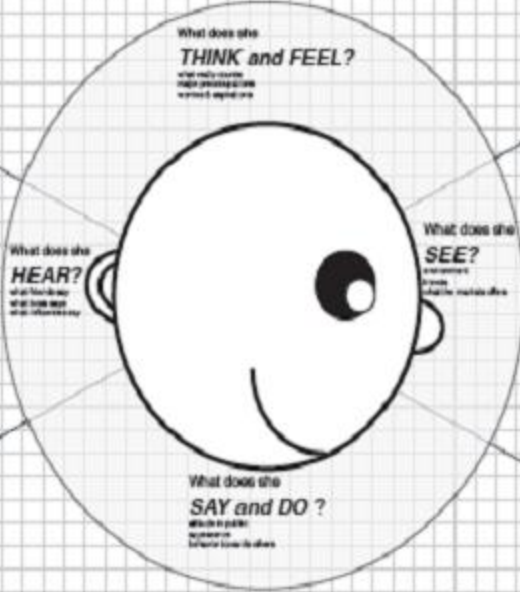
**Environment:** Many RESP marketing online.

**Boss say:** "Go where the market is. Hit your quota."

**Friends:** Uses social media to market online.

**Influencers say:** "Don't hard sell or spam online."

**Market offers:** Various digital marketing and e-commerce training (generic in format)



**Behavior towards others:** Observant. May follow lead of others.

**Appearance:** Eager & open for partnerships online.

**Attitude in public:** Competitive. Upbeat. Enthusiastic.

**Fears:** Not competitive with peers.

**PAIN**  
fears, frustrations, obstacles

**Obstacle:** Managing time and resource.

**Frustration:** Not getting results.

**Wants / Needs:** Quality leads. Top of mind.

**GAIN**  
wants/needs, measures of success, obstacles

**Obstacle:** Prioritizing and managing tasks.

**Measure success:** Sales conversion. Authority status.

# Making them work together

- Use the Porter Gale Funnel Test to know your passion and this is what will make you unique.
- Use the personal business model canvas to have a one-page view of your real estate service practice.
- Use the customer empathy map to document your understanding of each customer. This will provide you insight on improving the value you offer and customizing your marketing messages.