

Customer relationship management

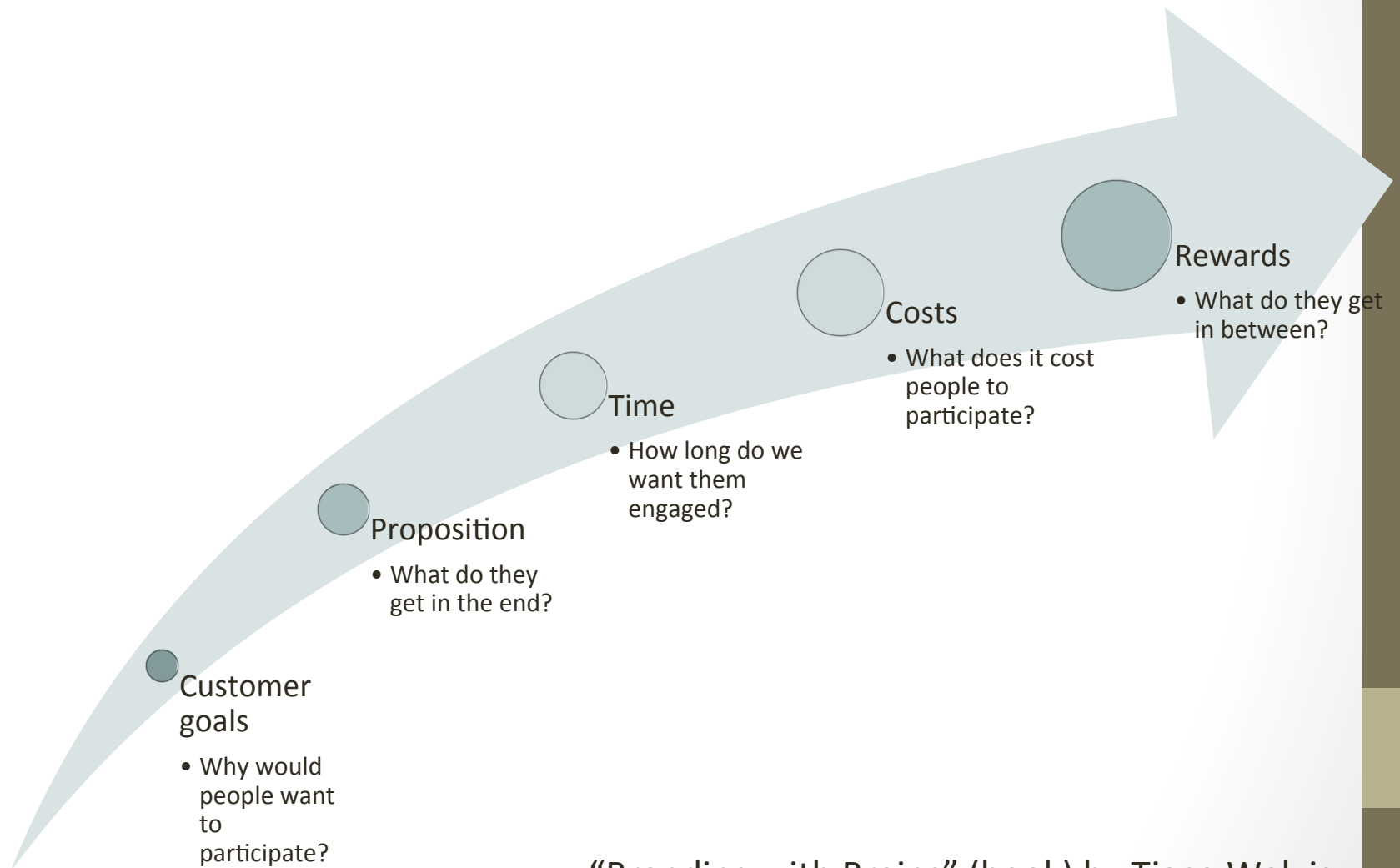
Janette Toral

<http://digitalfilipino.com>

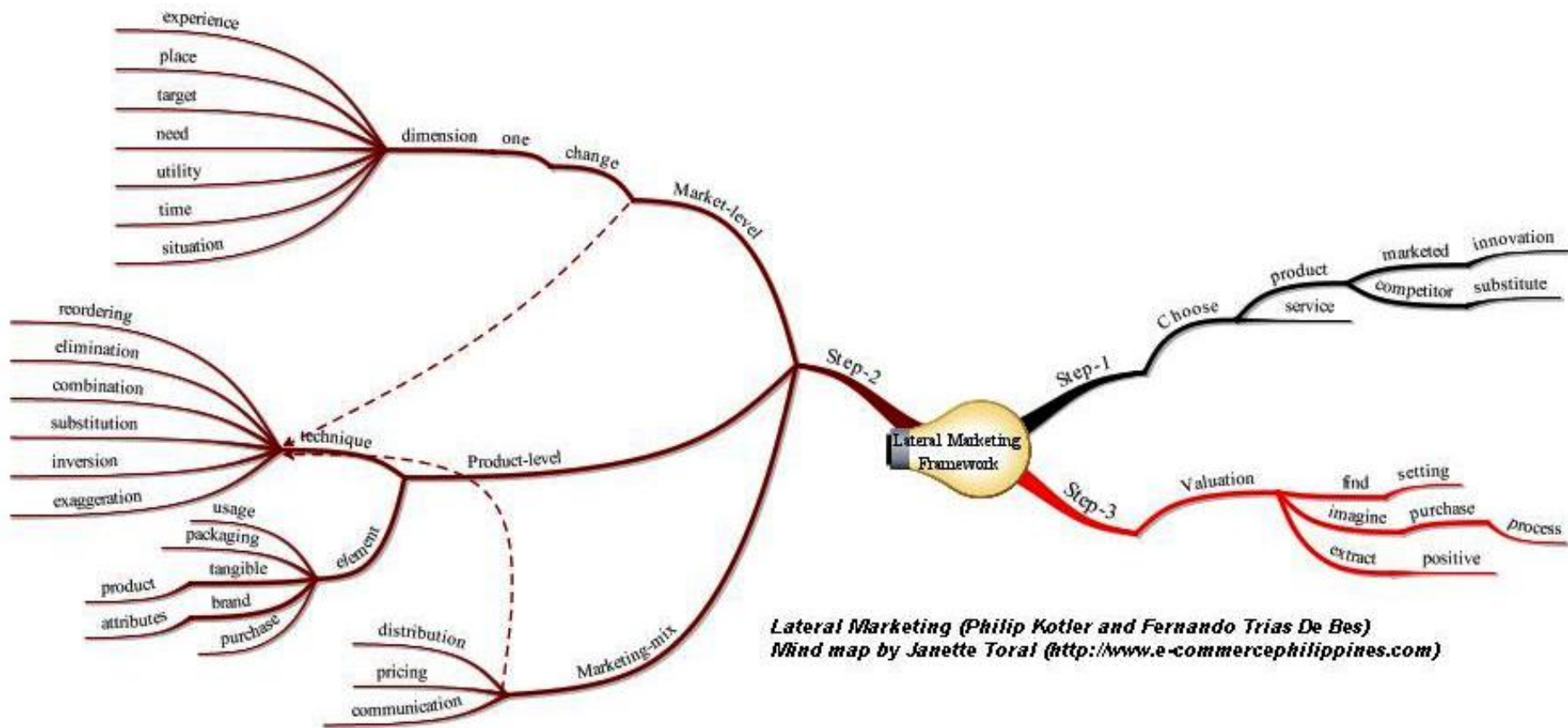
Spark participation



Blueprint for participation



“Branding with Brains” (book) by Tjaco Walvis



*Lateral Marketing (Philip Kotler and Fernando Trias De Bes)
Mind map by Janette Toral (<http://www.e-commercephilippines.com>)*

Blue Ocean Strategy

Eliminate

on competed long industry factors

Raise

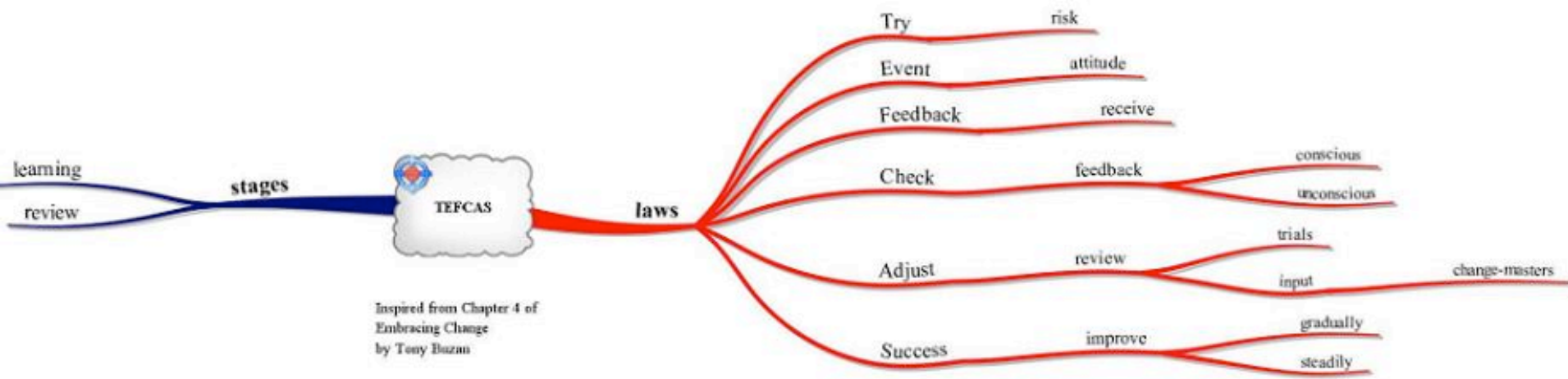
factors above industry standards

Create

Factors industry never offered

Reduce

standard industry below well factors



Inspired from Chapter 4 of
Embracing Change
by Tony Buzan

TEFCAS mind map
by Janette Toral
<http://www.influentialblogger.net>

Case Study: Digital Influencer Boot Camp



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

JUL	7:00 pm Digital Marketing and E-Commerce Boot Camp for the Tourism Industry
22	
Mon	

[View Calendar →](#)

[+ Add](#) [S* 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,





“Connect with people. Talk about shared passion.”

“Live online. Live offline.”

Face-to-face Boot Camps



02 DAYS TO GO

I will grab this IT innovation and learning opportunity for Bohol Tourism



JANETTE TORAL
E-COMMERCE SPECIALIST

auza.net

WEB • MOBILE • OUTSOURCE • SOCIAL

IT COMPANY IN BOHOL



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THE DIGITAL
FILIPINO
.COM

e-Commerce
BOOT
CAMP

DIGITAL MARKETING AND E-COMMERCE FOR THE TOURISM INDUSTRY BOHOL BOOTCAMP
PANDA TEA GARDEN SUITE J.A. CLARIN ST. TAGBILARAN CITY WWW.AUZA.NET | 09176220225 AUGUST 30, 2013 8AM - 5PM

1

DAY TO GO

DO YOU HAVE A SEARCH ENGINE MARKETING STRATEGY?



SEARCH INFLUENCER BOOT CAMP CEBU
<http://bit.ly/cebusearch>
DIAMOND SUITES & RESIDENCES, CEBU
AUGUST 29, 2013



Membership

#dimbootcamp

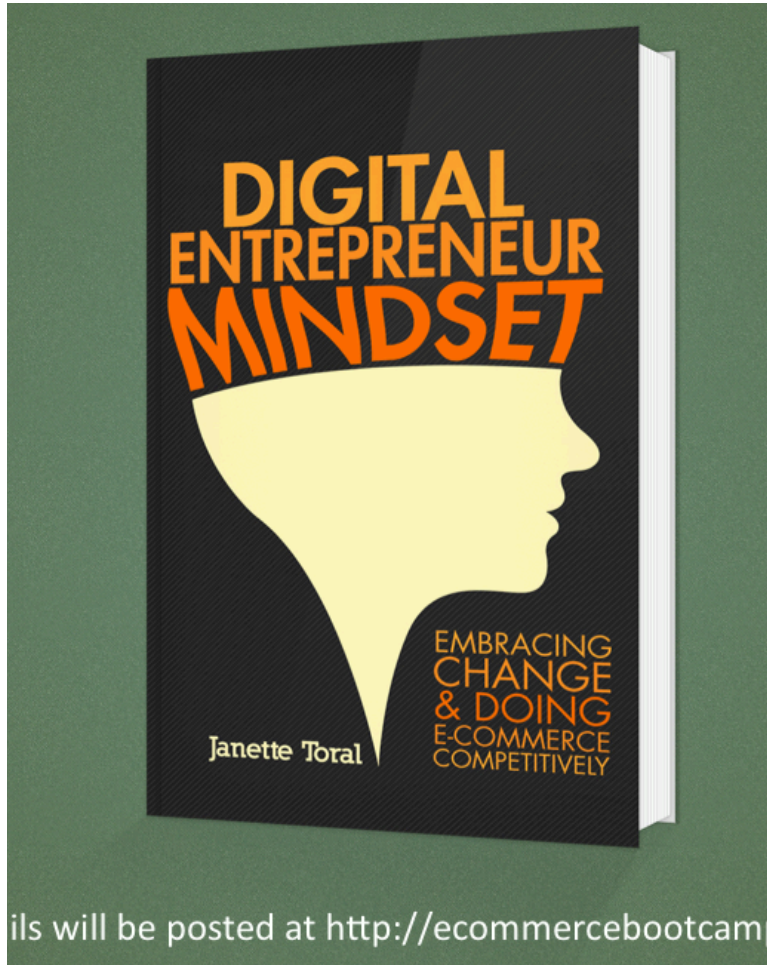
- Students can access Digital Influencer Boot Camp for free.



- Protégé members can join exclusive webinars.



Book Edition



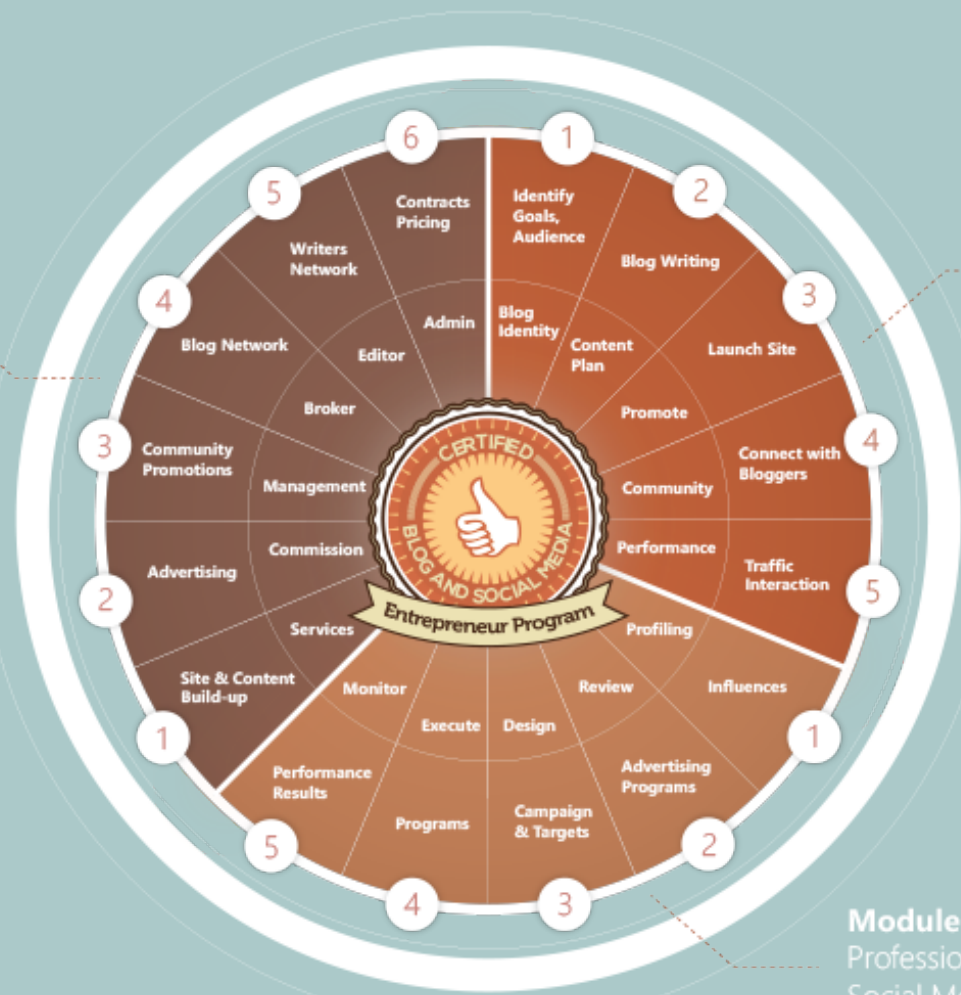
ils will be posted at <http://ecommercebootcamp>



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

REGISTRATION WILL CLOSE ON SEPTEMBER 18



LEARN:

Owning the Conversation in Social Media



janice villanueva
MOMMY MUNDO

09.21.13

SMX CONVENTION
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influencersummit.digitalfilipino.com



DIGITAL INFLUENCERS
MARKETING SUMMIT

**MARK
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MEDIATIV8.COM

USING SOCIAL MEDIA
AS A TOOL FOR MARKETING
AND CUSTOMER SERVICE



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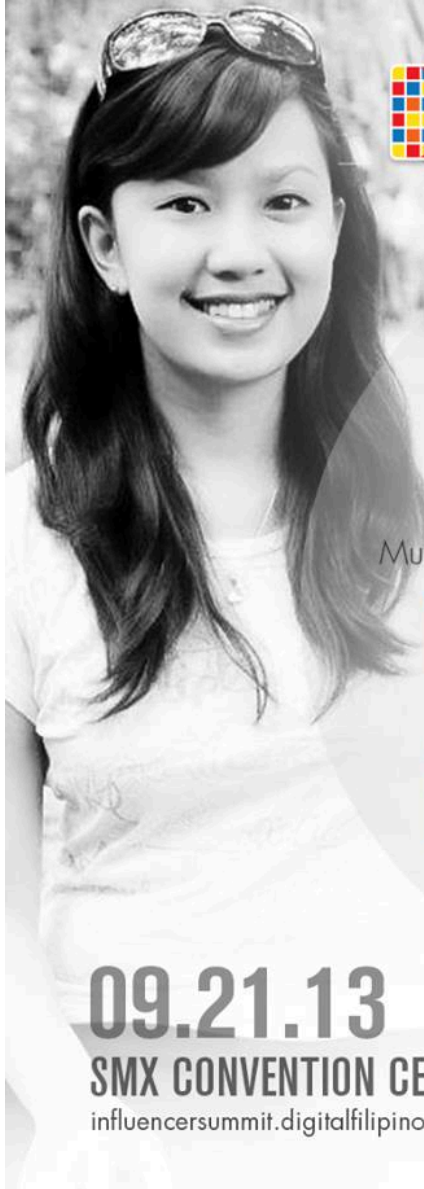
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DIGITAL INFLUENCERS MARKETING SUMMIT



S. Karla Singson

Multi-awarded writer, Debater and Public speaker

BLOGGERS AS DIGITAL INFLUENCERS

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GEM DRUPAL PILIPINAS DEVANADERA

WINNING WITH
PEOPLE: WHAT
WORKS IN
BUILDING ONLINE
COMMUNITIES



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Community owner, PhotoMarket Philippines

MEL CORTEZ

**WINNING WITH PEOPLE:
WHAT WORKS IN BUILDING
ONLINE COMMUNITIES**

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DIGITAL INFLUENCERS
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RANDOLPH NOVINO

SITE OWNER, PINOYSCREENCAS.T.NET

VLOGGING:
FAST TRACK TO DIGITAL AUTHORITY

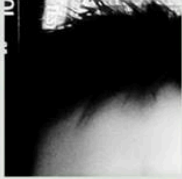
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WILL CLOSE ON
SEPTEMBER 18

DIGITAL
INFLUENCERS
MARKETING
SUMMIT



WENDY
ANG

FOUNDER/PRESIDENT,
OPTIMIND TECHNOLOGY
SOLUTIONS



FACEBOOK, MOBILE,
SEARCH ENGINE
MARKETING STRATEGIES
THAT WORKS FOR SME
BUSINESS

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DIGITAL INFLUENCERS
MARKETING SUMMIT

ANTON LUGA

COO, DIGITALBRAND.ASIA

Using
Digital Branding
and Design
to Build Your
Online Influence



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DIGITAL INFLUENCERS MARKETING SUMMIT
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CO-FOUNDER, DIGITALBRAND.ASIA

BORIS JOAQUIN
USING DIGITAL BRANDING
AND DESIGN TO BUILD
YOUR ONLINE INFLUENCE



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09.21.13
SMX CONVENTION
CENTER, MANILA
9 AM - 5 PM



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SIGN UP!
1500 PHP

#dimsummit



Coach Jim Saret
Athletic Performance Enhancement
Using Social Media to Inspire Filipinos Online and Offline



Janice Crisostomo Villanueva
Founder, Mommy Mundo
Owning the Conversation in Social Media



Mel Cortez
PhotoMarket Philippines
Winning with People: What Works in Building Online Communities

Gem Devanadera
Drupal Philippines

Gilmar Padua CEO, InfinityHub.com
Boris Joaquin Co-Founder, DigitalBrand.Asia
Anton Luga COO, DigitalBrand.Asia
Using Digital Branding and Design to Build Your Online Influence



Wendy Ang
Founder/President, Optimind Technology Solutions
Facebook, Mobile, Search Engine Marketing Strategies that Work for SME Business



Randolph Novino
Site Owner, PinyoScreenCast.net
Vlogging: Fast Track to Digital Authority



Mark Delgado
Mediactiv8.com
Using Social Media as a Tool for Marketing and Customer Service



Karla Singson
Multi-awarded writer, Debater and Public speaker
Bloggers as Digital Influencers



Janette Toral
E-Commerce Specialist, DigitalFilipino.com
The Digital Influencer: Being Relevant, Likeable, and Sustainable Online



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

**Beat the cut-off time!
Run faster, more efficiently
And injury-free!**

**JOIN MILO R2 APEX RUNNING CLINIC
SEASON 7**

September 09 - November 30, 2013

Everything a Runner needs from A-Z!
Recovery and Rehab (Injury Prevention) Program,
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Running Mileage, Speed and Power Training,
Cross-Training, Aqua Training,
Yoga and Pilates for Runners and More!
This is the perfect place for beginners, too!



Conditioning Workout Training
for Runners



Trekking Adventure



Aquatic Training



Yoga/Pilates for Runners



37th National Milo Marathon

Photo credit: Kit Elma

36 Full Program Training Sessions with
different groups based on your fitness level:



Sessions are held at:

- Bonifacio Global City (High Street)
- Quezon Memorial Circle
- SM Mall of Asia by the Bay

Registration Fee: P2,400 for 36 Sessions or P66.67 per session
(One time payment only)

You may deposit your payment thru:
BDO Account Name: Jose Jimbo M. Saret
Savings Account No.: 002-380-130-406
To register, visit: www.coachjimsaret.com
Or Contact: Aldina Tinio 0935-360-3204 for more details.



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SLIMMER, FITTER, HEALTHIER.
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NESTLE WELLNESS FITFIL BOOTCAMP

Ayala Center, Cebu



September 10 - October 5 2013
Tuesday - Thursday:
6 - 8pm
Saturday:
5:30 - 7:30am

For details, contact
JOY SIY: 09164793554



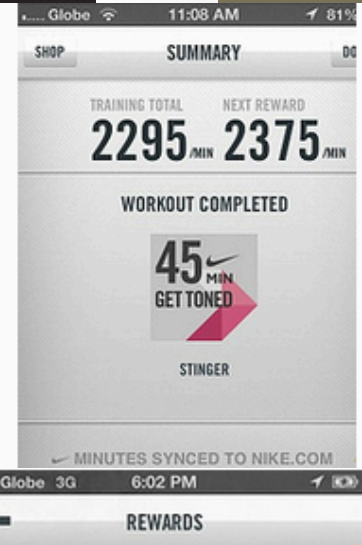
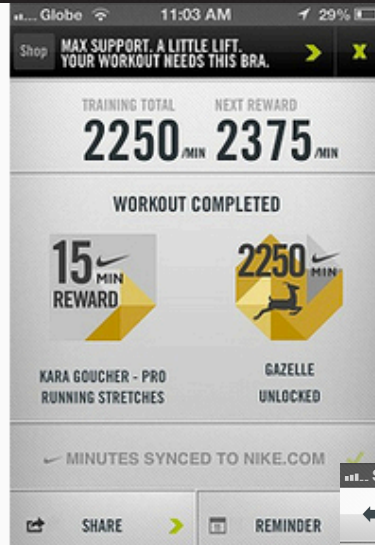
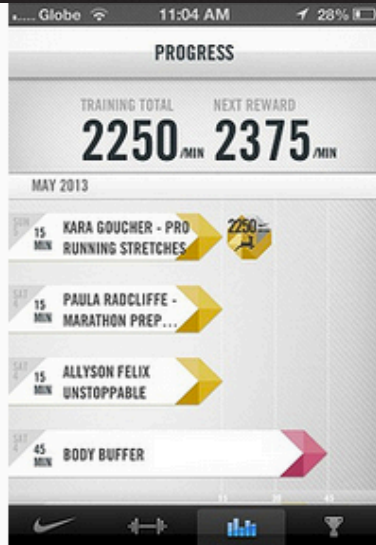
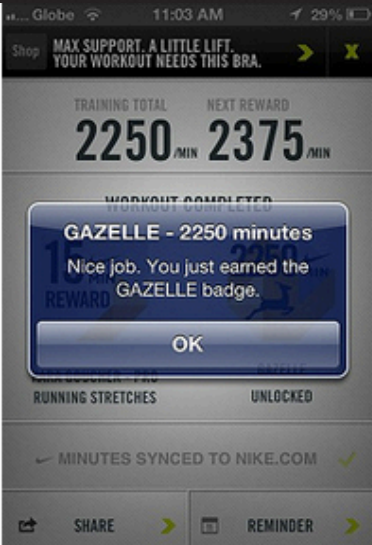
WHAT IS GAMIFICATION?



Gamification is the use of elements of game play in non-game contexts



It provides rewards and engagement for customers



<http://www.slideshare.net/demandmetric/gamification-infographic-from-demand-metric>

Globe 3G 6:17 AM 84%

Your records never stood a chance

LONGEST RUN
1:17:49

That was your longest run ever

Share icon

Globe 3G 6:20 AM 82%

13.22 mi

4 RUNS 1303 CALORIES 18'24"/mi AVG PACE

#	RUNNER	MI
2	You	7.73
3	Rex L.	5.38

Watch your back
Rex L. is 2.35 miles behind you

BE ABLE TO DO A 10K RUN. 597/5965 WITH 88 DAYS

6:20 AM 82%

Bar chart showing 3 bars of increasing height.

Run

7.73mi 18'10"/mi 2:20:38

3.62 mi 21'29"/mi 1:17:49

Sunday

4.11 mi 15'15"/mi 1:02:49

April 5.48mi 18'43"/mi 1:42:36

4/30/13

2.01 mi 26'00"/mi 52:32

4/14/13

3.46 mi 14'28"/mi 50:05

Globe 3G 10:54 AM 56%

5/11/13 at 9:05 AM

5.87 mi

1:33:05 553 cal 15'51" 137

😊 19.0 mi Basics

Ran at U.P. Diliman Quezon City ikot sunken garden area

RUN SHARED

I have opted to share a map of my route and location to the web.

HOW GAMIFICATION WORKS:

5 COMMON MECHANICS



POINTS

Measure a user's achievements in relation to others

Can double as currency to exchange for rewards



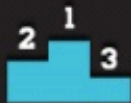
BADGES

Reward achievements visually



LEVELS

Encourage users to progress and unlock new rewards



LEADERBOARDS

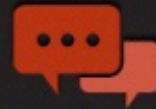
Organise players by rank



CHALLENGES

Encourage engagement by offering specific tasks to complete

4 MAIN WAYS TO DRIVE ENGAGEMENT



ACCELERATED FEEDBACK CYCLES



CLEAR GOALS AND RULES OF PLAY



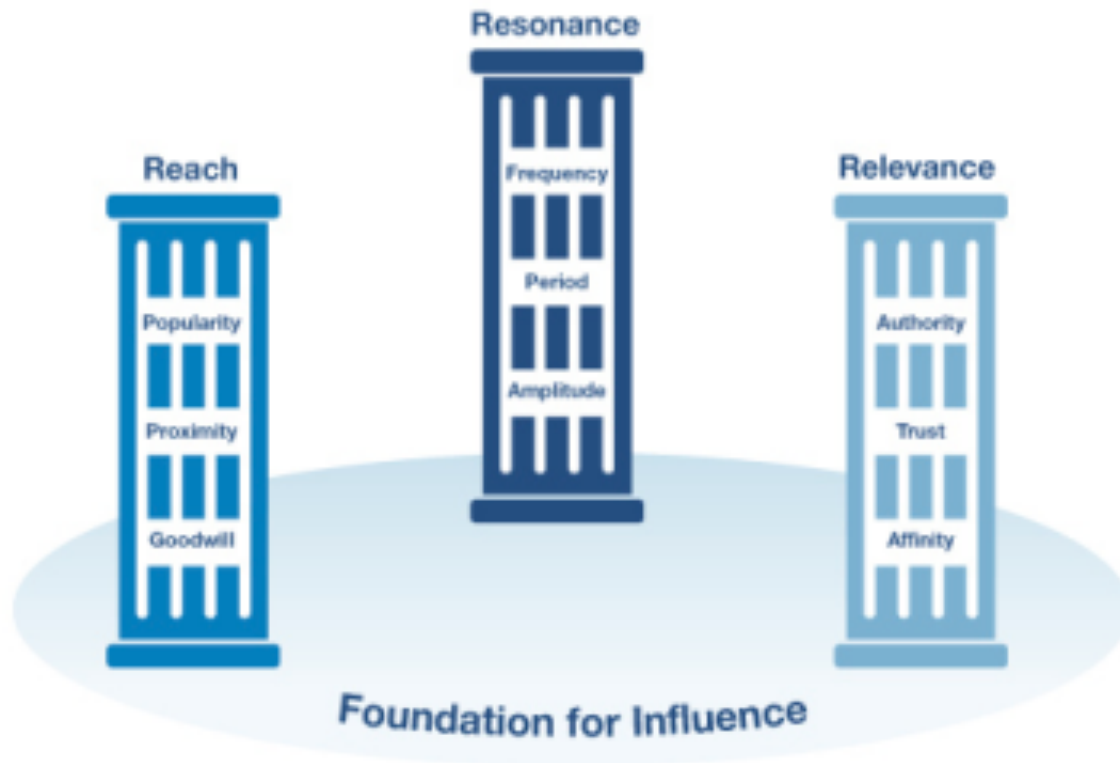
A COMPELLING NARRATIVE



CHALLENGING BUT ACHIEVABLE TASKS

Pillars of Influence

Figure 1. Framework: Pillars of Influence



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

Stand up for what
makes you different,
and better

- Sally Hogshead








You must create
messages that work
harder, to fight against
competition and
distraction.

- Sally Hogshead

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>		

Business Model - The Empathy Map

Designed for:

Digital Marketing for
Real Estate Industry
Program

Designed by:

Janette Toral

Date:

Iteration:

#4 understand your audience

Customer Perspective:

Real Estate Service Professional

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

Major preoccupation: Sustaining revenue / income. Growing family.

Friends say: "You should market online."

Worries: Not making a sale. Making ends meet.
Aspiration: Quality lifestyle. Industry recognition.

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.

Obstacle: **PAIN** Managing time and resource.

Frustration: Not getting results.

Wants / Needs: Quality leads. Top of mind.

Obstacle: **GAIN** Prioritizing and managing tasks.

Measure success: Sales conversion. Authority status.

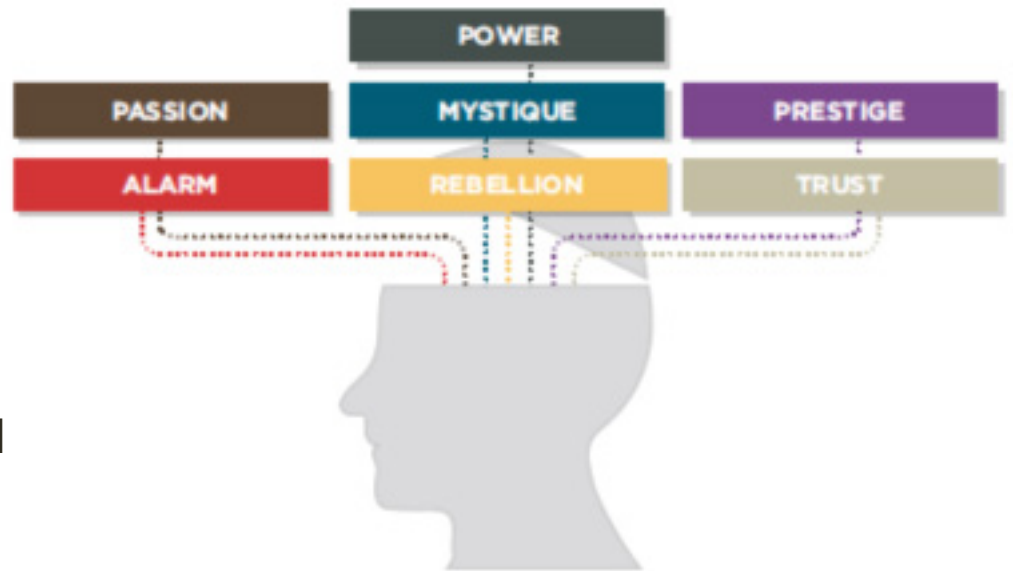
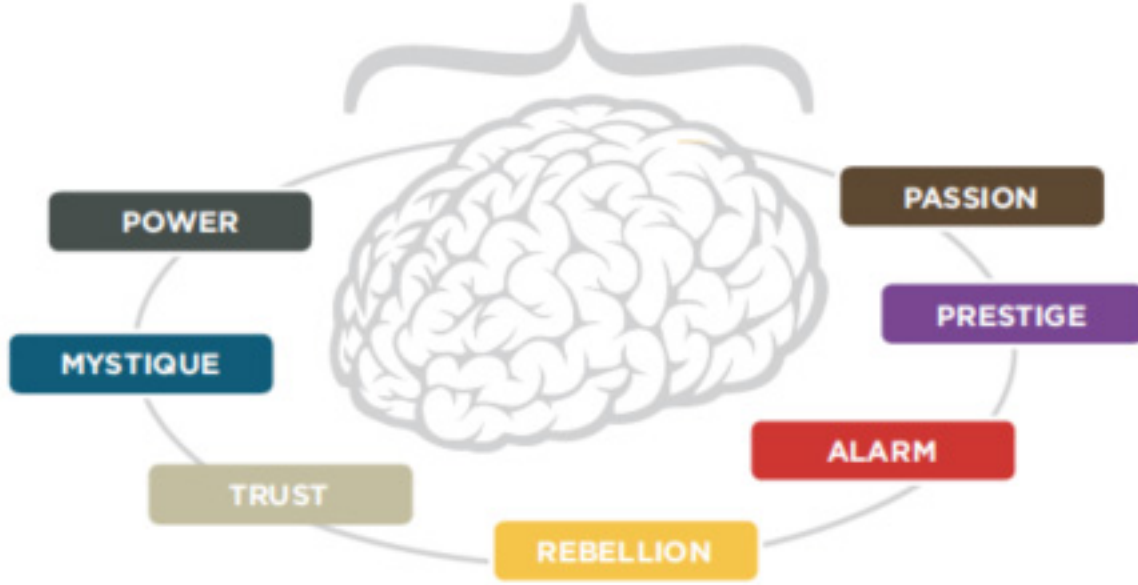
Engagement levels



<http://www.freshnetworks.com/files/freshnetworks/FreshNetworks%20-%20Social%20Media%20Influencers%20Report.pdf>

A distracted customer is easy to lose. If they lose interest, you lose the sale.

7 Triggers of Fascination



- Sally Hogshead

6

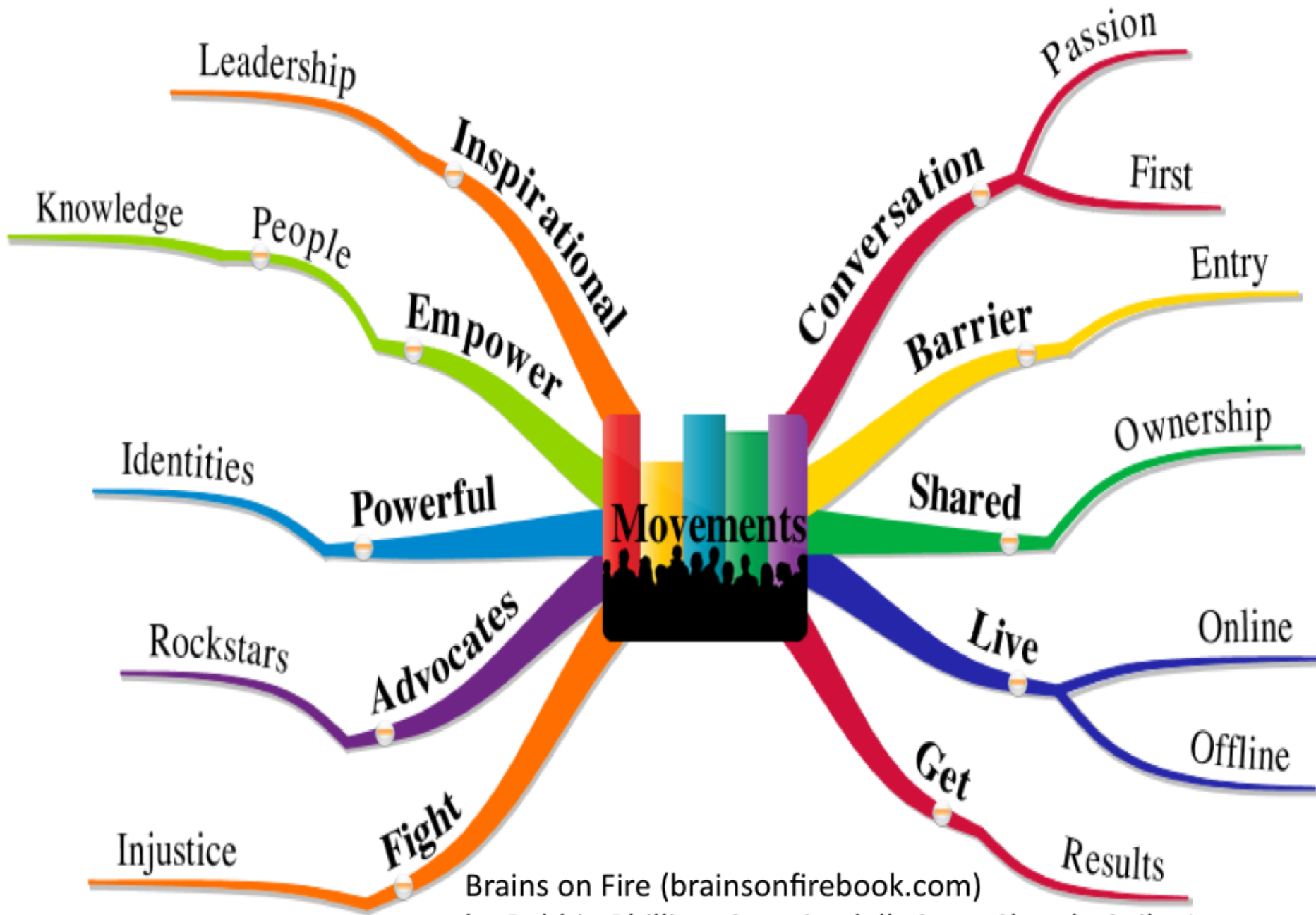
GOLD HALLMARKS

- Provokes strong and immediate emotional reactions.
- Creates advocates.
- Becomes cultural shorthand for a specific set of actions or values.
- Incites conversation.
 - Fascination lives not in your own communication to the world, but in how the world communicates about you.

6

GOLD HALLMARKS

- Forces competitors to realign around it.
 - In a competitive environment, the most fascinating option wins.
- Taps into (or even causes) social revolutions.
 - A heart is not judged by how much you loved, but by how much you are loved by others.



Brains on Fire (brainsonfirebook.com)
 by Robbin Phillips, Greg Cordell, Geno Church, Spike Jones
 Mindmap by Janette Toral (influentialblogger.net)



ENGAGEMENT

An online community can encourage participation, which can lead to innovation and crowd-sourcing.

Discussions, forums and blogs give the organization ways to improve the quality of engagement.



VALUE

In order for stakeholders within a community or ecosystem to connect and engage with one another, there must be a specific value.

Provide an overview of what is going on inside the community and report on innovations and achievements that have resulted from engagement within the community.



CONVERSATIONS

Stop thinking in terms of posts and start thinking in terms of conversations.

Comment on others posts, share them and debate the various merits of a point of view. Make it easy for others to comment on and respond appropriately to various questions posted.



For every club member

- Discuss needs and how to be of help.
 - Training
 - Consulting
 - Exposure
- Feature
 - Speaker
 - Article
 - Slides
- Recognition
 - Social media sharing
 - Connections
- Say hi (exchange update based on tracking)



Let's connect!

@digitalfilipino

facebook.com/digitalfilipino