

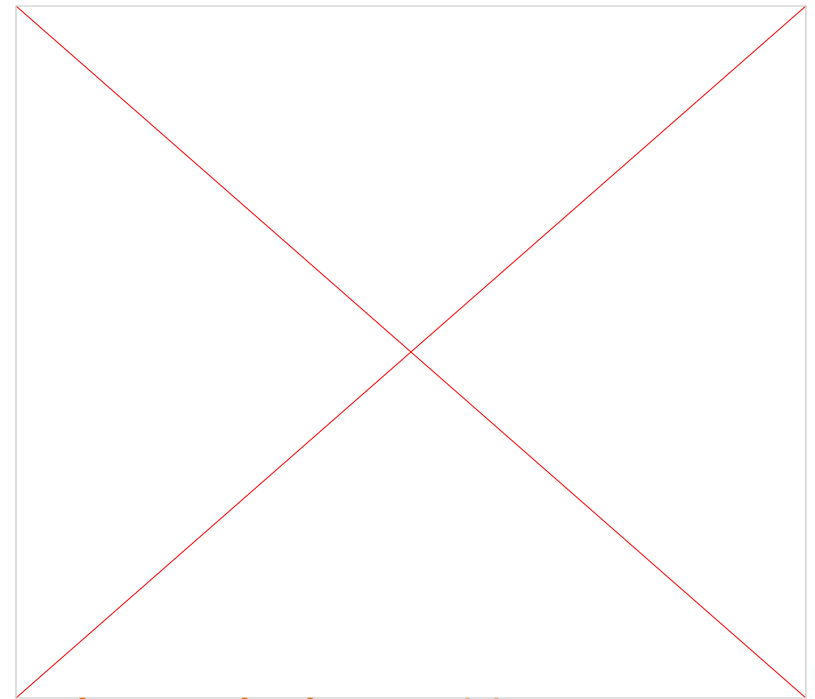
Bloggers as Digital Influencers

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@nobodybutgrace

BACKGROUND

- 100% Filipinos have Mobile Phones
- 30% Filipinos are Online
- Dissemination of Information Online is FASTER
- CEOs are into
Online Marketing /
Blogging

-@nobodybutgrace



**Blogger Rhodora Espiritu at
Kinder Zoo Adventure Jungle
inside Manila Zoo**

How can Bloggers build their digital influence online and make a difference?

INTEGRITY

CREDIBILITY

"It's good to know making the effort to provide decent content makes a difference."-@nobodybutgrace

"Walk the talk and everything will follow."- @nobodybutgrace

How do you manage the risks in sharing your messages knowing not all will be pleased?

“Explain the advantage and objective of the campaign.”

“Whatever we do, there will be criticism, might as well just do it!”
-@nobodybutgrace

HOW TO FIRE YOURSELF

SOMETIMES YOU NEED TO QUIT TO GET AHEAD. KEEP IN MIND THAT IT TAKES BALLS TO SAY GOODBYE TO A JOB THAT GIVES YOU NOTHING MORE THAN A PAYCHECK. IT'S TIME TO STEP OUT OF YOUR COMFORT ZONE, PURSUE YOUR PASSION AND LAUNCH YOUR CAREER.

- 1 GRAB THE OPPORTUNITY**
You never know when your big break will come but when it does, you'll be ready.
- 2 SET YOUR PRIORITIES**
Find a career that best fits the life you want and allows you to balance the things important to you.
- 3 SET YOUR CAREER GOALS**
Your career development is not a sprint, it's a marathon. Success involves careful planning of the things you want to accomplish.
- 4 STAY POSITIVE**
Believe you can achieve your goals. With hard work and determination, you will.
- 5 MAKE IT HAPPEN**
Once you know what you want, go for it.

#FIREYOURSELF

THANK YOU!

“When attending events, network, you never know what opportunities are just there waiting.”-

@nobodybutgrace

