



Sales and

# Marketing tips in 10 min

1

Content

2

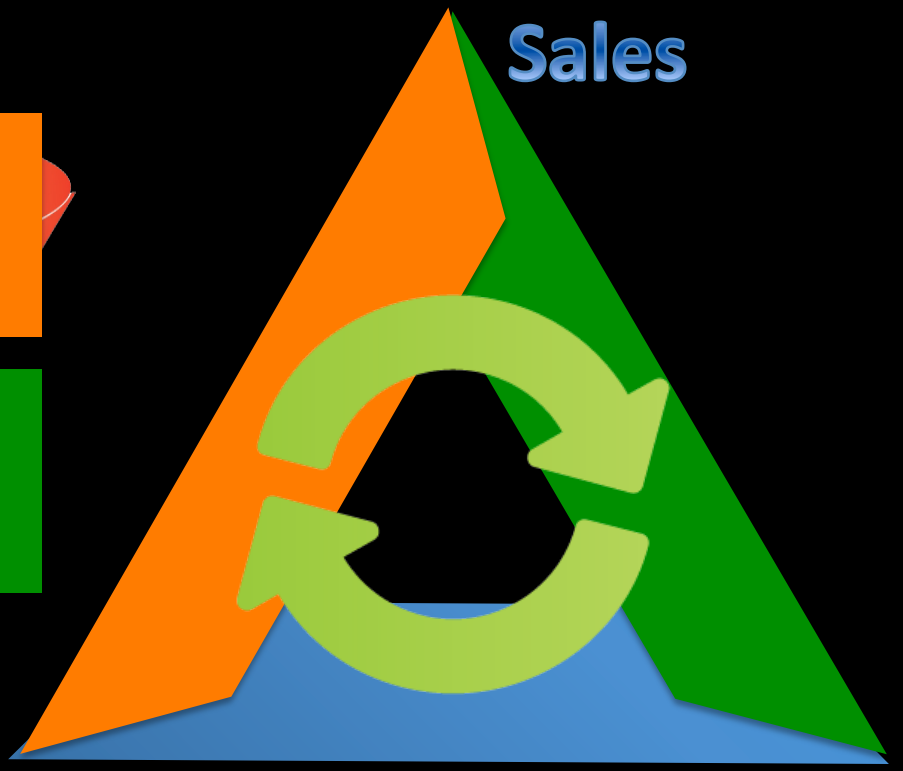
Path to Sales

ROMI = optimal

Path to Sales

Awareness

Advocacy



livingsocial

WHAT MAKES A  
**QUALITY**  
CONTENT? ★

Popular Brands

P&G

SAMSUNG

LG

San Miguel  
Pure Foods

Unilever

High Traffic  
Locations  
**3x** higher  
revenue  
VS  
**Poor**  
locations



**HIGH**  
Demand  
products &  
services



Surprise  
**and**  
Delight



1 Content

livingsocial<sup>®</sup>

Maintain

 Freshness and Assortment 



deals



merchants



concepts

DAILY

price  
points



locations



concepts



All Categories

# Great User Experience

# easy to navigate

**Featured Deals**

- MORE DEALS TO BUY
- Exclusive Partners
- Limited Deals
- Activities & Events
- Adventures
- Dining & Restaurants
- Electronics & Gadgets
- Food & Beverage
- Health & Beauty Services
- Home & Kitchen Products
- Services
- Travel

**San Miguel Pure Foods**  
Turning Every Meal into a Celebration  
VIEW OUR PRODUCTS

family meal time

breakfast delight | savory lunch & dinner | delectable dessert & snacks

now only: **P125** P172

free easy recipes!

- Fruit Salad
- Fun Stuff Nuggets
- Cheese Macaroni
- Ham and Grilled Asparagus Sandwich

FREE TO DOOR DELIVERED FRESH

say i love you & spread the love with our Special Sweet Valentine's deals for him and for her

daily deals | products | escapes

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FREE TO DOOR DELIVERED FRESH

easy installments

**iPhone 5s**

Apple iPhone 5s P34,999

Canon

Delighting You Always

Capture every moment

easy installments

**LG**

LG Home Theater System P13,999

popular

62% OFF

Rainbow Vines Garden Swing Bedsheets P349

easy installments

51% OFF

Angelica's Catering Buffet Catering Services P4,999

lovinglokal

breakfast delight

ended

SAN MIG COFFEE P35

VIEW

ended

PUREFOODS MAPLE BACON 200G P196

VIEW

ended

MAGNOLIA SANDWICH SPREAD WITH NUTRI-OIL PALM OLEIN P499

VIEW



Great User  
**Experience**

2

**Mouth  
watering  
imagery**



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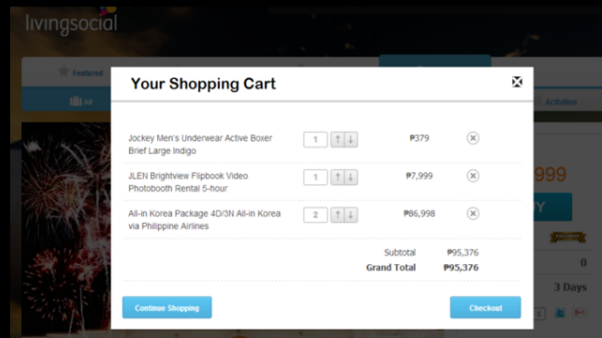
# Great User Experience

**3** Convenient check out, shipping payment options

## Payment



## Shopping Cart



## Redemption

- 3 day pick up
- Nationwide delivery
- Delivery of perishable items
- Pick up at merchant locations



24



2 Path to Sales

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Organic Search

search for: livingsocial



4 million  
search visits



Tip:  
Optimize

[www.livingsocial.com.ph](http://www.livingsocial.com.ph)



E-m

Have you seen  
a real Dragon?

95%



15% open rate

Tip:  
Get Creative,  
Target and  
Relevant





livingsocial<sup>®</sup>

## Direct Traffic

[www.livingsocial.com.ph](http://www.livingsocial.com.ph)



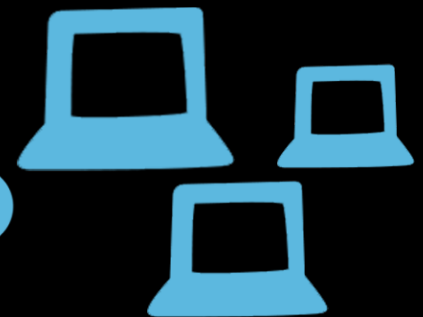
**5 Million**  
visitors

Tip:  
Great UX

**SPECIAL  
OFFERS**



**mobile and  
tablets**



**PCs and  
Laptops**

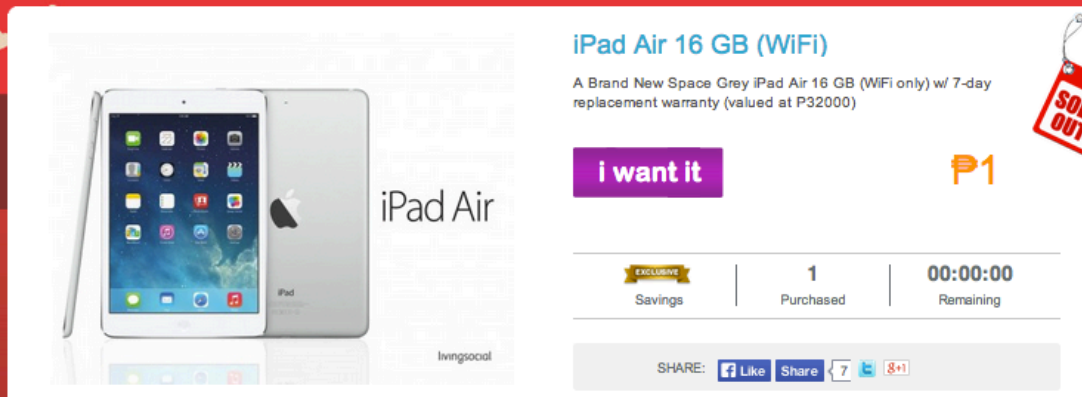
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## Social Media

# 2x



# 600 Social Media



Tip: Use as Engagement Channel



# How to apply for DTI Permit

1.

Download the application form from the DTI web site (<http://www.dti.gov.ph/uploads/DownloadableForms/Forms-AppForSalesPromoPermit-Premium.pdf>)

2.

Attach the following information on the deals you plan to launch to the application form:

- a) Actual value of the deal
- b) Voucher price
- c) Total savings of the customer
- d) Standard terms per deal

3.

Charges will depend on the terms and conditions of the deal

4.

Submit the completed application form with attachments to the DTI head office

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Salcedo Village, Makati City  
Consumer Assistance and Protection Division  
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**Thanks! from** livingsocial.

Content Strategy

Right Partners

Fresh

1

Content

Great UX

Authentic?

Optimize Search

2

Path to Sales

Targetting and Relevance

Great UX

User Trust

SNS for Engagement

Mobile