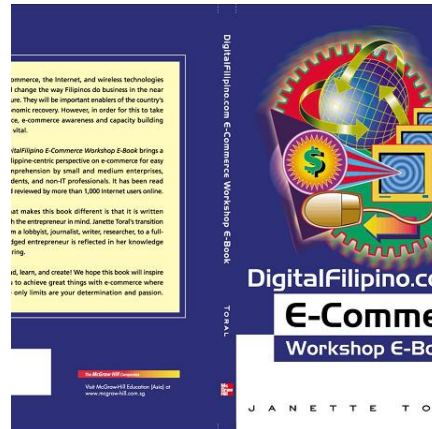




# From Blogger to E-Commerce, Social Media Entrepreneur



Janette Toral  
<http://digitalfilipino.com>

Facebook: [janettectoral](#)  
Twitter: [digitalfilipino](#)



Following

### onetimegrabph ▾

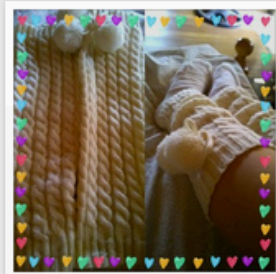
GRAB IT BEFORE ITS GONE.. MOP:BDO OR CEBUANA SF: 60MM &&  
100PROV VIBER:09174574151 NO CANCELLATION NO JOY RESERVERS

39 posts

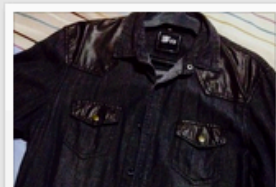
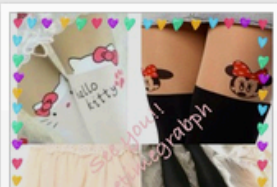
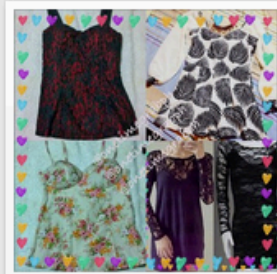
1,306 followers

2,452 following

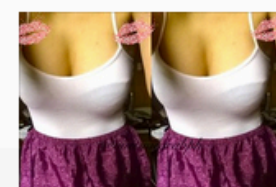
#### October 2014



#### September 2014



#### 25 September 2014



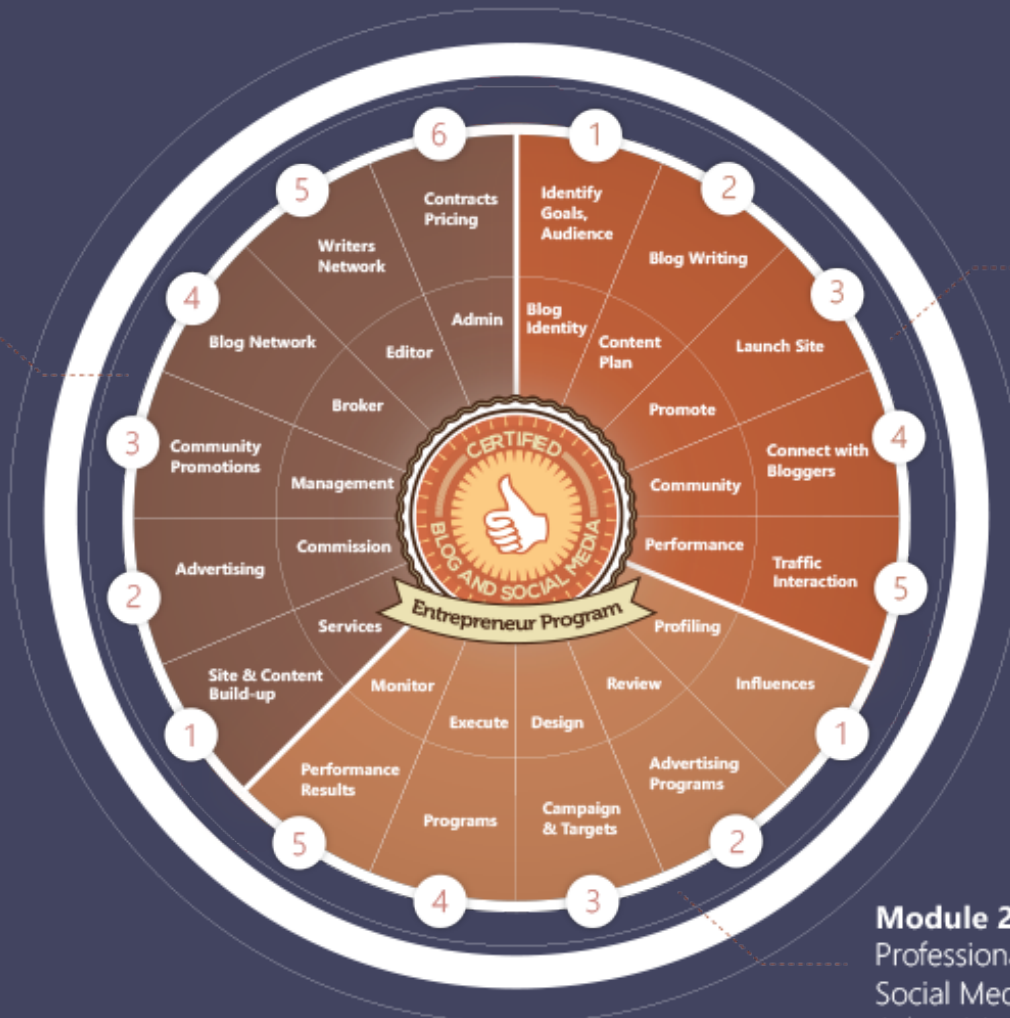
# Certified Blog & Social Media Entrepreneur Program

<http://digitalfilipino.com/bsm>

## 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

Partnership with eLearning Edge and Ateneo De Manila University

Platform used: Webinar, Edu20, Facebook, Email, Mobile

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This is for you

This can be taken by anyone interested whether



Trainer

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Startup-Up 100

Janette Toral is offering this program to help fulfill her



Cho

## Modules Archives - DigitalFilipino E-Commerce Boot Camp by Janette Toral

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Building an E-Commerce Strategy  
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# Blog Network Operations

# Business Model Canvas

<p><b>Key Partners</b> </p> <p>Bloggers as content publishers.</p> <p>DigitalFilipino Club members as advertisers</p>	<p><b>Key Activities</b> </p> <p>Blogger management.</p> <p>Advertiser pitches.</p> <p>Recruitment.</p>	<p><b>Value Proposition</b> </p> <p>Professional bloggers.</p> <p>Honors non-disclosure.</p> <p>No contractor relationship with bloggers.</p> <p>No minimum payout required.</p>	<p><b>Customer Relationships</b> </p> <p>One-on-one.</p>	<p><b>Customer Segments</b> </p> <p>Bloggers wanting to monetize their blog.</p> <p>Advertisers wanting exposure in blogs without handling one-on-one relationship.</p> <p>Clients want to repair online reputation.</p>
<p><b>Cost Structure</b></p> <p>Telecommunication cost.</p> <p>Payout fees.</p> <p>Marketing to advertisers and bloggers.</p>	<p><b>Revenue Streams</b> </p> <p>Commission fee per blog post done.</p> <p>Coordinator fee.</p>			

# + From Blue Ocean to Red Ocean



- More service providers
  - Lateral (PR, Advertising, Technical)
  - Within industry (bloggers, social media specialists).
  - Customers (who become bloggers)

# + Online Lead Generation Network



## Membership

- Event launch
- Invite content creators.
- Sign agreement
- Brief on campaign.

## Competition

- Disseminate lead form code.
- Disseminate materials.
- Monitor entries.
- Verify and validate leads.
- Update leaderboard.

## Recognition

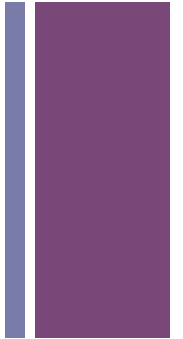
- Announce “round” top players.
- Organize recognition event.
- Give recognition rewards.





## Lead Generators Blue Ocean

- Raise – Focus on “conversion” and lead nurturing.
- Create – Lead generation networks / communities.
- Reduce – Reliance on “bloggers” to increase value.
- Eliminate – Bizarre perceived value of online marketing.





# Lesson learned as an online entrepreneur



- Your business model will not last long. Keep reinventing yourself.
- Be consistent.
- Don't be afraid to experiment.
- Take action on attacks.



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