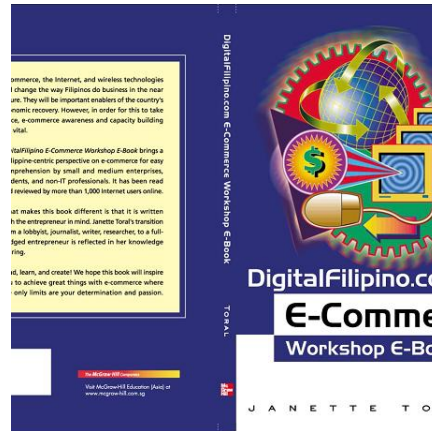




# Understanding the Digital Filipino Learner



Janette Toral  
<http://digitalfilipino.com>

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

SEARCH THE SITE...

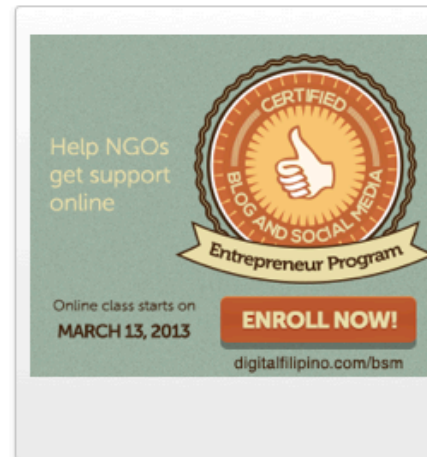



— DIGITAL —  
INFLUENCER

FREE: Digital Influencer Boot Camp – digital marketing workshop online

THE DIGITAL  
Salient features of Data Privacy Act of 2012 – Republic Act 10173

FREE: DigitalFilipino E-Commerce Boot Camp #ecombootcamp



Help NGOs get support online

Online class starts on **MARCH 13, 2013**

**ENROLL NOW!**

digitalfilipino.com/bsm

## Channels

- Administrative & Support
- Business & Strategy
- DigitalFilipino Club
- E-Commerce
- Graphic Design & Multimedia
- Press
- Software & Technology
- Web Design & Development
- Writing & Translation
- Job Opening



## Multi-Level Marketing and E-Commerce Online: Focus on Product or Recruitment?

Posted March 4th, 2013 by Janette Toral.

Ever since I launched the E-Commerce Boot Camp and Digital Influencer Boot Camp, got to meet more folks in the multi-level marketing space who would like to learn how they can use digital marketing and e-commerce to be effective in conducting business online. I think the usual pitch on a face-to-face basis are usually not... [Read more »](#)



## Call for Cross-Industry Associations Support: E-Commerce Measurement Framework

## Upcoming Events

- MAR 13** Wed 2013 **7:00 pm** MODULE 2 – Professional Blogging, Social Media Marketing & Advertising as a Business @ Online
- MAY 8** Wed 2013 **8:00 pm** MODULE 3 – Make money from Blogging and Social Media as a Service Provider @ Online

[View Calendar →](#)



PLAY

- Ⓢ [Home](#)
- Ⓢ [Shopping](#)
- Ⓢ [Testimonials](#)
- Ⓢ [Club Member Features](#)
- Ⓢ [Members Area](#)
- Ⓢ [Members Directory](#)
- Ⓢ [About Us](#)
- Ⓢ [Club member articles](#)
- Ⓢ [Honorary Members](#)
- Ⓢ [Club Photo Gallery](#)
- Ⓢ [Members Laboratory](#)
- Ⓢ [Club Member Job Openings](#)
- Ⓢ [DigitalFilipino E-Commerce Summit on November 12 and 13 at Hotel Intercontinental Makati City. Learn E-Commerce Best Practices!](#)

## @ e-Commerce Summit 2009 Doing e-COMMERCE For Real!

### **Welcome to the DigitalFilipino.com Club!**

Meet like-minded people in the DigitalFilipino.com Club eager to learn and exchange ideas on e-commerce development, Internet advertising, search engine optimization, blog marketing, electronic payment, social networking, software process improvement, among others.

Join as [individual](#), [SME](#), or [corporate](#) club member! ([club membership options](#))

After 5 years, get free membership and become an [honorary member](#).

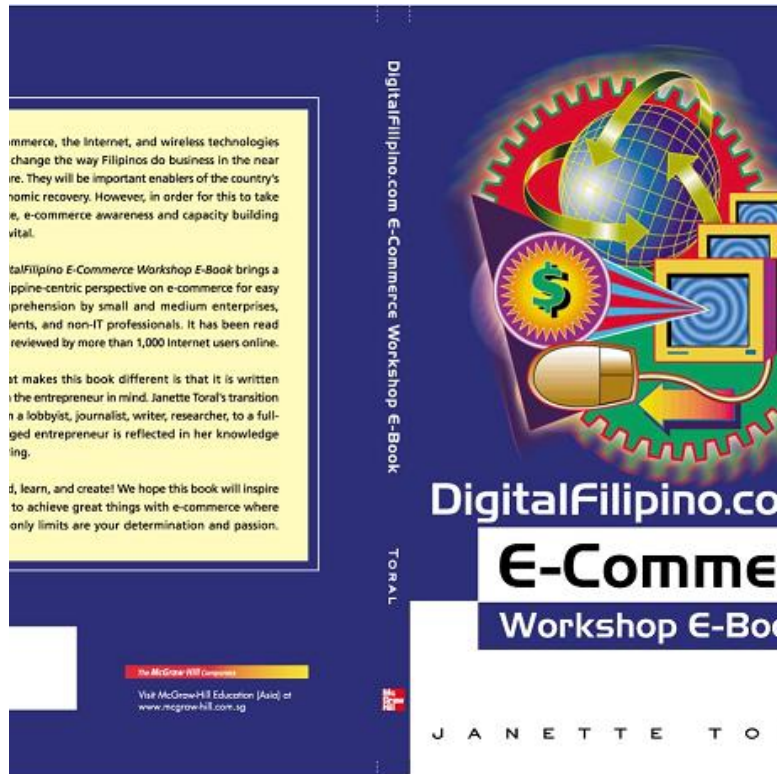




# Email and Blended Learning using Moodle (2003 to 2008)



## E-Commerce Workshop



## Blogging from Home



WSIS Philippines E-Learning Award 2003





# Profile of the Digital Filipino Learner



- Educators
- Professionals (24 and up)
- College students (mostly required by professors)
- Aspiring entrepreneurs
- Aspiring consultants
- Curious
- Competitive



# 2009 – Free and Paid Webinar series



## DIGITALFILIPINOCLUB.COM BLOG

News and developments in the community.

Friday, July 10, 2009

### July 16: State of E-Commerce in the Philippines Free Webinar

Our newest corporate member - [ProFora Professional Linkage Webinars](#) - invited me to do a trial webinar this July 16, 2009 Wednesday from 11 am to 12 noon to talk about the [State of E-Commerce in the Philippines](#) via a one-hour webinar. Haven't done that talk for quite sometime and am apparently nervous about it since I haven't done webinars before.

However, to support our newest club members, I am putting such hesitation aside and want to see if webinars can suit me and my target audience.

So if you have time, I hope you can [join this one-hour webinar on July 16 Thursday from 11 am to 12 noon where I will talk about the State of E-Commerce in the Philippines.](#)



# Profile of the Digital Filipino Learner



- Professionals (24 and up)
- Entrepreneurs
- Employed and allowed by companies to listen to webinars during office hours.
- Filipinos based in province and overseas.
  - Willing to pay for reasonable fee.
- Curious
- Competitive
- Practical



# 2010 – Webinar and Edu20 eLearning platform

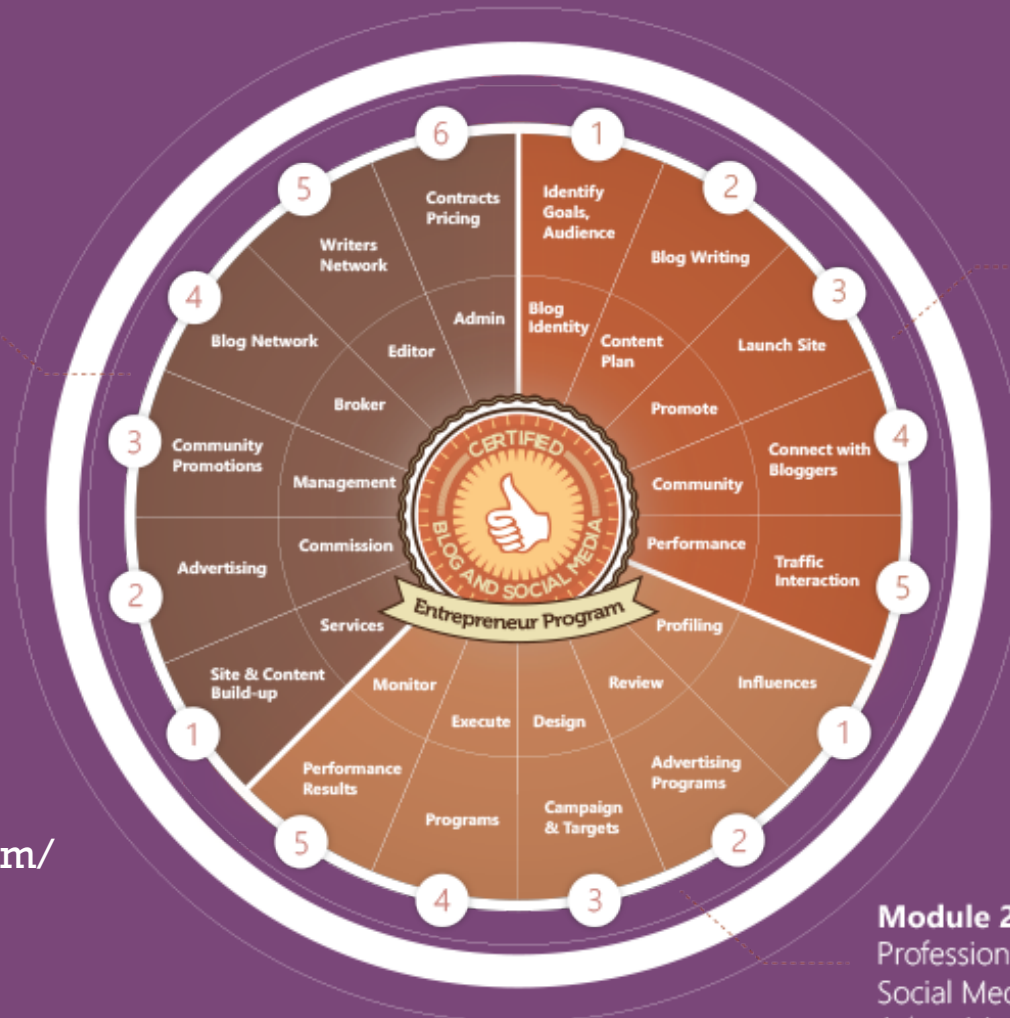
## Module 3:

Make Money from Blogging and Social Media as a Service Provider

## Module 1-3

Certified Blog & Social Media Entrepreneur Program

<http://digitalfilipino.com/bsm>



## 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

# + Profile: Out-of-town, differentiators, influencers

” Through the program, I was able to integrate the things that I know as a Marketing professional with blogging and social media.

~ **Mark Joseph Delgado**,  
Certified Blog and Social Media Entrepreneur

FULL TESTIMONIAL



” My taking up CBEP last year did wonders into my career.

~ **Vanj Padilla**,  
Certified Blog and Social Media Entrepreneur

FULL TESTIMONIAL



” What I enjoyed the most were the case studies and the actual implementation of what was lectured.

~ **Jimmy Roa**,  
CBEP Student

FULL TESTIMONIAL



” The best part about the program is the hands on experience in the campaign execution.

~ **Fleire Mae Castro**,





# Profile of the Digital Filipino Learner



- From young freelancers to entrepreneurs wanting to try new things
- Filipinos based in province.
  - Willing to pay for reasonable fee.
- Curious
- Competitive
- Puts premium on “partnership with University” brand.



# 2011 – 2019 Support 100 E-Commerce Start-ups



## START-UP 100 PROJECT



### Start-Up 100 Project

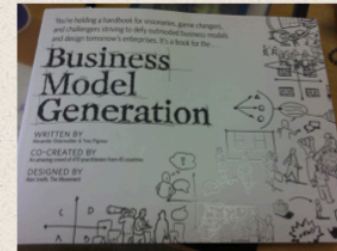
DigitalFilipino Club Start-Up 100 Project aims to help start-up entrepreneurs in the Philippines to get access to angel investors.

**Network types**  
Angel Network

Craft your vision.

Make it a reality.

E-Learning is part of awareness and skills building of prospects.



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

- Abraham Lincoln




(New inspiration found last August to September 2011.)



## Learn E-Commerce Online!

Learn how to put up a website, market your products and services, accept payments online, and make your customers loyal. We have more than 30 lessons that you can access for FREE.

 Get Started



**This is for you**

This can be taken by anyone interested whether



**Trainer**

Janette Toral is a recognized, multi-awarded e-



**Startup-Up 100**

Janette Toral is offering this program to help fulfill her



**Cho**

<http://digitalfilipino.com/ecom>

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

₱2,000

DO PEOPLE SEARCH FOR YOU?


# SEARCH INFLUENCER BOOTCAMP

ENROLL NOW!

Search Influencer Boot Camp  
Janette Toral

★★★★★


Free



Introduction to E-Commerce  
Janette Toral

☆☆☆☆☆


Free



E-Commerce Policies  
Janette Toral

☆☆☆☆☆


Free



Doing E-Commerce Safely  
Janette Toral


☆☆☆☆☆

Free




Storytelling / visualization to project stakeholders and customers guide

Free




Understand the Business Pattern  
Janette Toral

Free



Understanding the Customer  
Janette Toral

Free



Building an E-Commerce Strategy  
Janette Toral





### Introduction to E-Commerce

Janette Toral



### Description

This (FREE) module discusses the basics of e-commerce and the Philippines situation. A combination of an e-commerce 101 and e-commerce 102 as it digs immediately to information that online merchants need to know.

[Take This Course](#)

### Lessons

Introduction to E-Commerce

Forms of E-Commerce

Advantages & Disadvantages

Market Statistics

Do I need to get a DTI permit to start an online business?

What makes a product saleable online?

**₱2,500**  
DIGITAL MARKETING FOR THE REAL ESTATE INDUSTRY



ONLINE CLASS STARTS ON  
**OCTOBER 3, 2013**  
WWW.DIGITALFILIPINO.COM/INFLUENCE

**Digital Marketing for the Real Estate Industry**  
Janette Toral

☆☆☆☆☆

**₱2,500**  
eLearning  
IT'S MORE FUN IN THE PHILIPPINES



DIGITAL MARKETING AND E-COMMERCE BOOT CAMP FOR THE TOURISM INDUSTRY

**Digital Marketing and E-Commerce Boot Camp for the Tourism Industry**  
Janette Toral

☆☆☆☆☆

**Free**



**Digital Influencer Marketing**  
Janette Toral

☆☆☆☆☆

**Free**



**Create your Online Presence**  
Janette Toral

☆☆☆☆☆

**Free**



**Digital Marketing Policies**  
Janette Toral

**Free**



**Search Engine Marketing**  
Janette Toral

**Free**



**E-Mail and Newsletter Marketing**  
Janette Toral

**Free**



**Social Media Marketing**  
Janette Toral



# Digital Marketing for the Real Estate Industry

## Lesson 1: Online Business Model for Real Estate Selling



**Online business model for Real Estate selling**  
from **Janette Toral** PLUS

Meeting File Edit Options View Webcams Window Audio Help

https://influencerbootcamp.digitalfilipino.com/course/digital-marketing-for-the-real-estate-industry/

**DIGITAL INFLUENCER BOOTCAMP**

Home Modules Membership About Events Sign In Register

**DIGITAL MARKETING FOR THE REAL ESTATE INDUSTRY**

ONLINE CLASS STARTS ON **OCTOBER 3, 2013**

Digital Marketing for the Real Estate Industry  
Janette Toral

**http://bit.ly/realbootcamp**

**JOIN TODAY**

**DIGITAL MARKETING FOR REAL ESTATE INDUSTRY**

**Need Help ?**

### Attachments

- Business model for Real Estate Selling and Customer Empathy Map by Maita Siquijor
- Finding your Passion, Online Business Model Creation, and Customer Empathy Map Creation
- Assignment for Lesson #1

### Lessons

- Lesson 3: Real Estate, E-Commerce, and Data Privacy Policies
- Lesson 1: Online Business Selling
- Lesson 2: Tools and Professional Must Knows

**Need Help ?**

Offline - Leave a message





## Protégé Webinars



# Profile of the Digital Filipino Learner



- From college students to retirees.
- Aspiring entrepreneurs
- Aspiring consultants
- Work from home
- Curious
- Competitive
- Sustainability
- New ventures
- “Is this for me?”

# + Face-to-face Boot Camps





# Profile of the Digital Filipino Learner



- Professionals (24 and up)
- Seeking for opportunities (21 and up)
- Professors
- Start-ups
- Work from home
- Puts premium on face-to-face interaction
- Curious
- Competitive
- Sustainability
- New ventures



<http://bit.ly/realbootcamp>

**JOIN TODAY**

# 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



Started  
October 3, 2013

P2, 500 valid for one year.

Anyone can join anytime. (open calendar)

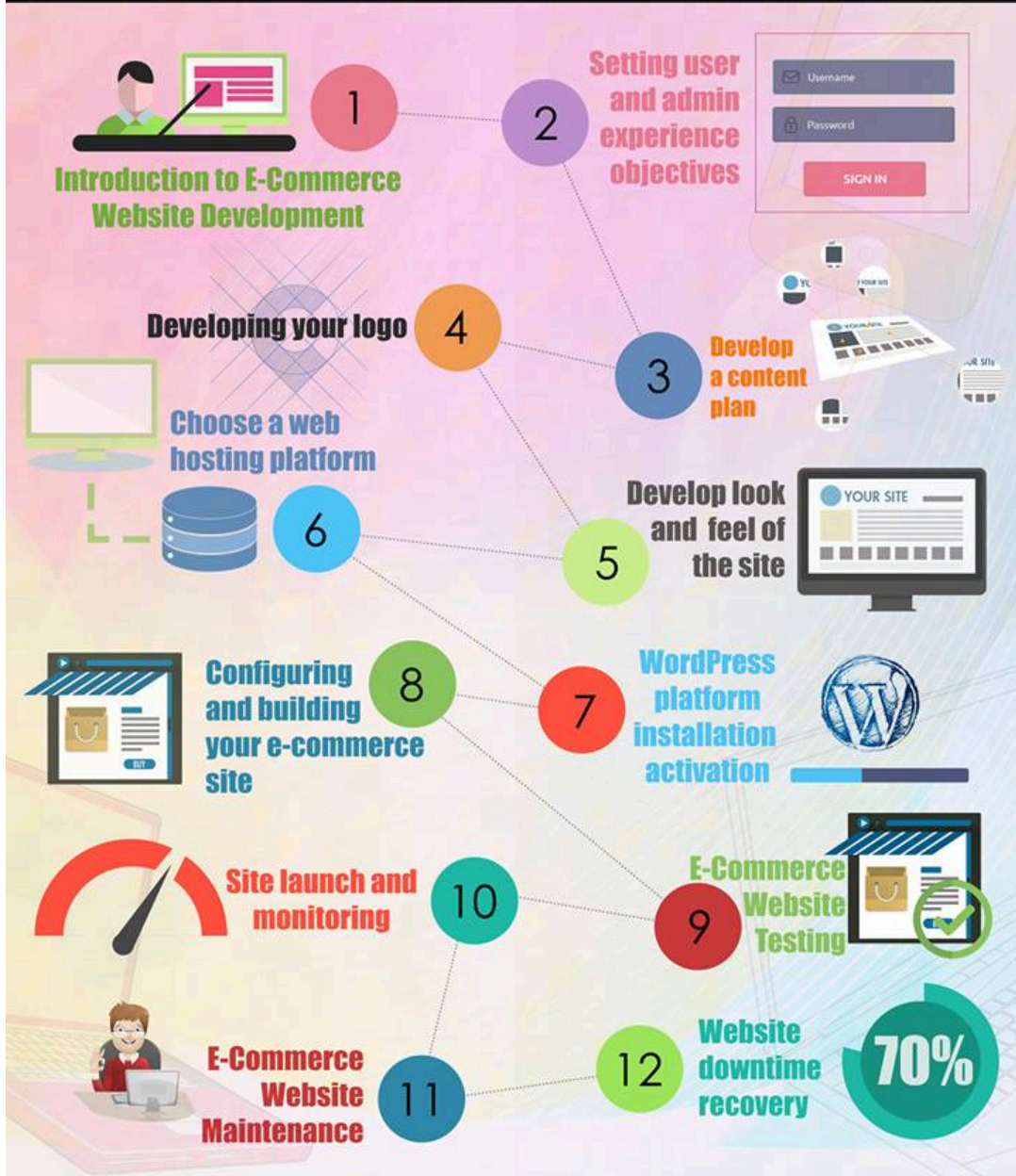




# Profile of the Digital Filipino Learner



- Real estate service professional
- Follow early innovators
- Provincial
- Price conscious
- Puts premium on reputation
- Curious
- Competitive
- Sustainability
- “Exclusive”



**From plan creation to getting it done.**

**P2, 500 valid for one year.**

**Anyone can join anytime. (open calendar)**



**MODULE 3:**  
E-Commerce Consulting as a Service



**MODULE 1:**  
E-Commerce Site Launch



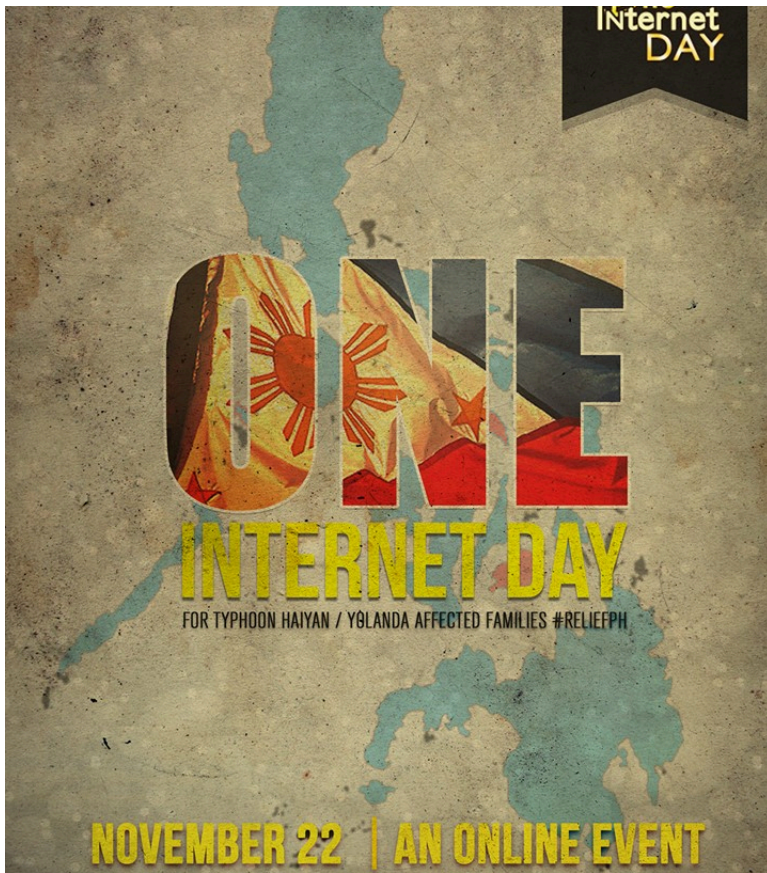
**MODULE 2:**  
E-Commerce Marketing and Operations



**FREE for**  
**DigitalFilipino Club Members**  
<http://digitalfilipinoclub.com>



# + Virtual Events (BSME Day, One Internet Day series)



**One Internet DAY**

PHOON HAIYAN / YOLANDA AFFECTED FAMILIES

- COLLABORATION RULES! PREPARING YOUTH FOR A GLOBALLY CONNECTED FUTURE**  
DR. YVONNE MARIE ANDRES
- SOCIAL MEDIA TRENDS IN CHINA**  
MICHAEL MICHELINI
- MAKING LINKEDIN\* WORK FOR YOUR BUSINESS**  
DIES WALSH
- STARTUP MARKETING TACTICS**  
JUSTIN SCOTT
- MEASURING E-COMMERCE MATURITY**  
DR. NICK FORTANILLA, JANETTE TORAL
- SEARCH MARKETING TACTICS FOR 2014**  
MIKE KING, CYRUS SHEPARD, EVAN FISHER, GILLIAN MUESIG, KATE MORRIS
- TWITTER\* EXPERIENCES ON GOING GLOBAL**  
KEN MARDEL, SHARISH RAO

**1.22.13**  
ONLINE EVENT  
#1INTERNETDAY #RELIEFPH  
<http://bit.ly/1internetday>

\* BRANDS INDICATED ARE NOT INTENDED TO IMPLY ANY PARTNERSHIP OR ENDORSEMENT.

The agenda is presented as a vertical stack of colorful panels, each featuring a speaker's headshot and the topic of their session. The background of the agenda includes various icons and graphics related to technology and social media.





# Profile of the Digital Filipino Learner

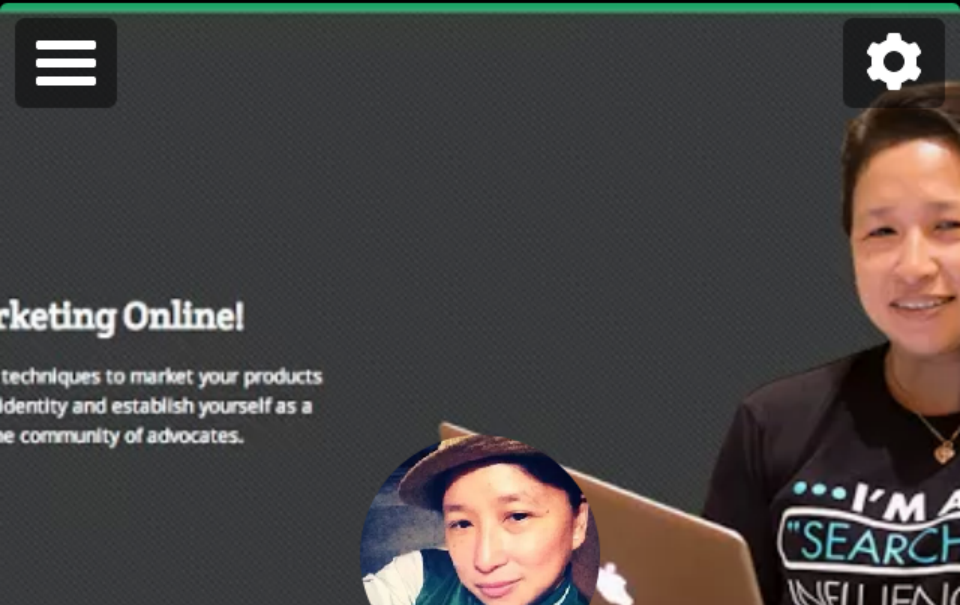


- Professionals (21 and up)
- Seeking for opportunities (21 and up)
- Retirees
- Aspiring consultants
- Next stage
- Thinking things through.
- Competitive
- Sustainability
- New ventures

# + Lessons Learned about E-Learning and Digital Filipino Learners

- Become an “influencer” to get attention.
- Quality requires consistency.
  - From content to trainer.
- What you “project” is what you attract! TRUST.
- Partnership is key for long term growth.
- Mobile and gamification is key to e-learning future.
- Giving free content is vital.
- E-Learning for nation re-building.

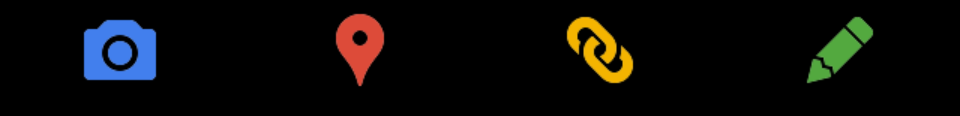




# Janette Toral

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

- About
- Posts**
- Photos
- Reviews



**Twitter:**  
**@digitalfilipino**

**Facebook:**  
**digitalfilipino**

