

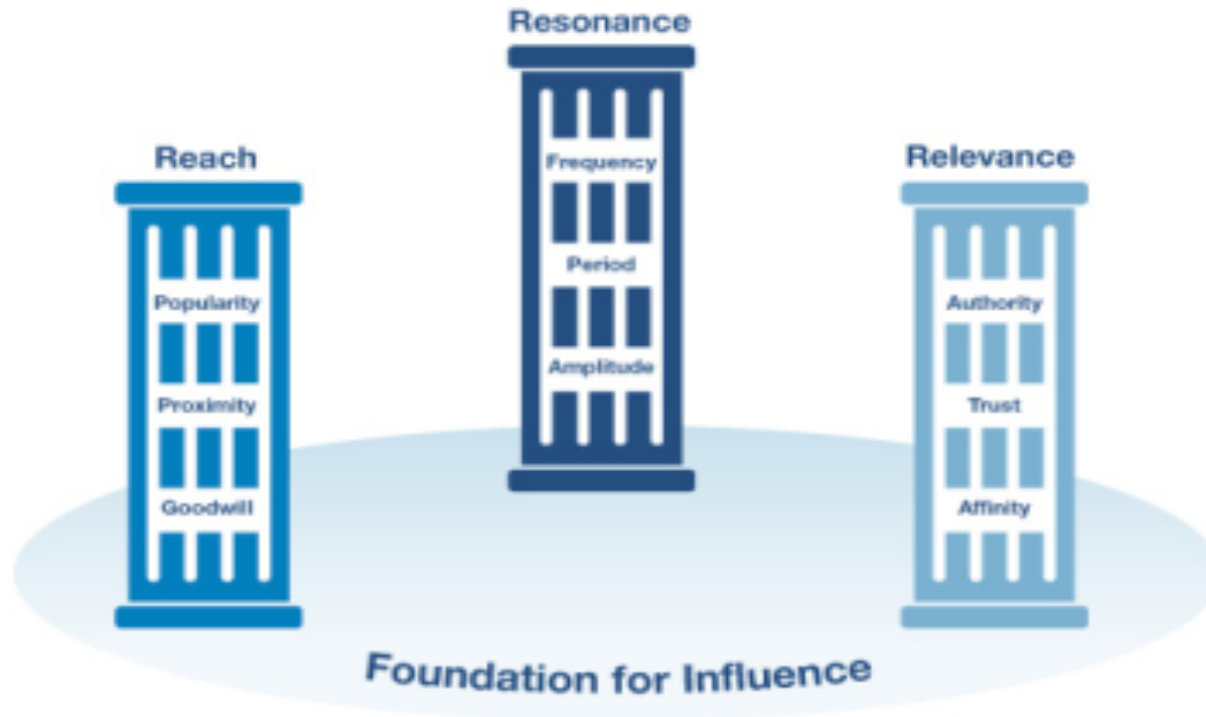
# E-Marketing Checklist



SELL  
YOURSELF

# Pillars of Influence

Figure 1. Framework: Pillars of Influence



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

# Types of Media

## Paid

- Print ads
- TV ads
- Display ads
- Paid search
- Promoted post on Facebook or LinkedIn
- Sponsored Tweets

## Owned

- Your web or mobile site.
- Your blog on own site or public platforms.
- Social media presence.
- Your apps.
- Printed collaterals.

## Earned

- User tweets about you.
- Retweets from followers.
- Likes, Replies, Shares got from users through social media channels.
- Bloggers writing about you.
- Online reviews.
- Word of mouth

# Be Social

Talk to  
interested  
people

Content.

Customize product  
messaging.

Answer relevant  
inquiries.

Get people to  
talk to you.

Share success  
stories.

Create a  
community.

Engage.

Get feedback.

Incentivize  
engagement.

C  
O  
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T  
E  
X  
T



# SOCIAL MEDIA

AWARENESS

FAMILIARITY

OPINION/IMAGERY

CONSIDERATION

PREFERENCE

SHOPPING

PURCHASE



# About Purchase Behavior



Peer reviews

Mixed sources

Perceptive reference

Crowd

Cognitive fluency

Product visualization

Social media

Emotional decision

Subconscious decision

# Content Development and Marketing Plan for (Project)

WEEK 1	WEEK 2	WEEK 3	WEEK 4	TARGETS
<i>Market updates</i>	<i>Market updates</i>	<i>Market updates</i>	<i>Market updates</i>	<i># of Targeted prospects to share to.</i>
<i>Events</i>	<i>Events</i>	<i>Events</i>	<i>Events</i>	<i># of Targeted customers to share to.</i>
<i>Advice for buyers and sellers</i>	<i>Advice for buyers and sellers</i>	<i>Advice for buyers and sellers</i>	<i>Advice for buyers and sellers</i>	<i># of Targeted Groups to share with</i>
<i>Local news</i>	<i>Local news</i>	<i>Local news</i>	<i>Local news</i>	<i># of Targeted Groups to share with</i>
<i>Trivia</i>	<i>Trivia</i>	<i>Trivia</i>	<i>Trivia</i>	<i># of Targeted Groups to share with</i>
<i>Listings</i>	<i>Listings</i>	<i>Listings</i>	<i>Listings</i>	<i># of Targeted Groups to share with</i>
<i>Lead generation post</i>	<i>Lead generation post</i>	<i>Lead generation post</i>	<i>Lead generation post</i>	<i># of Targeted Groups to share with</i>
<b>CHANNELS</b> <i>Social media, email, text, talks, meetings, listing sites, classified, blog, traditional media</i>			<b>Budget</b> <i>Time, content creation, promotion</i>	



# Content Development and Marketing Plan for \_\_\_\_\_

WEEK: _____	WEEK: _____	WEEK: _____	WEEK: _____	TARGETS
CHANNELS			Budget	

# Beef up your Facebook Page Timeline

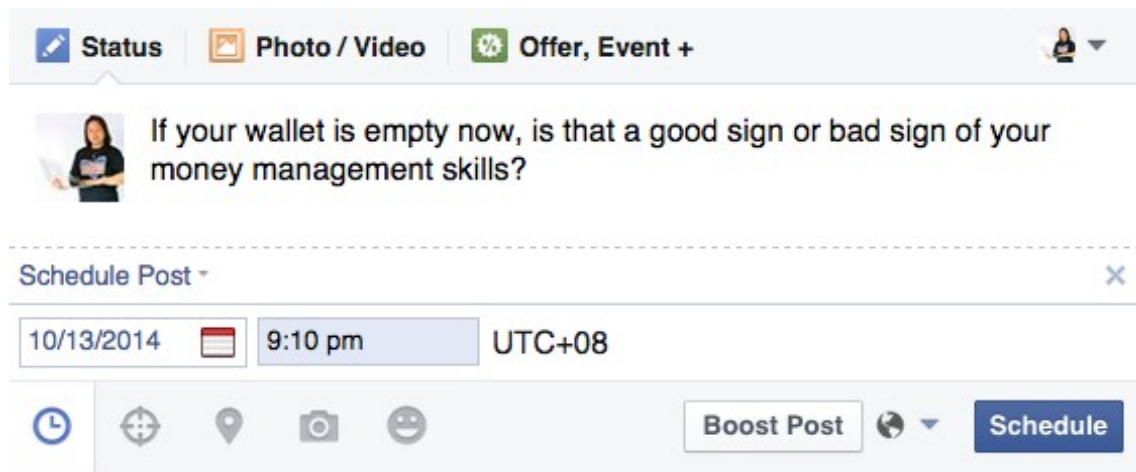
- Add important milestones and note of the date when it happened.
  - When you opened your establishment.
  - Awards received.
  - Photos showing important events that took place there.



# Improve your Social Media Presence

## Daily Checklist

- Find and “Like” 5 new Updates and relevant Pages.
- Update your Facebook Page status daily.
  - Schedule it at any of the suggested time slots: 8 AM, 12 noon, 4 PM, 7 PM.
  - Adjust once you have updated statistics.



# Pin to Top

- Highlight important updates by using the “Pin to Top” feature.
- Makes it the first post seen on your page regardless of update.

Janette C. Toral  
Author

Timeline About Photos Videos More ▾

13,797 likes

Marie Luvett See Interino-Goh, Jennifer Cheng Chua and 466 others like her.

+463

ABOUT

e-Commerce Book

10

Janette Toral is an e-commerce advocate, book author, researcher, trainer, and publisher in the Philippines.

<http://www.digitalfilipino.com> Promote

PHOTOS

Status Photo / Video Offer, Event +

What have you been up to?

Janette C. Toral shared a link.  
Posted by Janette Toral on January 13

It is all systems go for our training in Makati this Saturday. Also for the weekly online edition that will start on January 21. Many thanks to folks who signed up.

PRESENTS

Certified E-Commerce Specialist, E-Commerce Entrepreneur, and E-Commerce Professional Program by...  
digitalfilipino.com



Skin Philosophie by Dr. Kyla Talens shared Kikay si Kat's video.

Posted by Nikita Kyla Talens | 7 February at 02:12

Thank you so much for the wonderful review, Ms. Kikay si Kat! I am happy you appreciate the immediate results of the Intra-Therma Face & Neck Sculpting treatment. Expect further improvement in the next few weeks! Cheers! 😊



Experiences. Immaculate Correction™



# Skin Care Services & more...

Owned by UK-trained Dr. Kyla Talens.  
Located at the Fort Strip, Bonifacio Global City

- Fractional Laser
- Acne Management
- Hair Removal
- Skin Lightening
- Facials
- Slimming



Happy to Help! ^





**WHY EMAIL MARKETING IS IMPORTANT?**

**Email Marketing** is an extremely cost-effective way to communicate with prospective and existing customers. The key objective of email marketing for most businesses is to create "**brand awareness**". Other major benefits of email marketing include new customer acquisition and customer retention.

www.ThunderMailer.com

<http://www.thundermailer.com/why-email-marketing-infographic/>

## WELCOME EMAIL CONTENT



Welcome emails offered an explanation of **website features** and tools.



Most welcome emails provided **information** regarding the store's services.



Promotional **welcome offer**, which tended to be a percentage-off or free shipping offer.



Later emails often included a **reminder** of soon-to-expire welcome offers.




Some emails included a prompt to follow the brand on **social media** channels.



Welcome emails also often included a prompt to download a **mobile app**.



# eDM Invite



Azalea Hotels & Residences is joining Pinoy Cyber Sale, the biggest online shopping weekend of the year.

Visit [www.azalea.com.ph](http://www.azalea.com.ph) on Nov. 27 - 30 and get exclusive offers for Baguio and Boracay using promo code PINOYCYBERSALE.

**PIN\*Y  
CYBER  
SALE**

  
**Azalea**  
Hotels & Residences  
BAGUIO • BORACAY



**PIN\*Y  
CYBER  
SALE**

THE BIGGEST ONLINE SHOPPING WEEKEND OF THE YEAR!

**NOV 27 - 30**  
BLACK FRIDAY  
TO CYBER MONDAY

  
**Azalea**  
Hotels & Residences  
[www.azalea.com.ph](http://www.azalea.com.ph)

**AZALEA BAGUIO**  
3D/2N WEEKDAY HOLIDAY SALE  
45% OFF + 10AM EARLY CHECK IN  
+ DRIVER'S QUARTER

**AZALEA BORACAY**  
3D/2N WEEKDAY HOLIDAY SALE  
45% OFF + 10AM EARLY CHECK IN  
+ TRANSFERS FROM  
PORT TO HOTEL

PROMO CODE:  
PINOYCYBERSALE



Skin Philosophie by Dr. Kyla Talens shared Kikay si Kat's video.

Posted by Nikita Kyla Talens | 7 February at 02:12

Thank you so much for the wonderful review, Ms. Kikay si Kat! I am happy you appreciate the immediate results of the Intra-Therma Face & Neck Sculpting treatment. Expect further improvement in the next few weeks! Cheers! 😊



← → ↻ skinphilosophie.com

Reload this page Apps Story this + Paper.li DigitalFilipino.com

Experiences Immaculate Correction™

**SKIN PHILOSOPHIE**  
MEDICAL AESTHETIC & LIFESTYLE SOLUTIONS

HOME SERVICES ABOUT SHOP

## Skin Care Services & more...

Owned by UK-trained Dr. Kyla Talens.  
Located at the Fort Strip, Bonifacio Global City

- Fractional Laser
- Acne Management
- Hair Removal
- Skin Lightening
- Facials
- Slimming



Happy to Help! ^



**Bizu Patisserie & Bistro**

15 hrs · 🌐

What a lovely surprise it is to receive our Handmade Chocolate Truffles!  
Thank you @chefyan for this photo.



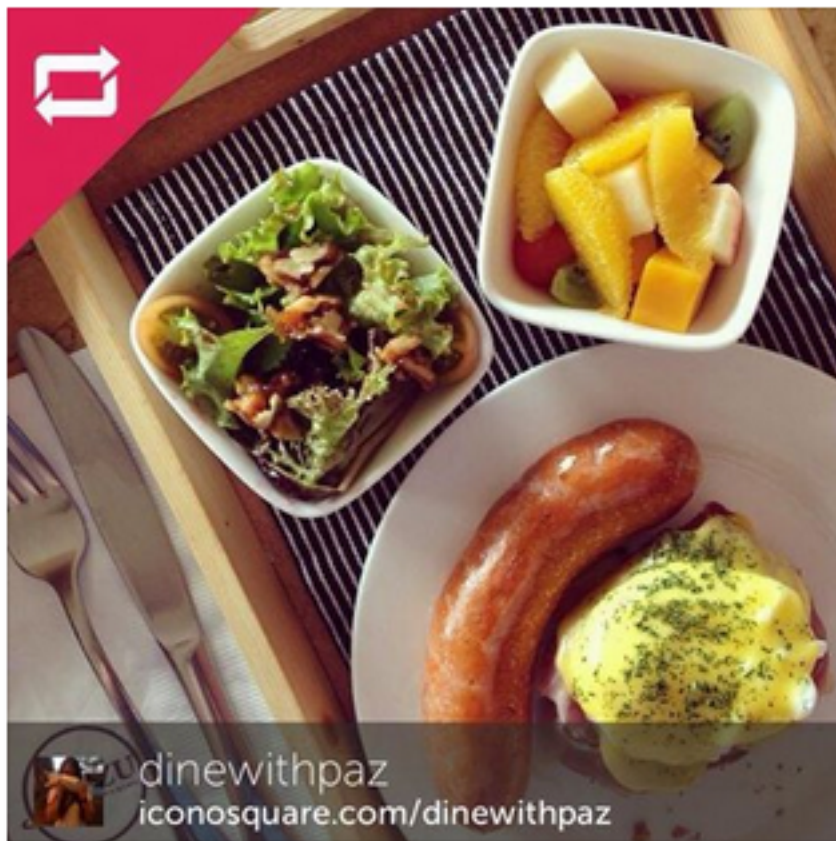
Like · Comment · Share · 🍷 82 🗨 2 🔄 1



**Bizu Patisserie & Bistro**

February 22 at 12:34pm · 🌐

Enjoy breakfast at any time of the day with our All-Day Breakfast, just like @dinewithpaz with her Prosciutto & Sausage!



Like · Comment · Share · 🍷 31 🗨 2

EMAIL NAME

[VIEW CAMPAIGN](#)

SUBJECT

Back

Aug 11 2014 Event  
Invitation Email 3

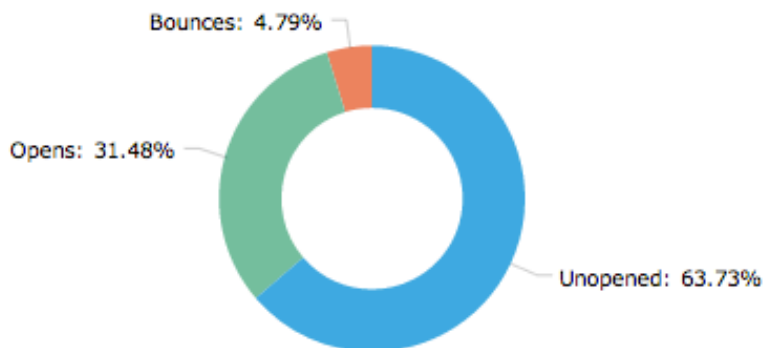
Are you joining this August 23 - Certified Blog and  
Social Media Entrepreneur Program?

RESEND EMAIL

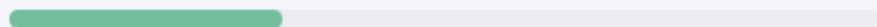
COPY EMAIL

+ Share | [f](#) [my](#) [g](#) [t](#) [in](#)

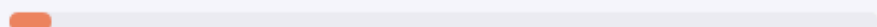
1,420  
Emails sent



Opened Emails 447 31.5%



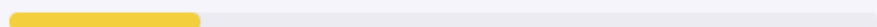
Emails Bounced 68 4.8%



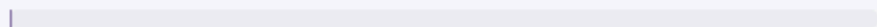
Unopened 905 63.7%



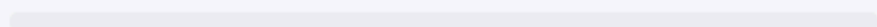
Links Clicked 98 21.9%



Unsubscribes 4 0.3%



Emails Forwarded 0 0.0%



Emails [Create Email](#)

MOST RECENT EMAIL

**Disini Tech Legal Forum**

Apr 06 2015, 10:15 AM



**Open Rate** 23 %

**Bounce Rate** 1 %

Draft Emails 15 >

Scheduled Emails 0

Sent Emails 61 >



Emails



Contacts




Media



Settings

# E-Mail Blast via Mobile


Loading subscribers...

✓		<b>Automation Email #Evening</b> Sends: Every day, between 8:00pm and 10:00pm	35.0% Open rate	5.0% Click rate	21 Sends	<a href="#">Pause &amp; Edit</a> <span style="font-size: 0.8em;">▼</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">🗑️</span>
---	--	--	--------------------	--------------------	-------------	---

3 days after previous email is sent · Pause your workflow to change delay

Segmentation Conditions


Loading subscribers...

✓		<b>Automation Email #Morning</b> Sends: Every day, between 6:00am and 9:00am	0.0% Open rate	0.0% Click rate	0 Sends	<a href="#">Pause &amp; Edit</a> <span style="font-size: 0.8em;">▼</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">🗑️</span>
---	---	---	-------------------	--------------------	------------	---


3 days after previous email is sent · Pause your workflow to change delay

Segmentation Conditions

Loading subscribers...

✓		<b>Automation Email #Noon</b> Sends: Every day, between 11:00am and 2:00pm	0.0% Open rate	0.0% Click rate	0 Sends	<a href="#">Pause &amp; Edit</a> <span style="font-size: 0.8em;">▼</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">🗑️</span>
---	---	---	-------------------	--------------------	------------	---


Loading subscribers...

✓		<b>Automation Email #Call Evening</b> Sends: Every day, between 8:00pm and 10:00pm	0.0% Open rate	0.0% Click rate	0 Sends	<a href="#">Pause &amp; Edit</a> <span style="font-size: 0.8em;">▼</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">🗑️</span>
---	---	---	-------------------	--------------------	------------	---

3 days after previous email is sent · Pause your workflow to change delay

Segmentation Conditions


Loading subscribers...

✓		<b>Automation Email #Call Morning</b> Sends: Every day, between 6:00am and 9:00am	0.0% Open rate	0.0% Click rate	0 Sends	<a href="#">Pause &amp; Edit</a> <span style="font-size: 0.8em;">▼</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">🗑️</span>
---	---	--	-------------------	--------------------	------------	---

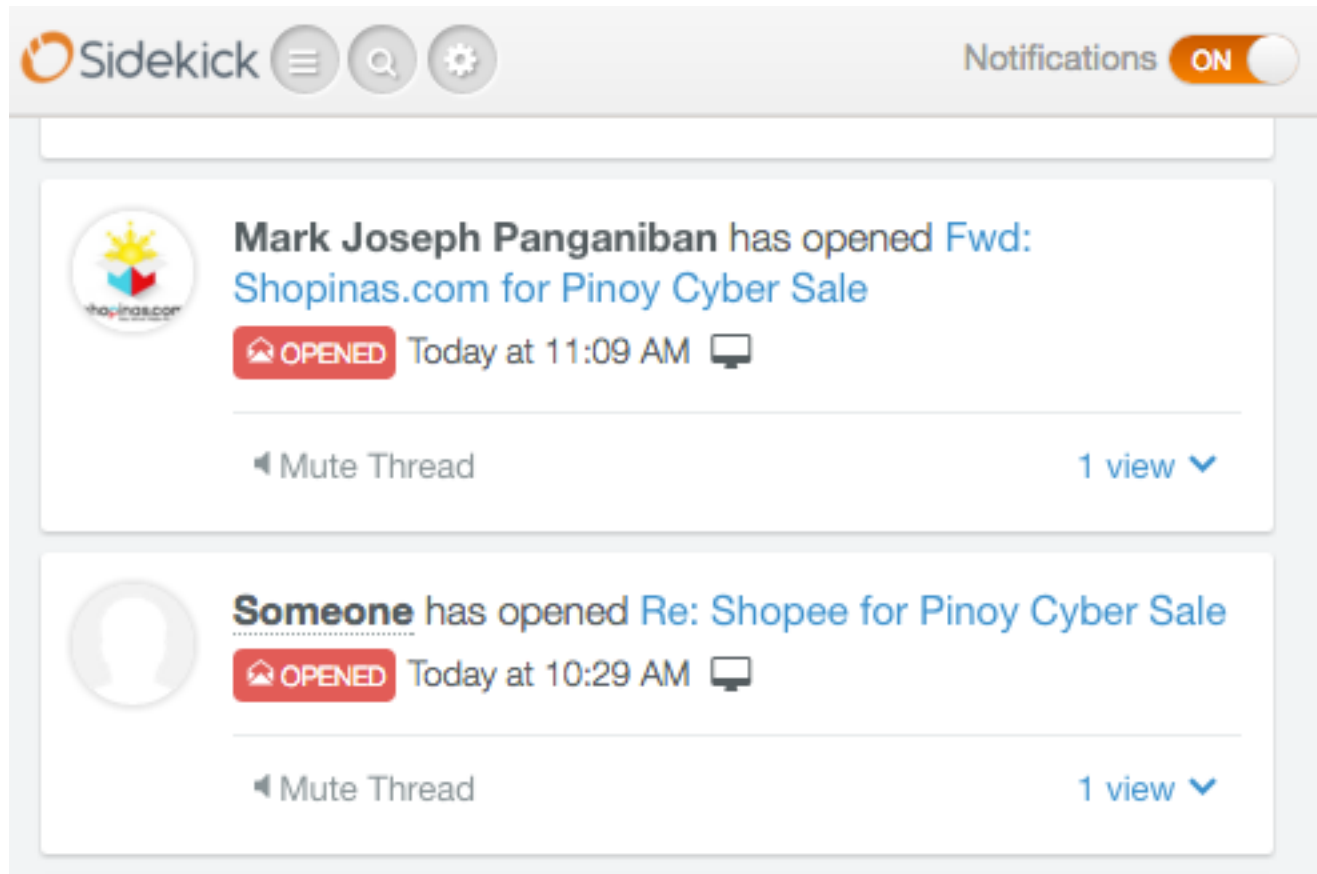
3 days after previous email is sent · Pause your workflow to change delay

Segmentation Conditions

Loading subscribers...

✓		<b>Automation Email #Call Noon</b> Sends: Every day, between 11:00am and 2:00pm	0.0% Open rate	0.0% Click rate	0 Sends	<a href="#">Pause &amp; Edit</a> <span style="font-size: 0.8em;">▼</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">🗑️</span>
---	---	--	-------------------	--------------------	------------	---

# Send personal messages manually when needed



Sidekick by Hubspot

## Jacqueline van den Ende



jacqueline@lamudi.com.ph

Philippines

Founder + CEO Lamudi Philippines | MyProperty.ph

Founder + CEO Lamudi Philippines Inc | Myproperty.ph | Rocket Internet at Lamudi Philippines



LinkedIn

✓ CONNECTED

[support](#) | [privacy](#) | [my profile](#)

rapportive

People (2)

Profile



Jac

En

For

Ph

Add task

Add event

Add note

Add deal

Add log touch

No social network

✉ jacqueline@lamudi.com.ph

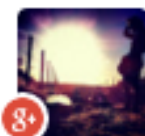
🕒 Last contact

Related Companies

📄 Founder at [Lamudi Philippines](#)

DEFAULT

Is This Jacqueline too?



Jacqueline van de...

Yes

No

... More Google+ suggestions

Lead Details

Lead Source

--- Select Lead Source ---





- Add Person
- Add Company
- Import Contacts

### Filters

- All Contacts
- People
- Companies
- Marked Important
- Recently Viewed
- Recently Added
- Recently Contacted
- Stay in Touch

### Group By

- Company
- Title

### Saved Searches Add

### Tags

C CEO

### Recently Viewed (30)

<input type="checkbox"/>		Name
<input type="checkbox"/>		<b>Wendy Ang</b>
<input type="checkbox"/>		<b>Butz De Castro</b> MyProperty.ph
<input type="checkbox"/>		<b>Jojo Ajero</b> Chowking Food C...
<input type="checkbox"/>		<b>James Yap</b> James Yap
<input type="checkbox"/>		<b>Sun Life Financial</b>
<input type="checkbox"/>		<b>Ila Cruz</b> Sun Life Financial Phil...
<input type="checkbox"/>		<b>Trisha Macas</b>
<input type="checkbox"/>		<b>Jon Ferrara</b> Nimble

### Add a Person ✕

Name:

Title:  Company:

Email:  Phone:

View type: S

	Last Contacted	Pho
ind.com	1 year ago	—
myproperty.ph	5 months ago	—
olutions.ph	—	—
—	—	—
—	12 months ago	—
Customer	Contacted	IlaMuriel.Cruz@sunlife.com
—	—	—
—	—	—
care@nimble.com	5 days ago	—



Today

Contacts

Signals


**Messages**

Activities

Deals

Reports


 Refresh

 Status Update

New Message 



Group Message [Learn more.](#)

Select Template 

Save as New Template

[Reset form](#)

Recipients List (0/30)



From



[Add Cc](#)

[Add Bcc](#)



Subject

[+ Add Merge Tag](#)

 [Attach File](#)

[Aa](#)



-----  
Janette Toral <http://ph.linkedin.com/in/janettetoral/> <http://facebook.com/janettectoral> 09174490011

[Today](#)[Contacts](#)[Signals](#)[Messages](#)[Activities](#)[Deals](#)[Reports](#)[Send Feedback](#)[Support Forums](#)[My Account](#)[Billing](#)[Notifications](#)[Networks & Imports](#)[Account Usage](#)[Contact Keywords](#)[Email Settings](#)[Users](#)[Deals](#)[Data Fields](#)[Integrations](#)

## Email Settings

### Templates

[Add Template](#)

**Join E-Commerce Developers Program**



### Signature

[Save Signature](#)

----<br/>  
Janette Toral  
<http://ph.linkedin.com/in/janettetoral/>  
<http://facebook.com/janettectoral>  
09174490011

## Group Messages

Subject ↕	Date ▲	Sent ↕	Opened ↕	Clicked ↕	Unread ↕
your registration: Digital Marketing & Lead Generation for Real Estate	7 days ago	4	4 (100%)	1 (25%)	0 (0%)
your registration: Digital Marketing for Tourism, HORECA, Hospitality, F&B (Bacolod)	7 days ago	6	5 (83.3%)	0 (0%)	1 (16.7%)
confirmation: E-Commerce Startup Meet-up	7 days ago	6	3 (50%)	1 (16%)	3 (50%)
confirmation: E-Commerce Startup Meet-up	7 days ago	7	6 (85.7%)	1 (14%)	1 (14.3%)
are you joining the E-Commerce Developers Program?	a month ago	1	0 (0%)	0 (0%)	1 (100%)
are you joining the E-Commerce Developers Program?	a month ago	7	6 (85.7%)	0 (0%)	1 (14.3%)
are you joining the E-Commerce Developers Program?	a month ago	4	1 (25%)	0 (0%)	3 (75%)

# What is your response time?

## SPEED MATTERS



Respond Quickly Or Someone Else Will

5

Minutes

### THE GOLDEN WINDOW

*"Speed-to-call is the single largest driver of lead conversion in the first two minutes after a lead is generated."*

The first five minutes represent a **golden window** for making contact and establishing rapport. Companies calling in this window have a huge advantage.




# Receive chat Notification Via mobile

The screenshot shows a mobile application interface for Janette Toral, who is online. At the top, there is an orange header with a profile icon, the name 'Janette Toral', and the status 'Online'. Below this is a navigation bar with two tabs: '2 VISITORS' and 'CHATS'. The '2 VISITORS' tab is selected and highlighted with an orange bar. The main content area displays two chat notifications. Each notification starts with an upward-pointing chevron icon, followed by the text 'Chat Button Clicked' and the number '1'. Below this, the notification ID '#43800496' is shown in bold. To the right of the ID are three small icons: a Philippine flag, a gear, and a laptop. The notification text reads 'Janette Toral - E-Commerce Advocate. Promoting t...' followed by the URL 'http://janettetoral.com/'. A second, identical notification is shown below the first, with the ID '#66768104'.




Janette Toral  
Online

2 VISITORS | CHATS

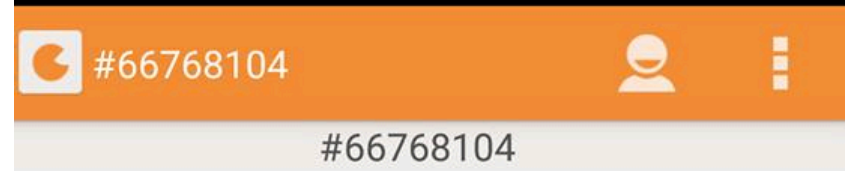
^ Chat Button Clicked 1

**#43800496**     
Janette Toral - E-Commerce Advocate. Promoting t...  
<http://janettetoral.com/>

^ Active Visitors 1

**#66768104**     
Janette Toral - E-Commerce Advocate. Promoting t...  
<http://janettetoral.com/>

# Keep in touch Via mobile



#66768104 has joined the chat.

 **#66768104** 9:18 AM  
hi

sample chat


Janette Toral has joined the chat.


 **#66768104** 9:19 AM  
when is your next training?

 **Janette Toral** 9:19 AM  
hi. it will be on June 5





Keep in touch  
via mobile.





- 



**Jim Libiran**  
Wiz at Independent Marketing,...

L 1y 
- 



**Glaiza Mae Sambat**  
Sales and Marketing Manager a...

L n/c 
- 



**Michael Limueco**  
President/CEO at Etrader Inc

L n/c 
- 



**Stephanie Caragos**  
President/CEO at Syntactics, Inc.

L 9M 
- 


**Ivy Sepe**

L 1y 
- 

**Bjornson Bernales**  
World Bloggers Day

L 1y 
- 

**Abhishek Mohan**  
Vice President - Incubation Proj...

L n/c 



# WeChat (1)



**Marvin Lao**

4/22/15

Marvin Lao is in your address boo...



**4.7K Janin @labielles...**

4/21/15

[Image]



**Kyla Talens**

4/21/15

Nikita Kyla Talens is in your addre...



**Rene Cipriano**

4/20/15

Rene Cipriano is in your address...



**suck\_it**

4/18/15

Paul Andrew Pisig is in your addre...



**Avel Manansala**

4/18/15



WeChat



Contacts



Discover



Me



All

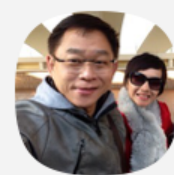
Groups



**Steven Santos**

4/6/15

Hi Janette, what time on April 16 is my talk in Cebu? Wou...



**Chinkee Tan**

4/6/15

This is my viber number. - janette toral

New on Viber - Games!  
Tap to view the games collection



Chats



Calls



Contacts



Public



More



# recent favorites pe



Joycelyn Lim

Tue

let me know what works best ya



Archeia

Sat

I think I got my domain name on...



Ferdinand Gutierrez

05/13

Got it



Goutama Bachtiar

05/13

Thanks for the greeting



randymanaloto

05/08










📞 Call, no answer



# Advertise to build following



- Must have great content to support.

What kind of results do you want for your ads?


	Clicks to Website
	Website Conversions
	Page Post Engagement
	Page Likes
	App Installs
	App Engagement
	Event Responses
	Offer Claims
	Video Views

# Use conversion pixel to know people attracted to you.

<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">certified.digitalfilipino.com/membership/</a> - Website Clicks - Image 4	Active	544 Website Clicks	\$0.04 Per Website Click	58,894	1.22	809	1.129%	\$0.06	\$23.00
--------------------------	--------------------------	---	--------	--------------------------	-----------------------------------	--------	------	-----	--------	--------	---------


 **DigitalFilipino.com Club**  
Sponsored · 

Happy 11th year DigitalFilipino Club. Pushing the growth of e-commerce in the Philippines



**Join DigitalFilipino Club**  
Started in December 25, 2003. A community Janette Toral established to give companies free e-commerce and digital marketing training, event exposure,...

[CERTIFIED.DIGITALFILIPINO.COM](#) [Learn More](#)

Like · Comment · Share ·  23

**Creative** [Edit](#)

[Ad Preview](#)

[Create Similar Ad](#)

**Targeting, Placement and Optimization**

Targeting, Placement and Optimization are now in Ad Sets  
[Click here](#)

**Performance**

[Actions](#) [Clicks](#) [CTR](#) [Imp](#)

**573 Total Actions?**

- 544 Website Clicks?
- 27 Post Likes?
- 1 Page Likes?
- 1 Post Shares?

[See full actions report](#)

# Use conversion pixel to create lookalike audience and target.

## Conversion Tracking

Create Pixel

Pixel Name	Category	Sharing	Activity	Status	Last Verified	Actions
club ID: 6020523854374	Registrations	—		Active	01/16/2015 8:47am	Actions

- Create Ad
- Create Lookalike Audience
- Share Pixel

<input type="checkbox"/>	<input type="checkbox"/>	digitalfilipino.com/cep/ - Website Conversions - Image 6	Active	200 Conversions	\$0.04 Per Conversion	27,055	2.59	139	0.198%	\$0.52	\$8.47	Optim: C
--------------------------	--------------------------	---	--------	--------------------	-----------------------------	--------	------	-----	--------	--------	--------	-------------

**Janette C. Toral**  
Sponsored ·

Develop your e-commerce business model. Define target customers. Carve your niche. Own it.



**E-Commerce Business Devt**  
Join Certified E-Commerce Specialist, Entrepreneur, Professional Training Program. Take place online, Dagupan, Davao, Cebu, Makati. 11...  
DIGITALFILIPINO.COM [Sign Up](#)

**Creative** [Edit](#)

[Ad Preview](#)  
[Create Similar Ad](#)

**Targeting, Placement and Optimization**

Targeting, Placement and Optimization are now in Ad Sets  
[Click here](#)

**Performance**

[Actions](#) [Clicks](#) [CTR](#) [Impressions](#)

**327 Total Actions?**

- 200 Registrations? (Conversion)
- 93 Website Clicks?
- 16 Post Likes?
- 18 Other Actions?

[See full actions report](#)

# Affiliate Marketing is Marriage of Content Marketing & Digital Commerce



The publisher helps the company promote their product via a link or code specific to the publisher.



By clicking the link, the user is brought to another site where the good or service is being offered.



Conversion rates of that single link or code are tracked back to the publisher.



The publisher is paid out a percentage of the sale from the clicked link or used code.



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SEARCH

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MINIMUM SPEND OF P2,000

**SHOP NOW**

### Shop by Category

- 👗 Fashion
- 💄 Beauty
- 👶 Baby & Maternity
- 🛒 Groceries
- 🏠 Kitchen & Living
- 🛋 Furniture & Home Decor
- 📺 Electronics & Appliances
- 🏃 Health & Diet
- 🎮 Sports & Leisure
- 🍴 Dining
- 💇 Beauty Services
- 🎮 Activities
- ✈ Travel

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📅 Today's Hot

👑 Best Sellers



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# Lazada Affiliate Program



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DREAM BIG

SET GOALS

TAKE ACTION

# I LIVE MY DREAM EVERYDAY

Janette Toral



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