

# a peek at ecommerce marketing

### from the PH ecommerce juggernauts



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# your customer



## you

www.thirdteam.org

A

## what if you can reach customers through data-driven and actionable marketing?



## **PHILIPPINES: SNAPSHOT**



JAN

2014

in a perfect world you understand each other

# learning from 3 of the PH ecommerce juggernauts



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# Cebu Pacific



- copywriting
- website user experience
- consistency in branding and marketing
- promos and discounts
- social media for customer service

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Retrieve your booking, update your

## Lazada



- search engine marketing (google adwords)
- promos and discounts
- dedicated mobile app
- mobile-only offers
- social media marketing
- email marketing

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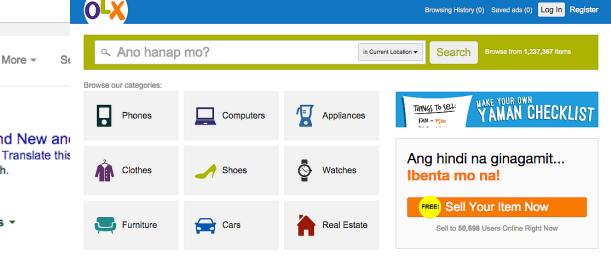
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## OLX.ph

- search engine optimization (google)

Videos

- dedicated mobile app
- blogger and PR events
- social media marketing



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## your customers are worth the investment

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