

a peek at ecommerce marketing

from the PH ecommerce juggernauts



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your customer

you

A grayscale background image of a desk. In the center is an open laptop. To the left of the laptop is a pen and a small circular object, possibly a stress ball or a small container. Below the laptop is a notebook. The overall scene is a typical workspace.

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

JAN
2014

PHILIPPINES: SNAPSHOT



105,720,644

TOTAL POPULATION



49%

URBAN

51%

RURAL

37,602,976

INTERNET USERS



36%

INTERNET PENETRATION

34,000,000

ACTIVE FACEBOOK USERS



32%

FACEBOOK PENETRATION

106,987,098

ACTIVE MOBILE SUBSCRIPTIONS



101%

MOBILE SUBSCRIPTION PENETRATION

A man with glasses and a blue shirt sits on the left, holding a pen and a notepad. A woman with long blonde hair sits on the right, looking at a laptop on a wooden table. They are both smiling. The background features a large window with a grid pattern and a brick wall.

in a perfect world
you understand each
other

learning from 3 of the PH ecommerce juggernauts



LAZADA



Cebu Pacific



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

The collage features several key marketing elements:

- Social Media Awareness:** A graphic titled "STAY AWARE WITH CEBU PACIFIC AIR!" with icons for Facebook and Twitter. It lists "Other accounts like" (Cebu Pacific Airline, Cebu Pacific Airlines, Cebu Pacific Air) and a warning: "We NEVER ask for payments on social networks, Western Union or GCash; if someone asks, JUST SAY NO!". It also promotes "BOOK & MANAGE all your flights at CEBU PACIFIC AIR.COM".
- Facebook Post:** A screenshot of a post from Cebu Pacific Air dated November 5, asking users to visit their official Facebook page for seat sales and updates.
- Flight Booking Interface:** A screenshot of the Cebu Pacific website's booking engine, showing options for Flight, Hotel, and Cruise, and a form for Round Trip, One-Way, or Multi-City bookings.
- Pre-Christmas Sale:** A large banner for a "50% Pre-Christmas Sale" ending on Nov. 30, featuring a gift box and the Cebu Pacific logo.
- Dove Advertisement:** A vertical ad for Dove hair care products with the text "Say goodbye to hair fall worries from the root with Dove's Hair Fall Rescue+".

Lazada



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

buy iphone 6 philippines

Web News Images Videos More Search tools

About 48,900,000 results (0.31 seconds)

SMART Postpaid Plans - smart.com.ph
Ad www.smart.com.ph/postpaid
Looking for the best postpaid plan? Get it from the leader in mobile!

Official Apple® Store - iPhone 6 & iPhone 6 Plus
Ad store.apple.com/ph/iphone6
Free shipping. Buy today.
4.7" or 5.5" display · New iSight camera · Retina HD display · 1 year warranty

Want the New Phone 6? - The Latest & Hottest Smartphone
Ad iphone-6.lazada.com.ph/
Get it First at Lazada, Shop Now!
Accepts Cash on Delivery · Trusted Sellers Only · Free Shipping Nationwide
Lazada Philippines has 3,090 followers on Google+
Merry Colorful Christmas - Mobiles and Smartphones - Mobile Accessories

LAZADA .COM-PH

Search for products, brands, shops

Popular searches: iPhone 6, shoe rack, chocolate fountain, juicer, event, monopod, speaker

CHRISTMAS AT LAZADA

- FASHION AND ACCESSORIES
- MOBILES & TABLETS
- WATCHES
- HEALTH & BEAUTY
- COMPUTERS & LAPTOPS
- CONSUMER ELECTRONICS
- CAMERAS
- HOME & LIVING
- TOYS, KIDS & BABIES
- TRAVEL & LUGGAGE
- HOME APPLIANCES
- SPORTS & OUTDOORS
- MEDIA, GAME & MUSIC

Christmas Gift Ideas

- For Him
- For Her
- For Kids
- Christmas Decor
- Special Promotions
- Online Revolution
- Flash Sale Friday
- Tablet Price-Cut
- Home & Living: Hot Picks
- Appliances: Hot Deals
- Selected Sellers
- Penshoppe
- Celine
- Saver's Appliance Depot
- Western Appliances
- Bestsellers
- New Arrivals

UP TO 75% OFF!

BLACK FRIDAY SALE

10:26:44

DEALS OF THE DAY

UP TO 80% OFF

Christmas GIFT IDEAS

GO NATURAL
Slenda Herbal Dietary Supplement
Buy 1 Get 1!

54% OFF

1 Month of Toys Deals

THE JOY OF TOYS
25.11 - 25.12

GRAND SALE
Get the biggest discounts
75% OFF

EFFORTLESS SHOPPING!

- Cash on Delivery
- Free Delivery
- Free Return
- Trusted Sellers Only
- Customer Service

Learn more

SELL ON LAZADA

Your store online, discover how

DOWNLOAD LAZADA APP

250 PHP OFF ON LAZADA APP PURCHASE

DOWNLOAD NOW

OLX.ph



- search engine optimization (google)
- dedicated mobile app
- blogger and PR events
- social media marketing

A screenshot showing a Google search for "tarot cards philippines" on the left, and the OLX.ph website interface on the right. The Google search results show about 239,000 results in 0.30 seconds, with two results for "Tarot Cards Deck For Sale Philippines" and "Tarot cards - OLX Philippines". The OLX.ph website interface includes a search bar with "Ano hanap mo?", a location dropdown, and a search button. Below the search bar is a "Browse our categories:" section with icons for Phones, Computers, Appliances, Clothes, Shoes, Watches, Furniture, Cars, and Real Estate. A promotional banner for "YAMAN CHECKLIST" is also visible. The footer of the OLX.ph website includes links for "About OLX", "Careers", "Privacy Policy", "Disclaimer", "Help Center", "Forum", and "All Categories".



**your customers
are worth the investment**

**contact us to connect
with your audience.**



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