

DEPARTMENT OF TRADE AND INDUSTRY



Edmar C. Talacan

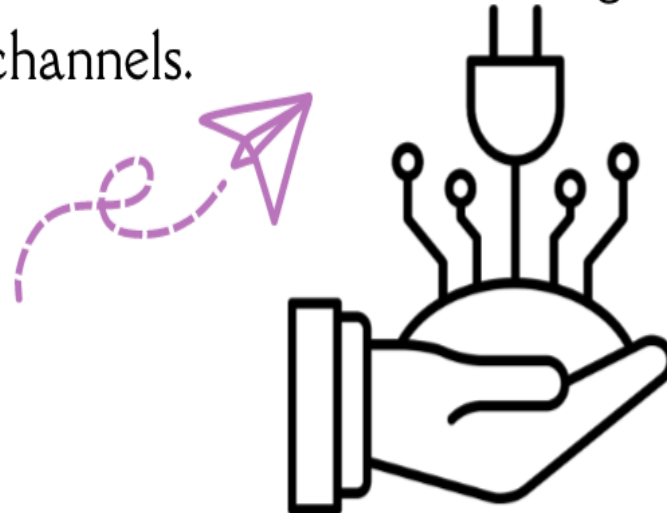
DIGITAL MARKETING & SOCIAL MEDIA



DIGITAL MARKETING



The promotion of brands to connect with potential customers using the internet and other forms of digital communications. This includes not only email, social media but also text and multimedia messages as marketing channels.





” Present day Entrepreneurs in any industry would probably agree that Digital Revolution is extremely URGENT!”

” ”If Enterprises have not had digitalized transformation, they will face collapse in the next depression!”



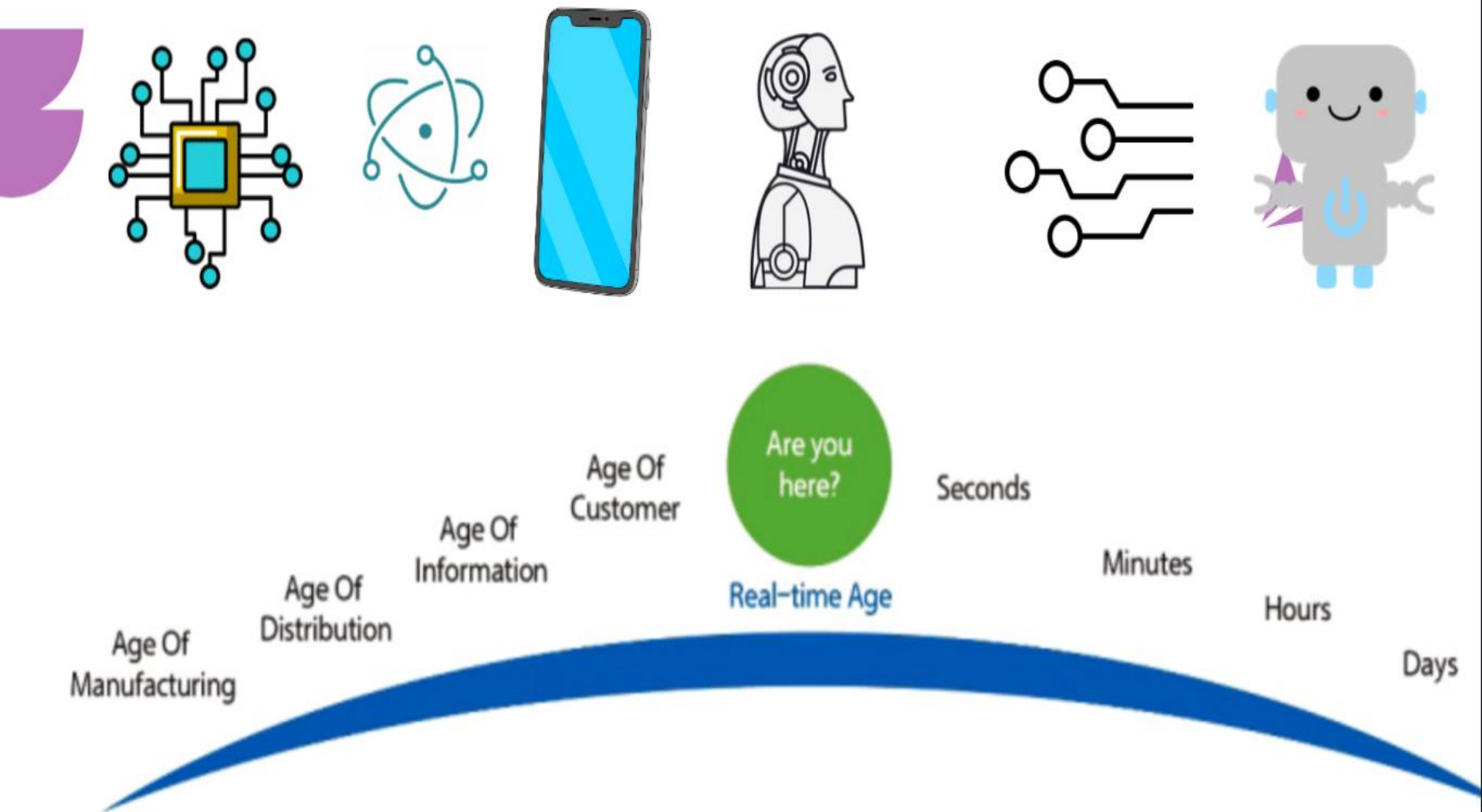


Figure 1.1. When customer age meets real-time age.

Source: Forrester Research.

Multi-Screen Interactions of Consumers



Smart phone

Laptop/PC

Pad

TV

Media interactions based on screens
—90% of all media interactions



Radio

Newspaper

Magazine

10%

Non-screen
interactions—10%

Off-work time spent in
front of a screen

4.4 hours

Advertising Cost Comparison

TV ADVERTISING COST

A published rate card is simple the Advertising Rate for every TV Commercial (TVC)

30-second ad on primetime



P 824,374



P 695,500



P 543,137



P 444,000



DIGITAL MARKETING COST

Low

Newbie Freelancers

P 5,000 -

P 15,000/mo

Mid

Agencies/ Experienced Freelancers

P30,000 -

P 70,000/mo

High

Full-Service Digital Marketing Agencies

P 1M++/ year



RADIO AD COST

single radio spot on prime time of top-rating FM stations

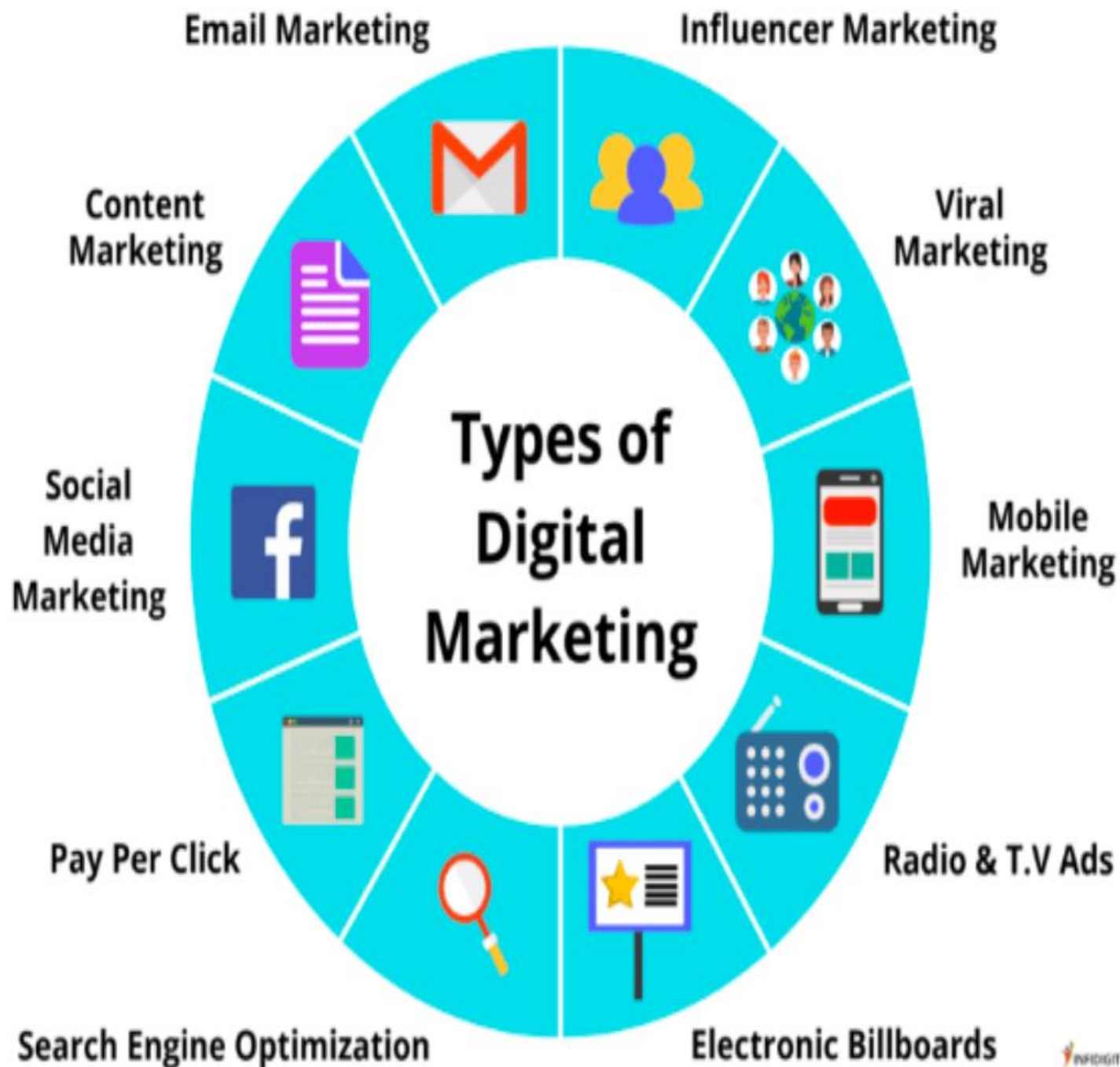
P 5,000 - P 7,000

+

P 50,000 - P 90,000

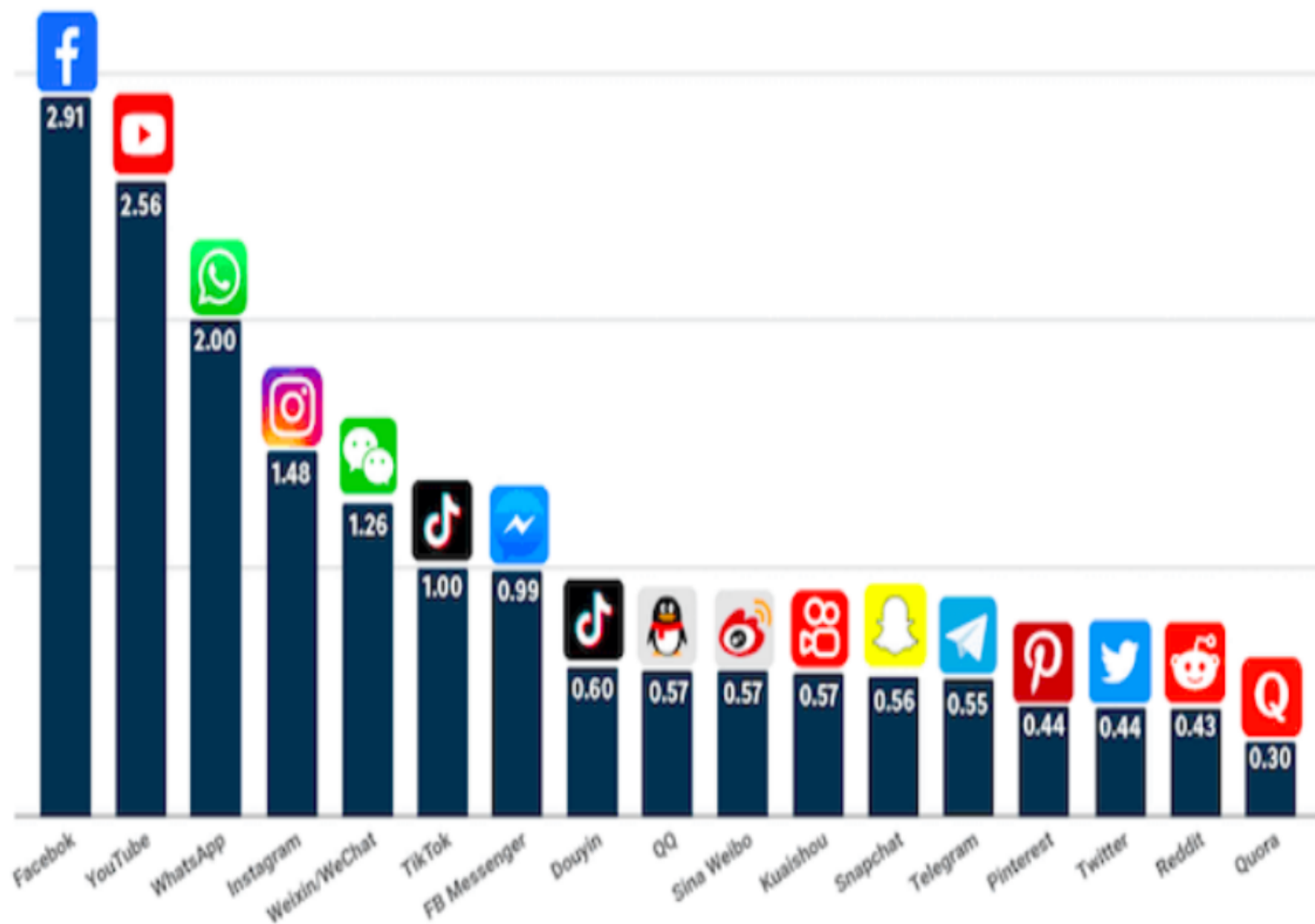
Fully-recorded, edited and mixing using a single voice talent.





Most popular social networks worldwide

By monthly active users, in billions





Social media users in Philippines

THE LAST MONTH OF 2022

Population: **113 970 000***

* Data source: <https://population.un.org/>

Title]

Meta



Facebook

100 800 000



Instagram

20 318 400



Messenger

91 600 000



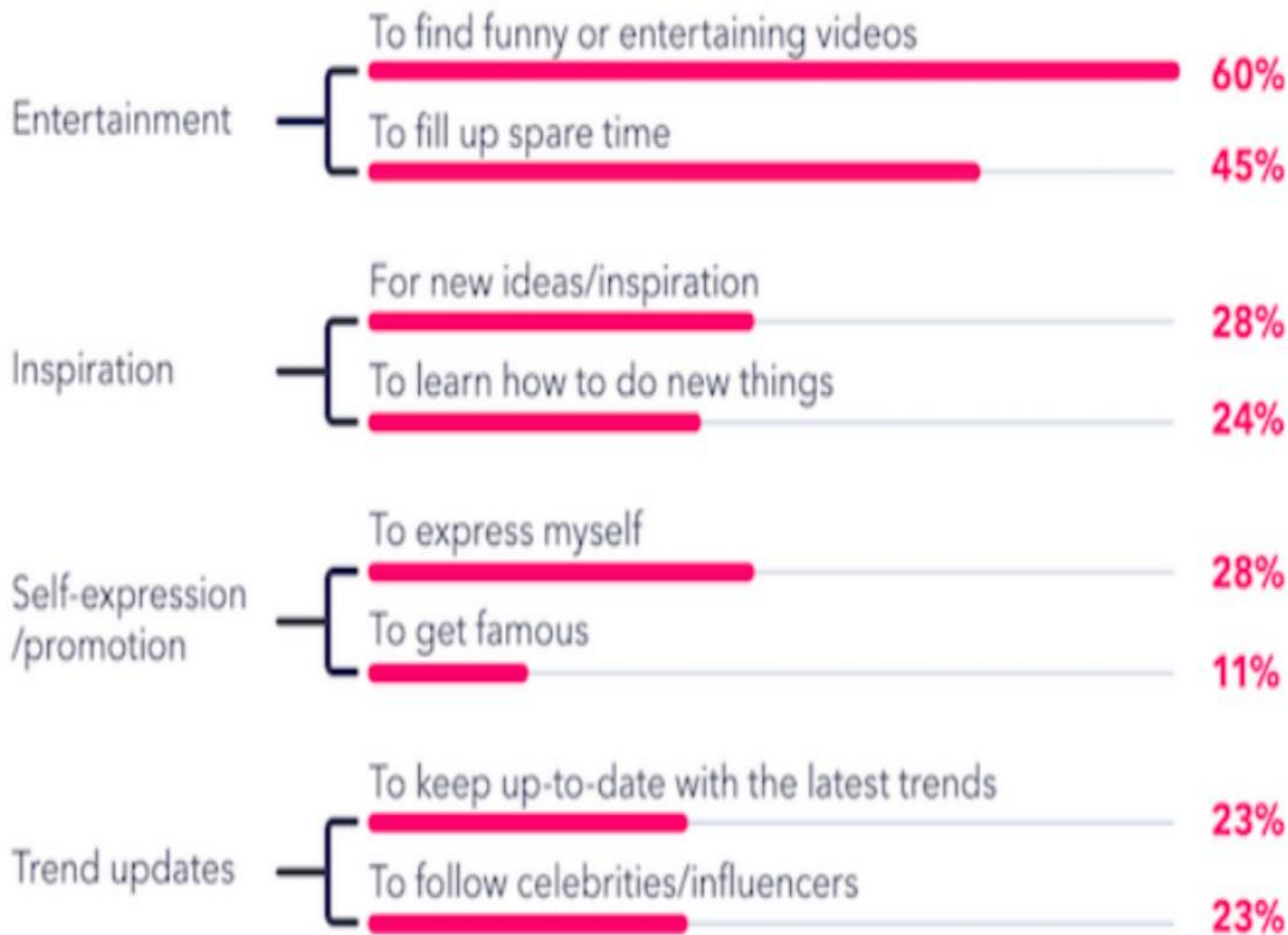
LinkedIn

12 510 000



Reasons for using TikTok

% U.S./UK TikTok visitors who say the following are the main reasons they use TikTok



The main vibes on TikTok

% U.S./UK TikTok visitors who like to watch the following types of videos on TikTok



Funny



Creative



Trending
videos



Informative



Motivational



Practical

Influencer Campaign channel utilization



Instagram

68%



TikTok

45%



Facebook

43%



YouTube

36%



LinkedIn

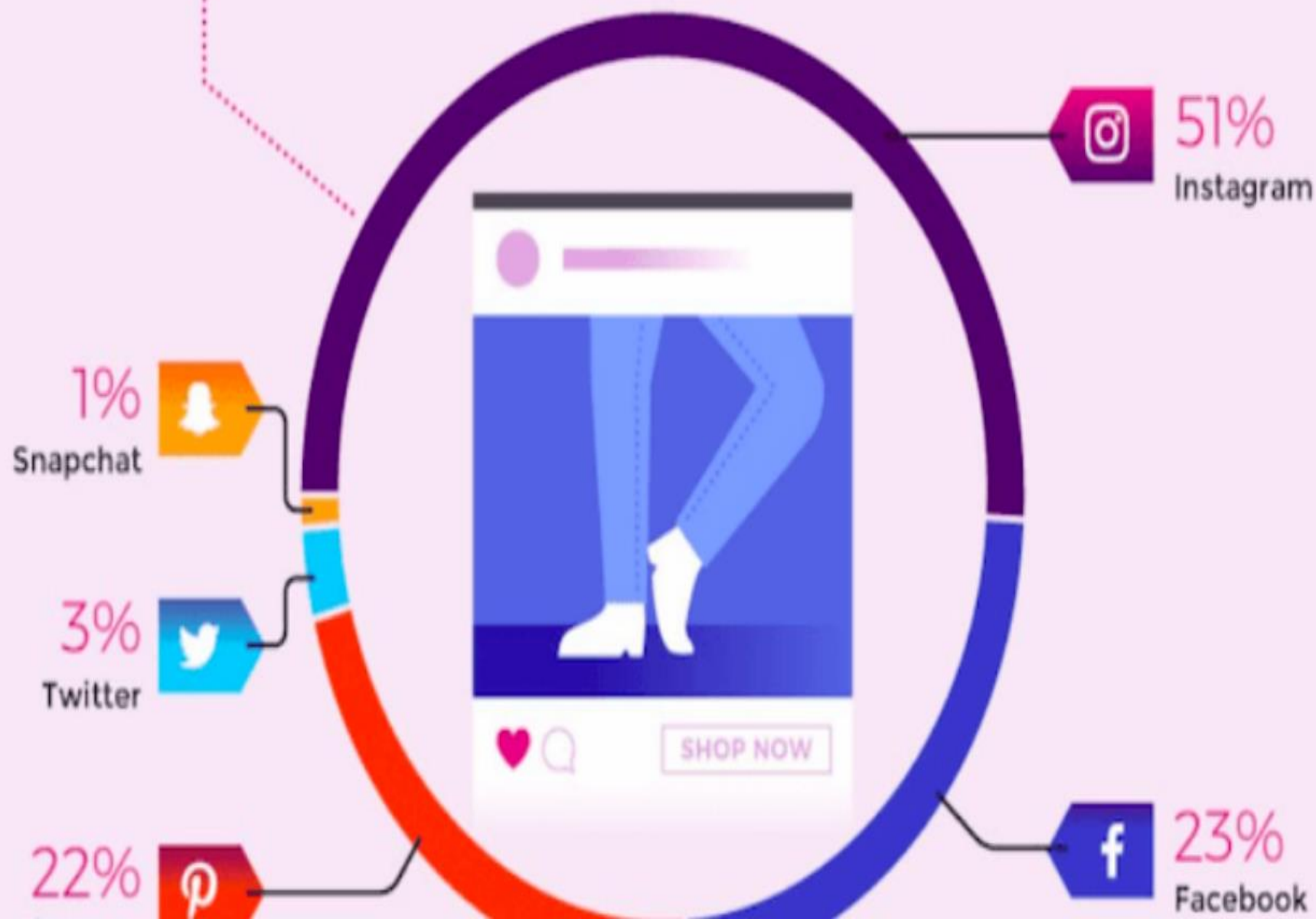
16%



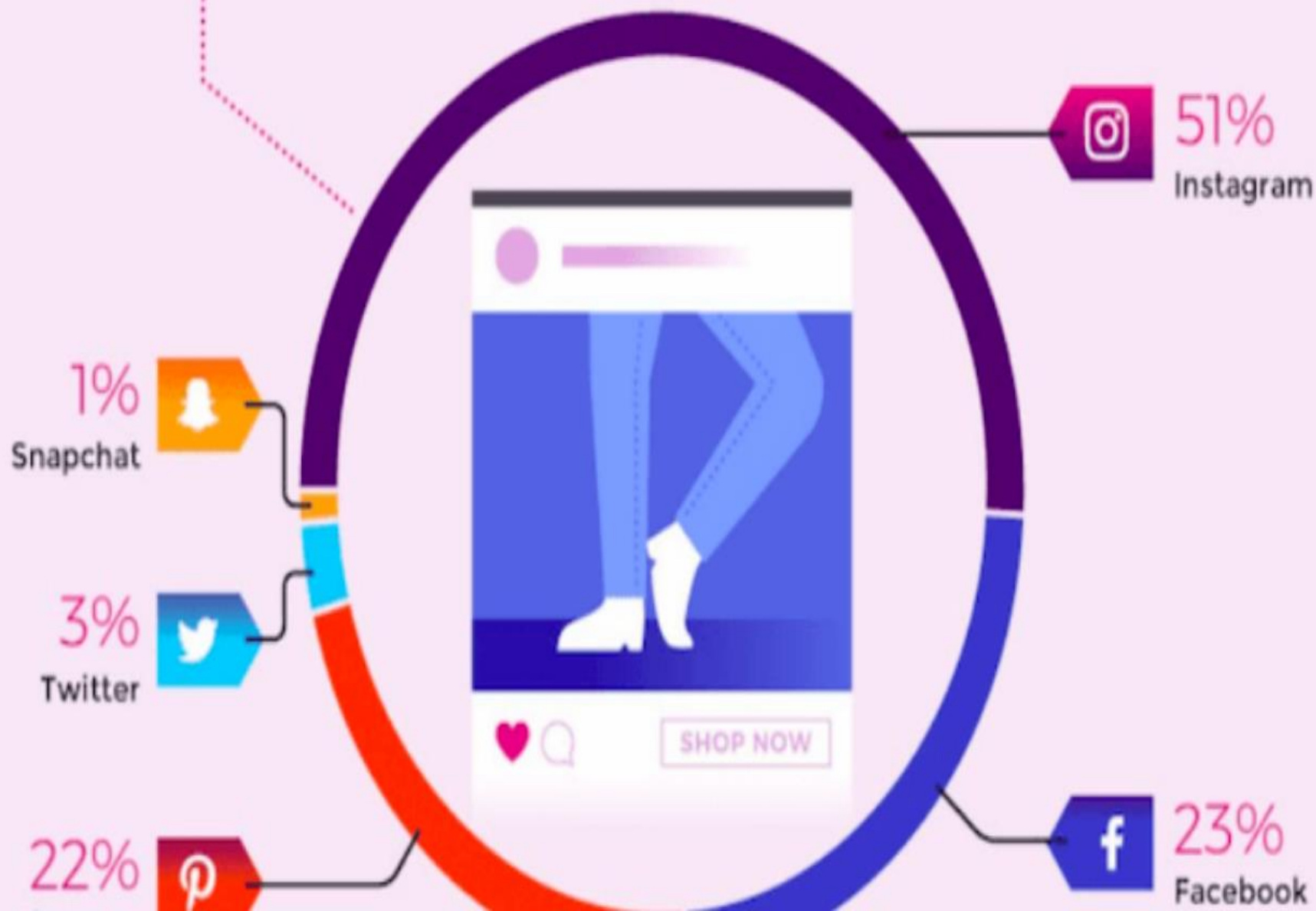
Twitter

15%

Which Platform Has Most Influence On Shopping Habits?



Which Platform Has Most Influence On Shopping Habits?





PEOPLE

- 25-34
- Boomers

- 18-24, 25-34
- Millennials

- 25-34, 35-49
- Educated/wealthy

- 46-55
- Professionals

- 10-19
- Female (60%)

CONTENT

- Photos & links
- Information
- Live video

- Inspiration & adventure
- Questions/polls

- News
- Discussion
- Humor

- Long-form content
- Core values

- Entertainment
- Humor
- Challenges

STRATEGIES

- Local marketing
- Advertising
- Relationship building

- Ecommerce
- Organic engagement
- Influencer

- Customer service
- Ads for males

- B2B
- Organic engagement
- International

- Influencer marketing

INDUSTRIES

- Beauty/fitness
- Jobs/education
- Employment/job train
- Healthcare
- Restaurants

- Higher ed
- Sports teams
- Nonprofits
- Technology
- Consumer goods
- Office supplies

- Higher ed
- Sports teams
- Food & bev
- Alcohol
- Financial svc
- Healthcare

- Hospital/health
- IT
- Construction
- Public admin
- Retail
- Manufacturing

- Entertainment
- FM consumer goods
- Interior design
- Fitness & sports
- Beauty, art

d

CONSUMER PROFILE:

90% Consume in front of screen

65% bought things on the Internet

61% use social media on smart phones

59% chose smart phone as an entry to start their wealth management

58% use search engines





Social Media Interaction

18



Around 90% Of Consumers

Recommend brand after
Social Interaction

Around 83% of Consumers

Say that users comments often or
sometimes influence their
purchase decisions.

Around 80% of Consumers

Change their purchase intention
after having read negative reviews
online.



“In order to cope with the new digital environment and better use digital tools, Entrepreneurs need to establish a DIGITAL-FIRST Paradigm.”

- 1. Digital Marketing is the First**
Enterprises should consider digital Marketing First.



2. Build digital Marketing Path

"If businesses cannot build a digital marketing path,
they cannot attract the attention of the digital
consumers"



3. Create attractive Digital Marketing Content

"Businesses also need to build dedicated teams and invest in professional resources to create a compelling digital marketing content."

Benefits of

DIGITAL MARKETING



Cost Effective



Equal
Opportunities



Content Focused
Approach



Increased
Conversions



Creates Brand
Awareness



Higher ROI



Thank
you!

for
listening