

"LOG IN: Cyber Marketing"

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

ECOMMERCE102

Creating Results To People Through Technology

Prepared by:

Eireen Diokno-Bernardo

Certified Ecommerce Education Specialist

Official Business Trainer for Paypal, eBay.com, UnionBank,
Weebly.com, XendExpress, Sun Business Technology

For South East Asia-Philippines



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POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

College of Business Administration
Department of Marketing Management

ECOMMERCE102

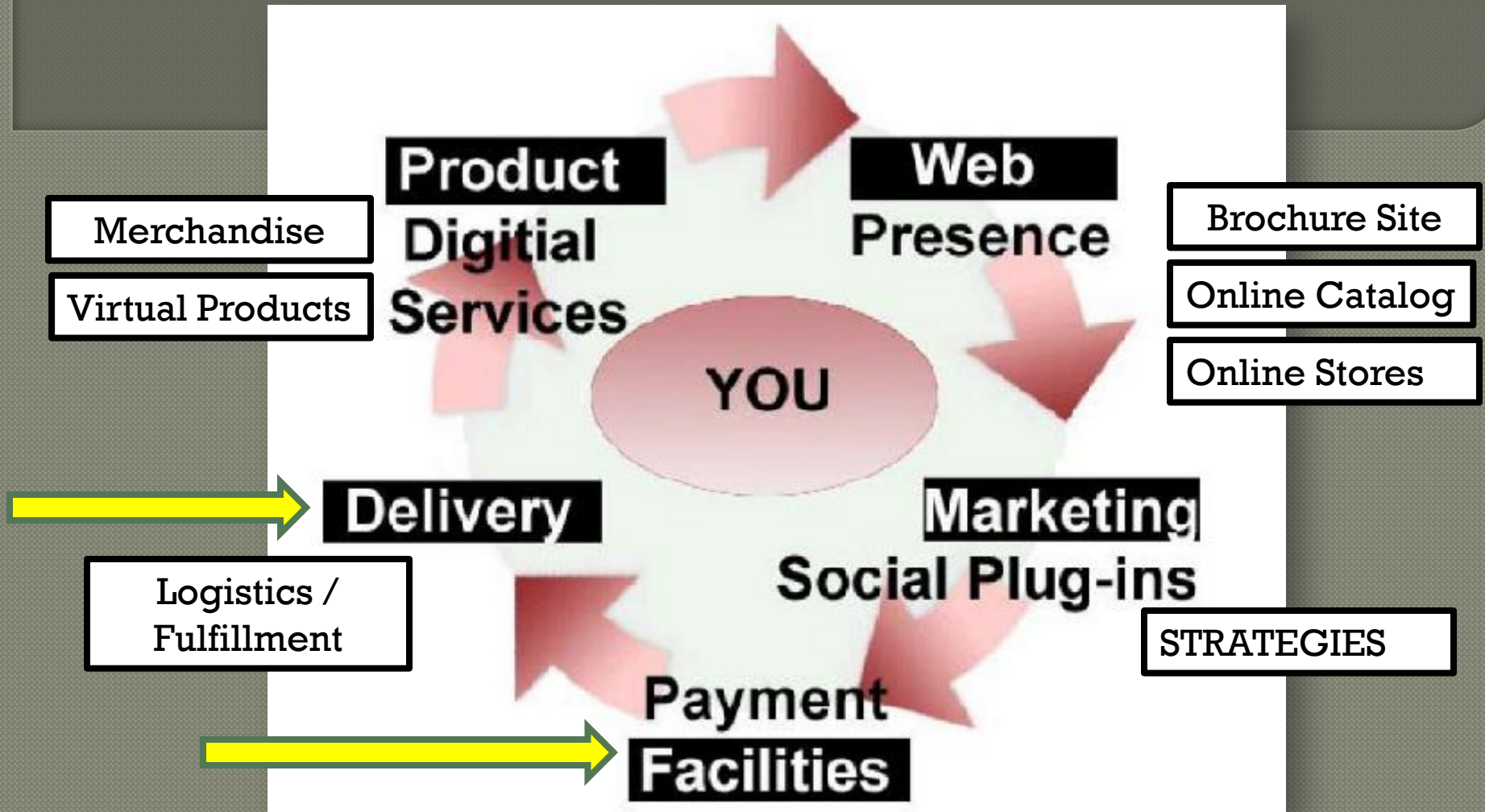
Creating Results To People Through Technology

Photo/graphics credit: www.australianscience.com.au/

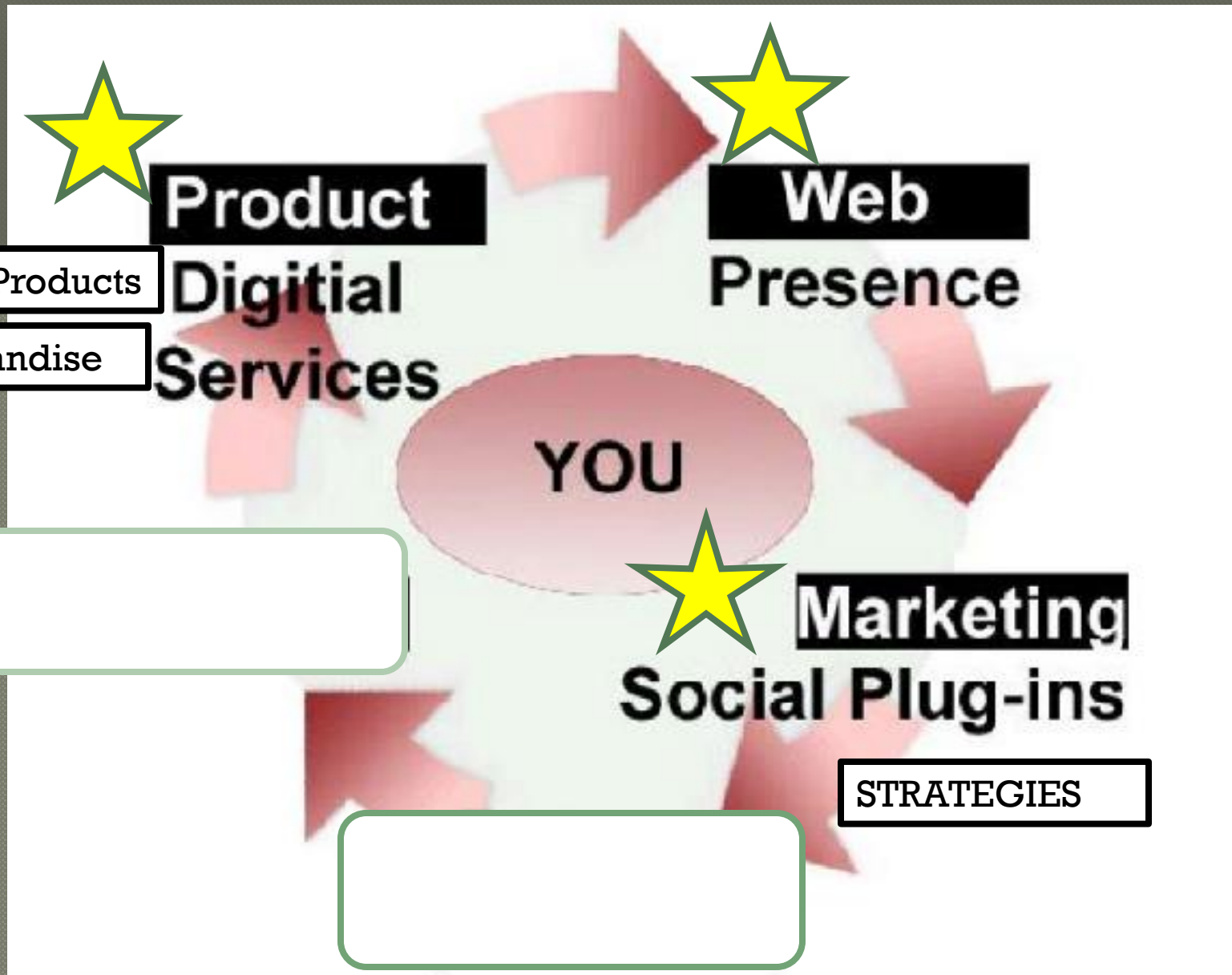
WHAT IS DIGITAL MARKETING?

It is promoting or marketing products and services to consumers and businesses with the use of digital channels.

DIGITAL MARKETING IS PART OF ECOMMERCE BUSINESS PROCESS



DIGITAL MARKETING FOCUS ON



IF YOU ARE A MASTER OF CONSTRUCTING WEBSITE FOR CLIENTS POSSIBLE COMPETITIVE INCOME

Web Development

\$53,972 Php 2.32M

**Web
Presence**

Brochure Site

Online Catalog

Online Stores

E-Commerce
\$74,727

Php 3.2M

YOU

Content
\$55,833

Php 2.4M

Web Design
\$47,962

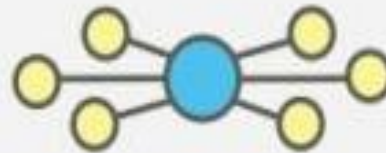
Php 2M

IF YOU ARE A MASTER OF DIGITAL MARKETING STRATEGIES FOR CLIENTS POSSIBLE COMPETITIVE INCOME



SEO
\$60,215

2.6M



Social Media
\$49,167

2.32M



SEM
\$64,460

2.8M



Public Relations
\$51,500

2.2M



Marketing
\$73,034

3.1M

Marketing



Marketing
\$73,034
Php 3.1M

EXPERT
Digital Marketer
Competitive
Annual Earnings

Top 5 coping strategies

**ONLINE
STORE**



68.8%

Focus on conversion
rate and performance
metrics

**Promotional
Pages**



66.2%

Focus on
landing-page traffic

**Google Ranking
& Visit**



57.9%

Rely more on Google
Webmaster Tools data

**Other Search
Engine**



40.5%

Try to estimate traffic
based on other data

Organic



36.7%

Focus on social
signals (Tweets, Likes,
+1s, etc.)

WANT A CAREER WITH ECOMMERCE and DIGITAL MARKETING?

What if there is a program that
can help you do that in 6 to 8 months?

WANT A CAREER WITH ECOMMERCE and DIGITAL MARKETING?

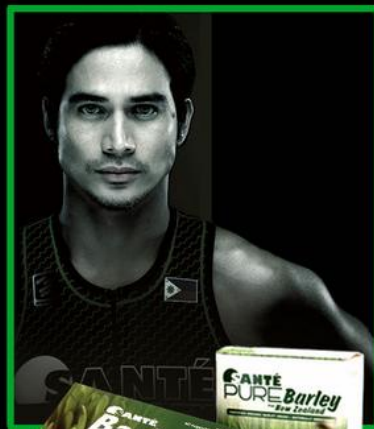
What if there is a program that can provide
you with the mastery needed and make
earnings at the same time?

INTRODUCING ECOM102 AFFILIATE MARKETING PROGRAM

ECOM102 - AFFILIATE MARKETING PROGRAM

SANTE - CAN B

MORE...



HEALTH INVESTMENT COST

(per day / Php 55 or \$1.27 only)

Php1550

Php 1550 + 100 Shipping

Flat Rate Nationwide Philippine

Please expect 4.9% as shared sales tax compliance

FULL 30-days detoxification, cleansing and nourishing program by using 1 Box of Santé Pure Powdered Barley Juice (10 Sachet) and 1 Box of Barley Pure (60 Capsules).

Day 1 to Day 10 is for Cleansing your body by taking 1 sachet of Santé Pure Barley is for Cleansing your body by taking 1 sachet of Santé Pure Barley daily.

Day 11 to Day 30 is for Nourishing your body by taking 3 capsules of Santé Barley Pure daily.

Php1,550 only -

FOR STRENGTH, STAMINA, ENERGY.., PLUS VITALITY, FITNESS, EXCELLENT HEALTH, NATURAL HEALING, LONGER QUALITY LIFE.

We also believe preventive is the best cure; our body is overwhelmed with toxic build-up and needs additional help in expelling unnecessary waste material that can cost illness like cardiovascular diseases, cancer, fatty liver, gallstones, osteoarthritis, stroke, bone and joint pain, headaches, fatigue, others.

Detoxification with SANTE Barley Can B program- can literally reverse the symptoms of a lot of illnesses. Although Pure Young Barley Grass is not a medicine, it is not promising cure for any disease, yet it does not mean it will not deliver efficacy and wellness benefits for better health.

We also agree on the scientific facts each and every

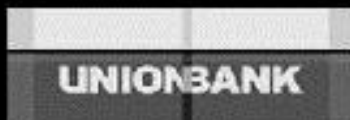


CaNB
CLEANSE + NOURISH

Piolo Pascual - Actor, Producer, Athlete

Keith Peralta - Businessman, Triathlete

Our Partners:



ECOMMERCE102

Creating Results To People Through Technology

ECOM102- AFFILIATE MARKETING PROGRAM

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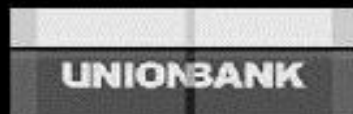


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ECOM102 AFFILIATE MARKETING PROGRAM IS A —————→

ECOM102- AFFILIATE MARKETING PROGRAM



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Detoxification with SANTÉ Barley CaN B program can literally reverse the symptoms of a lot of illnesses. Although Pure Young Barley Grass is not a medicine, it is not promising cure for any disease, yet it does not mean it will not deliver efficacy and wellness benefits for better health.

HEALTH INVESTMENT COST
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Php1550
Php 1550 + 150 Shipping
Flat Rate Nationwide Philippines

Our Partners:

CERTIFIED weebly for education

UNIONBANK

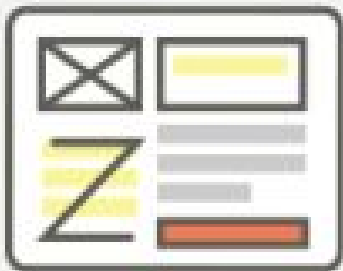
PayPal™ Partner
Official PayPal Training Partner

Xend 10 years

6 months online and on-site training with **STRUCTURAL** and **SALES OBJECTIVES**. The program aims to develop highly skilled digital marketers, able to perform digital marketing strategies, tested meant to produce sale results, based on case studies initiated by Eireen Diokno Bernardo.



Marketing
\$73,034
Php 3.1M



E-Commerce
\$74,727
Php 3.2M

It's a course that target cross-border market with real income incentives, through experiential online and products and services offerings.

ECOM102 AFFILIATE MARKETING PROGRAM

ECOM102- AFFILIATE MARKETING PROGRAM

SANTÉ BARLEY MORE...



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UNIONBANK

PayPal Partner
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Xend 10 YEARS

HANDS-ON WITH 8 ONLINE MARKETING STRATEGIES AS CASE STUDIES.



Marketing
\$73,034
Php 3.1M

SHOPPING CART
WEBSITE DEVELOPMENT
(eCommerce)



E-Commerce
\$74,727
Php 3.2M

2014 DATA mos.com US / UK Stats

- with READY SECURED
PAYMENT GATEWAY AND
RELIABLE LOGISTIC
AFFILIATION / DROPSHIP
ARRANGEMENT.

THE COURSE IS WITH READY PRODUCT FOR CASE STUDIES / DROPSHIP ARRANGEMENT WITH SendMailLogistic .com and Sante Business under the leadership of Ms. Tina Delfin Carag.

SANTE BARLEY ECOM102- AFFILIATE MARKETING PROGRAM SANTE - CAN B

10/22/2015 / 0 COMMENTS



Health is wealth



Sante Barley Pure New Zealand

Nutrient-rich young barley grass



Sante Barley Pure New Zealand

Ecom102 products are endorsed by familiar personalities. It is Ecom102 calculated course consideration to leverage on Sante's own corporate marketing efforts

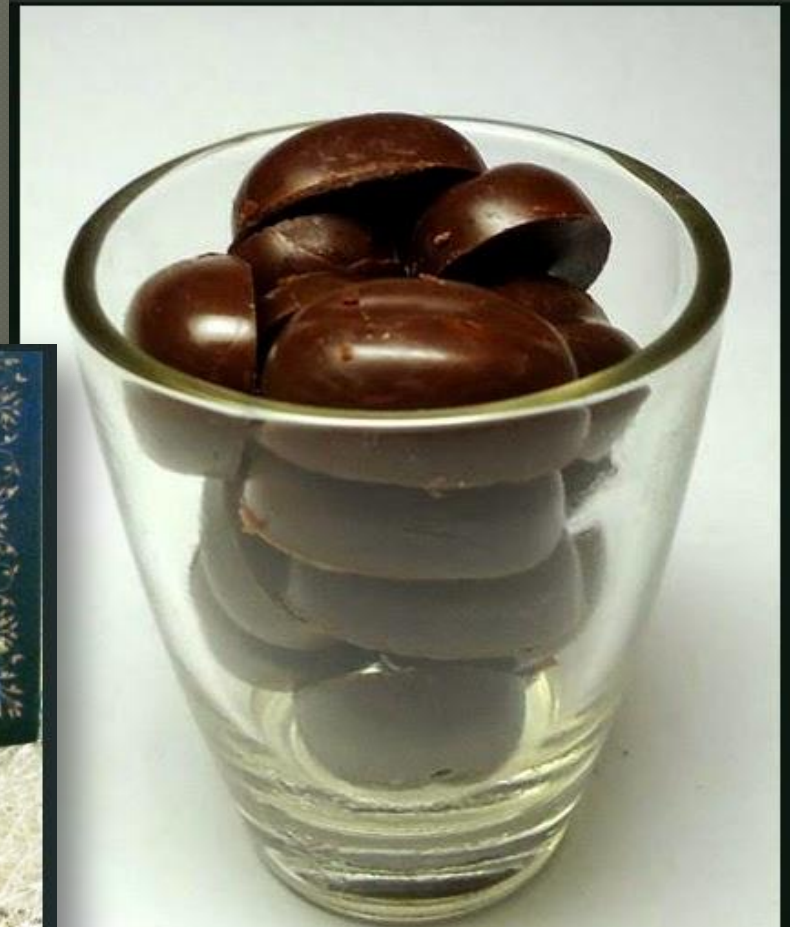


SANTÉ
THE BARLEY AUTHORITY

AWARDED
Superbrands
Philippines' Choice

No need for capital
to stock inventories
w/ Ecom102 AM program
your product for deliveries
is given thru
Ecom102 Drop-Shipping

The Affiliate Marketing Program designed by Eireen Diokno Bernardo is also accommodating selected Filipino brand and produced products of ecommerce102 course and module participants.



Ecommerce102

Creating Results To People Through Technology

OTHER BRANDS AND PRODUCTS THAT ARE STRATEGICALLY BUYABLE FOR ECOM102 PROGRAM

ECOM102- AFFILIATE MARKETING PROGRAM

SANTE - CAN B

MORE...

Usually we send remittance to our love once in the Philippines. Cash or money they can use to buy for what every they need. Normally we will send again remittance when they get sick, especially when they are hospitalized. It is sometimes a heavy burden on our part when they get sick, worried, cash drained and still we can't say no. Because you love them dearly why not give a gift of LOVE FOR GOOD HEALTH. Aside from Young Barley Grass of Sante, another way for you to have an assurance my family in the Philippines is in best health is by giving them the best fruits and vegetable slow juicer.

Slow juicing fresh, uncooked fruits and vegetables is scientifically tested as an organic excellent nutritional health supplements that can prevent or reverse cell abnormal development or malfunction. Live enzyme extracted via slow juicing of excellent anti oxidant fruits and vegetables is close to having a health insurance. When you invest on health prevention, you are investing on good health not spending on anticipating one day my family will have BAD HEALTH.

HUrom

SLOW JUICER



THE SHOP COMING SOON

NO PROBLEM WITH SHIPPING LOCAL AND INTERNATIONAL VIA DROPSHIP ARRANGEMENT

ECOM102 – AFFILIATE MARKETING PROGRAM

ing and delivery fulfillment to its students, participants, apprentices and consolidators local and US-California.

SANTE - CAN B

MORE...

Number of Deliveries fulfilled via ecom102 dropship; not including shipments of participants done with their own Xend Accounts



It was established as a business support to all our trainees and friends who are starting online business, who are existing businesses who have no time to ship their sold items, and for those who needs shelving, storage and midway hub as a point to expedite, lower postage and easy logistic management.

Ecom102 Affiliate Marketing Program will have Dropship Inventory System with CanB-Sante Barley under the inventory management of Ms. Tina Carag.

Dropship deliveries done for ecom102 participants as start-up support

myXend

Statistics

International Shipments

Express	E.M.S.	Postal	Total
0	2	187	189

Domestic Shipments

Metro Manila	Provincial	Rizal - M.M.	Total
90	33	0	123

Note - we do not really give a certificate of participation to our students not unless it is requested with appropriate printing and shipping fee.

WHAT WE GIVING IS - Certificate of Recommendation signed by project sponsors after successfully finishing a course or a module with ecom102.



EVENT COVERAGE

"LOG IN: Cyber Marketing"

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES



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Polytechnic University of the Philippines
College of Business Administration
Department of Marketing Management

PRESENTS

The Trends in CYBER MARKETING

FEBRUARY 23, 2015
PUP MANILA, BULWAGANG BALAGTAS
1:00PM - 5:00PM

CORPORATE SPONSORS



EVENT COVERAGE

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POLYTECHNIC UNIVERSITY OF THE PHILIPPINES



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POLYTECHNIC UNIVERSITY OF THE PHILIPPINES



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ECOM102 AFFILIATE MARKETING PROGRAM

TRAINERS JUDY FLORES AND TINA DELFIN CARAG



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OTHER ECOM102 PROGRAMS

www.Ecommerce102.com
www.Ecom102.com
www.E-commerce102.com

WATCH OUT FOR EKIDS102 Ecommerce Website Development for kids 7 to 15 years old SUMMER COURSE



EKIDS102

WELCOME EKIDS!

TRAINER ANGELO D. BERNARDO

TRAINER JERSON FRANGE

EKIDS102 EVENTS

COMPUTER TIPS FOR KIDS

CONTACT 4850550

- KIDSY 7-12 YEARS OLD June 6 Workshop
- JUNIOR 13-17 YEARS OLD June 7 Workshop
- REQUEST EKIDS102 AT YOUR LOCATION
- PREVIOUS EVENTS

We can make our young once ecommerce productive as early as now. Giving them the right skills training will make your kids appreciate earning online, importance of investment as savings and learn computer as a tool to help them in their competitive future. LIKE US for updates

ANGELO D. BERNARDO
EKIDS102

CHINA – ASEAN- PHILLIPPINES IMPORT / LOCALIZING ECOMMERCE

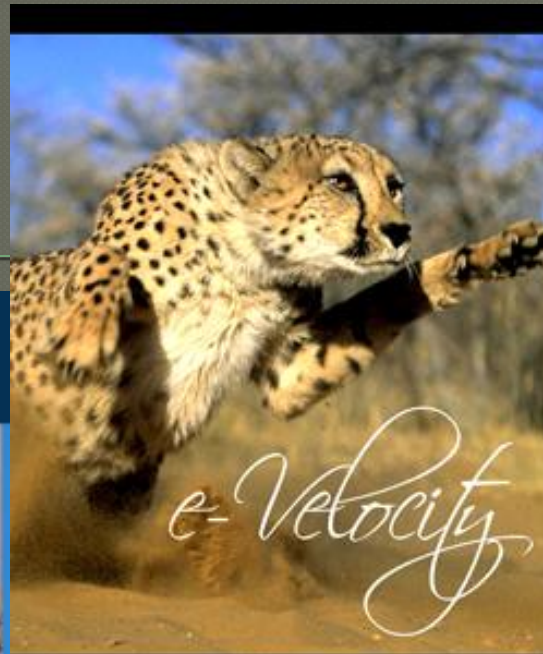
Asian Economic Community, Asian Economic Integration

Finalization Phase 2015



**China-Philippines Import
/Localized E-commerce by
HAROLD LEE and
Eireen Diokno-Bernardo**





e-Velocity

A Cheetah sprint for your
virtual business with ecom102.



ECOMMERCE 102

FAST TRACK *S*
THE EVOLUTION



Jojo Azurin, Philippine's Website Expert

**How To
Sell
Million
Peso
Websites**



This is Eireen Diokno Bernardo
eireendioknobernardo.com
THANK YOU EVERYONE!