Project Digital Hub – Pao Ihaw-Ihaw San Pedro Laguna

by Ecommerce102 Affiliate Marketing Program

**Proponents & Preposition –**

Eireen Diokno-Bernardo

Robert William Magat

Tina Delfin Carag

Dave Magat

Paulo Magat

**Possible Trainers –**

MJ Mercado

Philip Pereyra

**Offerings:**

**Scheduled PR Day-Event**

**Characteristics:**

Insights /Understanding of Different topics of e-commerce and digital marketing

* 3 to 4 hours
* Seminar Type
* With a Trainer / Speakers
* Mid Seminar Break - Snack Food / Refreshments (calorie loading).
* Online Materials /PDF Lecture Access Fills / Quick Video Access /
* Learning Support - Group Support / One on One Q&A with trainers

**Topics can be segmented to fit the 3 to 4 hours duration for a -- Scheduled PR Day Event:**

1. **Mind Maps & Structural Guidelines for Website Development:**
2. Best Practice for Website development / Layout:

– Brochure websites, Online Catalog, Business Info Pages.

– Ecommerce websites, with ADD TO CART / BUY NOW BUTTON ( Payment Gateways)

– Membership site (Forums – similar to facebook)

– Blog sites

– Squish Pages / One Pager Sales Page

-- MOBILE RESPONSIVE Website

***Sub-topics:***

– Website Combination of the above.

b) Content Writing / Content Marketing / Search Engine Optimization /

c) Photoshoot/ Images / Graphics / Products / Branding

d) Video Production / Animation / Editing

e) Widgets / Embedding / HTML / CSS/ Apps

**2) Develop Project Managers/ Ecommerce Entrepreneurial / Online Business Development / Start-up:**

**Types of Online Trading:**

- Domestic Trading –

- Cross-Border / International –

***Sub-topics :***

2-a) Product Development

- Invention/ Manufacturing / Production / Assembly Line

- Trading / Buy and Sell

- Pricing / Profit / Business Feasibility Online / Pricing Strategies

2-b) Payment Gateway Development / Options

2-c) Packaging / Shelving /Inventory Management

2-d) Shipping / Logistic Management / Fulfillment / Dropship / Warehousing

- Custom Consideration (Cross-Border / International – Process)

**3) Digital Marketing (So many strategies to mention/ normally I teach it based on case study product) –**

***Sub-topics:***

1. Market Penetration

---Identifying the Demands ( Market Analytic)

---Creating the Demand (The Art and Science of Branding).

B) Developing a Marketing Campaign

 Marketing Theme / Inspirations / Concept Defining Marketing Objectives

C) Organic / Search Marketing vs Paid Ads – PPC

D) TEST Market

E) Marketing Result Matrix (Measuring result based on Marketing Objectives).

F) Mobile Marketing -

G) Online Marketing Strategies – (combination and multiple approaches)

**SOCIAL OBJECTIVES:**

* Bring awareness, insights and understanding to the locals of San Pedro Laguna and other nearby localities the potential of Digital Online Marketing.
* Provide best practices for local businesses for online advertising and online trading.
* Offer ideas for start-up businesses in wellness and food products (hitting two birds in one stone).

**BUSINESS OBJECTIVES:**

* Online Marketing for Pao-Ihaw Ihaw as a Digital Hub of Ecommerce102.com in San Pedro Laguna.
* Bring in new dine in customers for Pao Ihaw-Ihaw.
* Develop new products health organic / alternative food products for Pao-Ihaw Ihaw with the use of Ecom102 related products such as Science Diet / Alternative / Organic / and health technology products.
* Provide Marketing PR-Event for Ecom102 Affiliate Marketing Program

**PARTICIPATION FEE –** Range between P188 to P1488; varying depending on segment coverage and topics listed above. Normally per scheduled event participation fee is discuss among proponents with consideration of the following:

* Set-Menu / Beverage
* Venue capacity
* Location / Transpo expenses
* Number of Speakers
* Full Segment Coverage
* Subtopics
* Event Marketing Duration (with branding or invitation only)

**FULL SEGMENT COVERAGE -**

1. Mind Maps & Structural Guidelines for Website Development – **P988**
2. With Structural Objectives – Website per participants – **P1488**
3. Develop Project Managers/ Ecommerce Entrepreneurial / Online Business Development **- P988**

 3-G) Digital Marketing (4 Strategies) **– P988**

**SUBTOPICS -**

Select 4 subtopics from Full Segment Coverage 1-2-3-3-G **P188 / 2 hrs -Minimum Participants 100**

Select 8subtopics from Full Segment Coverage 1-2-3-3-G **P288 / 3 hrs- Minimum Participants 65**

Select 10 subtopics from Full Segment Coverage 1-2-3-3-G **P388 / 4 hrs- Minimum Participants 65**

**IMPORTANT NOTE:**

**NOTE 1: Number of Speakers will also affect the range of the participation fee.**

**NOTE 2: Proceeds / Profit Share is normally discuss before “Scheduled PR Day-Event” with per schedule**

 **Contract defining participation fee coverage and inclusions.**

**NOTE 3: The content of this document is confidential and is only intended to a number of specific recipients.**

**NOTE 4: The “Scheduled PR Day-Event” is also a marketing channel for Ecom102 AM Program with**

 **Sante Barley - a structural business start-up / 6 to 8 months per phasing / per objective course**

 **for online merchant development - Ecom102 AMP DETAILS will be in a separate**

 **project documentation (to follow).**