CREATIVE AGE FOR SDGS
Accelerating Growth of MSMEs in the Philippines
• Ecommerce refers to when individuals or companies buy and sell goods or services online.

• Ecommerce can be carried out on a smartphone app or online store, on a social media platform, or through an online marketplace. You can participate in ecommerce anywhere you can establish an internet connection.

• Common examples of ecommerce include online shopping, electronic payments, online auctions, and internet banking.

• The goal of ecommerce for the seller is to drive online sales using digital marketing strategies.
• What counts as the first ecommerce transaction is up for debate, with some activity observed as early as the 1970s. But the first legal transaction that occurred entirely online was conducted in 1994, when one friend sold a CD to another, 300 miles away. From there, ecommerce exploded, with Amazon and eBay launching just a year later, and PayPal following in 1998.

• Since then, technology moved fast to meet the demands of this new type of shopper. Ecommerce platforms like Shopify democratized the industry, allowing a small business to sell directly to consumers anywhere in the world. Social commerce, mobile wallets, and AI tools round out the ecommerce we know today.
IMPORTANCE OF ECOMMERCE
1. CONVENIENCE FOR CONSUMERS

24/7 ACCESSIBILITY:

- E-commerce platforms are accessible around the clock, allowing consumers to shop at any time and from anywhere.

- Wide Selection: Consumers have access to a vast range of products and services from multiple vendors, often with the ability to compare prices and features easily.

- Time-Saving: Online shopping eliminates the need to travel to physical stores, saving time and effort.
E-commerce enables businesses to reach a global audience, overcoming geographical limitations.

Lower Operational Costs: Online stores can reduce the costs associated with physical retail spaces, such as rent, utilities, and staff.

Data-Driven Decisions: E-commerce platforms provide valuable data on consumer behavior and preferences, helping businesses tailor their strategies and offerings.
3. ECONOMIC IMPACT

- **Job Creation:** The growth of e-commerce has led to new jobs in areas such as logistics, customer service, and digital marketing.

- **Innovation and Competition:** E-commerce fosters innovation as businesses strive to improve their online presence and customer experience. Increased competition often leads to better products and services for consumers.
ENHANCED CUSTOMER EXPERIENCE

- **Personalization:** E-commerce platforms often use algorithms to recommend products based on individual browsing and purchasing history, creating a personalized shopping experience.

- **User Reviews and Ratings:** Consumers can read reviews and ratings from other buyers, aiding in informed decision-making.
5. SOCIAL AND ENVIRONMENTAL BENEFITS

- Reduced Carbon Footprint: Online shopping can reduce the need for physical stores and commuting, potentially lowering carbon emissions.

- Empowerment of Small Businesses: E-commerce provides small and niche businesses with the opportunity to reach wider audiences without the need for significant investment in physical infrastructure.
ADAPTABILITY AND RESILIENCE

6.

- **Pandemic Response:** The COVID-19 pandemic highlighted the importance of e-commerce as businesses and consumers relied on online platforms for essential goods and services during lockdowns.

- **Scalability:** E-commerce businesses can scale more easily than traditional retail operations, adapting quickly to changes in demand.
• Integration with Emerging Technologies: E-commerce benefits from advancements in technology such as artificial intelligence, machine learning, augmented reality, and blockchain, enhancing security, user experience, and operational efficiency.

IN SUMMARY

Ecommerce plays a crucial role in the contemporary economic landscape by offering unparalleled convenience and choice for consumers, significant growth opportunities for businesses, and positive social and environmental impacts. Its ability to adapt to changing circumstances and integrate with new technologies ensures that e-commerce will continue to be a vital component of global commerce.
EXAMPLES OF LOCAL SMEs USING ECOMMERCE
Describe the current e-commerce landscape and ecosystem in the Philippines.

1. Knowledge and Capacity to set up Ecommerce
2. SMEs geared towards Ecommerce rather than Social Media and Physical Store
3. Government Requirements for Ecommerce Set Up
4. Most used application/server for Ecommerce
5. Most common manpower in setting up Ecommerce

1. Website Developer
2. Graphic Artists
3. UI/UX Designer
4. Data Analyst
# 2. E-Commerce Platforms Overview

## Shopify vs WordPress

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Shopify</th>
<th>WordPress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customization Language</td>
<td>Liquid language for unique features</td>
<td>PHP for extensive customization (coding required)</td>
</tr>
<tr>
<td>Theme Variety</td>
<td>- Over 70 curated themes</td>
<td>- Over 1,000 e-commerce and numerous other themes</td>
</tr>
<tr>
<td></td>
<td>- Premium themes starting at $140</td>
<td>- Potential compatibility issues with third-party themes</td>
</tr>
<tr>
<td>Mobile Responsiveness</td>
<td>All themes are mobile-responsive</td>
<td>Varies depending on theme choice</td>
</tr>
<tr>
<td>Advanced Customization</td>
<td>Hydrogen framework for more profound control</td>
<td>Proficiency in coding unlocks infinite possibilities</td>
</tr>
<tr>
<td>Pros</td>
<td>- Streamlined and user-friendly approach</td>
<td>- Vast theme variety, including third-party options</td>
</tr>
<tr>
<td></td>
<td>- Quality assurance for curated themes</td>
<td>- Endless customization potential with coding</td>
</tr>
<tr>
<td>Cons</td>
<td>- Limited customization compared to coding</td>
<td>- Potential for theme compatibility issues</td>
</tr>
<tr>
<td></td>
<td>- Limited free theme options</td>
<td>- Learning curve and coding proficiency required</td>
</tr>
<tr>
<td>Conclusion</td>
<td>Secure and curated design options</td>
<td>Extensive theme variety and endless customization</td>
</tr>
</tbody>
</table>

---

Accelerating Growth of MSMEs in the Philippines
## E-Commerce Platforms

### Overview

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Online Marketplace</th>
<th>Own Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setup and Maintenance Effort</td>
<td>Setting up is generally straightforward and requires less technical know-how.</td>
<td>Higher initial effort required in designing and developing a website.</td>
</tr>
<tr>
<td></td>
<td>Maintenance updates, and security are managed by the platform.</td>
<td>Regular updates and upgrades are needed such as speed and SEO optimization.</td>
</tr>
<tr>
<td></td>
<td>Customization options for storefronts are limited to the options provided by the platform.</td>
<td>Flexibility to customize every aspect of the store to align with brand identity.</td>
</tr>
<tr>
<td>Costs Consideration</td>
<td>Commission and listing fees</td>
<td>Platform and hosting fees</td>
</tr>
<tr>
<td></td>
<td>Payment Processing Fees</td>
<td>Transaction fees for payment gateways</td>
</tr>
<tr>
<td></td>
<td>Promotional and advertising costs on platform</td>
<td>Digital marketing costs across various platforms</td>
</tr>
<tr>
<td>Customer Reach and Marketing</td>
<td>These platforms have a large existing customer base.</td>
<td>Marketing efforts and costs are entirely on you.</td>
</tr>
<tr>
<td></td>
<td>They also offer various in-house tools for promotions and visibility</td>
<td>Building customer traffic requires significant marketing and SEO efforts.</td>
</tr>
<tr>
<td>Control and Branding</td>
<td>Limited control over branding and customer experience. The platform’s policies and competition may influence pricing strategies.</td>
<td>Offers complete control over branding, customer experience, and pricing strategies.</td>
</tr>
<tr>
<td></td>
<td>Customers leave review on the platform directly</td>
<td>Possibility to integrate different review platforms such as Google My Business and Trustpilot</td>
</tr>
</tbody>
</table>
1. BUSINESS NEEDS AND GOALS
   • Scale and Growth: Consider your current business size and your growth projections. Some platforms are better suited for small businesses, while others cater to enterprises with high-volume sales.
   • Product Range: Ensure the platform can handle the variety and number of products you intend to sell.
   • Target Audience: Think about the geographical markets you aim to reach and whether the platform supports multiple currencies and languages.

2. BUDGET
   • Initial Costs: Evaluate the setup costs, including platform fees, domain registration, and design.
   • Ongoing Costs: Consider monthly subscription fees, transaction fees, and any additional costs for plugins or extensions.
   • Scalability Costs: Assess how costs might increase as your business grows and you need more features or higher capacity.
3. EASE OF USE

- **User-Friendly Interface**: Choose a platform with an intuitive interface for both you and your customers.
- **Customization**: Ensure the platform allows easy customization of your store’s appearance and functionality without requiring extensive technical skills.
- **Admin Tools**: Look for comprehensive admin tools for managing inventory, orders, and customer data efficiently.

4. TECHNICAL FEATURES

- **SEO Capabilities**: The platform should offer strong SEO features to help your store rank well in search engine results.
- **Mobile Responsiveness**: Ensure the platform provides a mobile-friendly design, as a significant portion of e-commerce traffic comes from mobile devices.
- **Performance**: The platform should load quickly and handle high traffic volumes without issues.
3. THE RIGHT PLATFORM FOR YOUR BUSINESS

5. SECURITY
• SSL Certificates: The platform should support SSL certificates to encrypt data and ensure secure transactions.
• PCI Compliance: Ensure the platform complies with PCI DSS (Payment Card Industry Data Security Standard) to protect credit card information.
• Regular Updates: The platform should regularly update its software to patch vulnerabilities and enhance security.

6. PAYMENT AND SHIPPING OPTIONS
• Payment Gateways: Check the availability of various payment gateways and whether they integrate smoothly with the platform.
• Shipping Integration: Look for platforms that offer integration with multiple shipping carriers and support for real-time shipping rates and tracking.
7. CUSTOMER SUPPORT
- Support Channels: Evaluate the availability and responsiveness of customer support through channels like chat, email, and phone.
- Community and Resources: Consider platforms with active user communities, forums, and extensive documentation or tutorials.

8. CUSTOMIZATION AND EXTENSIBILITY
- Plugins and Extensions: Ensure the platform supports a wide range of plugins or extensions to enhance functionality.
- APIs: For more advanced customization, check if the platform offers robust APIs for integration with other systems and services.

9. POPULAR ECOMMERCE PLATFORMS
- Shopify: Known for its ease of use, scalability, and excellent customer support. Suitable for businesses of all sizes.
- Magento: Highly customizable and powerful, ideal for larger businesses with technical resources.
- BigCommerce: Offers robust features and scalability, suitable for growing businesses.
- Squarespace: Provides beautiful design templates and is suitable for small to medium-sized businesses focused on aesthetics.
- Wix eCommerce: User-friendly with strong design capabilities, suitable for small businesses.
Access the following Software to headstart your ecommerce journey and defend why that particular app would suite your business.
Navigation

Menus
Menus, or link lists, help your customers navigate around your online store.

You can also create nested menus to display drop-down menus, and group products or pages together.

<table>
<thead>
<tr>
<th>Title</th>
<th>Menu Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Care</td>
<td>Gift Cards, FAQs, Contact Us, Returns &amp; Exchange Policy, Terms of Service (+ 1 other)</td>
</tr>
<tr>
<td>Main menu</td>
<td>WOMEN, MEN, BUILD YOUR OWN SCRUBS, Accessories, Special Offers (+ 1 other)</td>
</tr>
<tr>
<td>Main Menu V2</td>
<td>WOMEN, MEN, BUILD YOUR OWN SCRUBS, Accessories, Special Offers (+ 2 others)</td>
</tr>
<tr>
<td>Text Only (Not Live)</td>
<td>Women, Men, New Arrival, Promotions, Our Publicity</td>
</tr>
</tbody>
</table>

Collection and search filters
Allow your customers to filter collections and search results by product availability, price, color, and more.

Filters
Filter settings are now available in the Shopify Search & Discovery app. Make changes to these settings in the app.

Shopify Search & Discovery
Customize your storefront search and discovery experience

Open

Learn more.
### Products

- **Products by sell-through rate**
  - 15.8% ≈ 16%

- **Products by days of inventory remaining**
  - 121 days (1-30 days)
  - 158 1-30 days
  - 186 31-90 days
  - 487 90+ days

- **ABC product analysis**
  - PHP33M A-grade
  - PHP13.2M B-grade
  - PHP22M C-grade

<p>| All | Active | Draft | Archived | Men | Women | Move tech | Move Tech LE | Move Tech Matrix | Move Tech Plus | Sales channels | B2B catalogs | Category | Type | Vendor |
|-----|--------|-------|----------|-----|-------|-----------|--------------|-----------------|---------------|---------------|-------------|------------|---------|------|--------|
|     |        |       |          |     |       |           |              |                 |               |              |            |          |       |        |        |
| 2-Pocket MT Teams Scrub Top Men / Cobalt Blue | Active | In stock for 6 variants | 1 | 1 | Clothing | Scrub Top | White Coat Manila |
| 2-Pocket MT Teams Scrub Top Men / Forest Green | Active | In stock for 6 variants | 1 | 1 | Clothing | Scrub Top | White Coat Manila |
| 2-Pocket MT Teams Scrub Top Men / Garnet | Active | In stock for 6 variants | 1 | 1 | Clothing | Scrub Top | White Coat Manila |
| 2-Pocket MT Teams Scrub Top Men / Graphite | Active | In stock for 6 variants | 1 | 1 | Clothing | Scrub Top | White Coat Manila |
| 2-Pocket MT Teams Scrub Top Men / Mauve | Active | In stock for 6 variants | 1 | 1 | Clothing | Scrub Top | White Coat Manila |</p>
<table>
<thead>
<tr>
<th>Title</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUILD YOUR OWN SCRUBS</td>
<td>205</td>
</tr>
<tr>
<td>Excluded from 4 sales channels</td>
<td></td>
</tr>
<tr>
<td>All</td>
<td>880</td>
</tr>
<tr>
<td>Excluded from 4 sales channels</td>
<td></td>
</tr>
<tr>
<td>Collection all for Inkybay</td>
<td>893</td>
</tr>
<tr>
<td>Excluded from all sales channels</td>
<td></td>
</tr>
<tr>
<td>Mauve</td>
<td>24</td>
</tr>
<tr>
<td>Excluded from all sales channels</td>
<td></td>
</tr>
<tr>
<td>Discount Eligible</td>
<td>888</td>
</tr>
<tr>
<td>Excluded from 4 sales channels</td>
<td></td>
</tr>
<tr>
<td>MoveTech®</td>
<td>632</td>
</tr>
<tr>
<td>Excluded from all sales channels</td>
<td></td>
</tr>
<tr>
<td>All Products</td>
<td>856</td>
</tr>
<tr>
<td>Excluded from 2 sales channels</td>
<td></td>
</tr>
<tr>
<td>Scrub Pants</td>
<td>325</td>
</tr>
<tr>
<td>Excluded from all sales channels</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>369</td>
</tr>
<tr>
<td>Excluded from all sales channels</td>
<td></td>
</tr>
<tr>
<td>ID</td>
<td>Origin</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------</td>
</tr>
<tr>
<td>#TO122</td>
<td>Makati WH</td>
</tr>
<tr>
<td>#TO121</td>
<td>Retail Store</td>
</tr>
<tr>
<td>#TO120</td>
<td>Makati WH</td>
</tr>
<tr>
<td>#TO119</td>
<td>Back Office Warehouse</td>
</tr>
<tr>
<td>#TO118</td>
<td>Makati WH</td>
</tr>
<tr>
<td>#TO117</td>
<td>Back Office Warehouse</td>
</tr>
<tr>
<td>#TO116</td>
<td>Retail Store</td>
</tr>
<tr>
<td></td>
<td>Team Order RMC surgery</td>
</tr>
</tbody>
</table>
Online store conversion rate

3.4%

- Added to cart: 1,146 sessions (13.10%)
- Reached checkout: 578 sessions (6.61%)
- Sessions converted: 297 sessions (3.40%)

Total orders

330

Average order value

₱5,107.31

Top selling products

1. Front Embroidery: 259 units
3. 4-Pocket MoveTech® Scrub Top - Women / Blue Sky: 68 units
4. 5-Pocket MoveTech® Scrub Top - Women / Blue Sky: 51 units
5. Tapered MoveTech® Scrub Pants - Women / Blue Sky: 49 units

Customer cohort analysis

- Last 12 months: 49 units
- May 2023 – April 2024: 61.8%

Returning customer rate

- First time: 25.5%
- Returning: 61.8%
Sessions by traffic source
- Social: 4k
- Direct: 3.6k
- Search: 1k
- Unknown: 8k

Sales by traffic source
- Unknown: PHP112.8k
- Social: PHP293.9k
- Direct: PHP475.3k
- Search: PHP112.8k

Top landing pages by sessions
- Frontpage (shopwhitecoat.com): 5,794
- /collections/scoop-suits: 681
- /collections/core-collection: 431
- /collections/blue-sky: 182
- /collections/special-offers: 61

Retail sales by staff at register
- Yvonne Claire Siwe: PHP118,710.00
- John Arinna: PHP41,280.00

Retail sales by POS location
- Retail Store: PHP159,990.00

Fulfilled orders over time
- Count: 178
- Graph showing order fulfillment from May 10 to May 11, 2024.
### Settings / Payments

#### Alternative payments
Accept alternative payment methods from services that take customers out of your store's checkout to pay.

- Select additional payment method

#### Manual payments
Provide customers with instructions to pay outside of your online store. Choose from cash on delivery (COD), money order, bank deposit, or create a custom solution.

- Activate custom payment
- Create custom payment method
- Bank Deposit
- Cash on Delivery (COD)
- Money Order

#### Payment authorization
Learn more about authorizing and capturing payments.
Payment providers

Accept payments on your store using providers like Shopify Payments, third-party services, or other payment methods.

Your store accepts payments with: Shopify Payments.

Credit card rate
As low as 2.4% + US$0.30

Transaction fee
0%

Accepted payments

Express Checkout
A button that enables customers to use PayPal directly from your checkout. Learn more about PayPal Express Checkout.
Introducing The Tumbler, your new sidekick from White Coat.

**Stay refreshed, stay focused, and sip with style.**

With a 20oz capacity and stainless-steel construction, it keeps your drinks chilled for up to 12 hours – ideal for powering through double shifts. The easy rotating handle means no-fuss hydration, and it fits snugly in most cup holders.
Category metafields

Product metafields

Product description...
Product description tab
Product description title tab
Tab 1 content
Tab 2 content
Tab 3 content
Tab 3 title
Tab 2 title
Tab 1 title

Size Guide
Fit
Color
swatches
Hide Product
Gender
Fabric

View all
### PRODUCT INFORMATION SHEET

**PRODUCT TITLE:**

**PRODUCT DESCRIPTION:**

**PRODUCT MEDIA:**

**COST:**

**PRICING:**

**SIZES:**

**SKU:**

**GENDER:**

**CHANNEL:**

**TAXES:** (Y/N) __

**SHOPFY FIELD3**

**PRODUCT PHOTO:**

**PRODUCT TITLE:** White Coat Phone Strap

**Description:** Save More Lives with the White Coat Phone Strap!

**Why You'll Love It:** Stress-Free, Hands-Free Delight. The ultimate way to carry your phone anywhere, anytime. No more fumbling in pockets or bags! Adjustable Magic: Need more length? No problem! Extends up to 150cm to fit your style and comfort. Multitask like a Pro: Perfect for busy bees, healthcare heroes, and anyone who loves their hands free for more important things. Secure and Snazzy: Your phone stays put, stylishly hanging out with you wherever you go.

**Upgrade to the White Coat Phone Strap — because your hands deserve a break, and your phone deserves the VIP treatment!**

**Product Metafields:**

- Tab 3 Content (Feature)
- Tab 1 Content (Properties and Care)

**Rope is made from Nylon**

- Adjustable two-layer strap
- Hands-free
- Perfect for wearing outdoors.
- Compatible with Smart Phone

**Handwash**

- Avoid using bleaching agents.

- Modern Spread Collar
- Zip-Up Placket
- Welt Chest Pocket
- 2 Hidden Side Pockets
- Cap Sleeve
- Limited Edition

Category: Clothing

Vendor: White Coat Manila
### Variants

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>XS</td>
<td>₱ 1,695.00</td>
<td>4</td>
</tr>
<tr>
<td>S</td>
<td>₱ 1,695.00</td>
<td>35</td>
</tr>
<tr>
<td>M</td>
<td>₱ 1,695.00</td>
<td>42</td>
</tr>
<tr>
<td>L</td>
<td>₱ 1,695.00</td>
<td>40</td>
</tr>
<tr>
<td>XL</td>
<td>₱ 1,695.00</td>
<td>15</td>
</tr>
<tr>
<td>2XL</td>
<td>₱ 1,695.00</td>
<td>11</td>
</tr>
</tbody>
</table>

Total inventory across all locations: 147 available
PRODUCT PHOTOS
PRODUCT PHOTOS
Plan your website’s interface/navigation
Optimizing asset sizes is crucial for enhancing user experience and ensuring faster load times, which can positively impact conversions and SEO. Here are some specific guidelines for optimizing asset sizes.

Images
- **Format**: Use JPEG for photographs, PNG for images with transparency, and consider WebP for better compression.
- **Compression Tools**: Use tools like TinyPNG, ImageOptim, or Shopify's built-in image compression.
- **Size**: Keep images under 200 KB where possible, and aim for a maximum of 500 KB for larger images. Ensure product images are optimized for both web and mobile.
- **Responsive Images**: Use Shopify’s responsive image feature by adding multiple image sizes to your theme for different screen resolutions.
Videos
- **Format**: Use formats like MP4 with H.264 codec or WebM for better compression.
- **Size**: Keep videos as small as possible without sacrificing quality. Ideally, videos should be under 1-2 MB for short clips and compressed effectively for longer videos.

Scripts and Stylesheets
- **Minification**: Minify JavaScript and CSS files to reduce size.
- **Compression**: Enable gzip or Brotli compression on your server.
- **Size**: Try to keep combined CSS under 50 KB and combined JavaScript under 100 KB. Use code splitting to load only necessary scripts for each page.
In e-commerce, effective pricing strategies are crucial for attracting customers and maximizing profits. Here are key strategies:

- **Competitive Pricing**: Setting prices based on competitors to stay relevant.
- **Cost-Plus Pricing**: Adding a markup to the cost of goods to ensure covering costs.
- **Dynamic Pricing**: Adjusting prices in real-time based on demand and competition.
- **Discount Pricing**: Offering sales and promotions to attract price-sensitive customers.
- **Premium Pricing**: Setting higher prices to reflect exclusivity or high quality.
- **Bundle Pricing**: Selling products together at a lower combined price.
- **Anchor Pricing**: Displaying original prices next to discounts to highlight savings.
- **Freemium Pricing**: Offering basic services for free, charging for premium features.
- **Geographic Pricing**: Setting different prices based on location.
- **Value-Based Pricing**: Pricing based on the perceived value to the customer.
Best Practices

- **A/B Testing**: Test different strategies to find the best fit.
- **Customer Feedback**: Understand customer perceptions of your pricing.
- **Analytics**: Track performance and adjust strategies based on data.
- **Flexibility**: Be ready to adapt prices based on market and customer behavior.

These strategies help eCommerce businesses optimize pricing to drive sales and improve profitability.
**OUTCOME 3.**

With corresponding price point based on your chosen Pricing Strategy

---

**PRODUCT INFORMATION SHEET**

<table>
<thead>
<tr>
<th>PRODUCT TITLE:</th>
<th>White Coat Flow Mat</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRODUCT DESCRIPTION:</td>
<td></td>
</tr>
<tr>
<td>CAPTION:</td>
<td></td>
</tr>
<tr>
<td>POCKET FEATURE:</td>
<td></td>
</tr>
<tr>
<td>STRUCTURE FEATURE:</td>
<td></td>
</tr>
<tr>
<td>PRODUCT MEDIA:</td>
<td></td>
</tr>
<tr>
<td>PRODUCT COVER</td>
<td></td>
</tr>
<tr>
<td>DETAILED SHOOT</td>
<td>☑</td>
</tr>
<tr>
<td>FULL BODY</td>
<td>☑</td>
</tr>
<tr>
<td>COST:</td>
<td>1,300.00</td>
</tr>
<tr>
<td>PRICING:</td>
<td>2,690.00</td>
</tr>
<tr>
<td>MARGIN:</td>
<td>51.67%</td>
</tr>
<tr>
<td>ORIGINAL (COMPARE)</td>
<td></td>
</tr>
<tr>
<td>DISCOUNTED (BASE)</td>
<td></td>
</tr>
<tr>
<td>SIZES:</td>
<td></td>
</tr>
<tr>
<td>SKU:</td>
<td></td>
</tr>
<tr>
<td>GENDER:</td>
<td>☑ Men, ☑ Women</td>
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<tr>
<td>CHANNEL:</td>
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</tr>
<tr>
<td>Online:</td>
<td></td>
</tr>
<tr>
<td>(Sched.)</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
</tr>
<tr>
<td>Point of Sale</td>
<td></td>
</tr>
</tbody>
</table>

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**Option 1:**

Ready to flow into relaxation? Introducing The White Coat Flow Mat - your ultimate companion for finding your Zen amidst the chaos.

Unwind with ease with our non-slip, extra thick, natural rubber-lined mat. It's more than just a mat - it's your ticket to a seamless flow between poses and peace of mind!

 Comes with a strap too so you can take it anywhere!

**Essential Features:**

- **Material:** Top layer - 100% Polyurethane, Bottom layer - 100% Natural rubber-lined.
- **Eco-friendly:** Made with sustainable materials.
- **Non-slip:** PU top layer ensures stability during your workouts.
- **Cushioned:** Natural rubber base provides comfort and support at all times.
- **Moisture-wicking:** Keeps you dry and focused.
- **Anti-microbial:** Helps prevent mold and mildew on the mat.
- **Non-toxic:** Safe for you and the environment.

**Size:** 183 W x 61 H x 0.6 D cm

**Care Instructions:**

- **Quick Clean:** Wipe with a wet cloth and mild soap.
- **Avoid:** Spraying cleaning solutions directly onto the mat.
- **Protection:** To preserve the mat's appearance, roll the mat with the graphics facing out.
5. SEO

1. KEYWORD RESEARCH
   • Find Relevant Keywords: Use tools like Google Keyword Planner to discover what your customers are searching for.
   • Use Specific Phrases: Focus on long-tail keywords like “best waterproof running shoes.”
   • Check Competitors: See what keywords your competitors rank for.

2. ON-PAGE SEO
   • Title Tags: Include main keywords in your page titles.
   • Meta Descriptions: Write short, compelling summaries with keywords.
   • Headings: Use H1, H2, and H3 tags with keywords to structure your content.
   • Product Descriptions: Write unique, detailed descriptions with keywords.
   • URLs: Keep URLs short and include keywords.

3. TECHNICAL SEO
   • Fast Load Times: Optimize your site for speed.
   • Mobile-Friendly: Ensure your site looks good and works well on mobile devices.
   • Secure Site: Use HTTPS for security.
   • XML Sitemap: Submit a sitemap to help search engines index your site.
   • Robots.txt: Ensure this file allows search engines to crawl important pages.
4. CONTENT MARKETING
• Blogging: Write helpful articles related to your products.
• Guides: Create detailed how-to guides.
• Customer Reviews: Encourage customers to leave reviews.

5. LINK BUILDING
• Get Backlinks: Earn links from reputable websites.
• Guest Blogging: Write articles for other sites to get links back.
• Influencers: Work with influencers to get mentions and links.

6. USER EXPERIENCE (UX)
• Easy Navigation: Make your site easy to navigate.
• Internal Links: Link to related products within your site.
• Product Reviews: Allow and display customer reviews.
7. LOCAL SEO

- **Google My Business**: Set up a profile if you have a physical store.
- **Local Keywords**: Use keywords specific to your location.
- **Local Listings**: Ensure your business info is accurate on local directories.

8. ANALYTICS AND MONITORING

- **Track Performance**: Use Google Analytics to see how your site is doing.
- **Fix Issues**: Use Google Search Console to identify and fix problems.
- **SEO Tools**: Monitor your rankings and backlinks with tools like SEMrush or Ahrefs.

**BEST PRACTICES**

- **Regular Check-ups**: Conduct regular SEO audits to find and fix issues.
- **Stay Informed**: Keep up with SEO trends and updates.
- **Continuous Improvement**: Regularly update and optimize your content.
### Keyword Magic Tool: COSMETICS

Database: Philippines  
Currency: PHP

**Try out AI analysis for Personal Keyword Difficulty and a potential position on SERP.**

**AI-powered**  
*Enter domain for personalized data*

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<th>KD %</th>
<th>Intent</th>
<th>CPC (PHP)</th>
<th>SERP Features</th>
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| **Overall** 42,508 total volume: 385,490  
Average KD: 28% |

**All keywords:**

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**Advanced filters:**
- Include keywords
- Exclude keywords
- By number
- By volume

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**Related Keywords:**

- bik cosmetics
- cosmetics
- bikini cosmetics
- bys cosmetics
- cosmetic products
- cosmetic product notification
- mac cosmetics
- vice cosmetics

**SEO Tools:**
- SEO Dashboard
- Competitive Research
- Domain Overview
- Traffic Analytics
- Organic Research
- Keyword Gap
- Backlink Gap
- Keyword Overview
- Keyword MAGIC Tool
- Keyword Strategy Builder
- Position Tracking
- Organic Traffic Insights
- Link Building
- Backlink Analytics
- Backlink Audit
- Link Building Tool
- Bulk Analysis
- On Page & Tech SEO
- Site Audit
- Listing Management
- SEO Content Template
- On Page SEO Checker
- Log File Analyzer
OUTCOME 4.

Do a Keyword Planning and Corresponding Page Title and Product Description that is applicable for your businesses.
Semrush is a comprehensive toolkit for digital marketing professionals and agencies. It offers features for keyword research, backlink analysis, content optimization, competitor research, etc.

- **Backlink Audit**: Conduct comprehensive backlink audit and get actionable...
- **Application**: Semrush Rank: Winners & Losers; USA, 800 Boylston Street,...
- **Billing and Account Management**: Billing and Account Management - Semrush - Online Marketing...
- **SEO Toolkit**: Get millions of keyword suggestions using different match...

**On Page SEO Checker**: On Page SEO Checker - Semrush - Online Marketing Can Be Easy

**Features**: Semrush Features. Start solving your marketing challenges...

**Pricing**: If you're a freelancer, blogger, or in-house marketer with a...

**Market Explorer**: Market Explorer - Semrush - Online Marketing Can Be Easy

The image includes a diagram of a candy shop, with categories such as "Chocolate Candy," "Licorice Candy," "Milk Chocolate," "Dark Chocolate," "Red Licorice," and "Black Licorice."
1. Just-In-Time (JIT) Inventory
   - Concept: Order and receive inventory only when needed to reduce storage costs and waste.

2. ABC Analysis
   - Concept: Classify inventory based on value and prioritize management efforts accordingly.

3. FIFO (First-In, First-Out)
   - Concept: Sell oldest inventory first to minimize obsolescence and ensure freshness.

4. Safety Stock
   - Concept: Keep extra inventory as a buffer against unexpected demand spikes or delays.
6. Reorder Point Formula
- Concept: Calculate when to reorder inventory based on sales rate, lead time, and safety stock.

6. Drop shipping
- Concept: Fulfill orders directly from suppliers to reduce inventory costs and expand product offerings.

7. Consignment Inventory
- Concept: Sell goods where the supplier retains ownership until they are sold, minimizing risk.

8. Perpetual Inventory Management
- Concept: Continuously track inventory levels in real-time with automated systems for accuracy.
Streamlining order processing and fulfillment is crucial for e-commerce businesses to enhance efficiency, reduce errors, and improve customer satisfaction. Here are simplified steps to achieve this:

1. Automate Order Processing
   - Use E-commerce Platforms: Utilize platforms like Shopify, WooCommerce, or Magento that automate order management.
   - Order Notifications: Set up automated notifications for new orders to streamline processing.

2. Centralize Order Management
   - Single Dashboard: Use a centralized dashboard to view and manage all orders.
   - Integration: Integrate your e-commerce platform with inventory and shipping management systems for seamless updates.

3. Optimize Inventory Management
   - Real-Time Updates: Implement systems that provide real-time inventory updates to prevent overselling.
   - Stock Alerts: Set up alerts for low stock levels to reorder efficiently.
4. Efficient Pick, Pack, and Ship
   • Pick Strategies: Use batch picking or zone picking to speed up fulfillment.
   • Packaging: Standardize packaging processes to minimize errors and reduce packing time.
   • Shipping Labels: Automate printing of shipping labels to streamline fulfillment.

5. Use Fulfillment Services
   • Outsourcing: Consider using third-party fulfillment services like Fulfillment by Amazon (FBA) or ShipBob for faster and more efficient order processing.
   • Dropshipping: Partner with suppliers who can directly ship products to customers to reduce handling time.

6. Customer Communication
   • Order Status Updates: Automatically notify customers about order confirmation, shipment tracking, and delivery updates.
   • Customer Service Integration: Integrate customer service platforms to handle inquiries related to order status efficiently.
7. Analytics and Optimization

- Performance Metrics: Track key metrics such as order processing time, fulfillment accuracy, and customer satisfaction.
- Continuous Improvement: Use data analytics to identify bottlenecks and optimize processes regularly.

Best Practices

- Streamlined Returns Process: Simplify the returns process to maintain customer satisfaction.
- Training and Documentation: Ensure staff are well-trained on order processing procedures and have access to updated documentation.
- Feedback Loop: Gather feedback from customers and staff to continuously improve fulfillment processes.
Simulate the end-to-end order workflow process, from order placement to fulfillment and delivery.

**6 Stages of the Order Fulfillment Process**

1. **STEP 1**: Receiving Inventory
2. **STEP 2**: Inventory storage
3. **STEP 3**: Order Processing
4. **STEP 4**: Picking & Packing
5. **STEP 5**: Shipping
6. **STEP 6**: Returns Processing
CUSTOMER SERVICE

• Support Channels
  ◦ Availability: Offer support through email, live chat, phone, and social media.
  ◦ Integration: Use tools that connect with your e-commerce platform for smooth communication.

• Response Time
  ◦ Promptness: Aim to reply to customer queries within 24 hours.
  ◦ Automation: Use chatbots or automated responses for quick answers to common questions.

• Self-Help Options
  ◦ FAQs: Create a clear FAQ section to address common issues.
  ◦ Guides: Provide easy-to-follow guides for using products or resolving problems.

• Personalized Service
  ◦ Customer Data: Use customer information to personalize interactions.
  ◦ Follow-up: Check back with customers after resolving issues to ensure satisfaction.

• Feedback Collection
  ◦ Surveys: Gather feedback through surveys to improve service quality.
  ◦ Reviews: Encourage customers to leave reviews to build trust.
RETTNS AND REFUNDS

• Clear Policies
  ◦ Transparency: Clearly state return and refund policies on your website.
  ◦ Easy Access: Make policies easily accessible from product pages and during checkout.

• Simple Process
  ◦ Online Portal: Provide an online platform for customers to start returns and track progress.
  ◦ Prepaid Labels: Include prepaid shipping labels to simplify return shipping.

• Efficient Processing
  ◦ Timely Handling: Process returns promptly upon receipt to issue refunds or replacements quickly.
  ◦ Communication: Keep customers informed at each step of the return process.

• Quality Checks
  ◦ Inspection: Check returned items promptly to decide on resale or refurbishment.
  ◦ Restocking: Re-stock items swiftly to maintain accurate inventory.

• Supportive Assistance
  ◦ Help: Assist customers during the return process to address concerns and ensure smooth returns.
  ◦ Flexibility: Handle exceptions to policies with empathy to maintain customer satisfaction.
• CONTINUOUS IMPROVEMENT: USE METRICS TO IDENTIFY AREAS FOR SERVICE AND PROCESS ENHANCEMENTS.
• TRAINING: EDUCATE CUSTOMER SERVICE TEAMS ON PRODUCTS AND HANDLING CUSTOMER ISSUES EFFECTIVELY.
• INTEGRATION: INTEGRATE SERVICE AND RETURNS PROCESSES WITH YOUR INVENTORY AND ORDER MANAGEMENT SYSTEMS FOR SEAMLESS OPERATIONS.

BY FOLLOWING THESE SIMPLIFIED STEPS AND BEST PRACTICES, E-COMMERCE BUSINESSES CAN ENHANCE CUSTOMER SATISFACTION, TRUST, AND OPERATIONAL EFFICIENT
What is the difference in using Marketplaces or your own website?

Name 2 pricing strategies that will be relevant for your business?

Provide 2 examples of Ecommerce Customer support that you’ve experience and would like to implement for your business as well?
SESSION 2: Marketing and Growth

MODULE 5
2. CONTENT MARKETING

- Blogging: Creating valuable content to attract and engage your audience.
- Video Content: Using platforms like YouTube or TikTok to share engaging video content.
- Infographics: Designing informative graphics to convey complex information easily.
- eBooks and Whitepapers: Providing in-depth knowledge on specific topics to generate leads.

3. SOCIAL MEDIA MARKETING

- Platform Selection: Choosing the right social media platforms (e.g., Facebook, Instagram, LinkedIn) based on your audience.
- Content Strategy: Planning and scheduling posts to engage your followers.
- Social Media Advertising: Using paid ads to reach a broader or more targeted audience.
4. EMAIL MARKETING

- List Building: Collecting email addresses through sign-ups and lead magnets.
- Segmentation: Dividing your email list into segments based on interests or behaviors.
- Automation: Setting up automated email sequences for nurturing leads and onboarding new customers.

5. PAY-PER-CLICK (PPC) ADVERTISING

- Google Ads: Bidding on keywords to display ads on Google’s search results.
- Social Media Ads: Running targeted ads on social media platforms.
- Display Advertising: Placing banner ads on relevant websites.
6. **AFFILIATE MARKETING**

- Affiliate Partnerships: Collaborating with influencers or other businesses to promote your products.
- Commission Structures: Offering incentives to affiliates for driving sales or leads.

7. **INFLUENCER MARKETING**

- Identifying Influencers: Finding individuals with significant followings who align with your brand.
- Campaign Planning: Structuring agreements and campaigns to leverage influencers' reach.
8. CONVERSION RATE OPTIMIZATION (CRO)

- A/B Testing: Testing different versions of web pages or ads to see which performs better.
- User Experience (UX) Design: Enhancing the usability of your website to improve conversions.

9. ANALYTICS AND DATA-DRIVEN MARKETING

- Data Analysis: Interpreting data to make informed marketing decisions.
10. MOBILE MARKETING

- App Marketing: Promoting your mobile app to increase downloads and engagement.
- SMS Marketing: Sending promotional messages directly to customers' mobile phones.

11. LOCAL SEO

- Google My Business: Optimizing your business profile for local searches.
- Local Listings: Ensuring your business is listed accurately on local directories.
BEST PRACTICES

- **Understand Your Audience**: Conduct market research to know who your audience is and what they need.
- **Create Quality Content**: Focus on producing valuable, relevant, and consistent content.
- **Engage on Social Media**: Interact with your audience and respond to their queries promptly.
- **Optimize for Mobile**: Ensure your website and content are mobile-friendly.
- **Measure and Adjust**: Regularly analyze your marketing efforts and adjust strategies as needed.
- **Stay Updated**: Keep up with the latest trends and updates in digital marketing to stay ahead.

CONCLUSION

Implementing a combination of these digital marketing strategies can help you build a robust online presence, attract and retain customers, and ultimately drive business growth.
## Digital Marketing Plan

### Campaign Type

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When to share & what Social Media platform

Every day
- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- TikTok
- Pinterest
- LinkedIn
- Reddit

2x per day
- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- TikTok
- Pinterest
- LinkedIn
- Reddit

Next day
- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- TikTok
- Pinterest
- LinkedIn
- Reddit

2x per week
- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- TikTok
- Pinterest
- LinkedIn
- Reddit

3x per week
- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- TikTok
- Pinterest
- LinkedIn
- Reddit

4x per week
- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- TikTok
- Pinterest
- LinkedIn
- Reddit

We only suggest sharing content that is relevant and valuable to your audience.
CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

**Who is your audience?**

- **FB**: 2.7 Billion users, Ages 25-34
- **Twitter**: 353 Million users, Ages 30-49, 68% Male
- **Pinterest**: 442 Million users, Ages 30-49, 76% Female
- **YouTube**: 2.3 Billion users, All ages
- **LinkedIn**: 740 Million users, Ages 46-55
- **Instagram**: 1.2 Billion users, Ages 25-34
- **TikTok**: 689 Million users, Ages 18-24

**How can you reach them?**

- **FB**: Building Relationships
- **Twitter**: News & Articles; Conversation
- **Pinterest**: “Scrapbooking”, Lifestyle, Educational
- **YouTube**: “How To”, Networking
- **LinkedIn**: Building Relationships; Conversation
- **Instagram**: Building Relationships, Conversation
- **TikTok**: Building Relationships, Conversation

**What are your goals?**

- **FB**: Building Brand Loyalty
- **Twitter**: Public Relations
- **Pinterest**: Lead Generation; Clothing, Art & Food Businesses
- **YouTube**: Brand Awareness; Lead Generation
- **LinkedIn**: Business Development; Brand Awareness
- **Instagram**: Lead Generation; Retail, Food, Entertainment, Beauty Businesses
- **TikTok**: Building Brand Loyalty & Community

**Demographics**

- **FB**: Limited Reach
- **Twitter**: Limited Reach
- **Pinterest**: Resource intensive
- **YouTube**: Limited interactions
- **LinkedIn**: Limited interactions
- **Instagram**: Limited Reach
- **TikTok**: Videos only; Very specific demographic

**Best for**

- **FB**: Building Brand Loyalty
- **Twitter**: News & Articles; Conversation
- **Pinterest**: “Scrapbooking”, Lifestyle, Educational
- **YouTube**: “How To”, Networking
- **LinkedIn**: Building Relationships; Conversation
- **Instagram**: Building Relationships, Conversation
- **TikTok**: Building Relationships, Conversation

**Downside**

- **FB**: Limited Reach
- **Twitter**: Limited Reach
- **Pinterest**: Images and video only; Narrow demographic
- **YouTube**: Resource intensive
- **LinkedIn**: Limited interactions
- **Instagram**: Limited Reach
- **TikTok**: Videos only; Very specific demographic
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</tr>
<tr>
<td>Mallow Melon Other options</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A huge shout out to all you awesome people who joined the #MoveTechRevolution on the past 2023! Here’s to an adventure-filled 2024 with limitless MoveTech® scrubs that celebrate you.

#WhiteCoatManila #MoveTechRevolution #scrubs thats celebrateYOU

FEEDBACK FROM 1ST PASS: 12/27/23
Add outro. Blur last slide then add "#Scrubs That Celebrate You with WCM logo"
POST # 13
DATE TIME JANUARY 24, 2024 12:00 AM
MEDIA TYPE /SIZE FEED 1080x1920

DETAILS:

CONTENT LAUNCH: Poppy Restock

LINKS

COPYWRITING:

POPPY'S BACK IN STOCK 😊
Grab yours before it runs out at www.shopwhitecoat.com

CAPTION

#WhiteCoatManila #MoveTechRevolution

COMMENTS:

FEEDBACK FROM 1ST PASS: 12/23/23

2nd Pass Approval

Replace model with updated model for Poppy

CREATIVES:

Scheduled Internal
Quality Checked

CREATIVE DIRECTION

Feedback: Too similar layout to pacific tide

Direction Approval
CREATE CONTENT CALENDAR FOR 1 MONTH

FEBRUARY 2024

**LEARNING OUTCOME 6**

### CONTENT

- **SLOW-MOVING PRODUCT FEATURE**
  - Title: Cobalt Blue
  - Description: A product for doctors

### LINKS

- [Cobalt Blue Website](http://cobaltblue.com)

### CREATIVE DIRECTION

- Show a dynamic pose of a doctor in Cobalt Blue with a blue background of a hospital. Show that WCM can be used in different environments.
- Backgrounds can be blurred or neutral so that Cobalt Blue stands out for the focus.

### SUBMITTED ON: 02/14/24

### APPROVAL:

- [Approved]

- [internal schedule]

- [quality check]

- [version control]
KEYS TO BUILDING A COMMUNITY MANAGEMENT STRATEGY

1. ACQUISITION
   Have a ready strategy in place to reach your community along the buyer’s journey.

2. SOCIAL CUSTOMER CARE
   Pay attention to your customers and happily solve their problems across all channels.

3. CRISIS MANAGEMENT FOR SOCIAL
   Don’t let issues get out of your control. Train your team to handle social crises instantly.

4. RETENTION
   Maintain customer interest in your brand even when they’re not shopping or purchasing.

5. ADVOCACY
   Identify your super fans and ambassadors, then encourage them to spread the word.
Best Practices

Here are steps to improve your customer acquisition efforts in your community management strategy.
COMMUNITY MANAGEMENT

**BE READY**

Be ready with a social media community management strategy as campaigns unfold, and label your customer queries to reflect each business funnel stage.

**CUSTOMIZE**

Customize queries and expertise levels based on customer journey stages and leverage community feedback for campaigns and content.

**VALIDATE**

While performance metrics paint the efficiency picture, you can also validate your marketing effectiveness through community engagement.
Email marketing remains one of the most effective channels for nurturing leads, engaging customers, and driving sales.
10 STRATEGIES TO ENHANCE YOUR EMAIL MARKETING EFFORT
EMAIL MARKETING

1. **BUILD AND GROW YOUR EMAIL LIST**
   - Lead Magnets: Offer valuable resources like eBooks, checklists, or exclusive content in exchange for email sign-ups.
   - Opt-In Forms: Use pop-ups, slide-ins, and inline forms on your website to capture email addresses.
   - Social Media Promotion: Encourage your social media followers to join your email list.

2. **SEGMENTATION**
   - Demographic Segmentation: Group subscribers based on age, gender, location, etc.
   - Behavioral Segmentation: Segment based on past purchase behavior, email engagement, and browsing history.
   - Interest-Based Segmentation: Use preferences and interests to tailor email content.
**3 PERSONALIZATION**

- Dynamic Content: Customize email content based on subscriber data.
- Personalized Subject Lines: Include the recipient's name or other personalized information in the subject line.
- Behavioral Triggers: Send emails triggered by specific actions, such as cart abandonment or past purchases.

**4 AUTOMATION**

- Welcome Series: Automatically send a series of onboarding emails to new subscribers.
- Drip Campaigns: Create automated sequences for nurturing leads over time.
- Re-Engagement Campaigns: Set up automated emails to win back inactive subscribers.
EMAIL MARKETING

5 CONTENT STRATEGY

• Value-Driven Content: Focus on providing valuable and relevant content to your subscribers.
• Mix Content Types: Use a variety of content, such as newsletters, product updates, educational content, and promotional offers.
• Storytelling: Engage subscribers with compelling stories about your brand or products.

6 DESIGN AND LAYOUT

• Mobile Optimization: Ensure your emails are mobile-friendly.
• Clear Call-to-Action (CTA): Make your CTAs stand out and guide recipients on what to do next.
• Visuals: Use high-quality images and videos to enhance your email content.
7. TESTING AND OPTIMIZATION

- A/B Testing: Test different subject lines, email content, images, and CTAs to see what works best.
- Performance Metrics: Track open rates, click-through rates, conversion rates, and unsubscribe rates.
- Continuous Improvement: Use insights from testing to continually refine your email marketing strategy.

8. COMPLIANCE

- GDPR and CAN-SPAM: Ensure your emails comply with legal requirements, including providing clear opt-in mechanisms and an easy way to unsubscribe.
- Double Opt-In: Use a double opt-in process to confirm subscribers want to receive your emails.
**9. Engagement and Interaction**

- Surveys and Feedback: Use email surveys to gather feedback and improve your offerings.
- Interactive Elements: Incorporate interactive elements like polls, quizzes, or countdown timers.
- Social Proof: Include customer reviews, testimonials, and case studies to build trust.

**10. Seasonal and Event-Based Campaigns**

- Holiday Promotions: Plan email campaigns around major holidays and events.
- Product Launches: Use email to build anticipation and announce new products.
- Event Invitations: Send invitations and reminders for webinars, conferences, and other events.
BEST PRACTICES FOR EMAIL MARKETING

- Maintain List Hygiene: Regularly clean your email list to remove inactive subscribers.
- Be Consistent: Maintain a consistent sending schedule so subscribers know when to expect your emails.
- Clear Subject Lines: Write concise and compelling subject lines to improve open rates.
- Monitor Deliverability: Use tools to ensure your emails are reaching recipients' inboxes, not spam folders.
- Track Competitors: Keep an eye on competitors' email strategies to identify opportunities and threats.
LEARNING OUTCOME 7

CREATE AN EMAIL MARKETING TEMPLATE FOR NEW CUSTOMERS/ SIGN UP TO NEWSLETTER

SHOPPING CONFIRMATION AND SHIPPING DETAILS

SEE PHORA

MAK EUP  SKIN CARE  FRAG RANCE  SA LE

Choose a free surprise trial size with any $25 online purchase!* Use code SURPRISEME

HURRY, or you might miss out!

Who has amazing taste? You, obviously.
There are still items in your basket, and we'd hate for them not to be yours.
Paid advertising is essential for eCommerce businesses to reach more customers and boost sales.
2. Social Media Ads: Run on platforms like Facebook, Instagram, Twitter, and Pinterest.
3. Display Ads: Banner ads on various websites.
4. Shopping Ads: Show product listings directly on search engines.
5. Retargeting Ads: Target people who have visited your site before.

- Google Ads: Search, display, and shopping ads.
- Facebook Ads: Ads on Facebook and Instagram.
- Amazon Advertising: Promotes products on Amazon.
- Pinterest Ads: Visual product ads.
- Twitter Ads: Engages a broad audience.
**PAID ADVERTISING**

**STEPS TO SET UP A GAIN**

- Define Goals: Know what you want to achieve (e.g., traffic, sales).
- Set Budget: Decide how much to spend.
- Target Audience: Choose who sees your ads based on demographics, interests, etc.
- Create Ads: Design attractive ads with compelling images and text.
- Optimize Landing Pages: Ensure the pages users land on after clicking your ad are user-friendly and encourage purchases.

**BIDDING STRATEGIES**

- CPC (Cost-Per-Click): Pay per ad click.
- CPM (Cost-Per-Thousand Impressions): Pay for every 1,000 times your ad is shown.
- CPA (Cost-Per-Acquisition): Pay when a specific action (like a sale) occurs.
- ROAS (Return on Ad Spend): Focus on revenue generated from your ads.
**BEST PRACTICES**

- Use High-Quality Creatives: Invest in good images and videos.
- Have Clear CTAs: Tell users exactly what you want them to do (e.g., "Buy Now").
- Plan Seasonal Campaigns: Advertise during key shopping periods like holidays.
- Leverage Reviews: Include customer reviews in your ads for credibility.
- Optimize for Mobile: Ensure ads and landing pages look good on mobile devices.

**MEASURING SUCCESS**

- **CTR (Click-Through Rate):** Percentage of people who click your ad.
- **Conversion Rate:** Percentage of clicks that result in a purchase.
- **CPA (Cost-Per-Acquisition):** Cost to acquire a customer.
- **ROAS (Return on Ad Spend):** Revenue earned per dollar spent on ads.
PAID ADVERTISING HELPS YOU REACH MORE CUSTOMERS AND INCREASE SALES. BY CHOOSING THE RIGHT PLATFORMS, SETTING CLEAR GOALS, TARGETING EFFECTIVELY, CREATING GOOD ADS, AND MEASURING PERFORMANCE, YOU CAN MAKE YOUR ECOMMERCE BUSINESS MORE SUCCESSFUL.
SOCIAL MEDIA ADS PERFORMANCE

- Impressions: 238K
- Clicks: 6,828
- Average CPC: $3.21
- CTR: 8.13%
- Cost Per App Activation: $44.93
- Cost Per App Use: $41.20

Ads:
1. Stop washing money at the pump and step into a fully electric powered car. Tesla designs and manufactures the Model S electric sedan and the Model 7,916 electric S. Meet the owner of Tesla, Elon Musk and learn about his vision for the future of electric cars. Check out the latest in the electric car revolution with the model 3. Order yours today!
2. Ad
3. Ad
4. Ad
### Google Analytics Campaign Performance

#### Campaigns Overview

<table>
<thead>
<tr>
<th>Campaign / Campaign ID</th>
<th>Clicks</th>
<th>Cost</th>
<th>CPC</th>
<th>Users</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Studio</td>
<td>237</td>
<td>$1,218.59</td>
<td>$5.14</td>
<td>5</td>
<td>121</td>
</tr>
<tr>
<td>Competitors</td>
<td>114</td>
<td>$649.76</td>
<td>$5.70</td>
<td>3</td>
<td>19</td>
</tr>
<tr>
<td>Remarketing - 365 day</td>
<td>98</td>
<td>$562.47</td>
<td>$5.74</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Remarketing - 15 day</td>
<td>22</td>
<td>$5.51</td>
<td>$0.25</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>(not set)</td>
<td>0</td>
<td>0.00</td>
<td>0.00</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

- **Acquisitions**:
  - **Clicks**: Total clicks across campaigns.
  - **Cost**: Total cost for the clicks.
  - **CPC**: Cost per click.
  - **Users**: Total users who clicked on the ads.
  - **Sessions**: Total sessions associated with the clicks.

#### Time Series Graph

The graph shows the performance of campaigns from Aug 8 to Aug 24, with peaks and troughs indicating variations in performance over time.

#### Key Metrics

- **Clicks**: The number of times users clicked on the ads.
- **Cost**: The total cost incurred for the clicks.
- **CPC**: The average cost per click.
- **Users**: The number of unique users who clicked on the ads.
- **Sessions**: The number of sessions associated with the clicks.
### WHITE COAT

<table>
<thead>
<tr>
<th>MONTH</th>
<th>SALES 2023</th>
<th>% CONTRI</th>
<th>TARGET 2024</th>
<th>2024 ACTUAL</th>
<th>% GRW</th>
<th>% ACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-24</td>
<td>11,810,770</td>
<td>7%</td>
<td>18,835,896</td>
<td>18,122,017.92</td>
<td>35%</td>
<td>96%</td>
</tr>
<tr>
<td>Feb-24</td>
<td>12,930,350</td>
<td>8%</td>
<td>20,621,410</td>
<td>10,525,994.31</td>
<td>-23%</td>
<td>51%</td>
</tr>
<tr>
<td>Mar-24</td>
<td>13,574,605</td>
<td>8%</td>
<td>21,648,872</td>
<td>12,039,495.52</td>
<td>-13%</td>
<td>56%</td>
</tr>
<tr>
<td>Apr-24</td>
<td>15,834,665</td>
<td>9%</td>
<td>25,253,231</td>
<td>14,321,750.09</td>
<td>-11%</td>
<td>57%</td>
</tr>
<tr>
<td>May-24</td>
<td>18,382,495</td>
<td>11%</td>
<td>29,316,528</td>
<td>17,192,493.06</td>
<td>-7%</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Running YTD</strong></td>
<td><strong>72,532,885</strong></td>
<td><strong>115,675,938</strong></td>
<td><strong>72,201,750.90</strong></td>
<td><strong>0%</strong></td>
<td><strong>62%</strong></td>
<td></td>
</tr>
</tbody>
</table>

### MONTHLY SALES CONTRIBUTION

- Jan: 23%
- Feb: 25%
- Mar: 20%
- Apr: 17%
- May: 15%

### MAY VOLUME PERFORMANCE

- BLUE SKY
- MERLOT
- RESTOCK
- ULTRA
- BLACK
Peak Hours
- 10-11 AM (Consistent Running YTD)
- 1-2 PM (New Behavior for the month of May)

Ecommerce and Retail: Steady Growth from Feb to May 2024
Pop Up: Significant growth for the month of May (PCP and PDA Conventions)
There is significant growth across all product type for the month of May.
March still had the biggest performance since this is when both the Flow Mat and Scrub Cap were launched.

Women Style Performance YTD (Jan-May 2024):

- **Tops**:
  - 4P: 20% Contribution
  - Zip up: 13% Contribution
  - 5P: 10% Contribution

- **Bottoms**:
  - Jogger: 28% contribution
- There is a gradual increase for both new and repeat customers.
- Significant growth can be noticed from April to May due to the new Colorway (Blue Sky).
- Unidentified customers came from Retail Store.

Women Size Performance YTD (Jan-May 2024):
- Medium: 28% Contribution
- Small: 23% Contribution
- Large: 21% Contribution
The leading regions are Metro Manila, contributing **40%**, followed by Cebu with **5%**, and Cavite with **4%**.
**INTERNATIONAL SALES**

**INTL SALES SUMMARY**

- Singapore: 85
- Thailand: 7
- Indonesia: 6
- United States: 13%
- Canada: 47%

*Singapore* made a huge growth for the month of May.
We have optimal inventory of our best-selling colors in-store and online, with only **12% of stock consisting of older versions**. This ensures we can meet customer demand with our most popular and current products.
LEARNING OUTCOME 8

ANALYZE WEBSITE SALES
Week on Week
Month on Month
Year on Year

- Customer Type
- Volume and Value Performance
- SKU (Color/ Style/ Service Type) Performance
- Geographic Volume Performance
- Average Transaction Value
Scaling an e-commerce business involves expanding operations, reaching more customers, and increasing revenue. Here’s a simplified guide:
SCALING ECOMMERCE BUSINESS

1. OPTIMIZE YOUR WEBSITE
   - Enhance User Experience: Make your site easy to navigate, fast, and mobile-friendly.
   - Simplify Checkout: Reduce steps to checkout to lower cart abandonment.
   - Use Quality Images and Descriptions: Help customers make informed decisions with detailed visuals and descriptions.

2. EXPAND PRODUCT OFFERINGS
   - Introduce New Products: Add complementary items to your range.
   - Create Bundles: Offer product bundles to increase the average order value.
   - Personalize Recommendations: Suggest products based on customer behavior.
3. **BOOST MARKETING EFFORTS**

- Paid Advertising: Use Google Ads, Facebook Ads, and Instagram Ads to reach more people.
- Content Marketing: Produce blogs, videos, and infographics to engage customers.
- Email Marketing: Send personalized offers and updates to your segmented email list.

4. **EXPAND SALES CHANNELS**

- Sell on Marketplaces: Use Amazon, eBay, and Etsy to reach new customers.
- Utilize Social Media: Sell directly on Facebook Shop and Instagram Shopping.
- Develop a Mobile App: Offer a seamless shopping experience via an app.
5. IMPROVE CUSTOMER SERVICE

- Multiple Contact Options: Provide support through chat, email, and phone.
- Use Chatbots: Offer 24/7 support for common queries.
- Collect Feedback: Act on customer feedback to improve.

6. AUTOMATE AND OUTSOURCE

- Automate Tasks: Use tools for inventory management, order processing, and email marketing.
- Outsource: Delegate logistics and customer service to focus on growth.
ENHANCE LOGISTICS AND INVENTORY MANAGEMENT

- Inventory Software: Track stock levels and forecast demand.
- Partner with Fulfillment Centers: Ensure efficient order fulfillment.
- Optimize Shipping: Offer various shipping options, including fast delivery.

ANALYZE AND OPTIMIZE PERFORMANCE

- Monitor Metrics: Track conversion rates, customer acquisition cost, and ROI.
- A/B Testing: Test different elements of your website and ads.
- Use Analytics Tools: Gain insights into customer behavior with tools like Google Analytics.
ENHANCE CUSTOMER RETENTION

• Loyalty Programs: Reward repeat customers.
• Regular Communication: Send updates, newsletters, and personalized offers.
• Excellent After-Sales Service: Provide great service to encourage repeat business.

EXPAND INTERNATIONALLY

• Research Markets: Identify new regions to target.
• Localized Marketing: Tailor your marketing to different cultures.
• Offer International Shipping: Efficiently handle global logistics.
TO SCALE YOUR E-COMMERCE BUSINESS, IMPROVE YOUR WEBSITE, EXPAND YOUR PRODUCT RANGE, BOOST MARKETING, ENHANCE CUSTOMER SERVICE, AND LEVERAGE AUTOMATION. THESE STEPS WILL HELP YOU GROW AND ACHIEVE LONG-TERM SUCCESS.
1. What type of paid advertising do you think would be relevant for your business?
2. Would you invest on Email Marketing? If yes, why?
3. What Social media platforms would choose for your business and why?