

# Module 2: Online Presence Creation



## AGENDA:

- \* Joining E-Commerce Marketplaces
- \* Joining E-Commerce Site Creation Platforms
- \* Build your Own E-Commerce Site

December 26 Monday 6 pm to 7 pm  
Join the E-Commerce & Digital Marketing  
Mentoring Program for MSMEs (10 modules)  
Sign-up at <http://www.ecomsummit.asia/mentoring>

# Joining E-Commerce Marketplaces

# What matters?

## Advantage

- Usually offers free sign-up.
- Transactional fees only.
- Take advantage of brand name.
- Tap existing community.
- Useful for brand awareness.

## Disadvantage

- Marketing efforts can also benefit competition. (vice versa)
- Some hardly does marketing at all.
- Some are delayed in payments.

# TradeKey



## Emerging Export Destinations 2012

TradeKey.com helps you in capitalizing on latest export opportunities



Search Products:

Philippines

**Search**

[Advanced Search](#)

[Home](#) > [Country Search](#) > [Philippines](#) >

### Top Categories

- [Agriculture](#)
- [Food & Beverage](#)
- [Beauty & Personal Care](#)
- [Minerals & Metallurgy](#)
- [Business Services](#)
- [Health & Medicines](#)
- [Gifts & Crafts](#)
- [Chemicals](#)
- [Construction & Real Estat...](#)
- [Jewelry & Watches](#)

### FEATURED PRODUCTS



**Synthetic Leather...**  
Synthetic Leather Golf Bag with Logo ...

[Get Latest Price](#)



**Philippine Cars M...**  
Cars that sell like pancakes in the P...

[Get Latest Price](#)



**Crafted Handbags**  
Adaluz Materials: tikog, leatherate,...

[Get Latest Price](#)



**Oracal Vinyl Films**  
We are supplier of Oracal Vinyl Films...

[Get Latest Price](#)



✓ Display Products For Free

✓ Get Matching Buyers

**Sell Now**

SUCCESS STORIES

# TradeKey

\$549

## SILVERKEY MEMBERSHIP

Unlimited Access to Buyers  
Priority Rank in Listings: 3rd  
15 Product Catalogue  
Post 200 Sell Offers  
Post 300 Buying Requests  
200 Trust Points (Verified Supplier)  
High Priority Listing  
FREE International calling (\$30 credits)

[INQUIRE NOW](#)

\$650

## SILVERKEY ADVANCE MEMBERSHIP

Unlimited Access to Buyers  
Priority Rank in Listings: 2nd  
15 Products Catalogue  
Post 200 Sell Offers  
Post 300 Buying Requests  
200 Trust Points (Verified Supplier)  
FREE Company Website  
FREE International calling (\$30 credits)

[INQUIRE NOW](#)

Ask for  
Quote

## GOLDKEY MEMBERSHIP

Unlimited Access to Buyers  
Priority Rank in Listings: 1st  
10 Product Showcase  
Post 300 Sell Offers  
Post 500 Buying Requests  
200 Trade Alerts  
3000 Trust Points (Verified Supplier)

[More »](#)

[INQUIRE NOW](#)

BEST SELLER

# Alibaba

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E-Comm...

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Alibaba ...

Business l...

Task #4: ...

E-Comm...

www.alibaba.com/?spm=a2700.7724838.0.0.6FZs8i

Search

Alibaba.com

Global trade starts here.

Sourcing Solutions

Services & Membership

Help & Community

Selection

Buying Requests

Wholesaler

Categories

Products

What are you looking for...

Search

My Alibaba

Order Protection

Buying Request Hub

VALUE-ADDED SERVICES

Urgent request - up to 10x quicker to find the right supplier

Extra quotes - get up to 2x more quotes from suppliers

Try Now

Discover Products & Suppliers

Manage Orders Online

Access Secure Trade Services

Categories

Machinery, Industrial Parts & Tools

Health & Beauty

Gifts, Sports & Toys

Apparel, Textiles & Accessories

Buying Request Hub

The Right Suppliers. Fast.

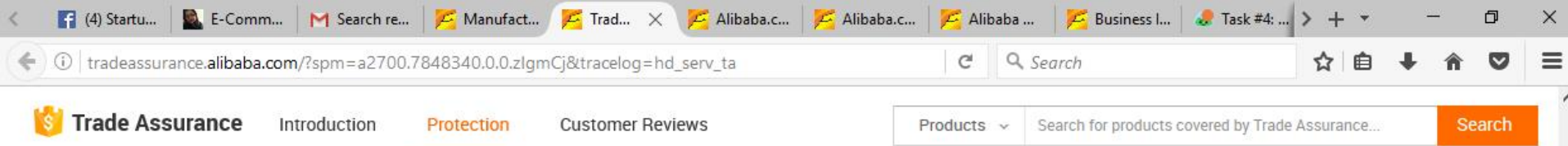
Jewelry

Wholesaler Market

Quick Sourcing at Fixed Prices

Apparel

# Alibaba

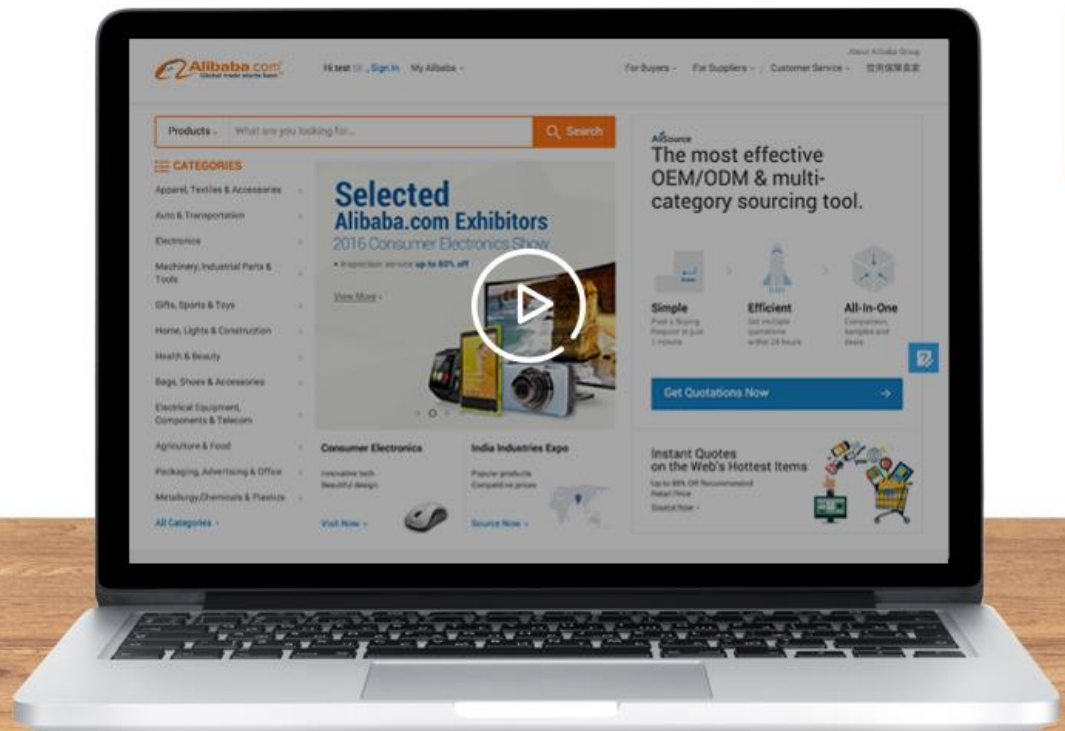


## To get full protection

- 1 CONFIRM your order online with a Trade Assurance supplier
- 2 PAY to the supplier's CITIBANK account designated by Alibaba.com with credit card or bank transfer or e-Checking

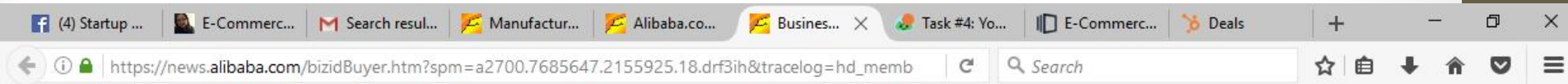


[View New User Guide](#)



Need Help?

# Alibaba



Sourcing Solutions ▾ Services & Membership ▾ Help & Community ▾

On Alibaba | My Alibaba ⓘ Order



Business Identity

Products ▾

What are you looking for...

Search

## Business Identity

### Get Verified, Build Trust

- Display your verification status
- Faster responses from suppliers when verified
- Promotional events



#### Display your verification status

Easier recognition means suppliers are 63% more likely to contact buyers with a verified Business Identity.

#### Faster responses from suppliers when verified

Get noticed quickly by suppliers. Higher chance of getting better and faster responses.

#### Promotional events

Buyers who are verified enjoy more promotional events, held jointly with Alibaba.com's partners.

Your Current Business Identity: Unclear ⓘ

Verify Free

# Alibaba

## Apply for Alibaba Paid Services

1 Apply

2 Make Payment

3 Complete

Gold Suppliers on average receive 22X more inquiries  
Extra Inquiries Package delivers up to 30% more inquiries.

Boost your online business with Alibaba.com's Gold Supplier Membership and Extra Inquiries Packages.

- Membership Options:
- ☐ US\$1,399 Gold Supplier Basic Package
  - ☒ US\$1,899=1 year Gold Supplier Basic Package US\$1,399 + Extra Inquiries Package US\$500
  - ☐ US\$3,499=1 year Gold Supplier Standard Package US\$2,999 + Extra Inquiries Package US\$500
  - ☐ US\$6,499=1 year Gold Supplier Premium Package US\$5,999 + Extra Inquiries Package US\$500

	Gold Supplier Membership			FREE Member
	Premium Package	Standard Package	Basic Package	
Priority Ranking	1st	2nd	3rd	4th
Product Posting	Unlimited	Unlimited	Unlimited	50
Product Showcases	28	12	5	0
Ability to quote Buying Requests	Y	Y	Y	--
Verified Icon	Y	Y	Y	--
Customized Website	Y	Y	Y	--
Personalized Customer Service	Y	--	--	--
Photo Bank Size	5GB	3GB	1GB	10 MB
Sub-accounts	5	5	5	--
Biz Trends - My Performance	Y	Y	Y	--
Biz Trends - Industry Analysis	Y	Y	Y	--
Inquiry Reply	Y	Y	Y	N

## Gold Supplier

After trying 3 to 4 months, I found out I was getting more leads from Alibaba than all the rest of B2B search engines put together.



Alibaba.com helped us grow our business from one factory to seven factories!



Turn your business into **Gold**

[Contact us](#) for a free consultation.



# Lazada

f Janette C. Toral

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www.lazada.com.ph

Search

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GET THE APP

SELL ON LAZADA

CUSTOMER CARE

TRACK MY ORDER

LOGIN

SIGNUP

LAZADA  
COM-PH

Search for products, brands, shops



ALL YOU WANT FOR CHRISTMAS IS  
**LOVE & DEALS**

Electronics

Women's Fashion

Men's Fashion

Home & Living

Health & Beauty

Baby & Toys

Sports & Travel

Motors, Music & More

Highlights

Shop Brands

HIGHLIGHTS

SHOP BY BRANDS

NEW

SHOP CATEGORIES

THE SM STORE



Enter phone number to get the app

**BEAUTY**  
YEAR-END SALE  
UP TO 80% OFF

SHOP NOW

Capture Holiday Memories  
Up to 80% Off

**chicco**  
Up to 50% Off

**new balance**  
Starts at ₱1,000

Life of the Party  
Soundbars & Speakers  
Up to 50% Off

Up to 15% off  
**Pampers**

Deals of the Day  
Kirkland Signature  
Fish Oil Concentrate  
₱899

Mobile Gifts  
Under ₱5,000

**STAR WARS**  
Rogue One  
Toys & Games  
Starts at ₱99

**Panasonic**  
Up to 50% off

Save your Visa Card  
on your Lazada  
account and  
get 8% off!

# OLX

Janette C. Toral E-Commerce i... Reset your Sho... OLX.ph - P... Shopee Seller ... Task #4: Your ... E-Commerce E... Deals

https://www.olx.ph Search

OLX All Philippines Search My account Sell

**MERRY CHRISTMAS!**  
Let's continue to  
**#WIN TOGETHER**  
this **NEW YEAR!**

Looking for something?  
Browse for items

Got something to sell?  
Sell your item now

Browse by category:

- Real Estate
- Cars
- Mobile Phones
- Computers
- Clothes
- Pets

# Goods.ph

f Janette C. Toral

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https://www.goods.ph

Search

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Seller On Goods

Cash On Delivery

FREE ₱250 VOUCHER

Help

Contact Us

**GOODS**  
SIMPLY BETTER SHOPPING

I'm Searching for...

Q



Login | Sign up  
My Goods

Popular searches: Backpack Necklace VR Box Smart Watch Bracelet Flash drive

## Departments

- 📱 Mobiles and Tablets
- 👗 Fashion
- 💊 Health & Beauty
- 🎧 Consumer Electronics
- 📺 Appliances
- 🏠 Home and Living
- 📖 Movies, Books and Music

## New Arrivals

## Goods Outlet

## Clearance

## Goods Wow

**PASKO NA SANTA KO!**  
CRAZY DEALS. EXCITING GIVEAWAYS. MORE CASHBACK!

Shop from **October 3 to December 19, 2016**  
& get a chance to win these amazing prizes!

Raffle draw on  
**December 23 at 12:00PM**

**REGULAR CUSTOMER RAFFLE**  
**VIP CUSTOMER RAFFLE**

(CUSTOMER WHO ACCUMULATE ₱1000GC AND ABOVE)

*\*Note: The gift certificates given are still deactivated and will only activate and can be use on  
December 20 to Jan. 15 (Only successful orders can get the cashback.)*



**KKK LEKANI**  
**UP TO 82% DISCOUNT**

SHOP NOW



REFER A FRIEND

**& EARN**

**WND**  
**UP TO 32% DISCOUNT**

SHOP NOW



CLICK HERE

## Top Selling

VR BOX

Leave a message



https://www.goods.ph/seller/wnd-store.html

# Takatack

Takatack

What are you looking for?



Sign In / Register



Cart (0)

## CATEGORIES



Cash on Delivery



Free Delivery Above ₱ 0



7 Days Free Return\*



support@takatack.com

Holiday Handbook:  
**Electronics**  
Get P200 OFF

Use code:  
**MERRYTECH**

**70% OFF**  
on Boat Shoes

**GADGET  
CLEARANCE  
SALE**  
Buy Now While  
Supplies Last!

Up to **30% SAVINGS**  
Until December 31 only  
**JBL harman/kardon**

**30% OFF**  
on Big H Skate  
mini cruiser

**gourdos**

**CHRISTMAS  
COUNTDOWN SALE**

Up to **50% off**  
on selected items

December 1 - 27, 2016

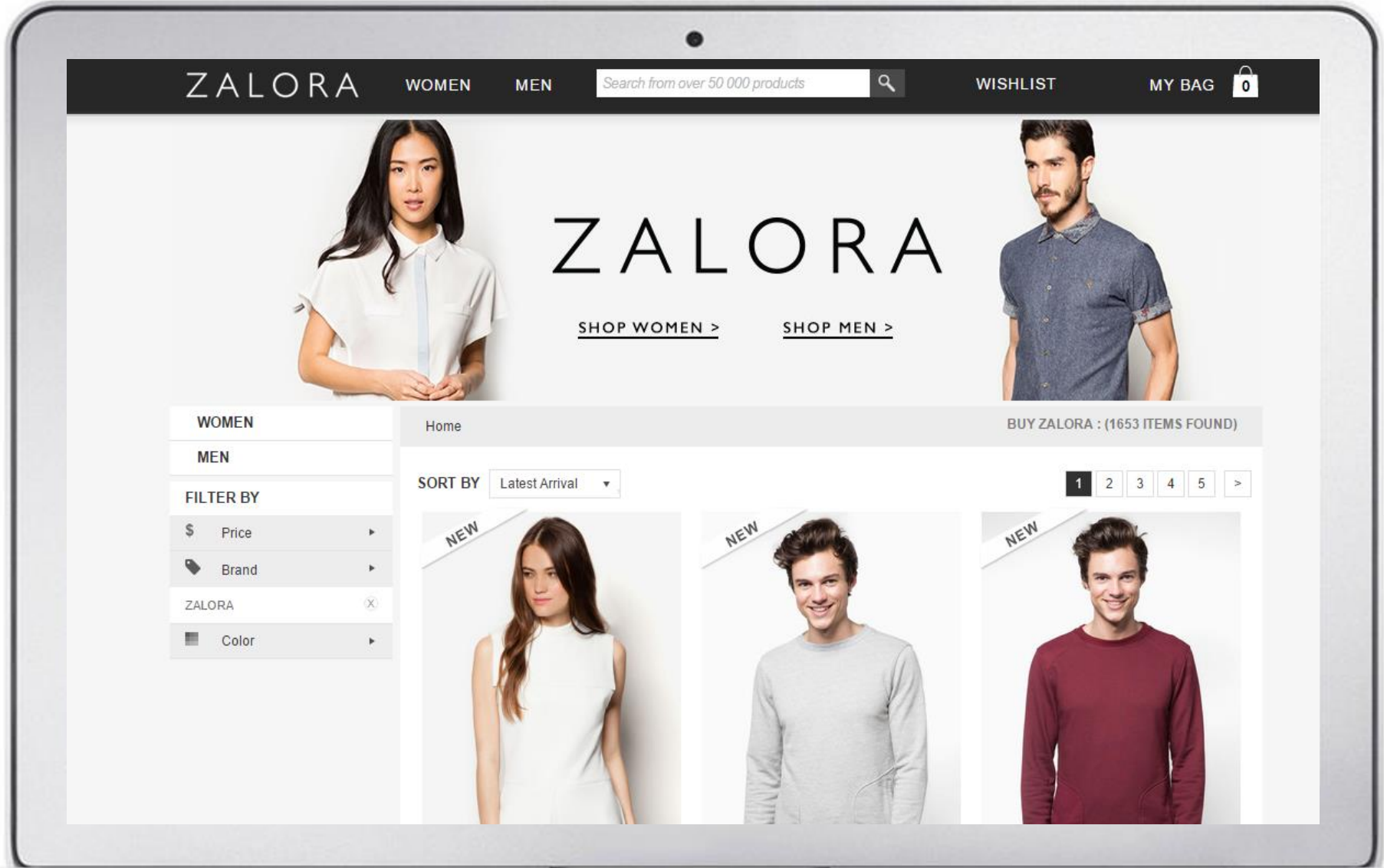
DTI FTEB Permit No. 12580 Series of 2016

Featured Products [View all products](#)

SALE

SALE

# ZALORA



# SELLER CENTER

We will give you access to the this user interface that is integrated with our systems. The Seller Center is designed to be a simple tool and friendly user interface for sellers to manage products and orders.

## SELLERCENTER

Products

Orders

Reports

Settings

Seller Name

Help Administration

Pending Order Items

Today	13
Yesterday	0
Older	0

All Order Items

Today	30
In the last 30 days	2535
Shipped	274
Returned	60
Cancelled	855

View your Orders

News

24 Jun 2015 17:12

Selecting The Delivery Provider

SELECTING YOUR DELIVERY PROVIDER

If you are based in one the locations listed below and the customer delivery address is also listed below, please select **Express MP** as your delivery provider when processing your orders.

Delivering

Please select a Delivery Provider.

2go\_MP  
ZALORA Express CrossDocking\_Sellers  
2go\_MP  
Express MP  
2go\_Taiwan  
RB\_HongKongSellersOnly

Metro Manila

San Pedro

Rizal

Makati

Biliran

Antipolo

Parañaque

Sta. Rosa

Cainta

Taguig

Cabuyao

Taytay

Las Piñas

Calamba

Binangonan

Muntinlupa

Los Banos

Angono

San Juan

Bay

Tanay

Pateros

Calauan

Mandaluyong

Victoria

Quezon City

Pila

Ortigas

Magdalena

Pasig

Mindanao

Davao City, Davao del Sur

Digos, Davao del Sur

Sales Summary

PHP 16,170

Sales Today

This Week PHP 61,783

This Month PHP 573,320

Account Health

100% 48h Shipment excellent

0% Returns excellent

0% Cancellation rate excellent

# Shopinas

Janette C. Toral E-Commerce i... Reset your Sho... Shopinas -... X Shopee Seller ... Task #4: Your ... E-Commerce E... Deals

www.shopinas.com Search

Start Selling Now Register Sign in Help

0 item in your box Checkout

Home The Mall The Stores About Us The Show The Blog

What are you looking for?

**FIGURES OF BEANS**

**SHOP NOW**

Welcome Shoppers!

Subscribe to our Newsletter  
email address Subscribe

Featured Items


figuresofbeans.shopinas.com

# Foodpanda


The screenshot shows the Foodpanda website interface. The browser's address bar displays <https://www.foodpanda.ph>. The website's header features the Foodpanda logo on the left and links for 'Help' and 'Log in or Sign up' on the right. The main banner area has a festive Christmas background with images of a latte, sandwiches, and cookies. The central text reads 'Online food delivery from 1000+ restaurants!' and 'Easy & Convenient Food Delivery Service'. Below this, there is a location input field with 'Makati' selected, a placeholder 'Enter your location', and a green 'SHOW RESTAURANTS' button. A 'Live Chat' button is located in the bottom left corner.


Janette C. T... E-Commerc... Reset your S... Food D... Partner with... Shopee Sell... Task #4: Yo... E-Commerc... Deals

<https://www.foodpanda.ph> Search

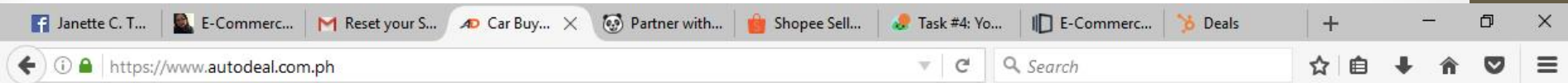
 **foodpanda** [Help](#) [Log in or Sign up](#)

Online food delivery from 1000+ restaurants!  
Easy & Convenient Food Delivery Service

Makati  Enter your location [SHOW RESTAURANTS](#)

 Live Chat

# Autodeal



[Home](#)

[New Cars](#)

[Used Cars](#)

[Partner Dealers](#)

[Car Comparison](#)

[Sell Your Car](#)

[Blog](#)

[More](#)

## Car Buying, Simplified.

Search thousands of car models. Connect with a sales agent you can trust.

[Find Your Next New Car](#)

[Buy A Used Car](#)



Dream No More.

Own the new & improved Mazda2 V+ at 79K ALL-IN Down Payment.

[More Information >](#)

# Travelbook

Janette C. T...

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Reset your S...

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Partner with...

Shopee Sell...

Task #4: Yo...

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☰

 Travel more.

[Blog](#) | [Help](#) | [Send eGift](#) | [662-1111](#) ▾

[Login](#) | [Register](#) | [My Menu](#) ▾



Book Hotels & Resorts with Discounts!

Hotels

Vacation Rentals

Where are you going? 📍

Check In 📅

Check Out 📅

1 Room ▾

🔍 Search


☐ PHILIPPINES ☒ INTERNATIONAL

🏆 Best Price Guarantee

Garden Orchid Hotel Zamboanga

Zamboanga City Zamboanga

PHP 2,098.37++

reviews by  advisor

# Joining E-Commerce Site Creation Platforms

# What matters?

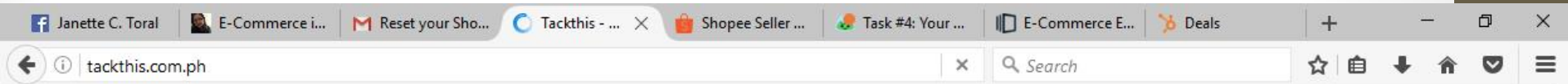
## Advantage

- From free to with fee subscription.
- Transactional fees vary.
- Take advantage of robust system.
- Ready to use templates.
- Focus on content and marketing.

## Disadvantage

- Your site ends as your subscription ends.
- Migration to another platform may or may not be possible.
- Some offer limited expansion options.
- May become expensive if you are not active in marketing.

# TackThis

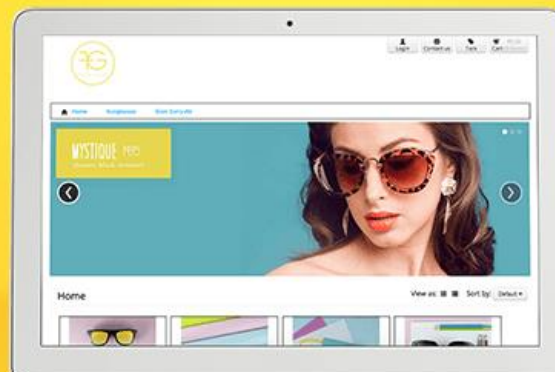


LOGIN

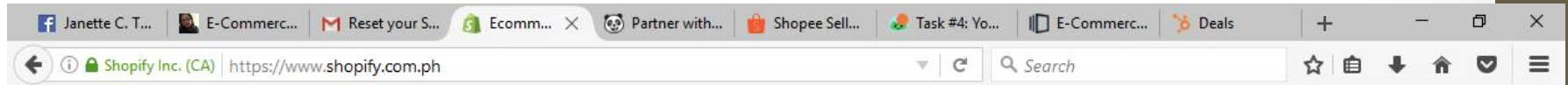
GET STARTED

Create your online store  
with TackThis!

GET STARTED



# Shopify



WAYS TO SELL ▼

PRICING

BLOGS

RESOURCES ▼

Help Center ↗

Log in

Get started

## An ecommerce platform made for you

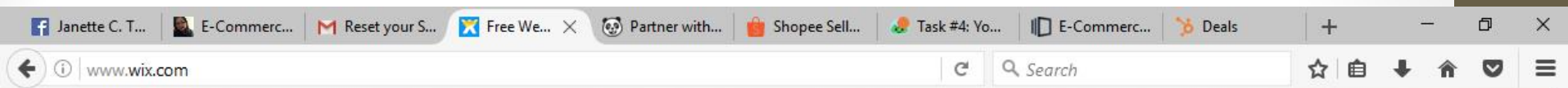
Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.

Get started

Try Shopify free for 30 days. No risk, and no credit card required.



# Wix



WIX

Features

Explore

Subscriptions

Templates

Support



Sign In

## It All Starts with Your Stunning Website

Wix unites beauty and advanced technology to create your stunning website. It's easy and free.

Start Now

# Instapage

Janette C. T... E-Commerc... Reset your S... Instapa... Partner with... Shopee Sell... Task #4: Yo... E-Commerc... Deals

Instapage, Inc. (US) | <https://instapage.com> Search

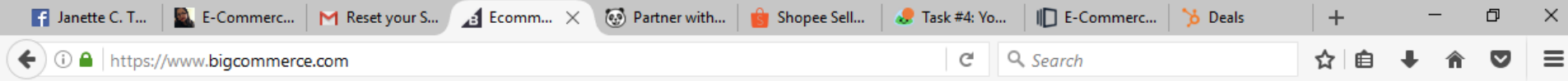
**Instapage** FEATURES TEMPLATES INTEGRATIONS PRICING BLOG WEBINAR PODCAST LOGIN **SIGN UP NOW**

## The Most Powerful Landing Page Platform

1 Million Pages With an Average Conversion Rate Above 25%

**BUILD MY PAGE NOW**

# BigCommerce



ENTERPRISE SMALL BUSINESS FEATURES CLIENTS PRICING RESOURCES ▾

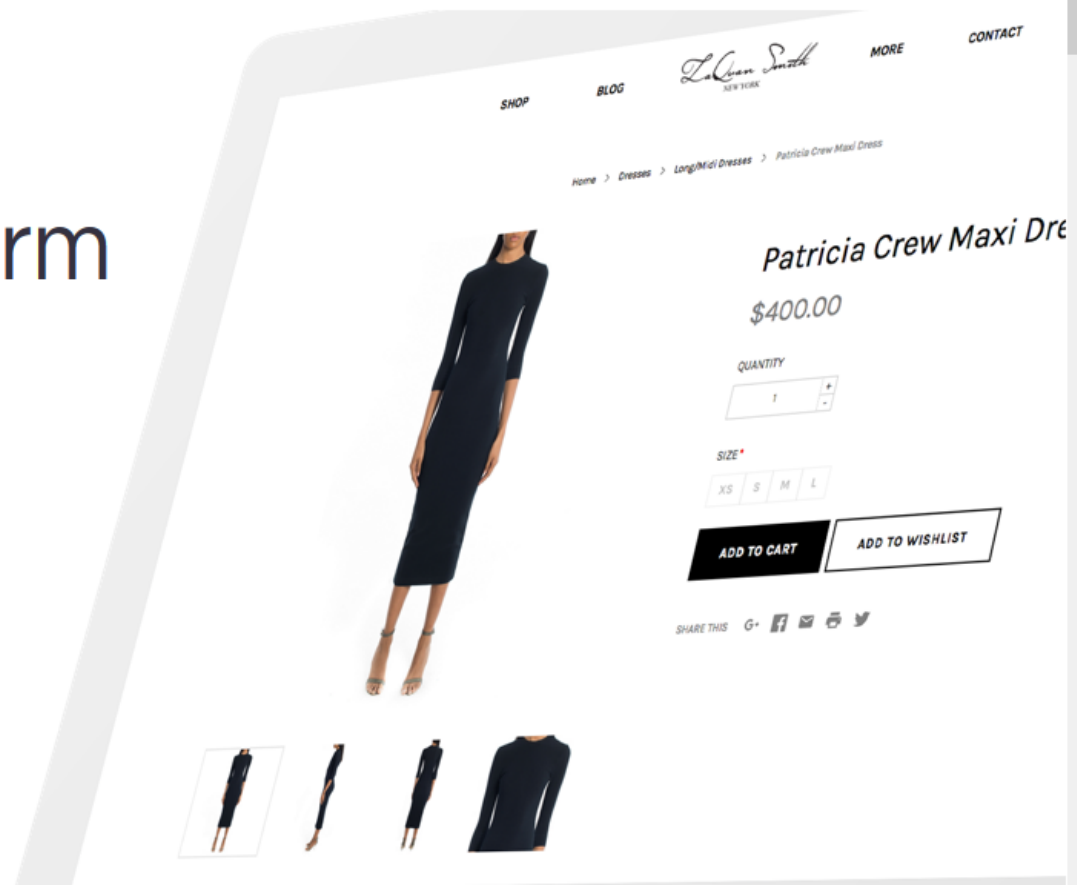
LOG IN

GET STARTED

## The best ecommerce platform for growing sales

More traffic, higher conversion and  
unmatched performance for your online store

START YOUR FREE TRIAL



# Build your own E- Commerce Site

# What matters?

## Advantage

- Control your entire site.
- Own brand.
- Can be migrated to other host as needed.
- Flexibility in customizing the site as you desire.

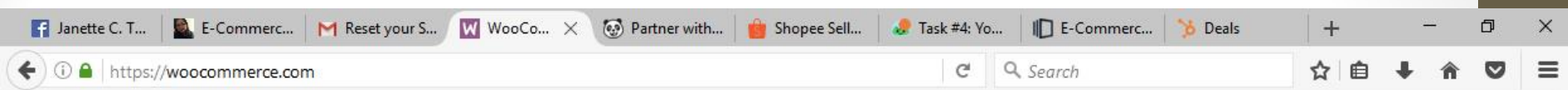
## Disadvantage

- May require additional investment as you add more tools on the site.
- May need technical assistance if you are unfamiliar in building and maintaining it.
- Diligence in back-up and updating back-end to protect from security breaches.

# Checklist

- Domain name
- Web hosting
- Content Management System
- Requires payment gateway account

# Woo Commerce



[WooCommerce](#) [Themes](#) [Plugins](#) [Support](#) [Blog](#)

[LOG IN](#)

[GET STARTED](#)



The **most customizable eCommerce**  
platform for **building your online business.**

Get started today for free.

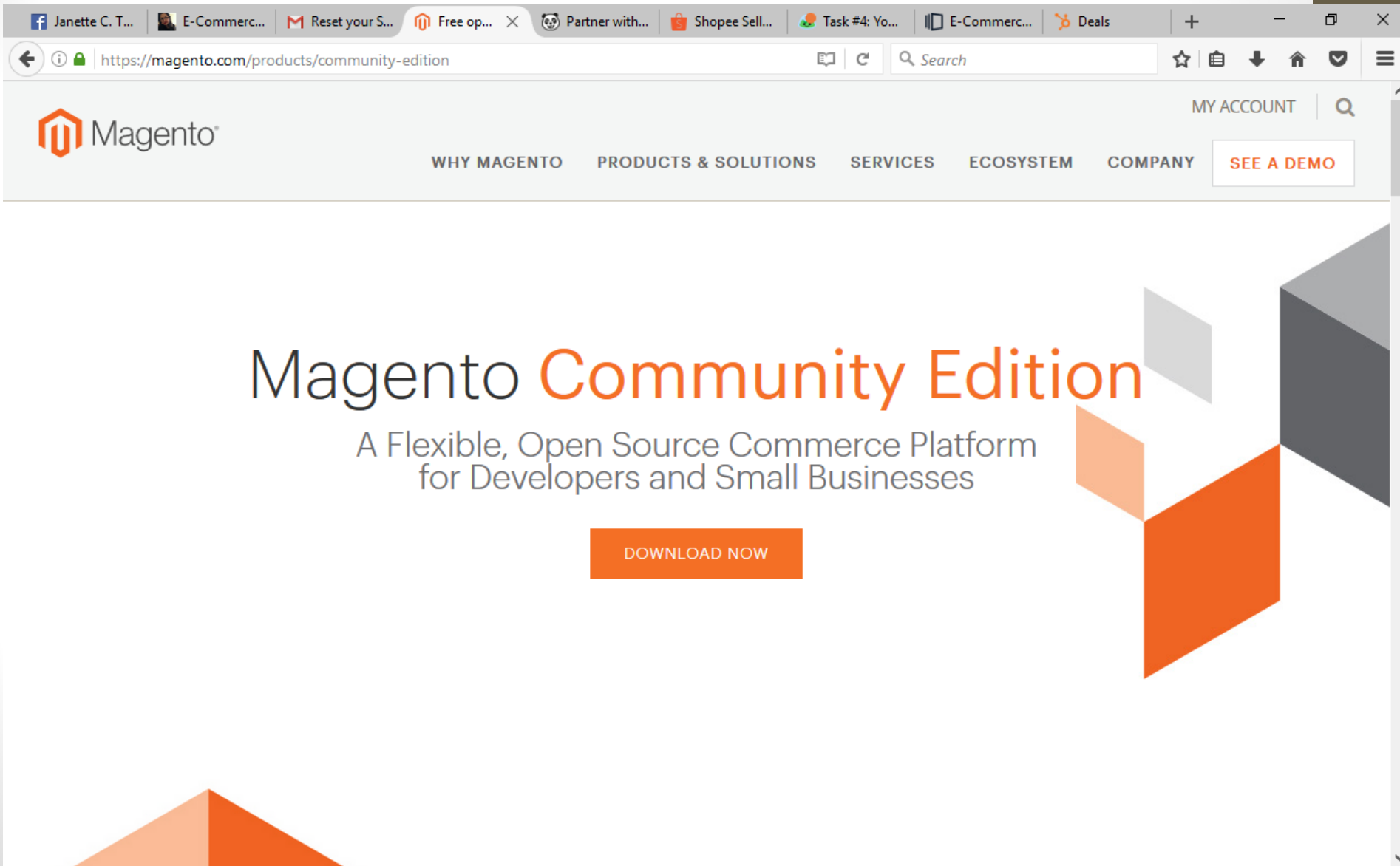
[GET STARTED](#)

## WooMembers Bundle

Your members are awaiting - build the site they deserve, with the most flexible memberships solution, built on the world's most popular eCommerce platform.

[VIEW PRODUCT >](#)

# Magento



The image is a screenshot of a web browser displaying the Magento Community Edition website. The browser's address bar shows the URL <https://magento.com/products/community-edition>. The page features the Magento logo in the top left corner. A navigation menu in the top right includes links for 'MY ACCOUNT', 'WHY MAGENTO', 'PRODUCTS & SOLUTIONS', 'SERVICES', 'ECOSYSTEM', 'COMPANY', and a 'SEE A DEMO' button. The main content area has a large heading 'Magento Community Edition' with 'Community Edition' in orange. Below this is the subtitle 'A Flexible, Open Source Commerce Platform for Developers and Small Businesses' and a prominent orange 'DOWNLOAD NOW' button. The page is decorated with abstract geometric shapes in shades of orange and grey on the right and bottom edges.

Janette C. T... E-Commerc... Reset your S... Free op... Partner with... Shopee Sell... Task #4: Yo... E-Commerc... Deals

<https://magento.com/products/community-edition> Search

MY ACCOUNT

Magento

WHY MAGENTO PRODUCTS & SOLUTIONS SERVICES ECOSYSTEM COMPANY

SEE A DEMO

# Magento Community Edition

A Flexible, Open Source Commerce Platform  
for Developers and Small Businesses

DOWNLOAD NOW

# Content is King

- Product photos
- Product description
- Policies
  - Privacy
  - Terms and conditions
  - Refund and returns
- Company profile
- Contact us
- Brand / product philosophy
- Social media updates
- Help desk system

# E-Commerce Entrepreneurs Summit – [www.ecomsummit.asia](http://www.ecomsummit.asia)



JAN 7 – MANILA  
JAN. 14 – CEBU  
JAN. 21 – BAGUIO  
JAN. 28 - DAVAO

“

# 42 FREE E-Commerce & Digital Marketing Learning Modules

Janette Toral



# LEARN MORE

- <http://bit.ly/ecomlearn>
- <http://bit.ly/ecomactivation>



# Module 3: Content Planning for E-Commerce



## AGENDA:

- \* Mandatory content for an e-commerce site.
- \* Buyer's persona
- \* Competition analysis.
- \* Content plan suited for buyer's journey stages.

January 2 Monday 6 pm to 7 pm  
Join the E-Commerce & Digital Marketing  
Mentoring Program for MSMEs (10 modules)  
Sign-up at <http://www.ecomsummit.asia/mentoring>