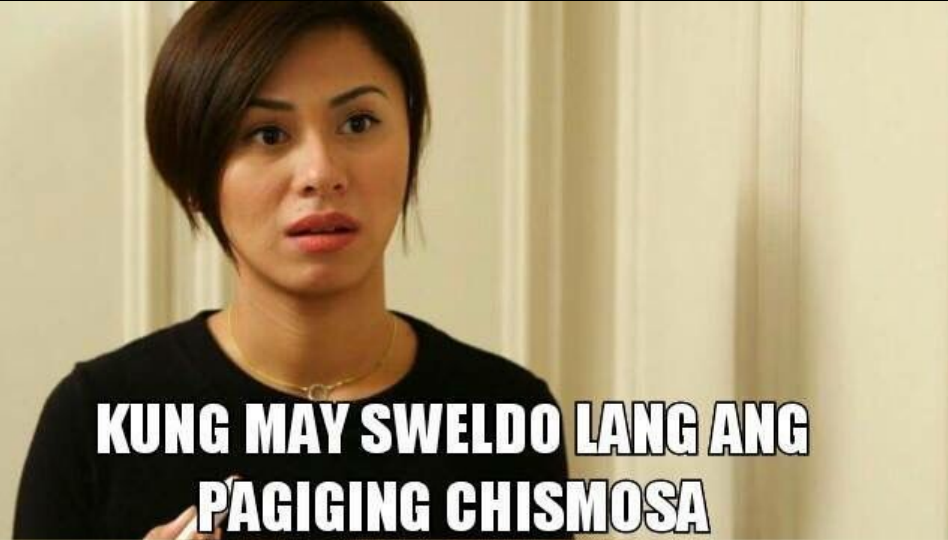




Marketing in the Barangay Social Media

Heidi Garayblas | Head of Integrated Marketing, hatch



**KUNG MAY SWELDO LANG ANG
PAGIGING CHISMOSA**

© Madam Lucy



MALAMANG MAYAMAN KANA

A painting of two men in a library. The man on the left is wearing a red ruff and a red jacket, looking towards the right. The man on the right is wearing a dark robe and a white ruff, looking towards the left. They are both looking at a book on a table. The background is a wooden bookshelf filled with books. The text "OH, talaga gurl?" is overlaid on the left side of the image.

OH, talaga gurl?

Gurl may chika ako,
i heard nag pa-lip injections
daw si Mona Lisa



PHILIPPINES : Social Media Capital



JAN
2017

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

60.0
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



58%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

54.0
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



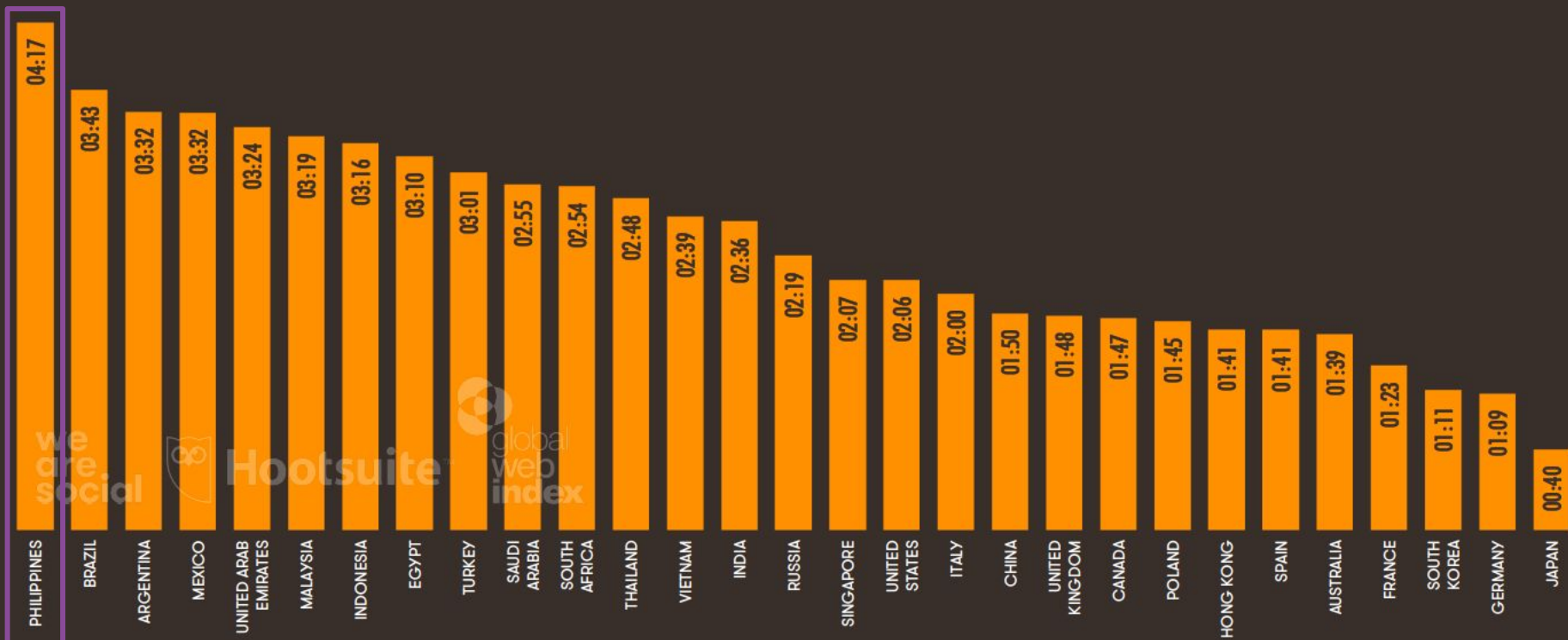
52%



JAN
2017

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY [SURVEY BASED]





Brands HACK trending content or viral memes:

- To get picked up among the shared trending content
- Stay relevant and build engagement nonetheless

#DU30 : Paggamit ng social media para sa pagbabago



MY GOD...



I HATE DRUGS.



#LabanPilipinasPuso : Todo ang suporta ng barangay



TRAVELLING



#SpicyNoodleChallenge : Kaya ba ng sikmura mo?



#AnongSpecialSkillMo : Ibang level ang kakayahan

Anong special skill mo?
-Kaya kong pumasa kahit
di nage-review.



Random Photos

Public

Anong Special skills mo?
Me: Kaya ko pong magselos
kahit wala akong karapatan

Anong Special skills mo?

"Kaya ko pong magbingi-bingihan
at busy-busyan kapag inuutusan.



ANONG SPECIAL
SKILL MO?

"Maging pogi
kahit tulog."

Kaya kong **mag-kilay...**

kahit **LATE** na ako.
(dahil kilay is life)

"Anong special skill mo?"

**ME: KAYA KO PONG
MAGPUYAT KAHIT
MAY PASOK BUKAS.**

#BagongAnyo : Pansin ka agad pag may nagbago



MARLOU ARIZALA



MEETS XANDER FORD



**"This is who I really am,
and I am ready to show
the world."**

Jake Zyrus
ON HIS NEW SELF

#YungFeelingNa : Wag natin kalimutan ang feelings

**Yung feeling na ka-chat
mo si crush pero**



**ANTOK NA ANTOK
KA NA.**

**Yung feeling na ini-istalk mo
si crush tapos bigla mong**



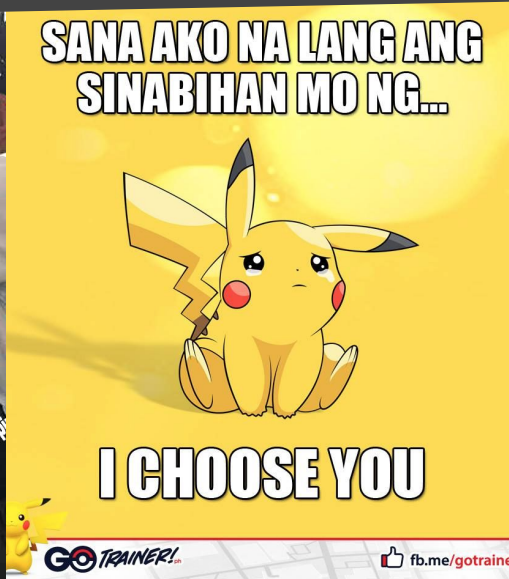
NA-LIKE.

Yung feeling na



**bentang benta sa kanila yung
joke mo.**

#PokemonGo : Sama-sama kahit saan, walang iwanan



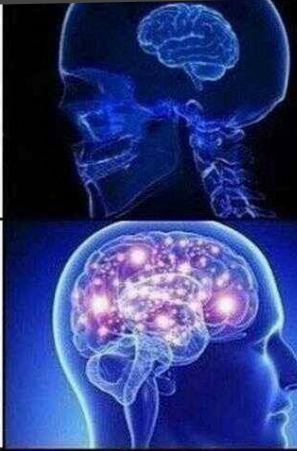
#LodiWerpaPetmalu : Repa, uso ulit ang baliktaran

LODI

WERPA

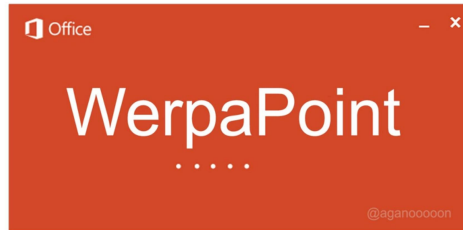
PETMALU

ECNALUBMA



ᳵᳵᳵ
@aganooooon

Para sa petmalu na presentation.



17/10/2017, 5:30 PM

FTTM
Filipino Tweets That Matter

Lodi

(n.) Someone you look up to.

"Iba ka talaga, lodi! Werpa!"



freenet

Yesterday at 5:16pm · 🌐

More werpa sa freenet! Abangan!

#freenetPH

#FreeInternet

freenet
ANG LIBRENG NET
MAY PAPREMYONG
MALUPET!

Mag-download lang ng freenet app!

8 iPhone 7 units, 2 MacBook Air weekly at
brand new Chevrolet Spark sa Grand Draw!

Promo period: Oct. 23, 2017 - Jan. 15, 2018 . DTI-FTEB Permit No. 13074
Series of 2017. For more details, visit www.freenet.ph.



Limitations of Engagement



Use phone only for
voice and text

35%



Prefer to use Wi-Fi over
mobile data connection

72%



Will use mobile data if
data cost was lower

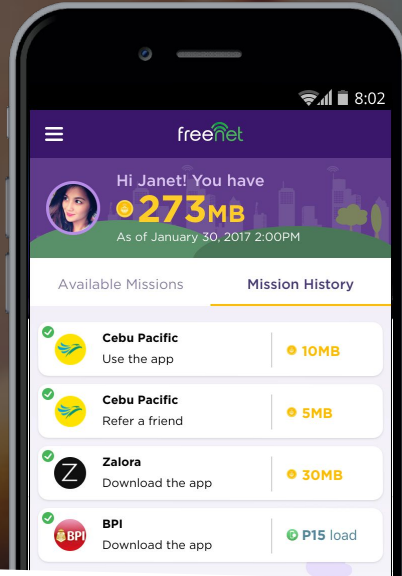
68%

**Not everyone is online and reachable despite having
rich content = there is minimal to no engagement**

Powerful tools to up your Social Media Game!

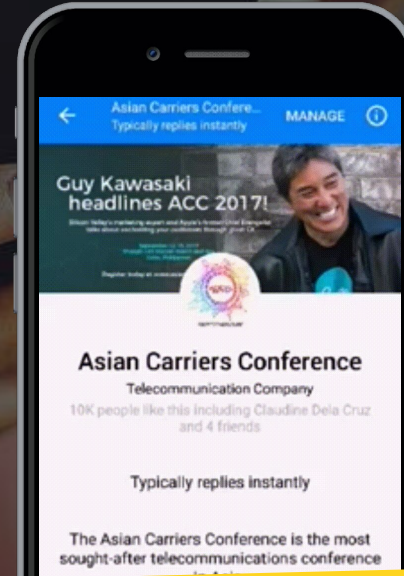
Sponsored Data Access

Let users with smartphones but with no
load / mobile data / wifi go online by
sponsoring their access



Chatbot

Allow automated 1on1 offline and
online engagement between your
brand and customer with AI



Customer Experience

Social Media Marketing = Content + Engagement

Marketing through social media is driven by content,
but propelled further by engagement



Insights



Campaigns



Rewards



CX Automation



Thank you!

Visit voyagerdx.ph to learn more.



@PHVoyager @hatchinnovates

closing

These trending events did not only bring together everyone from all walks of life, it also proved how Filipinos use social media everyday. With smartphones becoming more affordable in the market, internet connection is starting to reach even the tiniest and far-flung communities in the Philippines.

Our freenet mobile app helps these barangay-level communities achieve the best social media experience through providing them with free online access to the top trending events in the country such as the Duterte Inauguration, Gilas Pilipinas games, Pokemon Go launch, and Miss Universe coronation.

Today, as we celebrate Social Media Day, freenet is giving everyone free and easy access to the top social media sites - Facebook, Twitter, and Instagram. All you have to do is download the freenet app and register using your mobile number. Together, let us show the world how social media-savvy we really are.

As we begin the second half of 2017, we will bring freenet to more barangays and make everyone a part of the digital community.

Talking Points:

1. Intro:
 - a. More than half of the Philippine population is connected and active on (mobile) social media
 - b. Social Media is being used by Pinoys for news, for e-bonding with friends, or as a personal pastime
 - c. Immersing oneself in social media is so rampant that the Philippines has taken the #1 spot in “Time Spent on Social Media”
2. Social Media is an interesting field in the Philippines
 - a. Content trends are rich and relatable for Pinoys that’s why they get viral easily
 - b. Brands/individuals ride on this too to capture engagement/airtime:
 - i. [examples of brands that hacked memes]
 - c. **Engagement is essential in marketing through social media**
3. Limitations of Engagement
 - a. Solution: Free Access + intelligent handling of customers via AI aka Chatbot
4. Closing:
 - a. Content is important in marketing and delighting via social media
 - i. Engagement however is a bigger challenge -- solve such issues by providing access to your content or allowing 1on1 interface via AI