

Strengthen Your Brand By Improving Your Online Presence

September 26, 2018

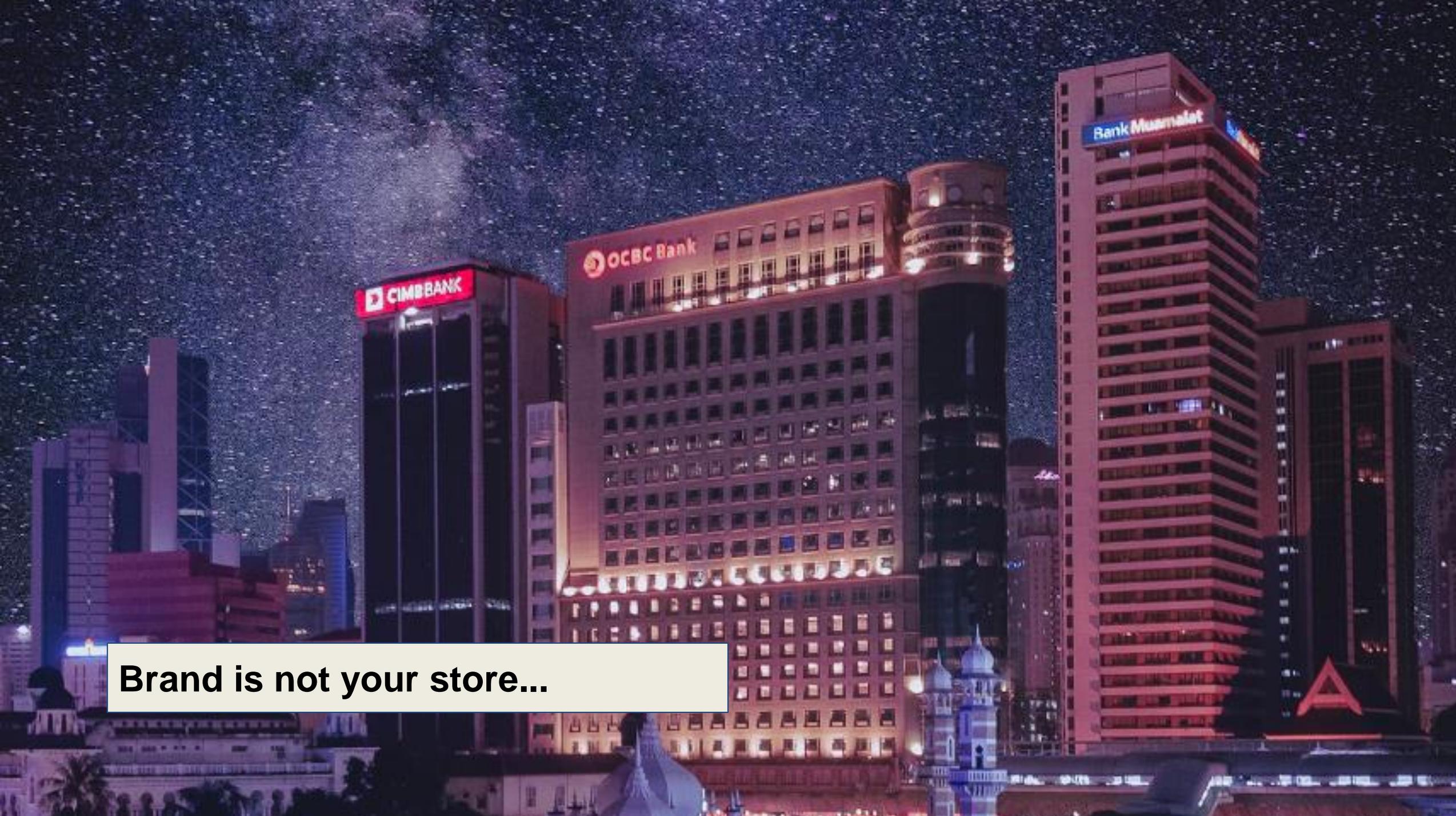
Marie Lu
Co-Founder & Managing Partner | Analytics Effect



“*What is a brand?*”



Brand is not your logo...



CIMBBANK

OCBC Bank

Bank Muamalat

Brand is not your store...



Brand is not your product / service...



You do not own your brand.

A close-up photograph of a white ceramic piggy bank. The piggy bank is positioned in the center, with its head facing forward. It has two small black dots for eyes and a prominent snout. A red coin slot is visible at the top of its head. The background is a solid, vibrant orange color. The lighting is soft, highlighting the smooth texture of the piggy bank.

A brand is a person's gut feeling about a product, service or organization.

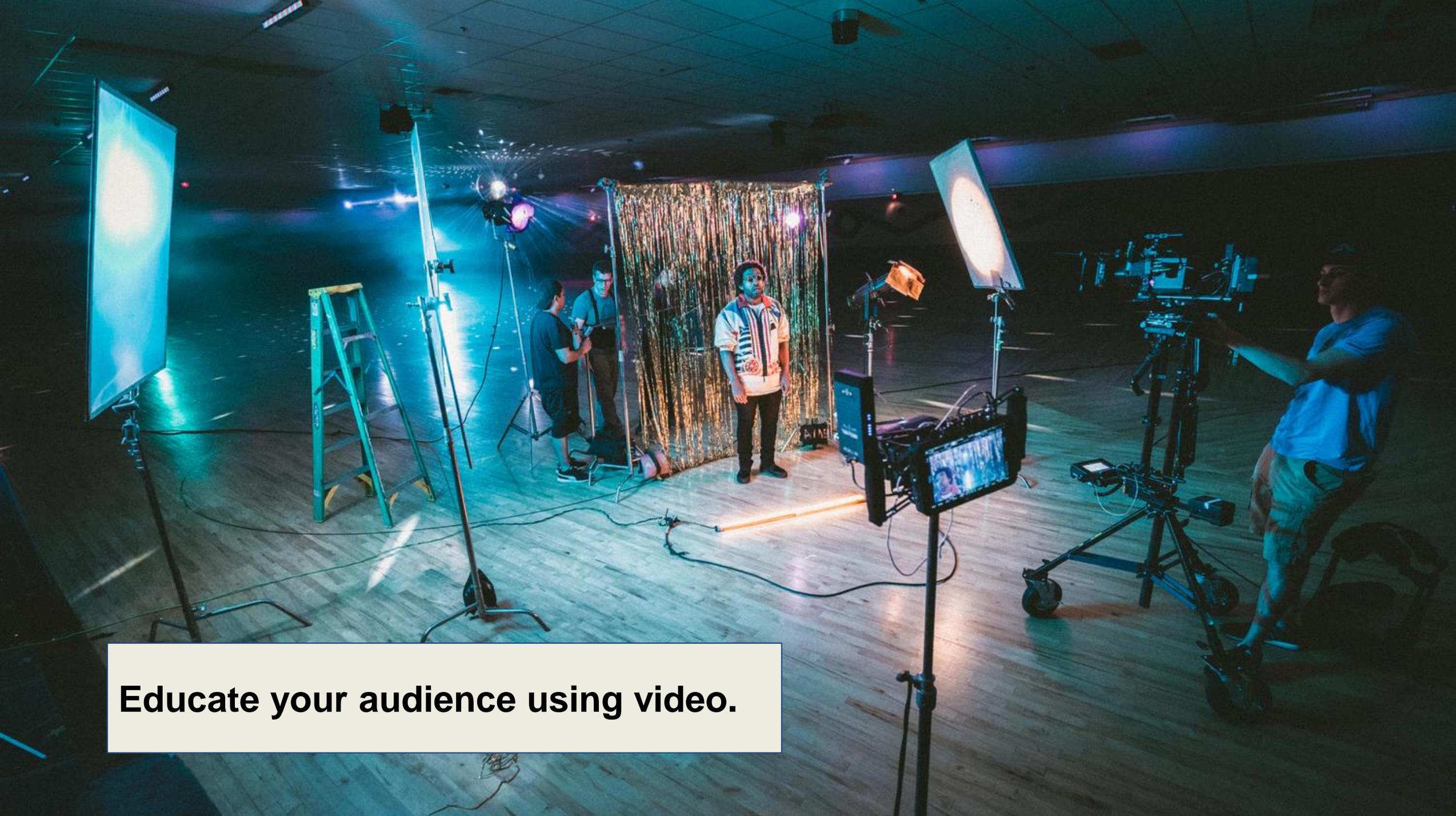
Branding is using marketing to influence peoples' attitude towards and perceptions of the brand.

What can I do to improve my brand?



Have a mobile-friendly website





Educate your audience using video.

Stay top of mind by advertising online.





Engage with your audience where they are.



Benefits of Social Media for Business



Increase brand awareness

With nearly half of the world's population using social media platforms, they're a natural place to reach new and highly targeted potential customers.

*"... 60 percent of Instagram users say they discover new products on the platform."
(Hootsuite)*

Humanize your brand

To connect with customers—and potential customers—you've got to show the human side of your brand. How are you embracing your brand values? (Do you even have brand values?) How are you looking out for the best interests of your customers and employees? Does your product really work?





Stay top of mind

Most social media users log into their accounts at least once per day... and many people are checking social multiple times per day.

Social media gives you to the opportunity to connect with fans and followers every time they log in.

Reputation management

Your customers are already talking about you on social media, whether or not you're there to respond. If you and your team are on the ball, you can pick up on important social posts about your brand to highlight the positive and address the negative before it turns into a major issue.



Customer and audience engagement

Social networks give you the opportunity to interact directly with customers and fans, and likewise give them the chance to interact directly with your brand. Unlike traditional media, which offers only one-way communication, social media is a two-way street.





Customer service and customer support

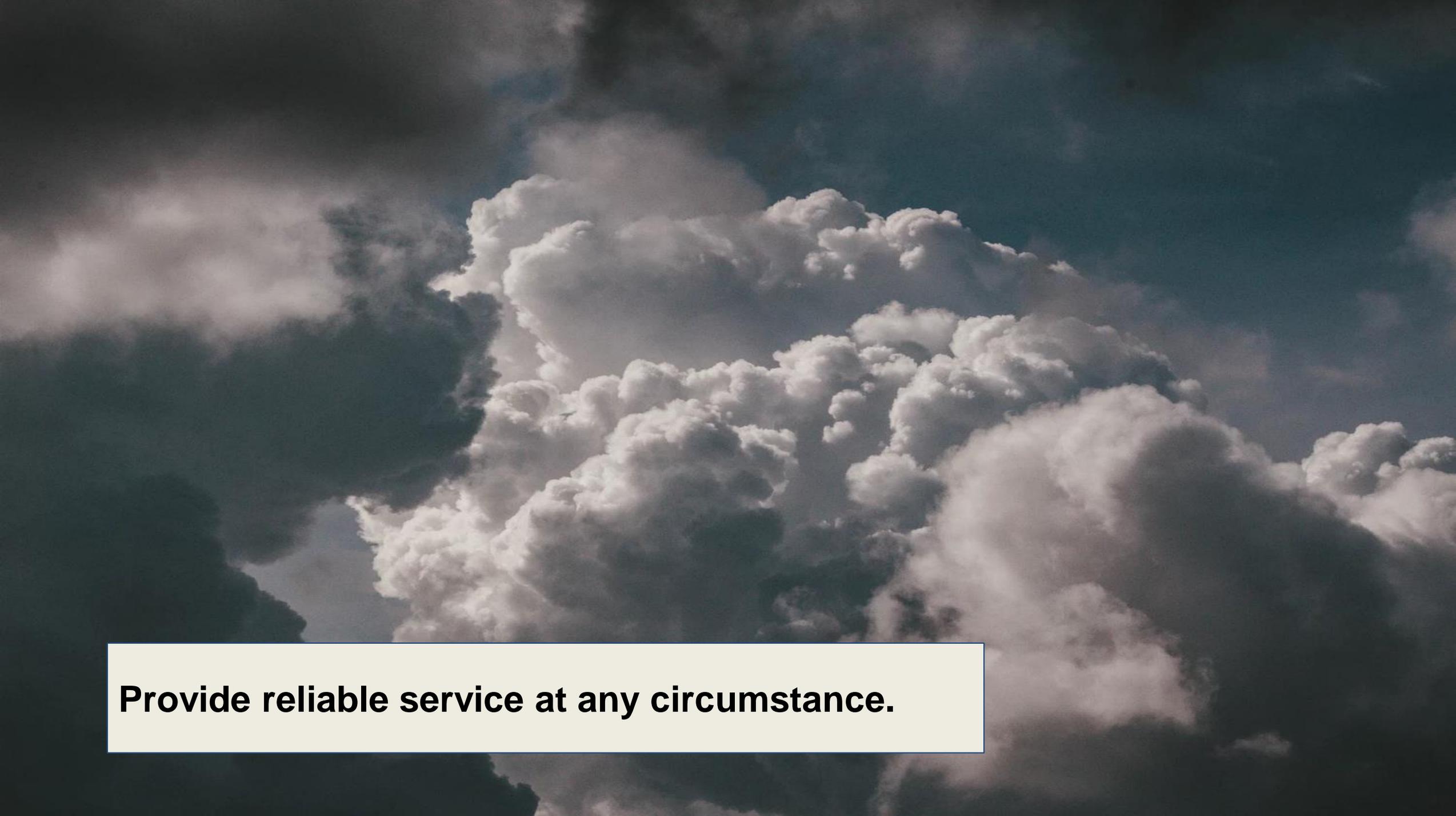
People expect brands to be available on social media and seek out their social accounts for customer service. Research published in the Harvard Business Review shows that brands who don't meet those expectations damage their bottom line.



Foster trust. Invest in security measures.

If it's not dealt with promptly, a severe data breach can quickly spiral out of control, along with your reputation:

- You become the subject of highly negative social media chatter
- Negative ratings and reviews flood the internet and dominate Google
- Your company is listed on scam advisory websites
- Legal action may be taken if your business is found to be at fault



Provide reliable service at any circumstance.



At the end of the day,
your brand is how
consumers feel about
you.



Globe
myBusiness

CREATE. WORRY-FREE OPERATIONS.



CREATE. WONDERFUL.



Globe

CREATE. WORRY-FREE OPERATIONS.



Business Communications Tools



Operational
Tools



Data
Security



Business
Continuity



Operations
Management



Business
Solutions



Disaster-Readiness Capability

Disasters in the Philippines



Costliest Philippine typhoons

Rank	Names	Dates of impact	PHP (B)
1	Bopha, (Pablo)	11/25–12/9/2012	42.2
2	Haiyan, (Yolanda)	11/3–11/11/2013	35.5
3	Parma, (Pepeng)	10/2–10/10/2009	27.3
4	Nesat, (Pedring)	9/26–9/28/2011	15
5	Fengshen, (Frank)	6/20–6/23/2008	13.5

Deadliest recorded earthquakes in the Philippines since the 1600s

	Magnitude	Location	Date	Mortality
1	7.9	Moro Gulf	08/16/1976	4791
2	7.8	Luzon Island	07/16/1990	1666
3	7.5	Luzon Island	11/30/1645	More than 600
4	7.3	Casiguran, Aurora	08/02/1968	271
5	7.2	Bohol & Cebu	10/15/2013	222



IT DISASTER

One out of every
14 drives will fail
within a year.



IT DISASTER

Half of all businesses that lose their data due to disasters go out of business within **2** years.



Productivity Loss

How many hours were lost?
How many employees?
How much does an employee make?

Sample Computation:

16 hours (2 days) x
50 employees x
PhP 500 = **PhP 400,000**

Revenue Loss

Single Loss Expectancy (SLE)
Expected monetary loss every time a risk occurs

Example:

Average daily revenue	P1M
Incident response & forensics	P500k
Customer & IT Support	P500k
Legal (Defense, Settlement, etc)	P3M
Penalties	P500k

SLE

P5.5M

Reputation Loss

1 dissatisfied customer will tell
16 other people, who will influence
250 people
80 potential customers LOST

What to look for in a Back-up and Disaster Recovery Solution



**HARDWARE
COMPATIBILITY**



**SCALABLE
PRICING**

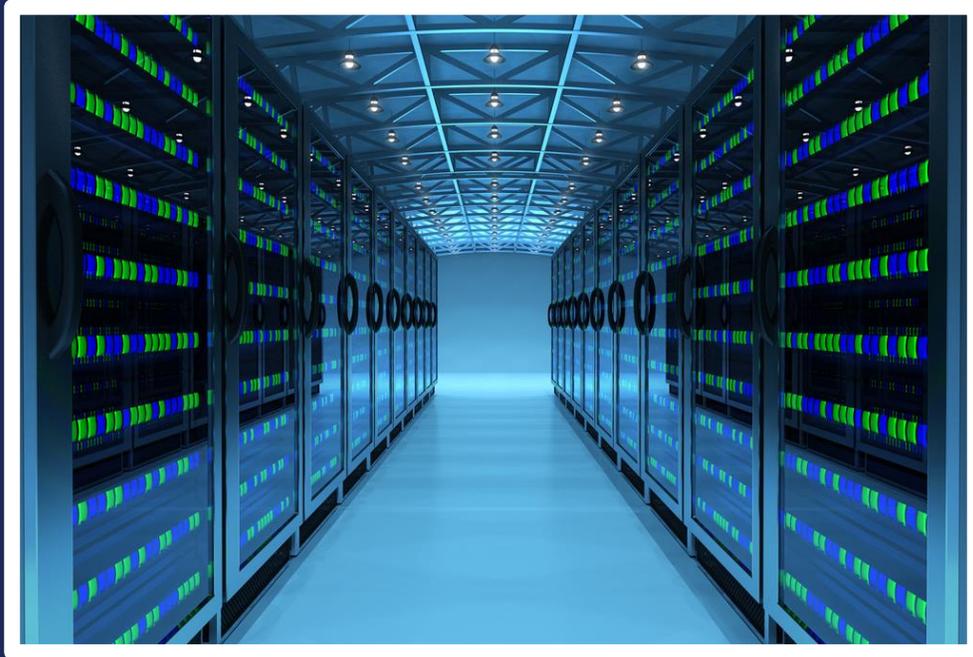


**AROUND-THE
CLOCK-SUPPORT**



**STRONG
REPUTATION**

Business Continuity Solutions

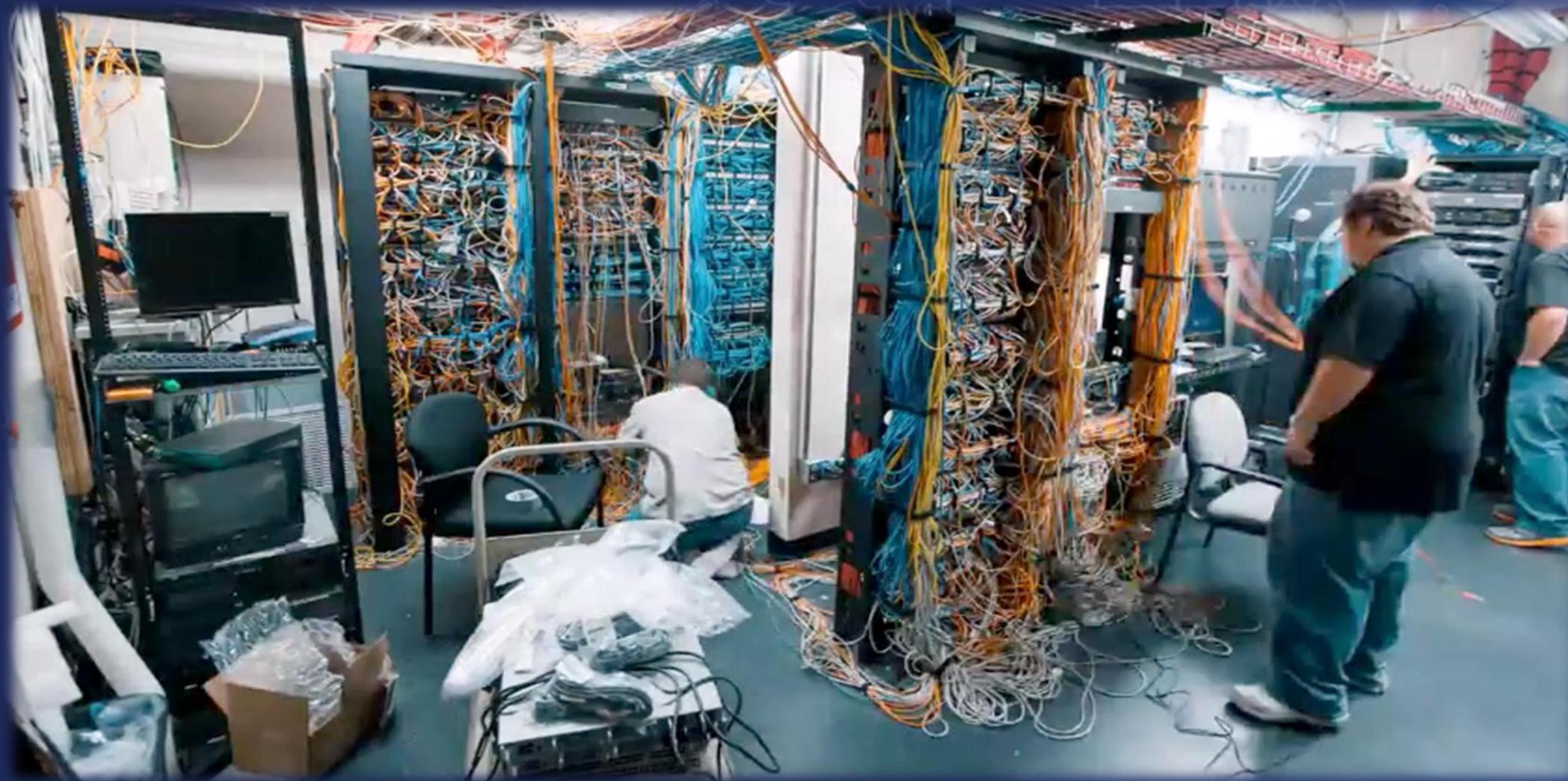


**Data Center On- Premises
or Co-location**



Cloud

Building a Data Center



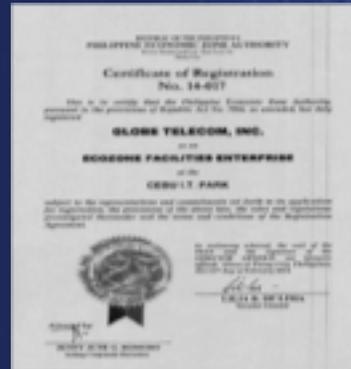
Globe Data Center is built on Compliant Infrastructure



ISO 20000-1:2011



ISO 14001:2004



PEZA Certified (Cebu)



ISO 22301:2012



ISO 27001:2005



ISO 9001:2008

What is Cloud Computing?



Any service that is hosted over the Internet by a third party



Services can include the storage of data and the processing of transactions

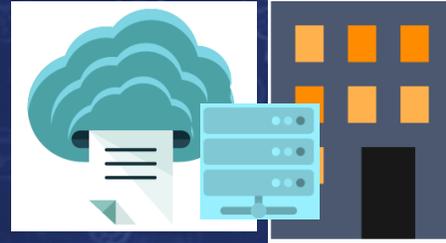


Cloud as your Data Infrastructure



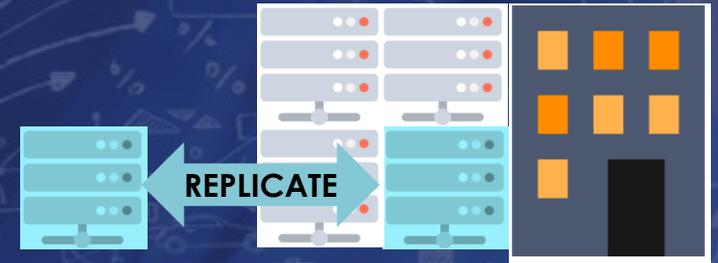
VIRTUAL PRIVATE CLOUD

Virtually increase your physical data storage capacity through a pay-per-use cloud storage.



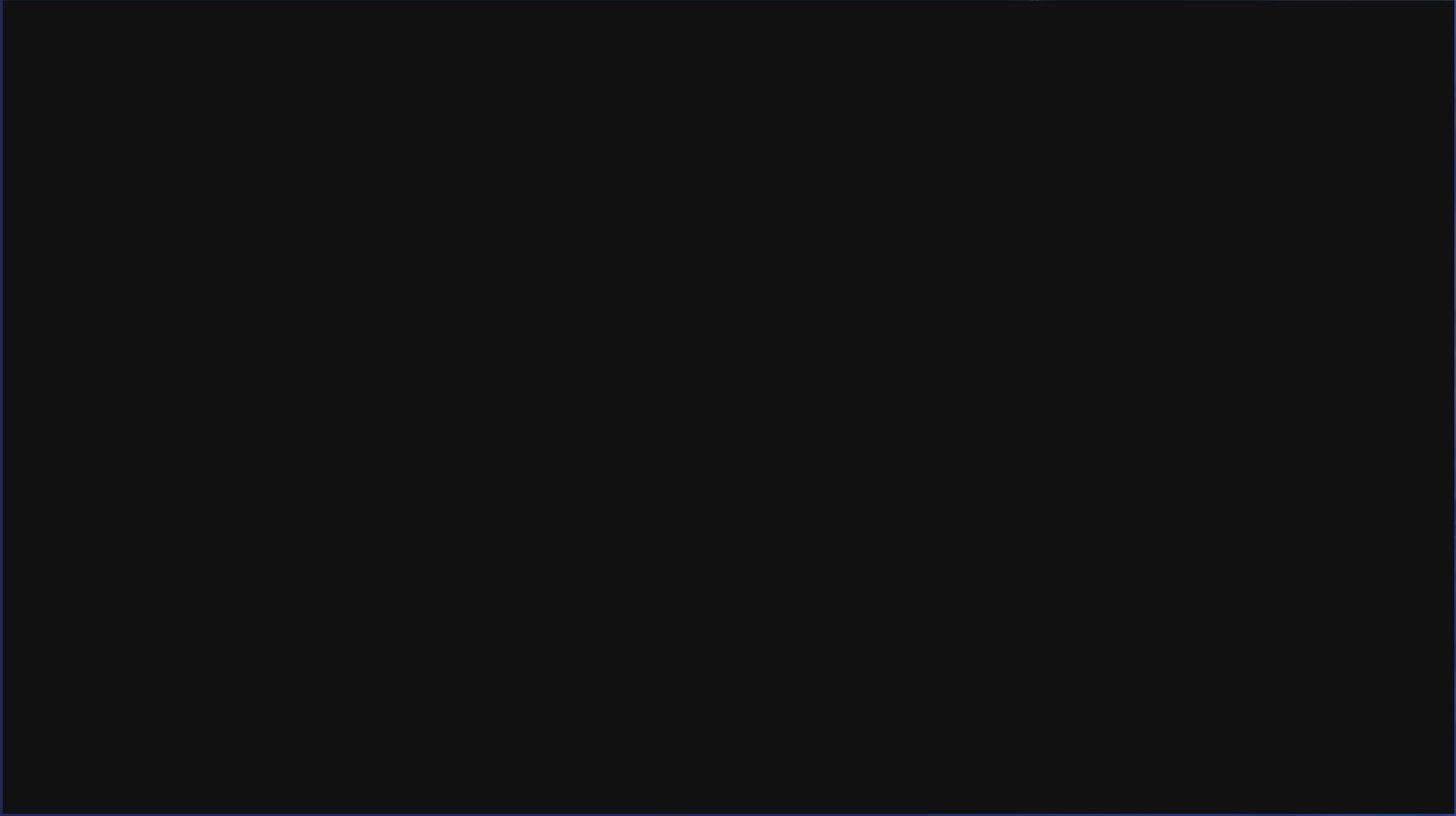
BACKUP-AS-A-SERVICE

Safeguard your critical data and applications from uncontrollable events with on-demand backup solution.



DISASTER-RECOVERY-AS-A-SERVICE

Resume operations with minimal downtime after a disaster when you subscribe to a real-time data redundancy solution.



Benefits of moving to Cloud



CUT COSTS



SCALABILITY



**INCREASE
EFFICIENCY**



**IMPROVE
PRODUCTIVITY**



**BETTER
CUSTOMER
EXPERIENCE**

Cybercrime in the Era of Digital Transformation



9,198,580,293

Data records lost or stolen since 2013

\$3.62 Million

Average total cost of data breach

\$141

Average cost per lost or stolen record

\$158

Average cost per compromised record if a 3rd party was involved in the data breach

Most Attacked Countries



CANADA



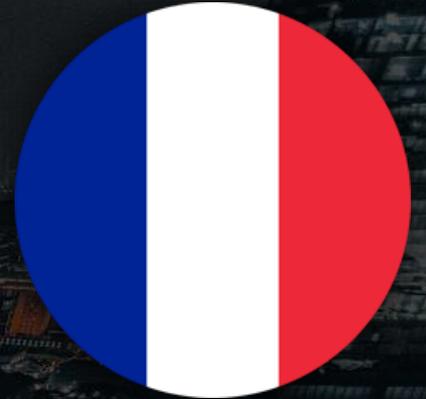
INDIA



UNITED KINGDOM



AUSTRALIA



FRANCE



BRAZIL



MEXICO



CHINA

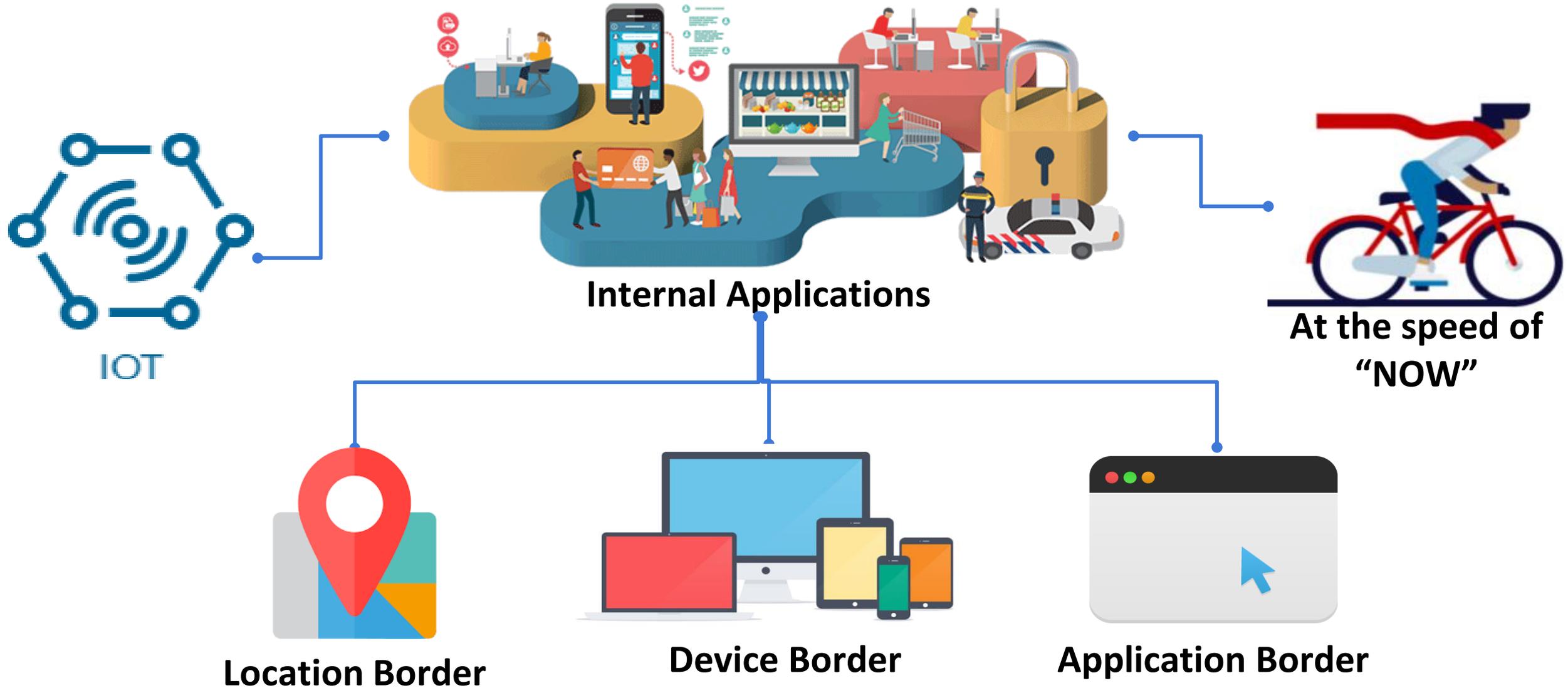


JAPAN



PHILIPPINES

“The I.T. Landscape is constantly changing”



ATTACK VECTOR



E-MAIL



PUBLIC WIFI



FAKE WEBSITES



SOCIAL NETWORKING



MOBILE DEVICES



MALWARE



EXTERNAL DRIVE

MARKET TREND

54%

Train and/or certify existing IT Staff
to become
security experts

47%

Deploy additional third-party
security solutions

41%

Partnered with a managed
security service provider

32%

Hire additional
security professionals



HOW MUCH DO YOU VALUE YOUR DATA?

**WHAT MEASURES DO YOU HAVE IN PLACE
NOW TO PROTECT YOUR DATA?**

TALK TO US TODAY!

CONTACT US:

Name	Contact Details	Area
Cyril Chua	0917-5887806	Laguna
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Roy Jamon	0917-6881970	Nueva Ecija & Aurora
Ryan Ramirez	0917-6884977	Bulacan
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THANK YOU.



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Thank you!

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