



TRUELOGIC

Everything Digital

www.truelogic.com.ph

Bernard San Juan III

GM@ TrueLogic, Inc

- Web Professional of 20 years
- Run over 14,000 Marketing Campaigns
- Launched over 1000 Websites
- \$220M Career Revenue
- Sits on the Board of 5 Start-ups
- Digital Advocate
- Toy Collector
- Mama's Boy



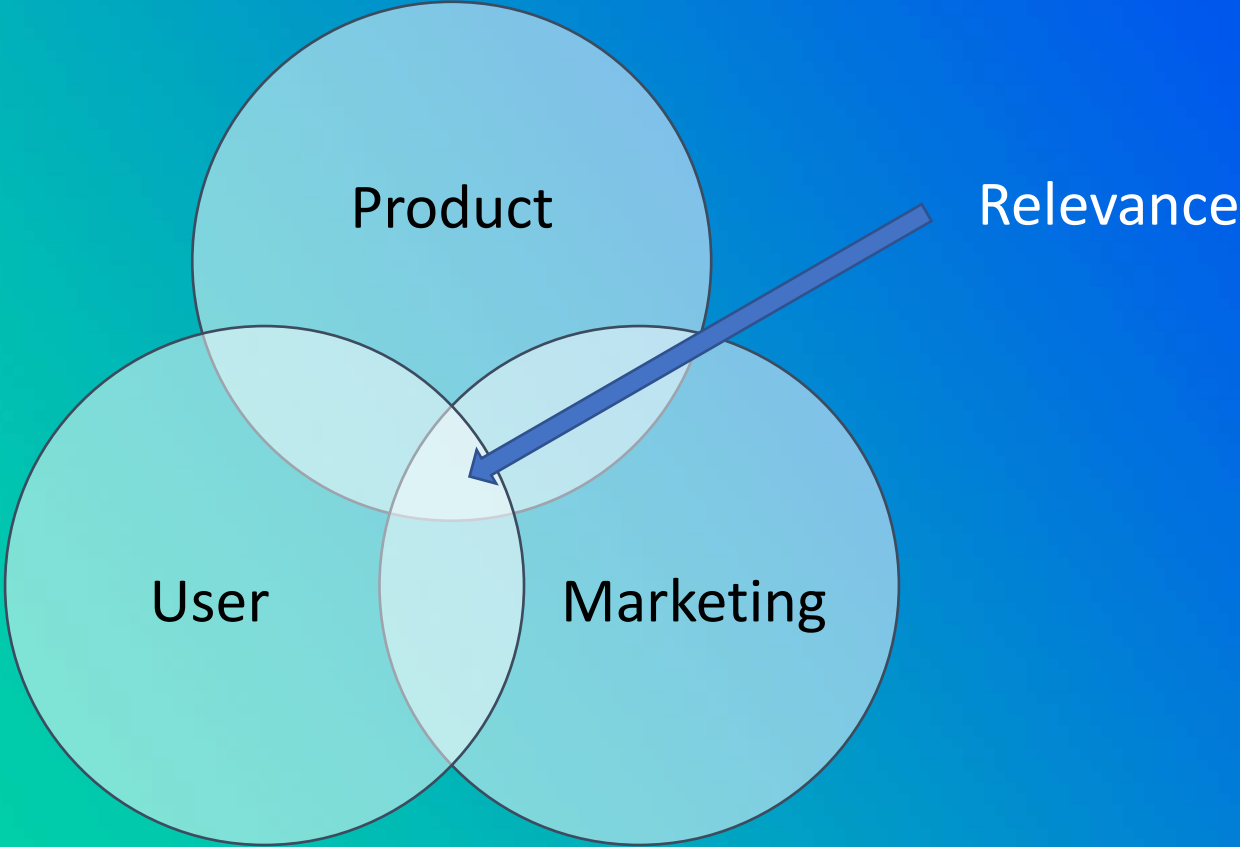


TRUELOGIC

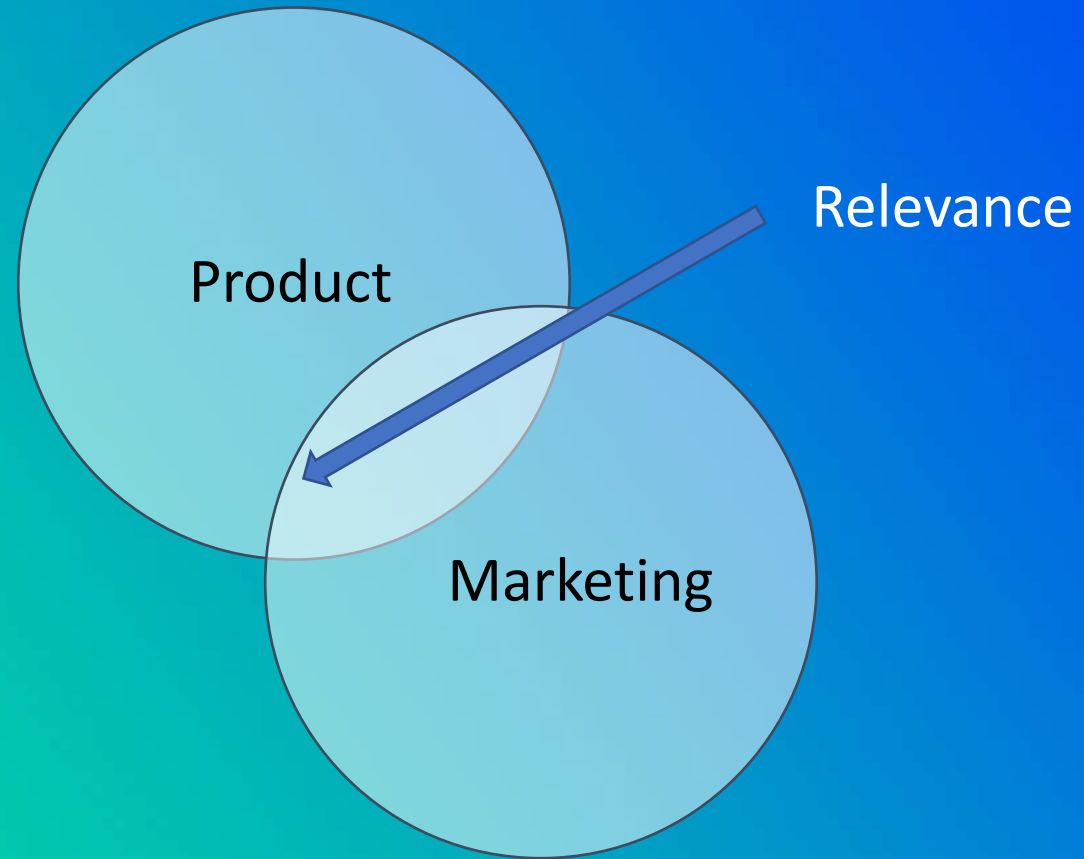
Content Marketing

www.truelogic.com.ph

Let's Talk About Marketing...



Let's Talk About Marketing...



Let's Talk About StoryTelling...



I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.²

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.³



I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁴

82%

of smartphone users use a search engine when looking for a local business.⁵



I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.⁶

100M+

hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

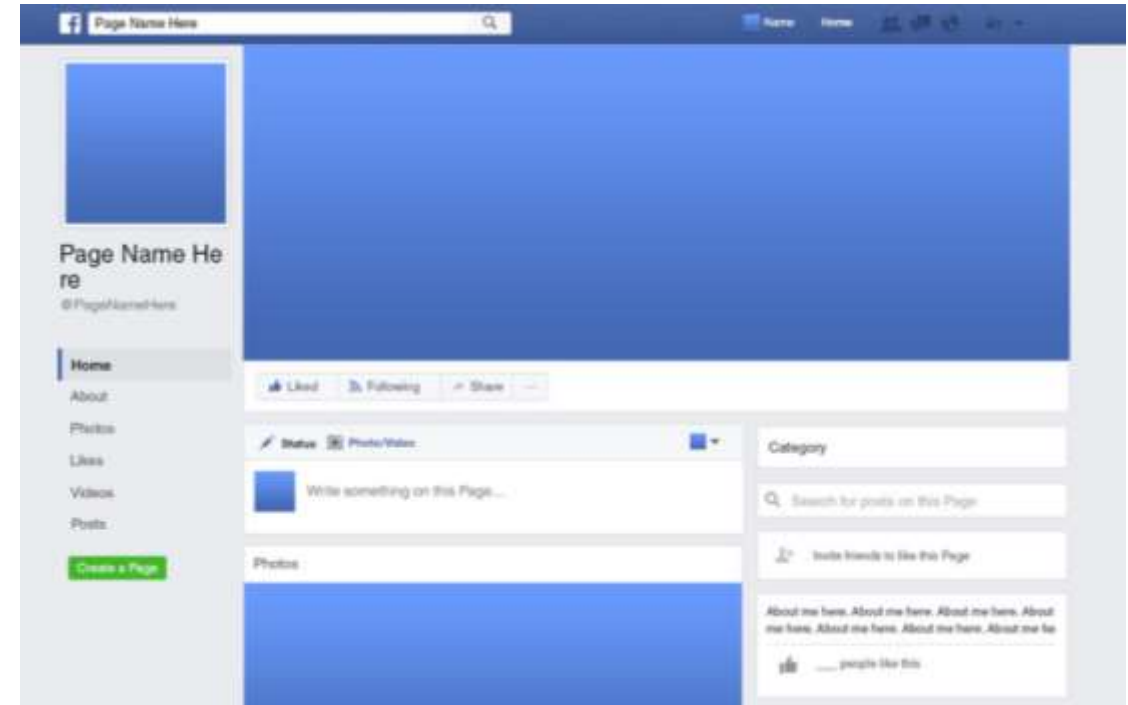
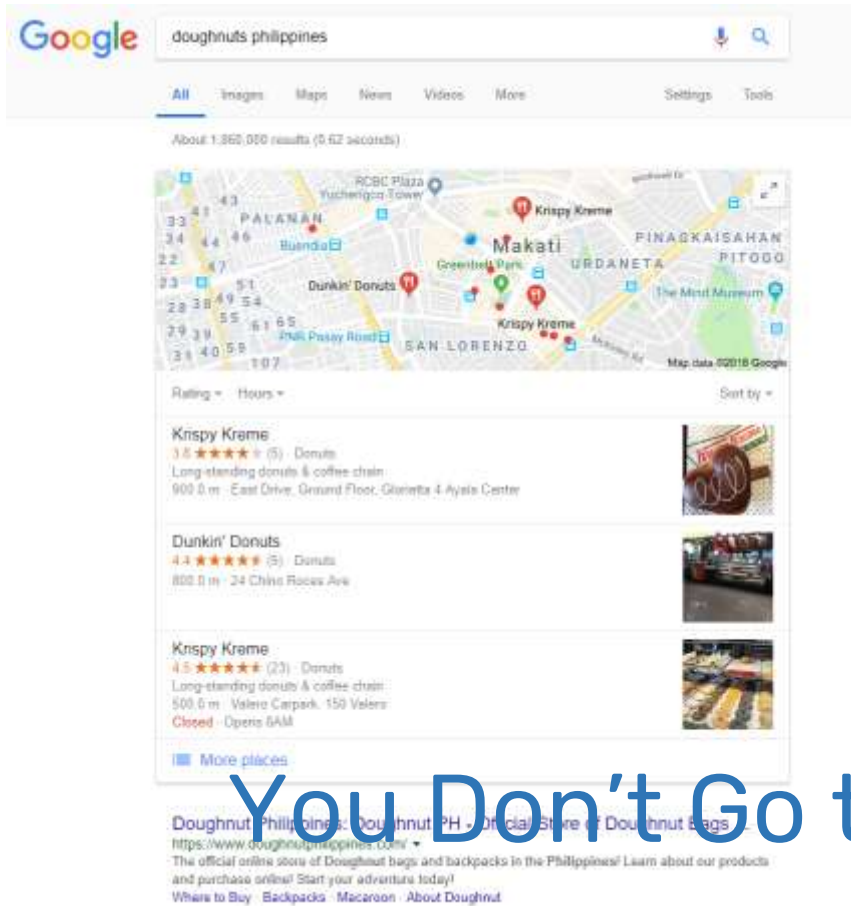
82%

of smartphone users consult their phones while in a store deciding what to buy.⁸

29%

increase in mobile conversion rates in the past year.⁹

Let's Talk About Purpose...



You Don't Go to Google without a Reason

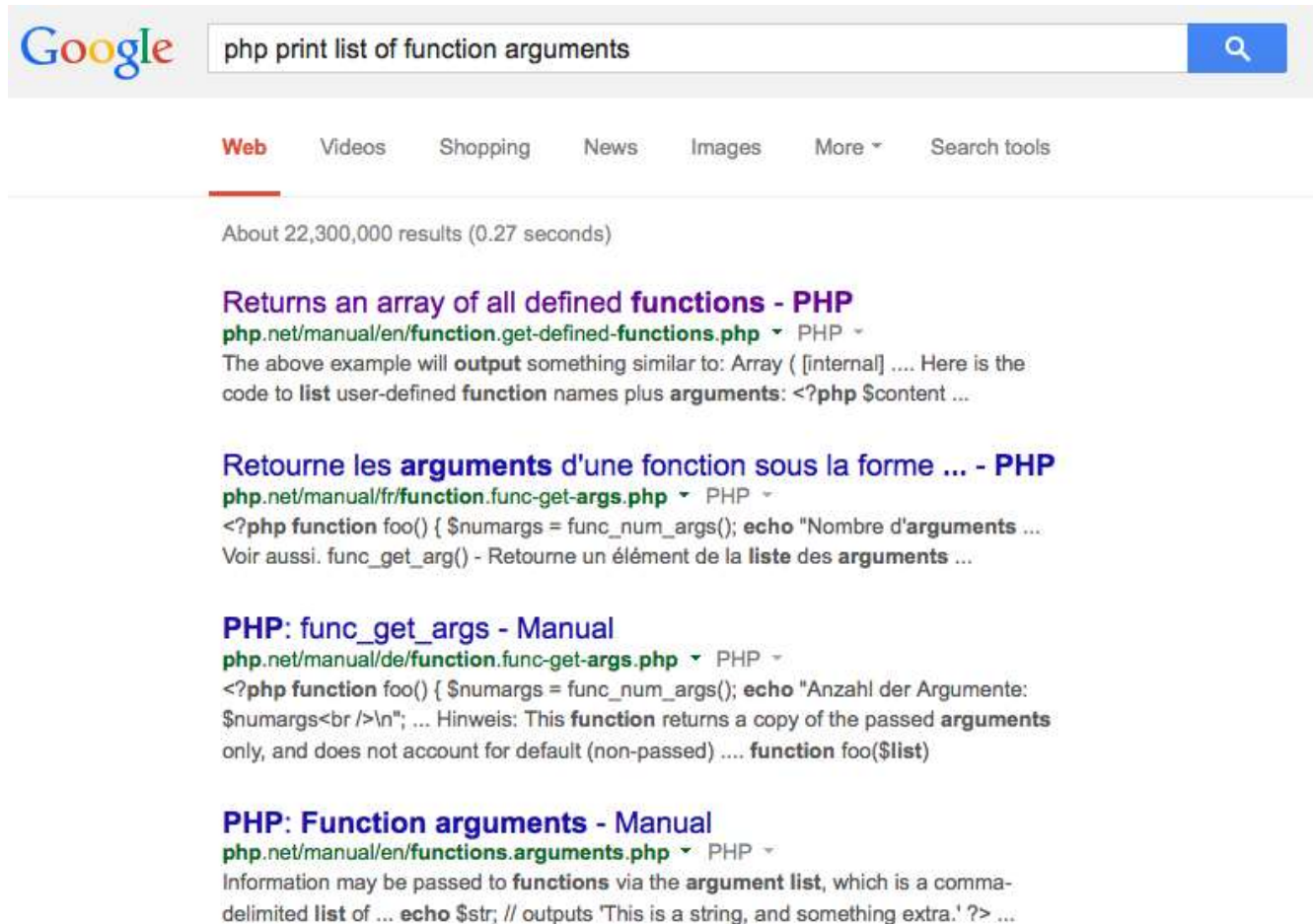
How Search Works...

The screenshot shows a Google search for "transformers toys". The search bar at the top contains the text "transformers toys" and a magnifying glass icon. Below the search bar, there are tabs for "All", "Images", "Videos", "Shopping", "News", "More", "Settings", and "Tools". The search results are categorized into several sections:

- See transformers toys:** A row of product listings with images and prices. For example, "Hot Sale 18cm Transformation... P721.39 + tax US\$115.70 + tax" and "2" TRANSFORMER... P222.88".
- Transformers Action Figures | Transformers Toys & Collectibles...:** A text-based result with a link to "www.digibabytoys.com/brand/Transformers/" and a description: "Looking for new Transformers toys? DigibabyToys.com's selection of Transformers toys, action figures, and accessories is more than meets the eye. Roll out..."
- Videos:** Three video thumbnails with titles: "Amazing Real Transformer... 'Toys' By Ser-Power", "TRANSFORMERS TURBO CHANGER Optimus Prime Bumblebee...", and "GIANT EGG SURPRISE OPENING TRANSFORMER Toys".
- Transformers Toys and Products | Bots and Action Figures - Hasbro:** A result with a link to "https://www.hasbro.com/en-us/trans/transformers/toys-games/" and the text: "Find the perfect Transformers toys and products from the movies, books, and Transformers comics. Find Optimus Prime and Bumblebee toys and robot figures!"
- Transformers (toy line) - Wikipedia:** A result with a link to "https://en.wikipedia.org/wiki/Transformers_(toy_line)" and the text: "The Transformers (トランスフォーマー, *Transufōmā*) is a line of toys produced by the American toy company Hasbro and Japanese company Takara's spinoff..."
- TRANSFORMERS TOYS & ACTION FIGURES On Sale at ToyWiz.com:** A result with a link to "http://toywiz.com/transformers/" and the text: "..."



How Search Works...



Google

Web Videos Shopping News Images More ▾ Search tools

About 22,300,000 results (0.27 seconds)

Returns an array of all defined functions - PHP
[php.net/manual/en/function.get-defined-functions.php](#) ▾ PHP ▾
The above example will **output** something similar to: Array ([internal] Here is the code to **list** user-defined **function** names plus **arguments**: `<?php $content ...`

Retourne les arguments d'une fonction sous la forme ... - PHP
[php.net/manual/fr/function.func-get-args.php](#) ▾ PHP ▾
`<?php function foo() { $numargs = func_num_args(); echo "Nombre d'arguments ...`
Voir aussi. `func_get_arg()` - Retourne un élément de la **liste** des **arguments** ...

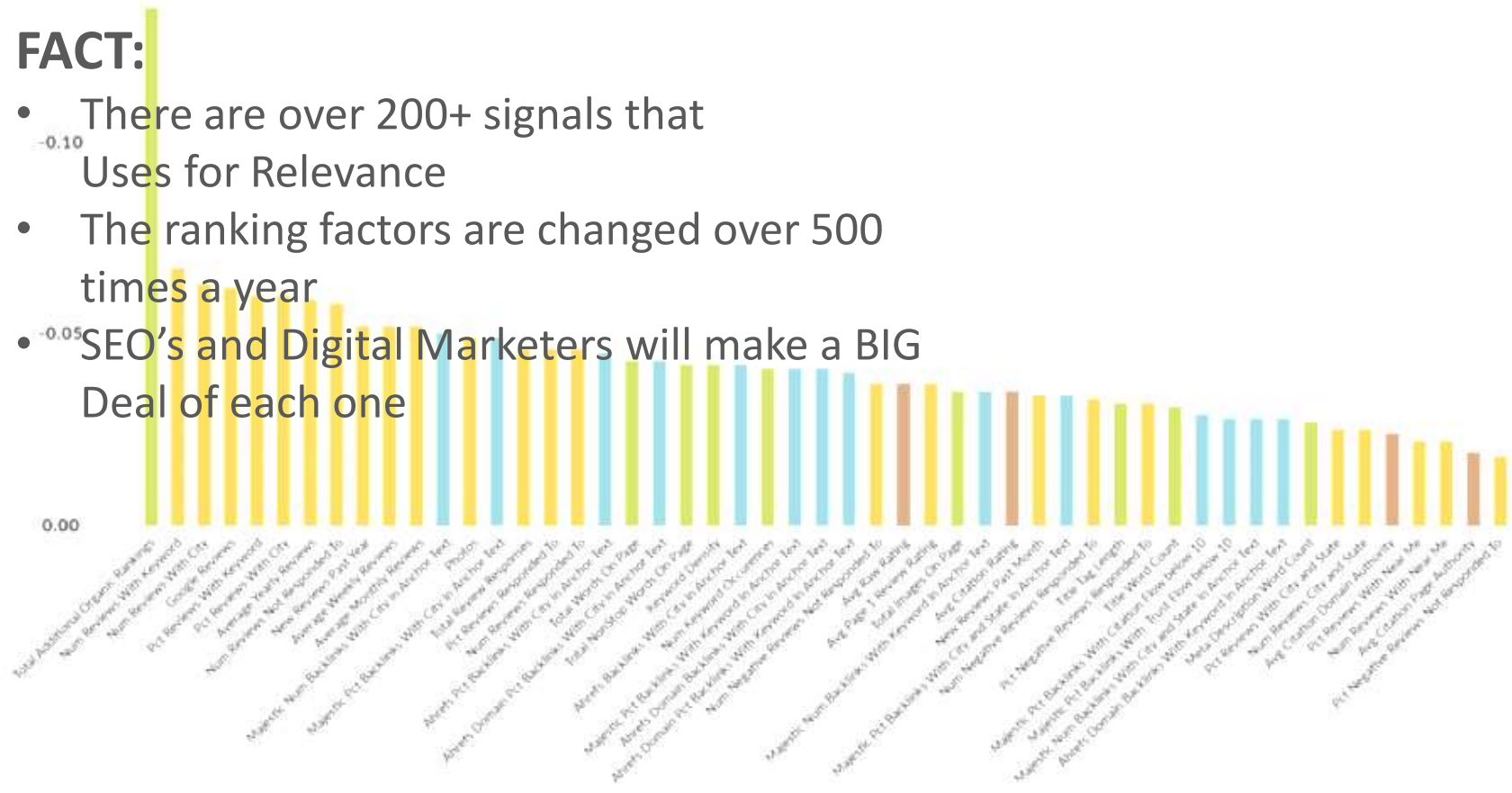
PHP: func_get_args - Manual
[php.net/manual/de/function.func-get-args.php](#) ▾ PHP ▾
`<?php function foo() { $numargs = func_num_args(); echo "Anzahl der Argumente: $numargs
\n"; ... Hinweis: This function returns a copy of the passed arguments only, and does not account for default (non-passed) function foo($list)`

PHP: Function arguments - Manual
[php.net/manual/en/functions.arguments.php](#) ▾ PHP ▾
Information may be passed to **functions** via the **argument list**, which is a comma-delimited **list** of ... `echo $str; // outputs 'This is a string, and something extra.' ?> ...`

How Search Works...

FACT:

- There are over 200+ signals that Uses for Relevance
- The ranking factors are changed over 500 times a year
- SEO's and Digital Marketers will make a BIG Deal of each one



STEP 4: SEO

Go to a Notebook

- Write the industry you are in
- Pick words that people could type to look for you or your services
- List them down
- Pick a page from your website that talks about 1 to 2 things on that list
- Keep writing pages until you are done with your list

Need to become Aware

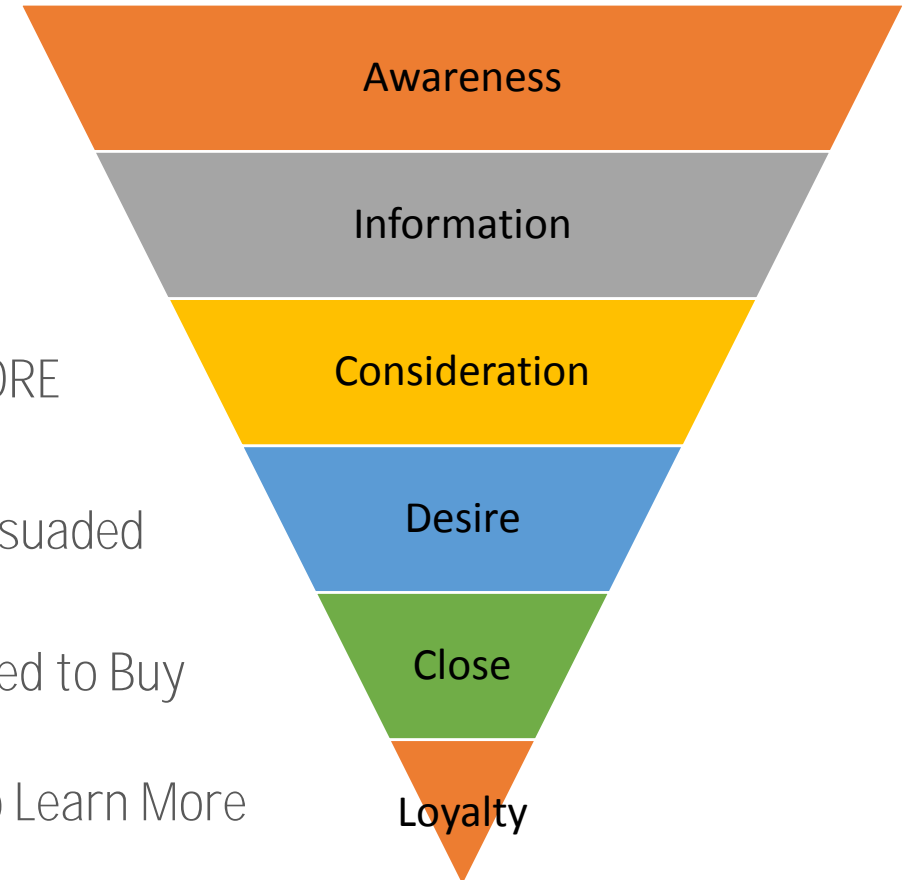
Need to Know

Need to know MORE

Need to be Persuaded

Need to Buy

Need to Learn More



STEP 4: SEO



TrueLogic | SEO Company

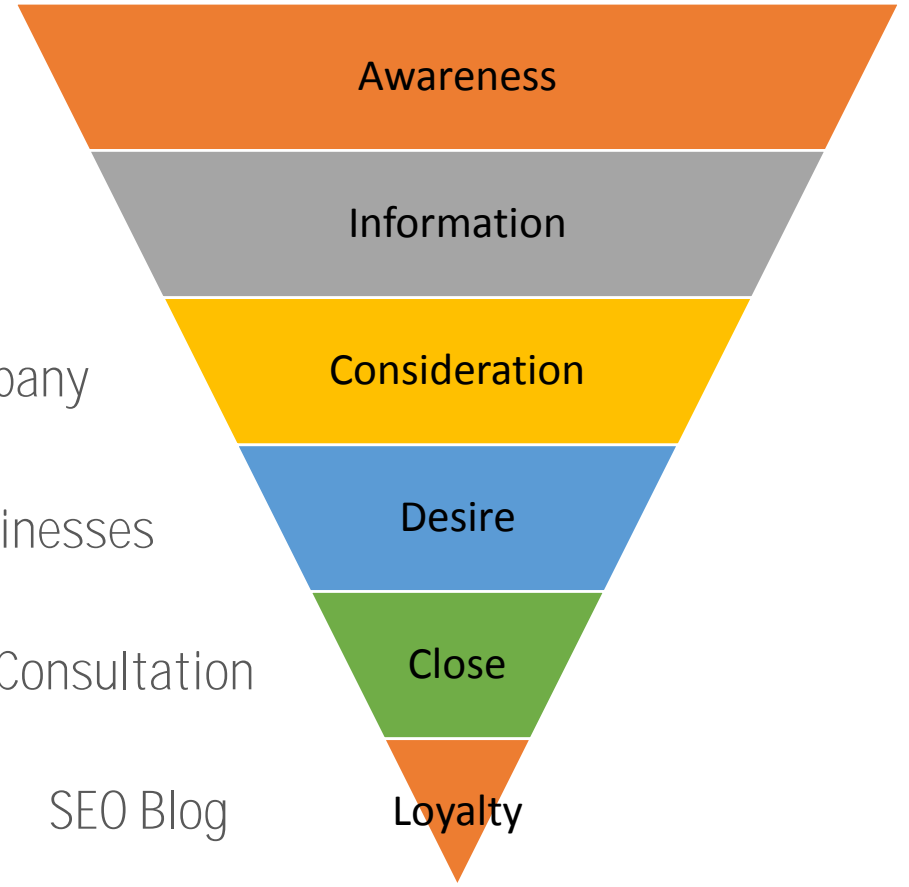
SEO Services

Best Philippine SEO Company

SEO for Small Businesses

Free SEO Consultation

SEO Blog





Real estate Digital Marketing



[All](#) [Images](#) [News](#) [Videos](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

About 524,000,000 results (0.56 seconds)

PH Digital Agency | Increase Your Digital ROI | digitalmoz.com

[Ad](#) www.digitalmoz.com/

Work with a **Digital** Agency that Brand Experts Trust. Let's Talk! Programmatic Buying. Social Media Management. Display Advertising. Search **Marketing**.

[Blog](#) · [Services](#) · [Contact Us](#) · [About Us](#)

Proven Digital Marketing Strategies for Real Estate Businesses

<https://www.truelogic.com.ph/digital-marketing-for-real-estate/>

In spite of the Internet being 20 years old, **digital marketing** for **real estate** in the Philippines is not matured, but poised to hit critical mass in the next 3 years.

The Real Estate Digital Marketing: A Complete Guide - Digital Vidya

<https://www.digitalvidya.com/blog/real-estate-digital-marketing-guide/>

Aug 25, 2016 - Looking for **Real Estate Digital Marketing**? Here's a complete guide on what, why, and how of real estate can be benefitted from digital ...

Digital Marketing for the Real Estate Industry - Digital Influencer Boot ...

influencerbootcamp.digitalfilipino.com/.../digital-marketing-for-the-real-estate-industr...

Real estate service professionals are invited to take part in this exclusive boot camp that aims to tackle how **digital marketing** can be useful to **real estate** service ...

Is This The Future Of Real Estate Marketing? - Forbes

<https://www.forbes.com/sites/robertadams/.../is-this-the-future-of-real-estate-marketing...>

Mar 9, 2017 - While traditional forms of marketing **real estate** fizzle out, a new era of **digital marketing** has dawned. Thanks to the global connectivity of the ...

Digital Marketing Strategies - Real Estate Agents - Realtor Marketing ...

<https://anchovyinc.com/blog/digital-marketing-strategies-real-estate-agents/>

Nov 10, 2017 - We all know how **digital marketing** has boomed in recent years, with billions of people using internet worldwide. So how has **Real Estate** ...

How Real Estate Businesses Can take advantage of Digital Marketing ...

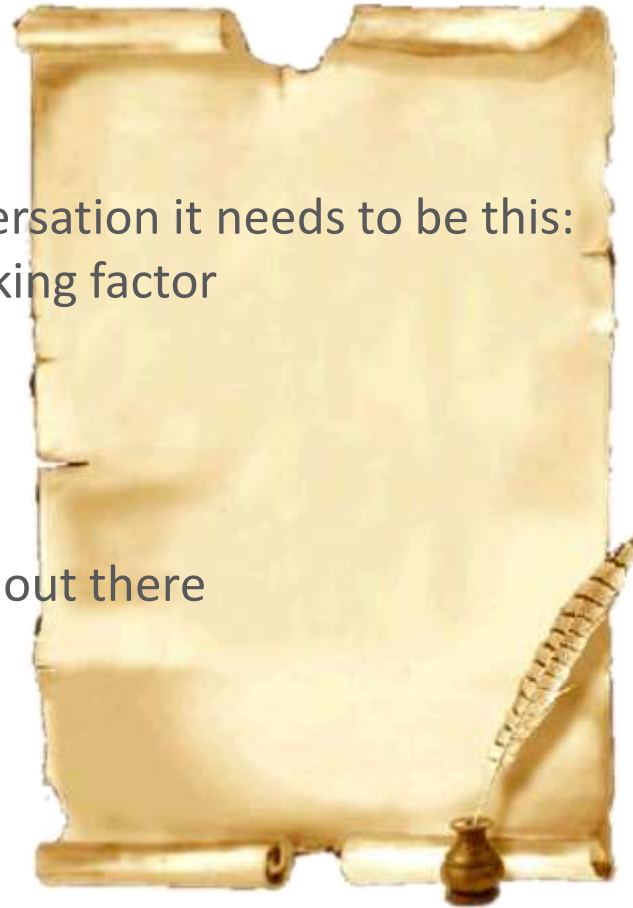
<https://thenextscoop.com/real-estate-businesses-digital-marketing-strategies/>

May 16, 2018 - **real-estate-businesses-digital-marketing-strategies** ... Go along with these 5 tips and

Let's Talk About Content...

CONTENT:

- If you take anything away from this conversation it needs to be this:
- CONTENT is the *singlemostpowerful* ranking factor
- BUT!! Not just any Content
- CONTENT that makes someone better
- Makes a Business better
- Content that is better than anything else out there



WHAT IS GREAT CONTENT?

Is Storytelling

Let's Talk About Content...

CONTENT: Let's talk about GREAT Content

- Accessible
- Informative
- Media Rich
- Answers Questions
- Makes the audience better
- Allows people to interact
- Evokes Trust

Let's Talk About Content...

The screenshot shows a webpage from Panlasang Pinoy. At the top, there is a navigation menu with links for RECIPES, START HERE, COOKING SCHOOLS, ABOUT, CONTACT, and PRIVACY POLICY. The main heading is "Pork Adobo Recipe". Below the heading is a paragraph of text describing the dish. To the right of the text is a "Watch us on YouTube" button and a video thumbnail for "#LuLong Nanny". Below the video is a "RECENT POSTS" section with a list of links to other recipes. At the bottom of the page, there is a large image of the Pork Adobo dish and an Alibaba.com logo.

<https://panlasangpinoy.com/2009/08/01/filipino-food-pork-adobo-recipe/>

- Original
- Media Rich
- Informative
- Answers questions
- Allows the recipe to be rated
- Has 6 scroll downs worth of comments

Let's Talk About Content...

Panlasang Pinoy

RECIPES | START HERE | COOKING SCHOOLS | ABOUT | CONTACT | PRIVACY POLICY

Pork Adobo Recipe

Pork Adobo is pork cooked in soy sauce, vinegar, and garlic. This is considered by many as the Filipino national dish because of its popularity, ease of preparation, and long storage life. Adobo is not only limited to pork and chicken, other meats, seafood, and vegetables such as squid, goat meat, and beef shanks, mayonoguch can also be cooked this way. This recipe is one of the easiest and best that you will find.

RECENT POSTS:

- Sinigang na Suga Recipe
- Pilipino Fried Pork Chop Recipe with Tomato and Diced Egg
- Breakfast T-bone Steak with Fried Eggs Recipe
- Shrimp with Butter and Tabasco
- Talangka Recipe - Bata Kusina Establis
- Pastering Baby Recipe

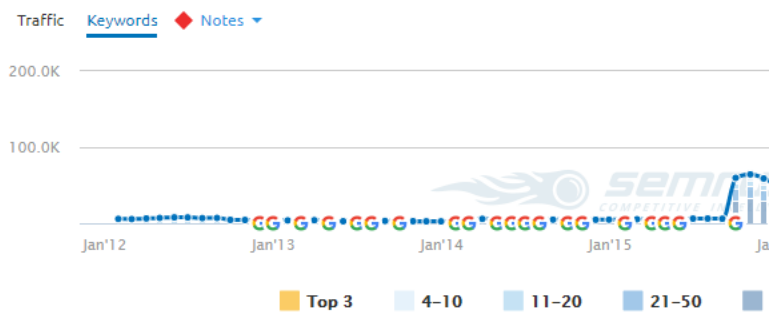
Alibaba.com
Discover Trade Leads Here

panlasangpinoy.com Desktop Mobile
Organic Search Positions for google.com database

59.1K
KEYWORDS

363K
TRAFFIC

\$101K
TRAFFIC COST



Aug 2018

Positions: 59,122

Top 3	13,272
4-10	9,599
11-20	6,254
21-50	12,090
51-100	17,907

Let's Talk About Content...

Panlasang Pinoy

RECIPES | START HERE | COOKING SCHOOLS | ABOUT | CONTACT | PRIVACY POLICY

Pork Adobo Recipe

Pork Adobo is pork cooked in soy sauce, vinegar, and garlic. This is considered by many as the Philippines' national dish because of its popularity, ease of preparation, and long storage life. Adobo is not only limited to pork and chicken; other meats, seafood, and vegetables such as squid, goat meat, veal, beef, shrimp, and oysters can also be cooked this way. This recipe is one of the easiest and best that you will find.

If the word 'adobo' is mentioned at the top right because of what it is pertaining to is it the Richest adobo or the richest from the Philippines. This recipe is mainly for the Pinoy adobo which is also one of the richest dishes of the Philippines.

And well, how we differed ourselves in cooking this dish sometimes called regional versions. The Philippines is composed of almost 7,000 islands and cooking pork adobo is adobo in general can be different in each place. The most reasons can be the availability of ingredients and tradition – meaning, the way it was handed down from generations or from ethnicity. I am sure that there are other reasons besides these.

RECENT POSTS:

- Sinigang na Sugo Recipe
- Filipino Fried Pork Chop Recipe with Tomato and Baked Egg
- Breakfast T-Bone Steak with Fried Egg Recipe
- Skewers with Butter and Tabasco
- Tatungka Recipe – Bata Kusina Episode 2
- Poderong Bata Recipe

Alibaba.com
Make your work here!

<input type="checkbox"/>	Keyword	Pos.	Volume	KD
<input type="checkbox"/>	lumpia	1	49,500	63.02
<input type="checkbox"/>	panlasang pinoy	1 (1)	12,100	89.03
<input type="checkbox"/>	sisig	1	9,900	77.67
<input type="checkbox"/>	pancit bihon	1 (1)	6,600	69.05
<input type="checkbox"/>	pancit canton	1 (2)	5,400	64.40
<input type="checkbox"/>	sopas	1 (1)	5,400	72.86
<input type="checkbox"/>	maja blanca	1 (1)	4,400	64.65
<input type="checkbox"/>	panlasang pinoy recipe	1 (1)	4,400	93.38
<input type="checkbox"/>	embutido	1 (2)	3,600	60.89
<input type="checkbox"/>	sinigang na baboy	1 (1)	3,600	64.55
<input type="checkbox"/>	crispy pata	1	3,600	66.82
<input type="checkbox"/>	biko recipe	1 (1)	3,600	65.33
<input type="checkbox"/>	sopas recipe	1 (1)	3,600	74.03
<input type="checkbox"/>	sisig recipe	1	3,600	59.73
<input type="checkbox"/>	menudo recipe	3 (5)	18,100	68.35
<input type="checkbox"/>	baboo	2	12,100	73.58
<input type="checkbox"/>	pancit	11 (12)	33,100	76.71
<input type="checkbox"/>	pancit palabok	1 (1)	2,400	64.11
<input type="checkbox"/>	yema	1 (1)	2,400	61.06
<input type="checkbox"/>	mexican picadillo	1	2,400	51.07

Let's Talk About StoryTelling...

Top stories

- Tropical Depression Josie moving away, monsoon threat remains
Rappler · 2 days ago
- Tropical Depression Josie, monsoon dump heavy rain
Rappler · 2 days ago
- LPA outside PAR becomes tropical depression
Rappler · 8 hours ago

→ More for manila weather

Manila, Philippines 7 Day Weather Forecast - The Weather Network
<https://www.theweathernetwork.com/ph/weather/-/manila> •
Manila, Philippines Weather. Updated on Wed Jun 27 11:05 AM. ✓. SAVED TO MY LOCATIONS. 31.
°C. Feels like 44. A few clouds. Mainly sunny with a few ...

PAGASA
www.pagasa.dost.gov.ph/ •
Weather Situation Partly cloudy to cloudy skies with isolated rainshowers or thunderstorms will be experienced over Metro Manila and the rest of NCR-PRSD ...
Current Weather · Satellite · NCR · Visayas

Weather for Manila, Philippines - TimeAndDate.com
<https://www.timeanddate.com/weather/philippines/manila> •
Current weather in Manila and forecast for today, tomorrow, and next 14 days.

Let's Talk About Content...

The screenshot displays the official website of the Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA). At the top, the header includes the organization's name and tagline, "tracking the sky...helping the country". A navigation bar below the header lists various service categories such as General Weather, Aviation, Marine, Tropical Cyclones, Floods, Climate, Agriculture, Astronomy, and Regional Forecasts. The main content area is divided into several sections: a central weather map of the Philippines with tabs for Radar, Current Weather, Weather Map, and Satellite; a left sidebar with the PAGASA logo and a list of advisory services including WEATHER, RAINFALL and THUNDERSTORM, FLOOD, CLIMATE, and ASTRONOMY; and a right sidebar featuring the current Philippine Standard Time (10:09:39 PM on 02 August 2012), a YouTube channel link, an RSS feed, a notice about the new website, and an MDSI logo. A footer section contains a "NOTICE OF DISCLAIMER".

Let's Talk About Content...

The image shows a screenshot of a news article on the Rappler website. The article title is "Tropical Depression Josie moving away, monsoon threat remains". The main content area features a large satellite-style weather map of the Philippines with a color-coded storm system. To the left of the map are social media sharing icons for Facebook, Twitter, Messenger, and Email. Below these is a Honda CR-V advertisement. To the right of the map is a poll titled "HOW DOES THIS STORY MAKE YOU FEEL?". The poll results are as follows:

Emotion	Percentage
Happy	10%
Sad	39%
Angry	4%
Don't Care	3%
Inspired	2%
Frustrated	28%
Amused	1%
Awkward	1%

At the bottom of the article, there is a dark bar with the text "THIS STORY MAKES PEOPLE SAD" and a footer that says "Support Free and Fearless Journalism". Several green checkmarks are overlaid on the image, pointing to the article title, the weather map, the poll, and the Honda advertisement.

Let's Talk About Content...



MANILA, Philippines – There are no more areas under tropical cyclone warning signals as Tropical Depression Josie is already moving over the Philippine Sea and about to exit the Philippine Area of Responsibility (PAR) in a matter of hours. But Josie continues to enhance the southwest monsoon or hanging habagat.

In a bulletin issued 5 pm on Sunday, July 22, state weather bureau PAGASA said Josie is already 330 kilometers north northeast of Basco, Batanes, still moving north northeast at 25 kilometers per hour (km/h).

The tropical depression slightly weakened late Sunday afternoon. It now has maximum winds of 55 km/h from the previous 60 km/h and gustiness of up to 65 km/h from the previous 75 km/h.

The enhanced southwest monsoon, however, will still trigger scattered to widespread rain in Metro Manila, the Ilocos Region, the Cordillera Administrative Region, Cagayan Valley, Central Luzon, Calabarzon, Mimaropa, and Western Visayas.

At 4 pm on Sunday, PAGASA issued the following color-coded rainfall warnings:

- Cavite, Batangas, and Bataan - red (torrential rain, serious floods expected in low-lying areas)
- Metro Manila, Zambales, and Laguna - orange (intense rain, flooding is threatening)
- Rizal - yellow (heavy rain, floods possible in low-lying areas)

The rest of Luzon and the rest of the Visayas will also continue to have occasional rainshowers due to the southwest monsoon. (READ: [Volunteer for Agos today](#))

Areas affected by the southwest monsoon should stay on alert for flash floods and landslides. **Massive floods** have hit various areas in Luzon.

Some areas have already **suspended classes** for Monday, July 23.

PAGASA also warned that sea travel remains risky in the northern seaboard of Northern Luzon. (READ: [FAST FACTS: Tropical cyclones, rainfall advisories](#))

Based on its latest forecast track, Josie is expected to leave PAR either on Sunday evening or on Monday morning. President Rodrigo Duterte will deliver his **3rd State of the Nation Address (SONA)** on Monday afternoon.



HOW DOES THIS STORY MAKE YOU FEEL?

10% Proud	20% Sad	10% Angry	10% Shock/Concern
10% Amused	20% Afraid	10% Inspired	10% Annoyed

THE STORY MAKES PEOPLE SAY

Support Free and Fearless Journalism

We want to tell you stories that matter and shape smart conversations. But it hasn't been easy. As we speak truth to power and strive to keep our independence, we are constantly attacked through intimidation, lies and legal cases. Help us continue our work and remain an independent voice in a sea of propaganda.

SUPPORT

Let's Talk About Content...

Josie comes on the heels of Severe Tropical Storm Inday (Ampil), which left PAR at 1 am on Saturday, July 21. Inday did not make landfall in the Philippines, but it enhanced the southwest monsoon.

PAGASA declared the start of the rainy season last June 8.



- Rappler.com

Despite the bad weather, it's all systems go for President Rodrigo Duterte's 3rd State of the Nation Address on Monday, July 23. Check out Rappler's full coverage of the SONA [here](#).



Let's Talk About Link Building...



Let's Talk About Link Building...

2 Strategies for Link Building

- Build It
- Earn It

Let's Talk About Link Building...

2 Strategies for Link Building

- Build It



Let's Talk About Link Building...

2 Strategies for Link Building

- Earn It



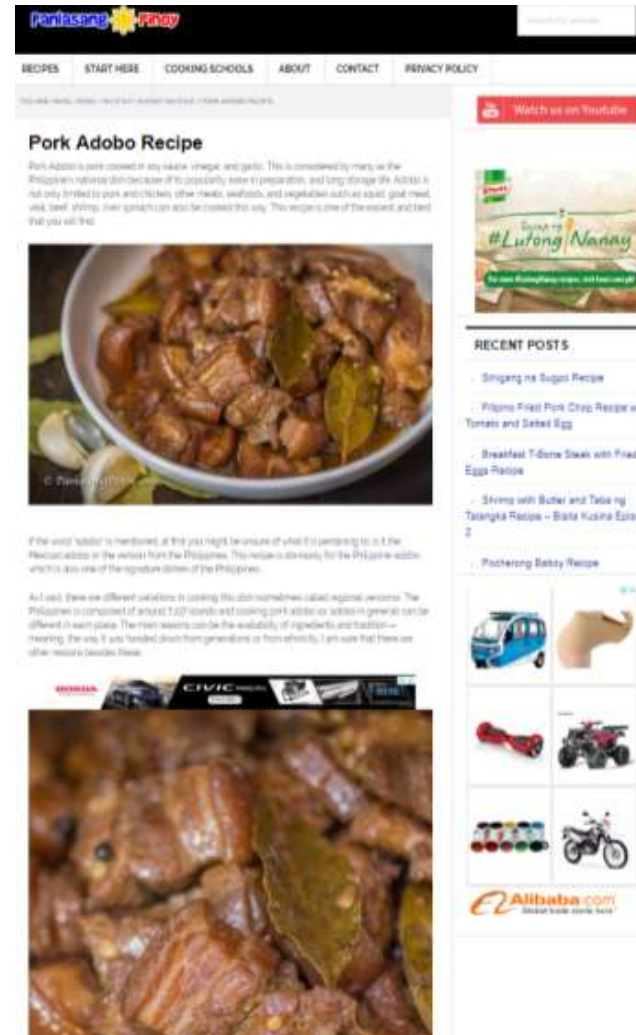
Blogging and Digital PR...



Let's Talk about Blogging...

Why Blog

- To monetize
- To leverage “Freshness”
- As an adjunct to making “noise”
- To reinforce internal relevance
- Thought Leadership



Let's Talk about Digital PR...

When to Do it?

- In Conjunction with other marketing
- To reinforce traditional distribution
- Stand Alone – BAD IDEA

The screenshot shows a news article on the Inquirer.net website. The header includes the date 'Sunday, August 5, 2018' and the site name 'INQUIRER.NET'. The article title is 'Hit your targets and improve your sales performance'. Below the title is a promotional banner for a 'SALESMANSHIP SEMINAR 2018' held on February 27, 2018, at the AM Conference Center in Makati City, PH. The banner features a man running with a briefcase and a price tag of 'PHP 6,999'. The article text below the banner reads: 'Manila, PH – Is your sales and marketing team ready to hit their targets for 2018? Take them to the next level! Get fresh salesmanship ideas and write the rules of competition. Give your company a competitive edge by equipping your sales team with the right skills and training.' To the right of the article is a sidebar with 'LATEST STORIES' and 'MOST READ' sections, listing various sports and lifestyle news items.

E-Mail Marketing...

EMAIL MARKETING



E-mail Marketing...

Virtues

- Cheapest to Implement
- Highest ROI on against ANY Digital Strategy



E-mail Marketing...

Problems:

- Done Once
- No Segmentation
- No Data Analytics
- No Automation



E-mail Marketing...

Benefits:

- Set and Forget – (Mailshake, Pitchbox, Infusionsoft)
- Be there when people are ready to convert
- Top of mind awareness
- Cheap



Social Media...



**IF YOUR TOPIC OR INDUSTRY IS NOT SEXY
DON'T DO SOCIAL MEDIA**

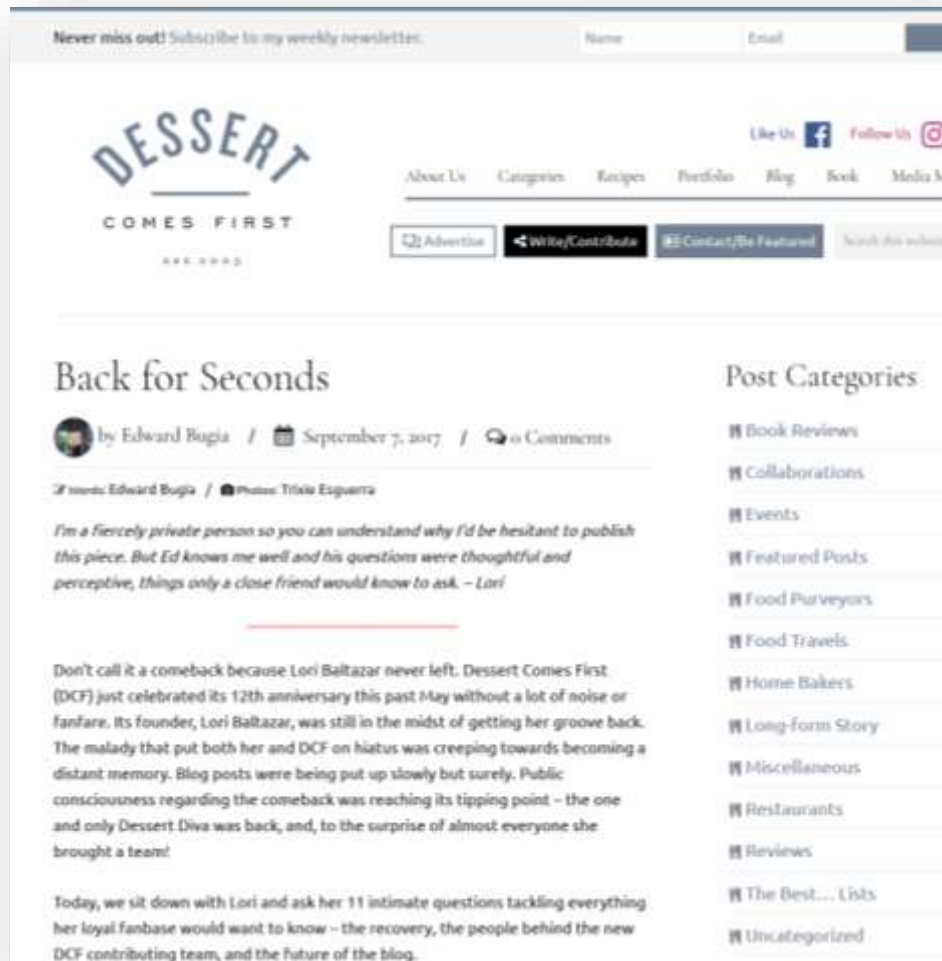
A Social Experiment...



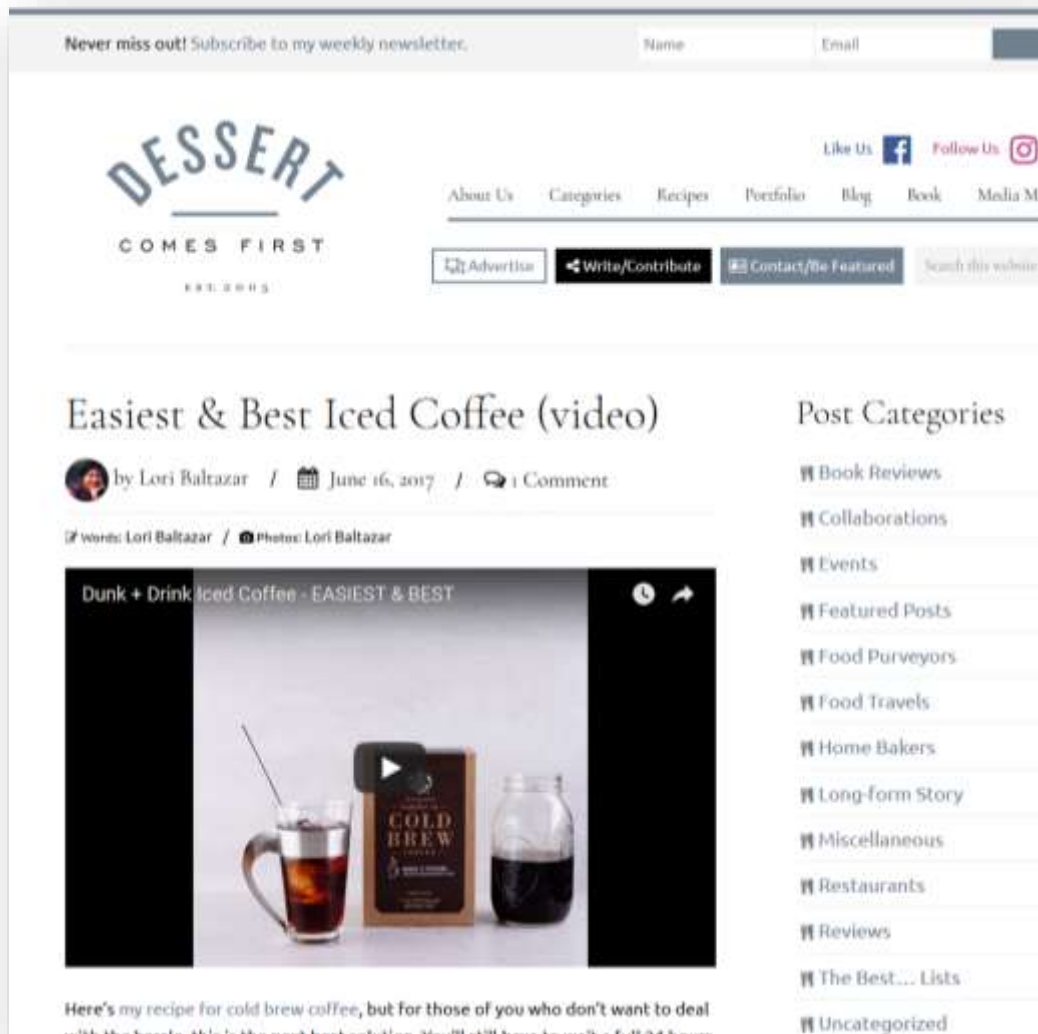
MEASURING SOCIAL, VIDEO, AND MOBILE PERFORMANCE

Goal: Content Views

- Channel = Facebook
- Budget = \$10.00
- Medium = Video
- Goal = Traffic
- Conversion = Subscribes



A Social Experiment...



MEASURING SOCIAL,
VIDEO, AND MOBILE
PERFORMANCE

Post: Best Iced Coffee (Video)

- Channel = Facebook & YouTube
- Tools: Facebook, FB Analytics, Google Analytics

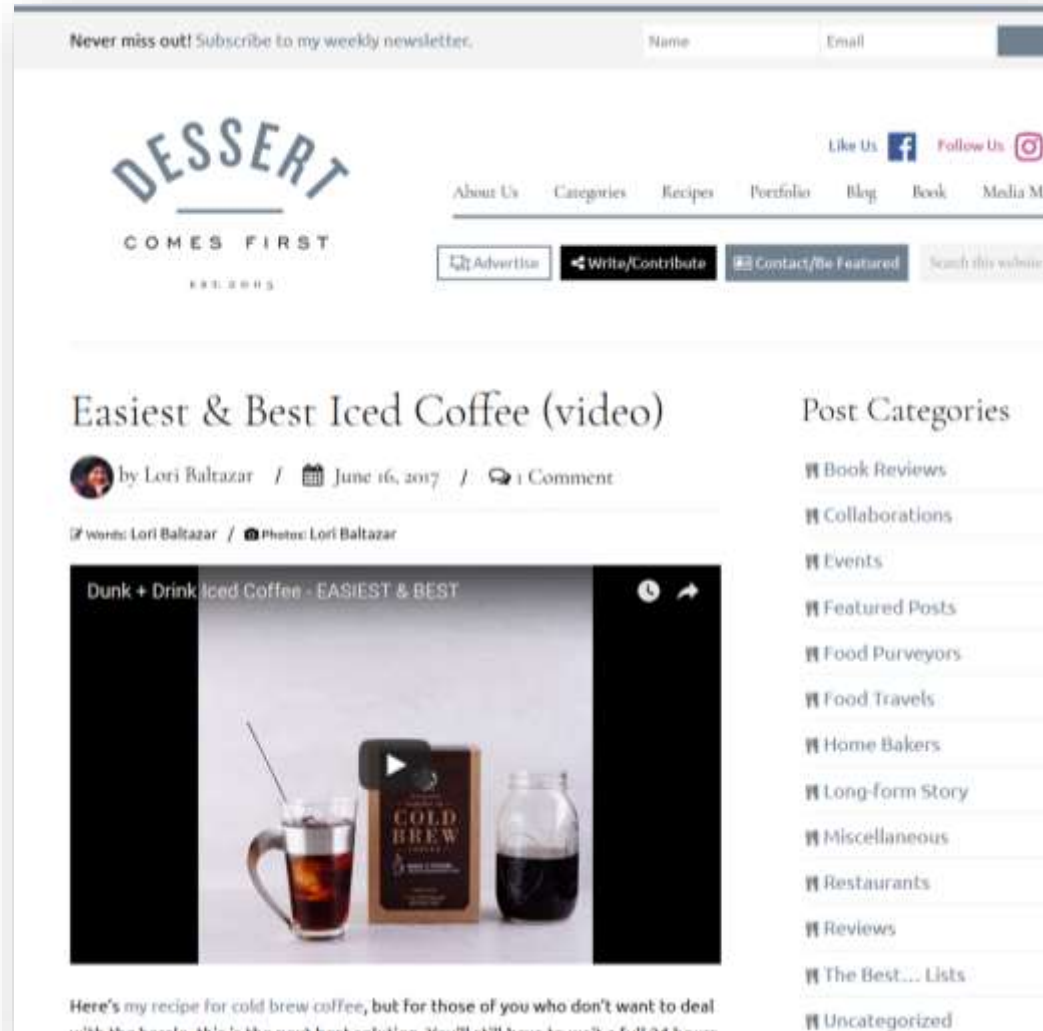
A Social Experiment...



MEASURING SOCIAL, VIDEO, AND MOBILE PERFORMANCE

Post: Best Iced Coffee (Video)

- Budget = \$10.00 / 1 week
- Reach = 23,047
- Engagement = 1,548
- Video Views = 1,430
- Subscriptions = 139



A Social Experiment...



MEASURING SOCIAL, VIDEO, AND MOBILE PERFORMANCE

Translation

- PHP0.02 per view
- PHP0.33 per interaction
- PHP0.35 per visitor driven
- PHP3.63 per subscriber acquired

Never miss out! Subscribe to my weekly newsletter. Name Email

DESSERT COMES FIRST

Like Us Facebook Follow Us Instagram

About Us Categories Recipes Portfolio Blog Book Media Me

Advertise Write/Contribute Contact/Be Featured Search this website

Easiest & Best Iced Coffee (video)

by Lori Baltazar / June 16, 2017 / 1 Comment

Words: Lori Baltazar / Photos: Lori Baltazar

Dunk + Drink Iced Coffee - EASIEST & BEST

Here's my recipe for cold brew coffee, but for those of you who don't want to deal with the hassle, this is the next best solution. You'll still have to wait a full 24 hours

Post Categories

- Book Reviews
- Collaborations
- Events
- Featured Posts
- Food Purveyors
- Food Travels
- Home Bakers
- Long-form Story
- Miscellaneous
- Restaurants
- Reviews
- The Best... Lists
- Uncategorized

A Social Experiment...



Just for FUN!

- We did it again!
- Cost = PHP252.44



A Social Experiment...



The image shows a video player interface. The video content depicts a man and a woman standing in front of a building with a sign that reads "BUBBLES CRISPY PATA". A text overlay in the bottom left of the video reads "LORI BALTAZAR & CHEF ANDRE". On the right side of the video player, there is a Facebook post overlay. The post is from the page "Dessert Comes First" and is dated July 27. The text of the post reads: "Bubbles Crispy Pata | BEST pork dish in the Philippines! The best crispy pata I've ever had. I can't recommend this place enough." Below the text, it shows "106,867 Views", "Rodrigo Solomon Jr., Basha Ramos, Regino Concepcion and 2,825 others like this.", "2,313 Shares", and "873 Comments". A list of comments is visible below, including one from "Reuter Aaron B. Agano" dated August 20 and another from "Lina Agano Lawas" dated August 26. The video player has a progress bar at the bottom and a volume icon.

A Social Experiment...



Just for FUN!

- We did it again!
- Cost = PHP252.44
- Video Views = 196,967
- Engagement = 3,901
- Advocacy = 2,828

Dessert Comes First
Like This Page · July 27 · 🌐

Bubbles Crispy Pata | BEST pork dish in the Philippines!

The best crispy pata I've ever had. I can't recommend this place enough.

196,967 Views

Rodrigo Solomon Jr., Basha Ramos, Regino Concepcion and 2,825 others like this.

2,313 Shares 873 Comments

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