





# Digital Marketing for **Social Enterprises** in the New Normal

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**“Empowering **YOU** to  
create success online.”**

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[Global Agenda](#)

[COVID-19](#)

[Agenda in Focus: Social Entrepreneurs](#)

[Social Innovation](#)

# Why social entrepreneurs are critical to our response to and recovery from the COVID-19 crisis



The Schwab Foundation will host the newly launched COVID Response Alliance for Social Entrepreneurs.

Image: REUTERS/Soe Zeya Tun









DANI LOGISTICS

www.gtecnicaequipment.com

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Sustainable Sagada  
@SustainableSagada

- Home
- Posts
- Reviews
- Videos
- Photos
- About
- Community
- Create a Page



Liked Following Share Send Message

Create Post

Write a post...

Photo/Video Tag Friends Get Messages

**Sustainable Sagada**  
August 6

We can't believe that we have made it this far, as we move towards our 9th run! Allow us to continue bringing you Sagada's fresh vegetable harvests and other locally sourced and made food products to your doorstep.

Send your orders now! Pickup and delivery will be from August 13-15.  
#SustainableSagada... See More

**SUPPORTING LOCALS TOWARDS SUSTAINABILITY**

**SAGADA LOCAL PRODUCE LISTING**

**VEGETABLES**

- American Tomatoes P65/kilo
- Carrots P75/kilo
- Cucumber P60/kilo
- Zucchini P65/kilo
- Red Bellpepper P65/kilo
- Green Bellpepper P65/kilo
- Sayote P30/kilo
- Green Cabbage P60/kilo
- Red Cabbage P65/kilo
- Aubergines P75/kilo
- Squash P60/kilo
- Potatoes P85/kilo
- Sugar Beets P120/kilo

**FRUITS**

- Green Lemon P80/kilo

**MEAT PRODUCE**

- Smoked Bacon 200 grams P230
- Smoked Bacon 500 grams P550
- Smoked Ham 200 grams P230
- Smoked Ham 500 grams P550
- Bacon-ETag 500grams P425
- ETag 500grams P350
- Smoked Picnic Sausage 400grams P300
- White Sausage 500grams P500

**UPLAND RICE**

- Red Rice P120/kilo
- Black Rice P120/kilo

Website Order: 5 items minimum, vegetables & other goods  
Payment Mode: 100% / 50% / 100% / 100%  
Delivery Date: August 14 - 16, 2020  
Delivery Options: Lalamove / Grab (pickup to be booked and paid by buyer)  
Pick-up Location: 8D Matiyaga Street, Diliman District, Quezon City (nearest to the intersection of Pineda and Matiyaga Streets, Quezon City) (nearest to the intersection of Pineda and Matiyaga Streets, Quezon City)  
Pick-up Time: 9:00 AM - 6:00 PM  
For Pinala, Palawan, Tuguegarao, and Ilocos you may order your goods in the Sagada Local Produce Listing and we will deliver to you via Lalamove or Grab.  
STEP 1: We will send you our list of products of our Sagada Local Produce Listing.  
STEP 2: We will send you our list of products of our Sagada Local Produce Listing.  
STEP 3: Send us a screenshot of your order or your payment slip.  
STEP 4: We will send you our list of products of our Sagada Local Produce Listing.

259 23 Comments 71 Shares

Like Comment Share

Farmers Market in Diliman District, Quezon City, Philippines  
Open Now

**Community** See All

- Invite your friends to like this Page
- 3,150 people like this
- 3,337 people follow this
- Carlo Angelo P Gonzales likes this or has checked in
- 43 check-ins



**About** See All

8D Matiyaga Street  
Diliman District, Philippines 1100  
Get Directions

Send Message

Farmers Market

Hours 9:00 AM - 6:00 PM  
Open Now

Suggest Edits

**Page Transparency** See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - April 11, 2020

**Team Members**

Tracey Santiago



# SAGADA LOCAL PRODUCE LISTING

| VEGETABLES        | RETAIL    |
|-------------------|-----------|
| American Tomatoes | P65/kilo  |
| Carrots           | P75/kilo  |
| Cucumber          | P60/kilo  |
| Zucchini          | P65/kilo  |
| Red Bellpepper    | P65/kilo  |
| Green Bellpepper  | P65/kilo  |
| Sayote            | P30/kilo  |
| Green Cabbage     | P60/kilo  |
| Red Cabbage       | P65/kilo  |
| Aubergines        | P75/kilo  |
| Squash            | P60/kilo  |
| Potatoes          | P85/kilo  |
| Sugar Beets       | P120/kilo |

| FRUITS      | RETAIL   |
|-------------|----------|
| Green Lemon | P80/kilo |

| MEAT PRODUCE                   | RETAIL |
|--------------------------------|--------|
| Smoked Bacon 200 grams         | P230   |
| Smoked Bacon 500 grams         | P550   |
| Smoked Ham 200 grams           | P230   |
| Smoked Ham 500 grams           | P550   |
| Bacon-ETag 500grams            | P425   |
| ETag 500grams                  | P350   |
| Smoked Picnic Sausage 400grams | P300   |
| White Sausage 500grams         | P500   |

| UPLAND RICE | RETAIL    |
|-------------|-----------|
| Red Rice    | P120/kilo |
| Black Rice  | P120/kilo |
























"Eliminating the middle-man will be very difficult and almost impossible but choosing the middle-man who understands fair trade and has a good sense of compassion for farmers will be a better option or should be the only option."

**Tracy Santiago**  
*Founder – Sustainable Sagada*

(Jean Nicole Cortes – Sunstar)

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A scenic landscape at sunrise or sunset. The sun is low on the horizon, creating a bright sunburst effect that illuminates the sky and the tops of a forest of tall, thin trees. The sun's light reflects on a body of water in the foreground, creating a shimmering path of light. The overall atmosphere is warm and hopeful.

**Down-turns create  
Opportunities**



# Threats:


- Sickness and Mortality
- Social Distancing
- Travel Restrictions
- Low priority on non-essentials
- Government imposed restrictions
- Economic recession



A person is sitting on a dark, textured rug, using a laptop and a smartphone. The person's hands are visible, holding the phone and typing on the laptop. In the background, there is a large window with a grid pattern, showing green foliage outside. The lighting is soft and natural, coming from the window.

**The Digital Revolution is NOW!**





**“64% of Filipino internet users spend more time online during COVID-19”**



**Get Found**







**Build your Website**



# DIY Website Builders





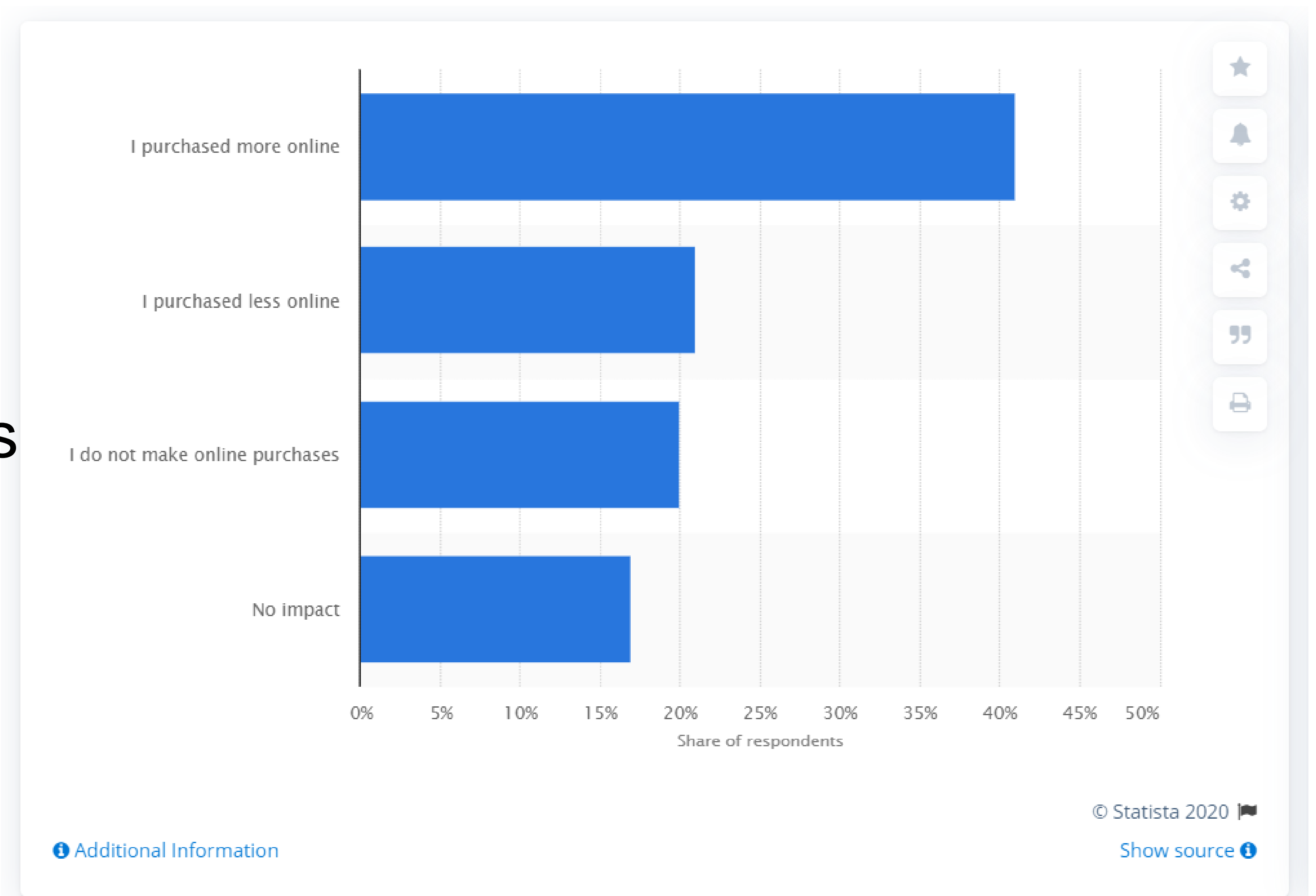


# Ecommerce Trigger Happy Consumers



# Impacts of COVID-19 pandemic on the online purchase behavior among consumers in the Philippines as of May 2020

– (Statista – Rakuten Insights)





● food delivery  
Search term

+ Compare

Philippines ▼ Past 12 months ▼ All categories ▼ Web Search ▼

Interest over time ?

Download, Full Screen, and Share icons







**Get into Ecommerce**



# Ecommerce Platforms





# Digital Payments



# **Mobile Wallets**





A silhouette of two hikers on a mountain peak at sunset. One hiker is standing on a higher rock, reaching down to help another hiker who is climbing up. The sun is low on the horizon, creating a bright orange and yellow glow. The background shows rolling hills and mountains under a clear blue sky.

**Stay Relevant**



C<sub>3</sub> O<sub>1</sub> N<sub>1</sub> T<sub>1</sub> E<sub>1</sub> N<sub>1</sub> T<sub>1</sub>



# Free Webinars



# Live Video Streaming







### Digital Pub Episode 2: Chatbot Marketing

**Francia Digital Marketing** was live. about a month ago

Explore how chatbots can be used to drive in more sales for your business. Join Ruben Angelo Cabantug and I as we discuss (over beer, of course) the benefits of chatbot marketing!

13,541 People Reached 931 Engagements [View Promotion](#)

47 10 Shares 7.5K Views

Like Comment Share Up Next

Most Relevant

View previous comments 20 of 84

- Corazon Vellejo** · 1:07:05 no audio  
Like · Reply · Message · 5w
- Mark Rosario** · 31:13 Good evening!  
Like · Reply · Message · 5w

Write a comment...



# Video Streaming Tools



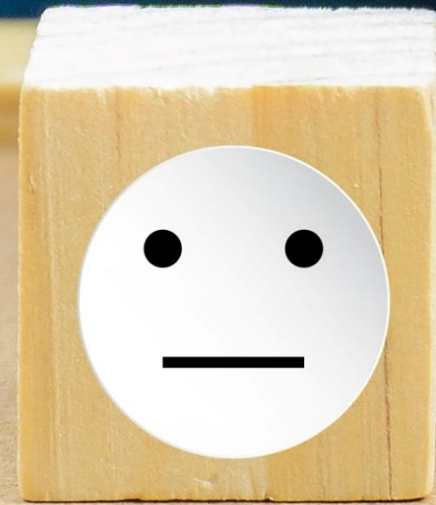




**Re-evaluate your Targeting**



# Innovate your Value Proposition







**airbnb**



# Online Experiences

Unique activities to do from home, including experiences with top TikTok creators



Dates

Time of day

Price

Language offered

Great for groups +

Family friendly +

Animals +

Arts & writing +

Baking +



Sort ▾



### Meet TikTok's top creators

Share 1/2



★ 4.83 (6) - United States  
Total Body Burner with @trevorbell\_  
Fitness class - 0.5 hour  
From ₱1,504 / person



★ 5.0 (7) - United States  
Phone Photography Class with @bonnierzm  
Photo class - 1.25 hours  
From ₱2,105 / person



★ 5.0 (10) - United Kingdom  
Open Dance Class with @arbengiga  
Dance lesson - 1 hour  
From ₱854 / person



★ 5.0 (1) - United States  
Cook Asian Recipes with @myhealthydish  
Cooking class - 1 hour  
From ₱1,253 / person



★ 5.0 (7) - United States  
Mix Cocktails w/ @theparadise.bartender  
Mixology class - 1 hour  
From ₱1,353 / person



Italy  
Cook your best meatballs with a teenchef  
Cooking class - 1.5 hours  
From ₱1,486 / person

### Best sellers

Share 1/4



★ 4.96 (2775) - Portugal  
Sangria and Secrets with Drag Queens  
Mixology class - 1.5 hours  
From ₱1,486 / person



★ 4.97 (207) - Poland  
Solve the Mystery Escape Room  
Game night - 1.5 hours  
From ₱947 / person



★ 4.97 (1407) - Mexico  
Coffee Masterclass  
Coffee tasting - 1 hour  
From ₱346 / person



★ 4.94 (148) - United States  
Living Room Legends Scavenger Hunt Game  
Scavenger hunt - 1 hour  
From ₱241 / person



★ 4.97 (828) - Mexico  
Cook Mexican Street Tacos with a Pro Chef  
Cooking class - 1.5 hours  
From ₱1,138 / person

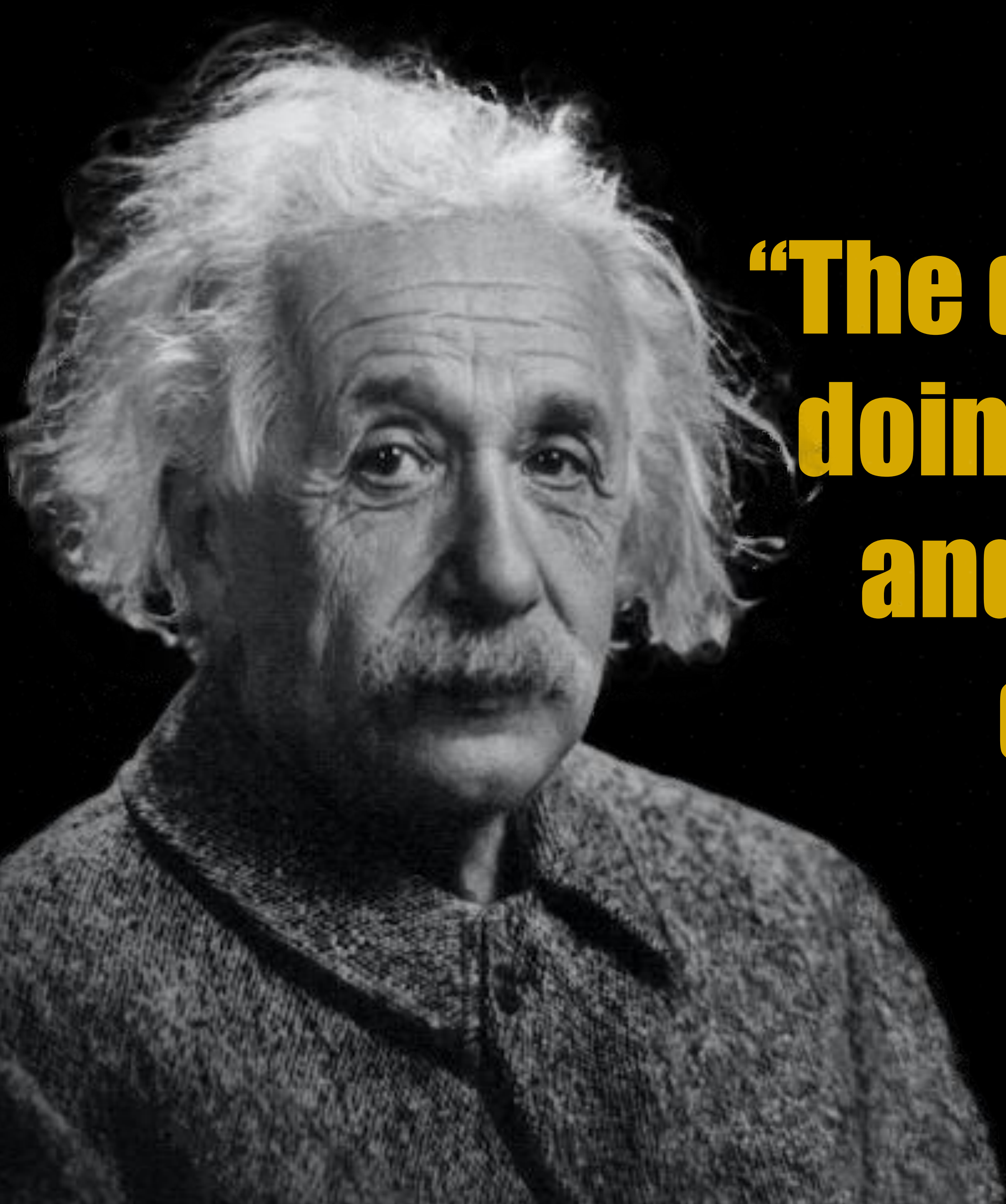


★ 4.96 (583) - United Kingdom  
GINspiration History & Cocktails at Home  
Cocktail tasting - 1.5 hours  
From ₱985 / person



**PIVOT!**






**“The definition of insanity is doing the same thing over and over and expecting different results.”**


*- Albert Einstein*




# Thank You!

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