



BILL & MELINDA
GATES foundation

Digital Transformation for MSMEs

DID YOU KNOW?

The DTI listed more than 33,000 business registrations of online retailers in June 2020 alone*



*DTI Assistant Secretary Jean Pacheco during a webinar last Aug. 11, 2020.





BILL & MELINDA
GATES foundation



Start with **what** you know.

71% of Filipinos who use the Internet have bought a product online

23% of Filipinos spent more time shopping online due to COVID-19

Start posting your products and services on your personal profiles. When you are confident enough, you can make a brand profile and run targeted ads. Then, explore e-commerce marketplaces.



Start with **who** you know.



Online selling is all about starting, building, and nurturing relationships



It will reduce your costs: Maintaining cost for an online store is 10 times lower than a physical store.



It will increase your customers: People are 4 times more likely to buy when referred by a friend.



Join online groups of other sellers to build a support group. You can also start partnerships and cross-deals (mutual exchange of product/service).





BILL & MELINDA
GATES foundation



Start with **how** you know.



Post photos and videos of testimonials from your suki/customers.



Begin with How-tos and Frequently Asked Questions (FAQs).



Answer comments on your photos and videos with the intent to help. The more you help, the better your audience will remember you.



Ask your children and family members for help in marketing! Digital marketing can be a family affair.

