

## WHO WE ARE

Growth hacking and future proofing brands and people.



Back Story

By 2015, Mediablast spun-off its divisions into smaller teams and invested in startups to focus on areas such as Content, SEO, IoT, eCommerce, Gaming and others - and collaborate with each other.











SEO

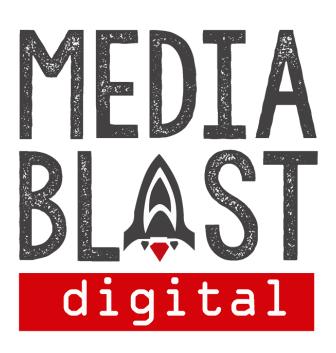
Content Management

E-commerce

Gaming/Payments









## Digital Media Suite

CONTENT MARKETING | SEO | PERFORMANCE MARKETING | WEB DEVELOPMENT | BRANDED SMS

# What we do

We create and propagate searchable and discoverable content through our own and managed 30+ online publications that comprise our niche content network.

We mastered SEO and content marketing due to this. And we added other solutions to our arsenal which are now part of the services we provide.



### CONTENT MARKETING

We create, propagate and, amplify searchable content to engage your target customers and keep them coming back to do business over and over again.

**Lee Odden CEO and Co-founder of TopRank Marketing** 





Content is the reason search began in the first place



It's about creating authentic and engaging stories about your brand that makes people keep coming back to you and sharing your unique story to many others.



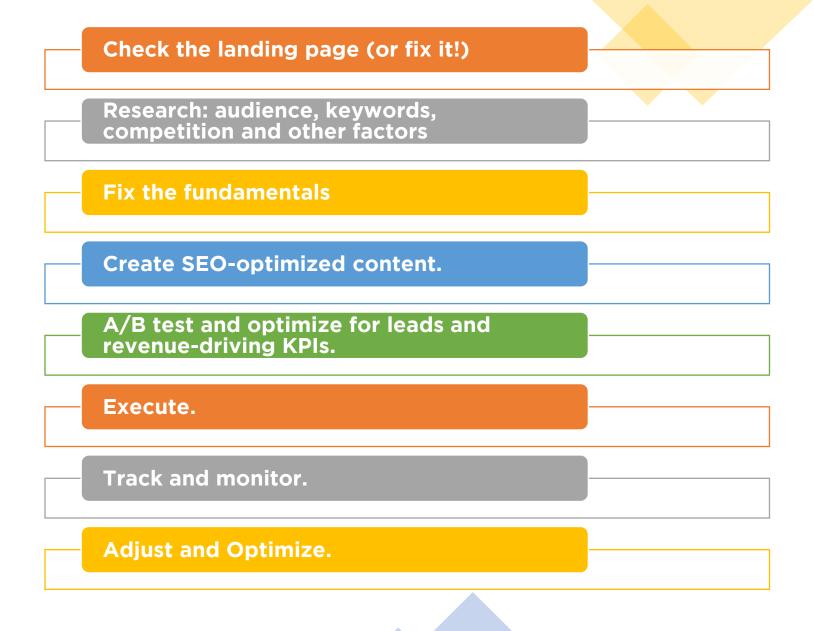
WE EDUCATE PEOPLE SO THAT THEY KNOW, LIKE, AND TRUST YOU ENOUGH TO DO BUSINESS WITH YOU OVER AND OVER AGAIN.



#### All traffic must eventually lead to your website.



## How We Do It





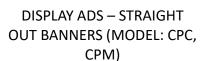


#### Quick Definition

Performance Marketing is a combination of paid advertising and brand marketing put together, but only paid out once the completed desired action takes place.

#### Performance Marketing Channels







NATIVE ADS – BLENDS WITH CONTENT (MODEL: CPC, CPM, CPV, CPP)



SEARCH ENGINE MARKETING
- ALGORITHM-BASED
(MODEL: CPC)



SOCIAL MEDIA MARKETING

– MIXED ALGORITHM

(MODEL: CPC, CPV, CPL)



AFFILIATE MARKETING – SALES-BASED (MODEL: CPA, CPI)

## SEC SERVICES

Pushing qualified traffic and leads to your site.



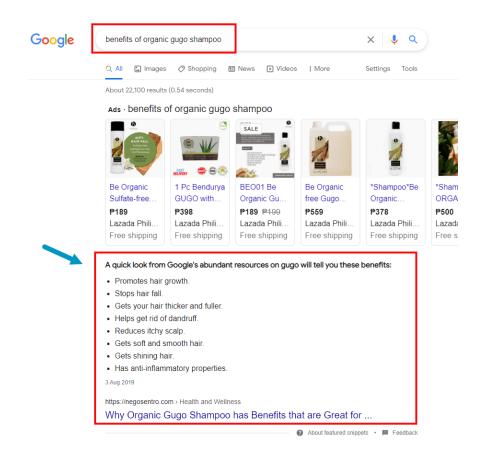


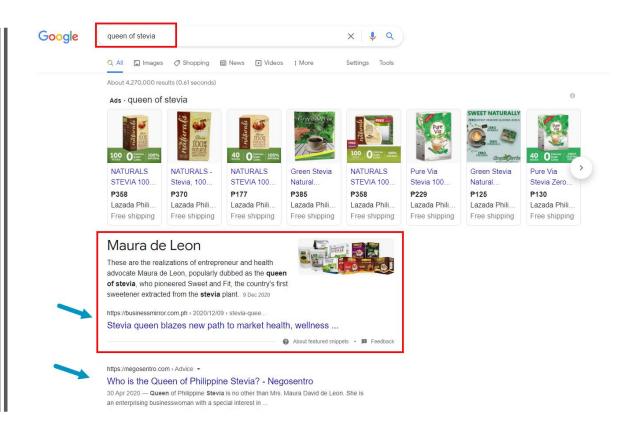
With over 200 factors and over 8 algorithm changes per day... it's almost impossible...

SEO Guru

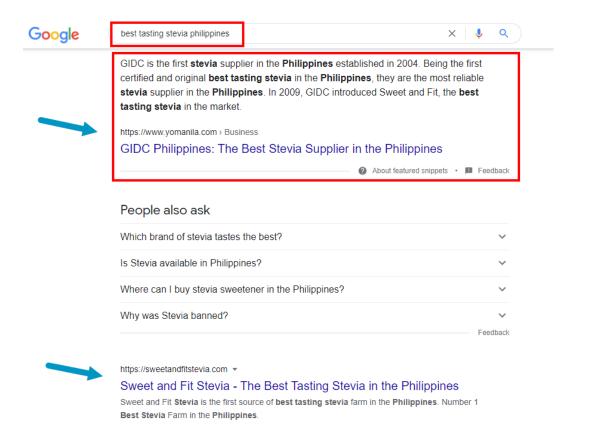


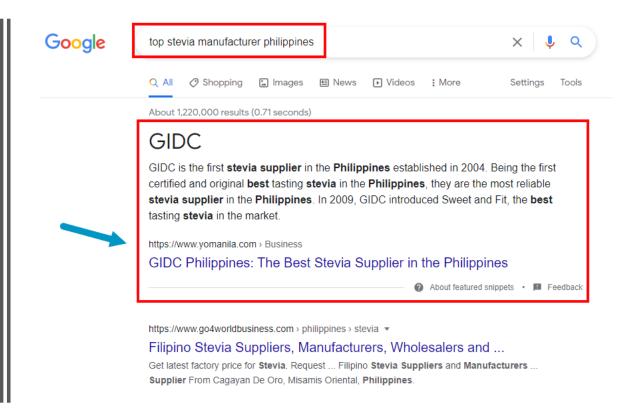
### Sample Page 1 Snippet Results



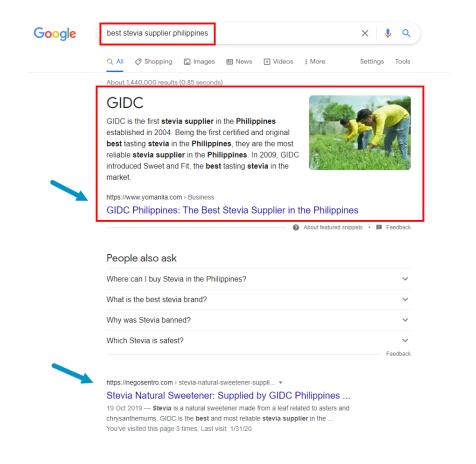


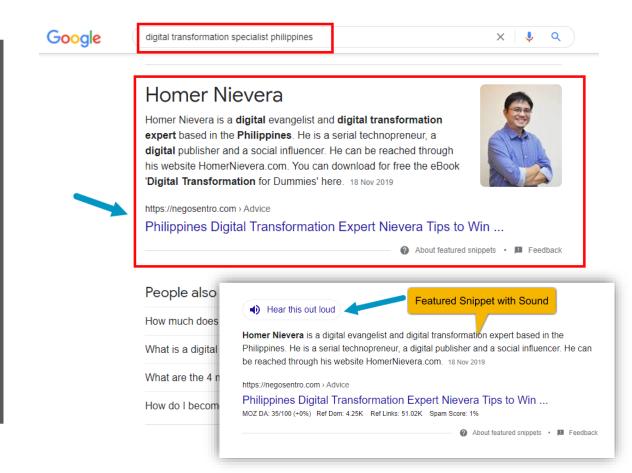
## Sample Page 1 Snippet Results

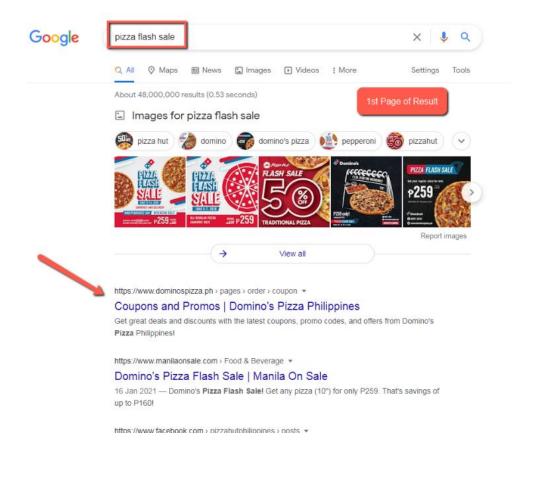


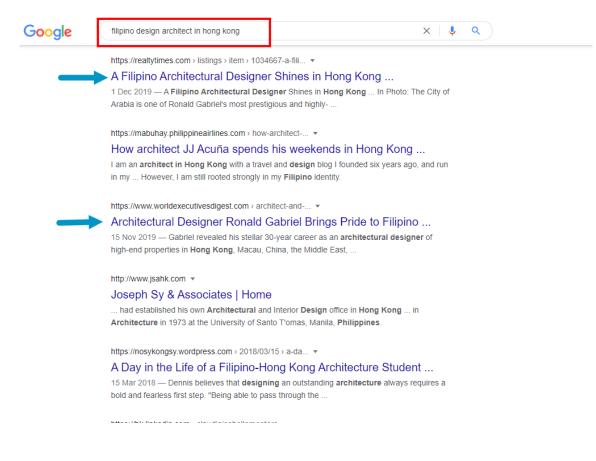


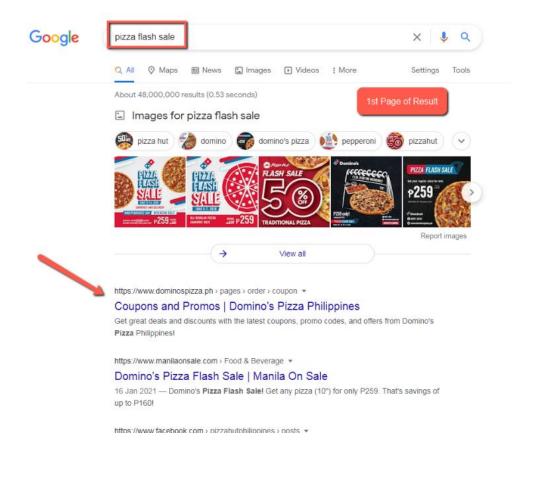
## Sample Page 1 Snippet Results

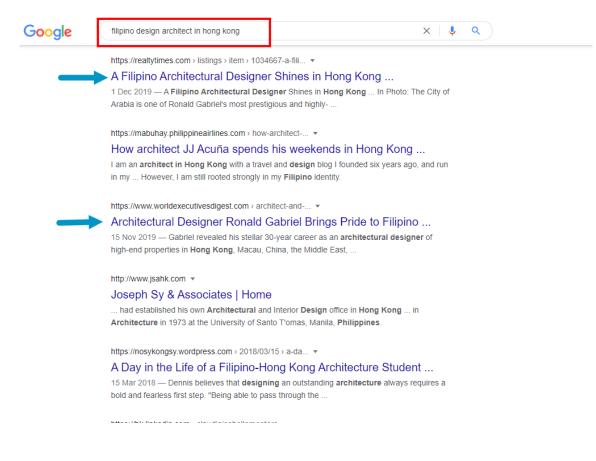


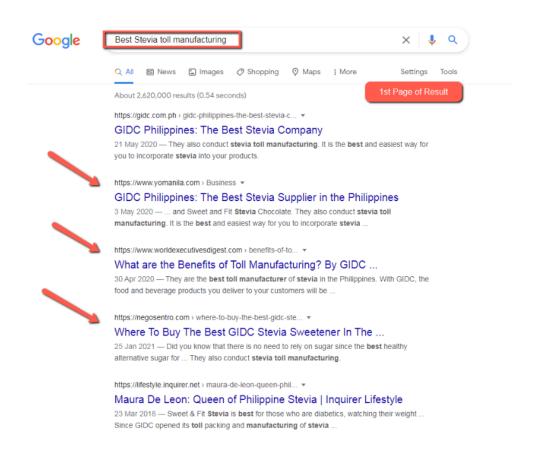


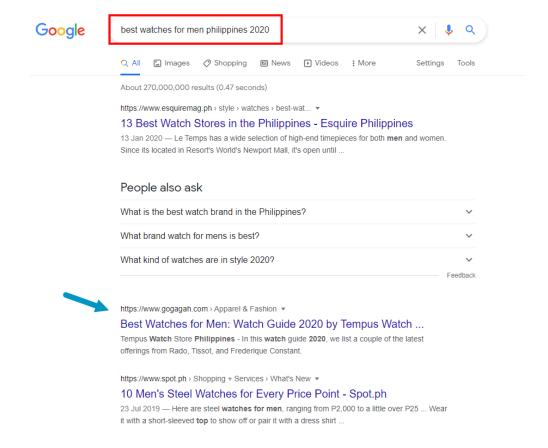


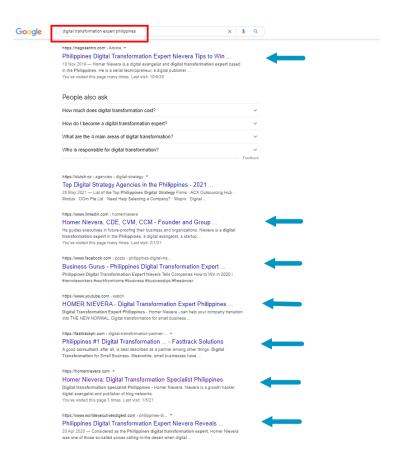


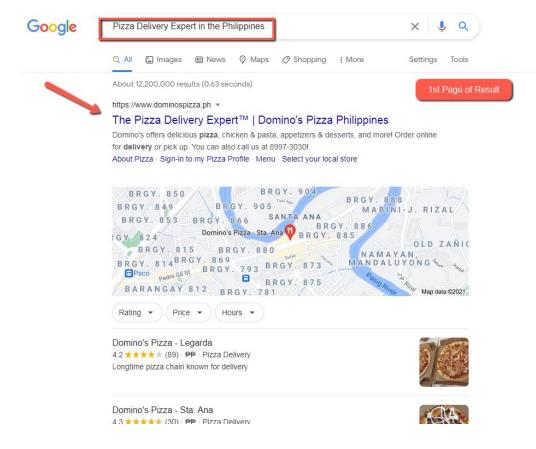












4 ways to bring collaborative culture to your small business | As small businesse measures to protect their employees against the effects of a not-so-new normal, missing the mark on one key area: collaboration.

While small business owners corporations, the call is loude collaboration.

Monday.com

he same scale as lid culture rooted

In this blog, we'll explore what makes collaborative culture a binding ingredient to businesses and provide you with 4 pillars for success.

Buying a property is one of the best ways to invest and gain extra income on the especially if it is an are

If you are looking at graph then perhaps investing in property might be for you. Doing so to meip you increase your wealth, and at the time, secure your financial future. In investment property, you can get your retainvestment in three ways—through rental income, reselling the property, or can really depends on your goal—if you intend to keep it for the long run or renovational at a higher price. Either way, here are a few tips on how you can choose and manyour property investment for additional income.



What I Do Testimonials

Speaking Titles

larangan naman ng pagalingan sa customer service, ganun din ang kanilang labanan.

Bakit nga ba ganun ang kanilang iniisip?

Kasi, sa marketing, ang "top of mind is equal to top of sales." Ibig sabih taas ng benta mo. Canva.com

, malamang, ganun din sa

Sa paanong paraan at plataporma ka dapat makakalamang? Nariyan ang social media, blogs, email marketing, SEO at iba pa na nasa kamay mo ang paggamit. Daming mga online tools na magagamit mo din tulad ng Canva for Negosyo na hitik na hitik sa mga tips para sa mga negosyante.

Ang pinakamahalaga dito ay, ano ng aba ang makikita nila ukol say o kung mag search sila sa Internet? Ano ba ang ma-experiyensya nila kung bibili sila sa yo? Yang dalawang bagay na yan ang dapat mong unahing sagutin at pagtuunan nang pansin kung nais umusbong ang online business mo.

Negosentro.com | Venture Into These Rising Online Business Trends for 2021 | COVID-19 caught the world by surprise. People have to follow strict precautionary measures all of a sudden to curb the spread of the virus. Some businesses with a physical shop had to temporarily or permanently close because of the unexpected absence of foot traffic and, as a consequence, sales.

For micro, small, and medium enterprises (MSMEs), 2020 has viable option to continue business operations is to go online. Oprojected to peak at \$3.9 trillion this year.

Shopify.com

Despite the challenges and uncertainties, there is hope to continue or even start a new business this 2021. There are plenty of tools entrepreneurs can use to transition to an online business seamlessly.

#### Backlinking Samples

#### What to eat?

Carlton City Hotel (SG)

vho are

If you're a foodie, you'll love

on a budget will definitely manage to mit their turnimes of this South East Asian country.

e fact that there is a variety of different cuisines present is often the most attractive to Class Flights | Treat yourse velers. If you dig enough, you can find amazing dining offers in Singapore and have a assle-free so that you can food platters to extra-long happy hours, you'll find literally everything. However, if you

a food platters to extra-long nappy hours, you'll find literally everything. However, if y

We are available at the American Airlines Business Class Flights Booking desk to offer the ally want to stay on budget, you can always grab something at one of the hawker stalls

So, whenever you make plans to travel for important business meetings. Ma

Look at Franchico Disputes

Feldman Law (US)

complicated laws

what is a new chise dispute? Many people who are not in the business world are unfamiliar with the term franchise dispute. Who can help someone going through this situation?

Feldman & Feldman is a great legal resource that can help people understand the

Listed below are a few more:

Treat Yourself with Indulgences: Boo

Services that make your traveling ex

 If you wish to offer the customers a little more portal experiences, then t becomes a little complex. As, when it comes to Dynamics 365 Portals, qu a lot time consuming custom programming is needed.

 Also, when it comes t website. You might a seamlessly integrate.

task.

#### **Microsoft Dynamics**

American Airlines

f your business's nics 365. It will not to accomplish the

 In case, if you want to keep your Microsoft Dynamics 365 services on premise, then in that case, you would not be able to use the Microsoft Dynamics 365 Portals. It is will be just accessible online, in Azure. The "Move-in at 5" promo allows homebuyers to pay only five percent down payment of the total contract price of their studio, one-bedroom, or two-bedroom unit, and move-in to their new home in 60 days. The promo also features 15 percent monthly amortization in 18 months, interest-free. With this amazing promo, Azalea Place offers a valuable return of investment as unit owners can have their units rented out sooner.

Azalea Place under the Robinsons Resid mantra of city living done right by prov work-life balance.

Robinsons Residences (Cebu)

More information on Azalea Place is available at <a href="https://www.robinsonsresidences.com">www.robinsonsresidences.com</a> or call (032) 255-6480 or (0933) 2000000 to schedule a site tour.





**Drive** 

**Drive traffic to the website** 

**Biz Goals** 



**Acquire** 

**Acquire leads** and database



**Convert** 

Convert leads to sales (online payments)

## **Funnel Strategy**

#### Top of Funnel

- Awareness
- Engage
- Subscribe

- Articles
- Social Media Ads
- Google Ads
- Banner Ads
- Newsletter For New Customer
- Social Media Awareness
- SEO

#### Middle of Funnel

- Convert
- Excite

#### **Bottom of Funnel**

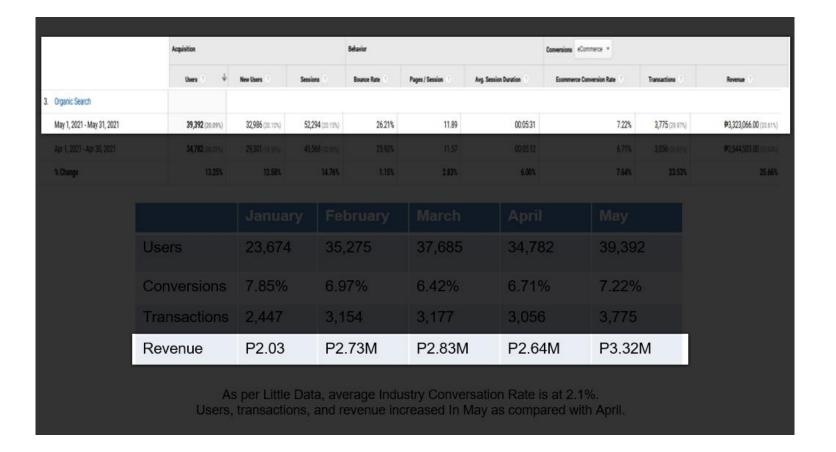
- Ascend
- Advocate
- Promote

- · Pushing Promos
- Newsletter of New Products and Promos
- · Creating Events
- Pushing Advocate Articles
- Social Media Retention
- · Customer Feedbacks
- Newsletter for Loyal Customer

#### Actual Result

Default Channel Grouping	Acquisition		
	Users ?	New Users ?	Sessions ?
	1,308,750 % of Total: 100.00% (1,308,750)	<b>1,290,655</b> % of Total: 100.06% (1,289,866)	<b>1,851,808</b> % of Total: 100.00% (1,851,808)
1. Direct	<b>464,360</b> (34.02%)	<b>456,397</b> (35.36%)	<b>671,665</b> (36.27%)
2. Social	<b>381,531</b> (27.95%)	<b>372,244</b> (28.84%)	<b>464,933</b> (25.11%)
3. Organic Search	<b>372,176</b> (27.27%)	339,023 (26.27%)	<b>523,206</b> (28.25%)
4. Paid Search	<b>114,367</b> (8.38%)	100,525 (7.79%)	147,802 (7.98%)
5. (Other)	<b>17,724</b> (1.30%)	<b>11,762</b> (0.91%)	23,672 (1.28%)
6. Referral	<b>12,270</b> (0.90%)	9,021 (0.70%)	16,691 (0.90%)
7. Email	<b>2,397</b> (0.18%)	<b>1,682</b> (0.13%)	<b>3,838</b> (0.21%)
8. Other Advertising	<b>1</b> (0.00%)	1 (0.00%)	1 (0.00%)

#### Actual Result











NEG SENTR









**Facebook Page** 









Facebook Page Food Service FB group

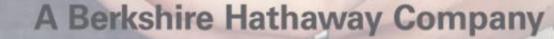
Facebook Communities we own & manage

Reach: 1,000,000+

#### **Our Global PR & News Network Partners**

For Global Press Releases





#### PR Newswire

A UBM plc company

#### **MediaOutReach**

媒体







After a long day, pizza day!! Hahahaha.

Thanks, Dominos Pizza! #DominosPH





**Social Post** 



PEOPLE FOOD & PLACES >



TECH & TRENDS

CLICK FOR MORE

#### dominos - search results

dominos

If you're not happy with the results, please do another search



#### Safety is First Priority - Domino's Global CEO Ritch Allison

YOUR FOOD BIZ Y

Patrick John Bito-on

Food Finds Asia | Safety is First Priority - Domino's Global CEO Ritch Allison | Domino's Pizza is the worldwide leader in delivery, so...



#### Father's Day Special Promo from Domino's

Patrick John Bito-on

Food Finds Asia | Father's Day Special Promo from Domino's | Father's Day is just around the corner, so why not celebrate your awesome...

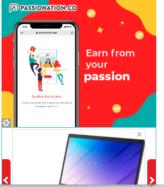


#### Celebrate Independence Day Weekend with Domino's Pizza Flash Sale

Food Finds Asia | Celebrate Independence Day Weekend with Domino's Pizza Flash Sale | If you missed out on Domino's Pizza Flash Sale last..











#### Step-by-Step Influencer Marketing for your Small Business

Influencer marketing is only for big brands that are already famous around the world, right? Wrong! Just because your company isn't Nike or Zara doesn't mean you can't reap the benefits of influencer marketing. The great thing about social media is that there's something for everyone, and influencers can help project your brand's message where it counts, regardless of your location or number of employees.

We know it can be a bit overwhelming to find influencers and launch a successful campaign, especially if this is new to you. So to help you get started, we've outlined five basic steps for successful influencer marketing for your small business.









## SAMPLE EXECUTION

Blog Post + Banner

**Email Newsletter** 



DOST's Siyensikat TV Program Showcases Filipino Ingenuity











daytime variety shows and nighttime dramas have not changed much throughout the







Advertorial/s + Banner Ad





















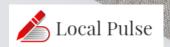








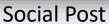






Programmatic Ads (Top 20)



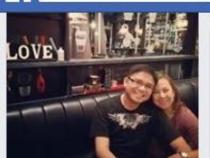






## FB Influencer + Influencer Blog Ad

He Said She Said Philippines



#### He Said She Said Philippines

@HeSaidSheSaidPhilippin

#### Home

**Posts** 

Videos

**Photos** 

About

Likes

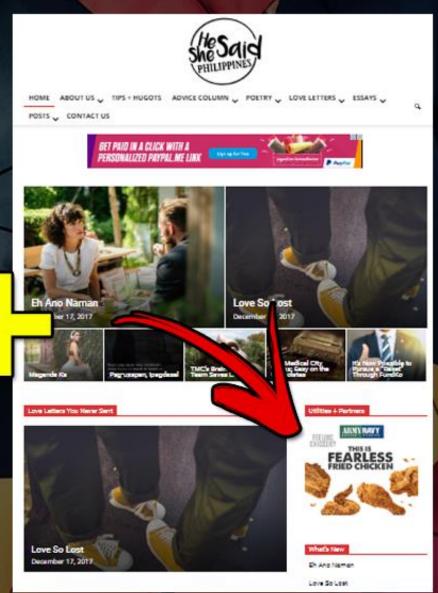
Shop



#### He Said She Said Philippines

HSSS Family! Jumpstart the week right! Grab our Joe's Cheeseburger meal for P150, it comes with your choice of sides and 12 oz. Libertea! Have it today!





## FB Post + Blog Ad + Advertorial





#### World Executives Digest

@worldexecutivesdigest

Home

Posts

Videos

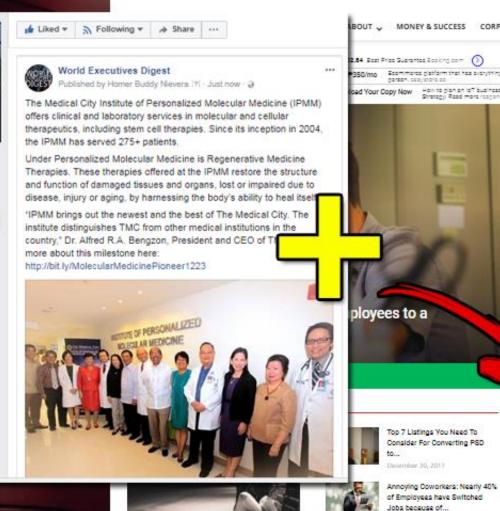
Photos

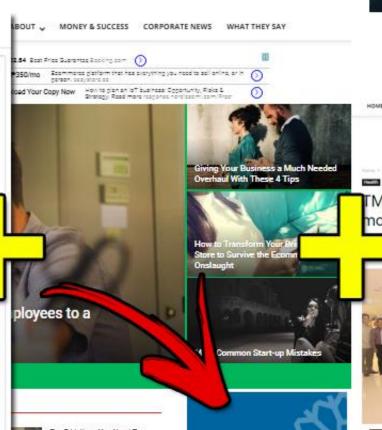
About

Community

Promote

Manage Promotions







MC Announces offer of services in nolecular and cellular therapeutics











The Evolution of Microsoft

### Why They Engage Us

GetCraft Directory Jobs Community

Top 5 Results for
"Philippines SEO Agencies"
on GetCraft.com (Southeast Asia)
have our SEO and Content
Marketing Brands

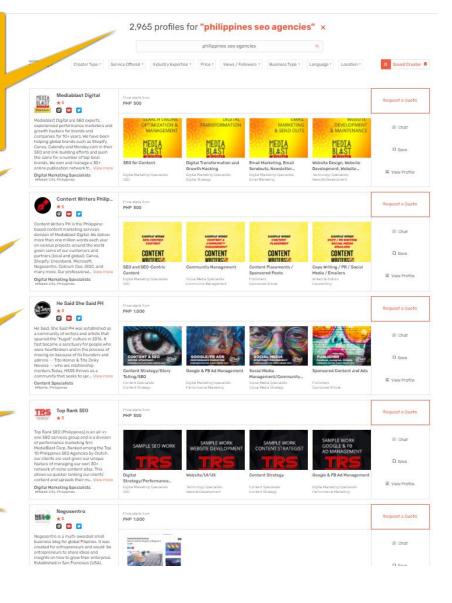
**Mediablast Digital** 

**Content Writers PH** 

**HeSaidSheSaidPH** 

Top Rank SEO PH

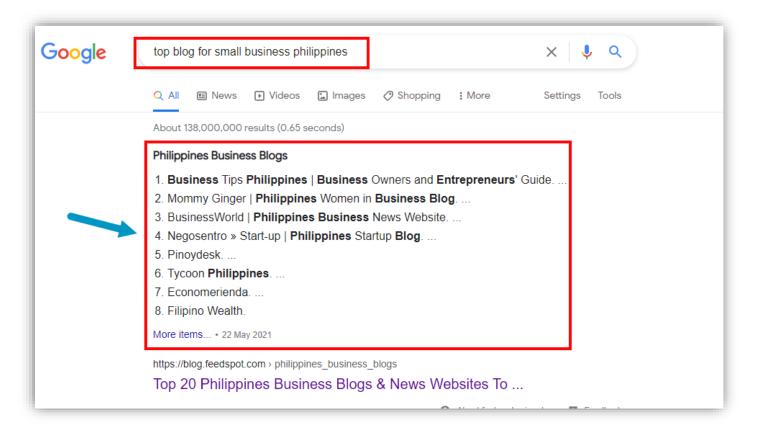
Negosentro.com





We walk our talk.
Serving small businesses since 2011

# Why They Engage Us







and is presented to those sites whose web design originality and content have achieved levels of excellence deserving of recognition.

Reader Reviews
"Excellent!" 4.8/5.0







Catholic New Evangelization Awards 2018

#### VENERABLE FULTON SHEEN AWARD

Presented to

#### HE SAID, SHE SAID PHILIPPINES













He Said She Said PH

**Insights** See All

Last 28 days : Dec 14 - Jan 10 ▼

People Reached 3,761,915

348,720

**▲** 55%

Post Engagements

Start a capture

Page Likes 3,510



Pre-Valentine's Day Special on HEARD ON THURSDAYS. Love and relationships in 2018. Guests: Relationship Mentors Homer "Buddy" and Jinky Nievera of He Said She Said Philippines. We're opening the Monster HOTline (02)6319393 for your questions. Hosted by Raffy Reyes and Hazel. 10 pm to 11 pm. #HeardOnThursdays #monsterrx931 #hesaidshesaidph







A message of thanks from one of our readers at He Said She Said Philippines:

"Um Hello pol I've seen the poetry contest in your page po and the timene just struck me kaya napasusid na po e Glisci ko lang pong mag thank you kase somehow it helps me po na makapagrelease nung sakit, Afler a first major hearthreak ... But then as the hashtag poes, kalangan na pong move on kaya it tiy harder pol 'Yes fighting! ... Gorry por If sound awkward? ... @

Sorry po if I sound awkward? 
Gusto ko lang po tlagang mag thank you 
God bless pol and more power!

We truly appreciate your feedback as well the many others who message us. We thank you for blessing us as welll God loves youl - Tito Homer & Tita Jinky

Thanks also goes to our sponsors: Army Navy Burgers + Burritos, 2GO Express, and Uniballpen



© @



#### Why They Engage Us

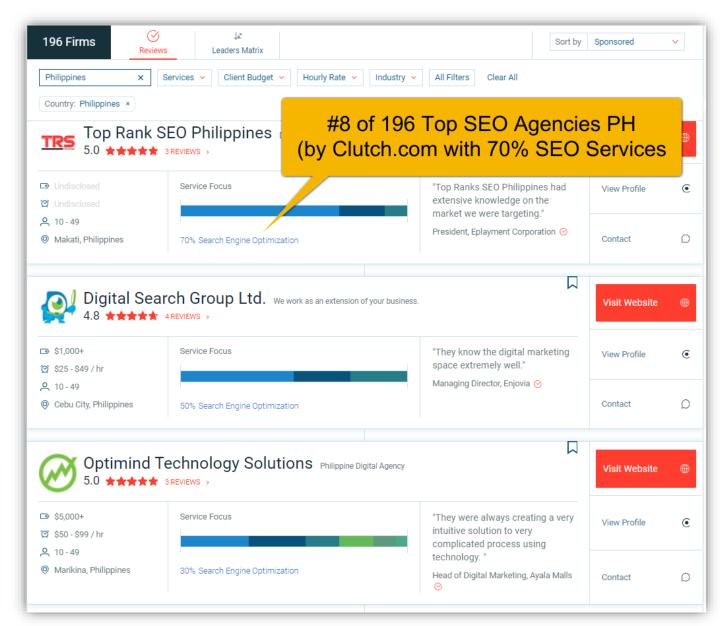
"Their level of professionalism and over-all knowledge is impressive."

Cez Miciano Marketing Manager, GIDC

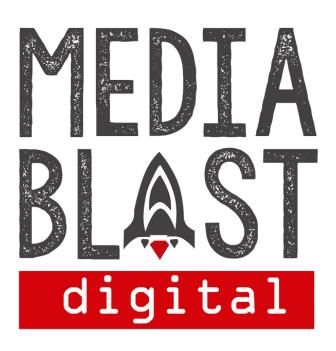
"Top Rank SEO Philippines had extensive knowledge on the market we were targeting."

Karlos Naidas President, Eplayment Corporation











## MENU OF SERVICES

MEDIABLAST DIGITAL GROUP

## SUMMARY MENU OF SERVICES





















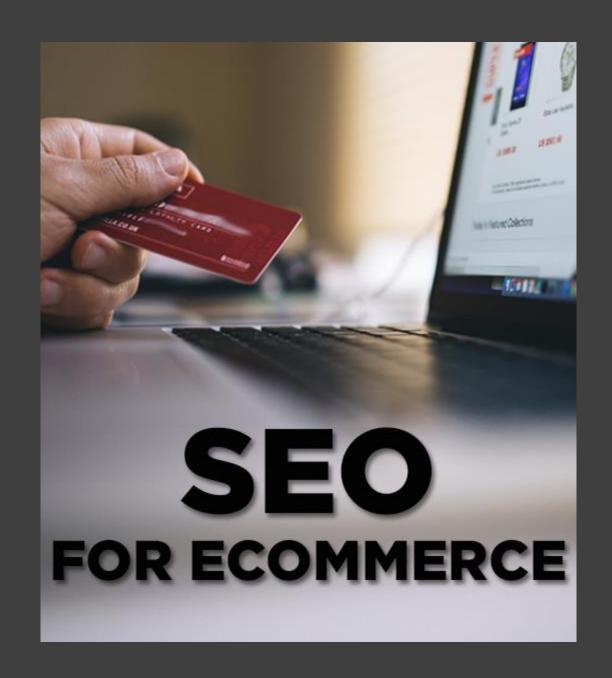
## **GROWTH HACKING**

You have an ecommerce site. It's functional and complete with all the frills. But no traffic. We can help you with that. We have a slew of tools and strategies that we simply call Growth Hacking. Allow us to help you out and push THE RIGHT traffic to your site and grow your online business THE RIGHT WAY. Rates are monthly.



# SEARCH ENGINE OPTIMIZATION

Search Engine Optimization or SEO is something a digital strategy an ecommerce site should not forego. In fact, we have had clients that have SEO as the main digital tool that brings in as much as 90% of their online sales. Talk to us about your current digital strategies and we'll see how SEO can bring in that much needed long-term ROI. Rates are monthly.



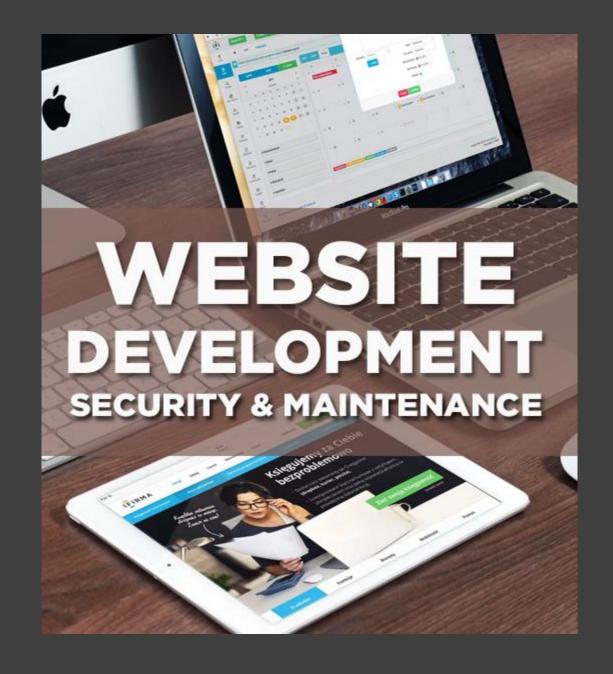
# CONTENT CREATION & MANAGEMENT

Content is King. Context is Queen. These are the principles we live by when we create searchable and engaging content. Our main intent is to create the right message for the right audience, that converts. Our unfair advantage? We own and manage a 30+ network of online publications with more than 100 writers behind them worldwide. Rates are monthly.



## WEBSITE DEVELOPMENT

The only digital asset you can truly own is your website. So we start with this when we do our digital audit and use it as a foundation for any digital campaign. Let us know how we can help you in this endeavor. Website development fee is one-time, per site. Maintenance fees are monthly, which may or may not include hosting.



# GOOGLE & FACEBOOK ADS MANAGEMENT

We accept ad management for Google and Facebook. We do the keyword research, analysis, and optimization of your ads. If want us to create the display ads, we can do that, too, for a small fee. We get paid only for the management. Separately, you can place as much as 500K pesos monthly on your ad budgets.



## SPONSORED CONTENT

We accept content placements across our 30+ niche online publications. Our prices vary and we can include writing the content, too! For our network of social media communities and influencers, we also accept customized content placements from text, graphics, to video. Rates are monthly or per campaign.



# EMAIL MARKETING & MANAGEMENT

Email marketing is probably one of the oldest yet most effective tools in customer retention and conversions. Whether you have the database, or you need to ride on our monthly newsletters with premium 100K+ subscribers, we can help. Rates are monthly or per sendout.



### **BRANDED SMS**

We create SMS content for branded SMS send-outs. We can manage end-to-end services from initial setup actual send-outs with fixed fees on both SMS management and send-outs. Take note that all SMS send-outs are pre-paid in bulk to allow cheaper rates. We prefer opted-in cellphone numbers from clients. Management fees are per month.



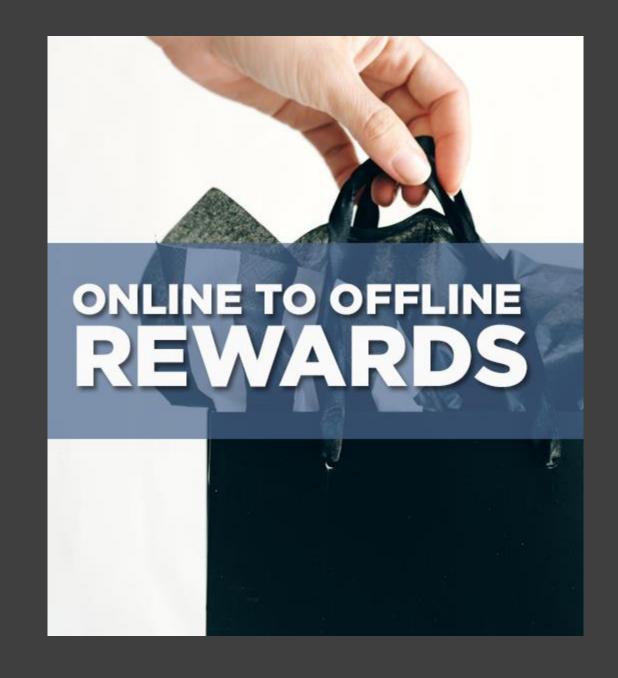
### CHAT BOTS

We help you manage the flow of messages and interactions with customers and would-be customers by customizing and automating responses and pass-on messages. These are done via Al-powered solutions through our various industry partners. We help make sense of the data and analyze the ensuing processes to make the customer journey better and make better decisions for the company.



# ONLINE-OFFLINE REWARDS

We can help automate the management of external and internal. These can be done through a partner platform whereby your incentive programs for customers, partners, and employees can be automated using disbursements via SMS or app. An array of partnermerchants are already available to customize your rewards programs.



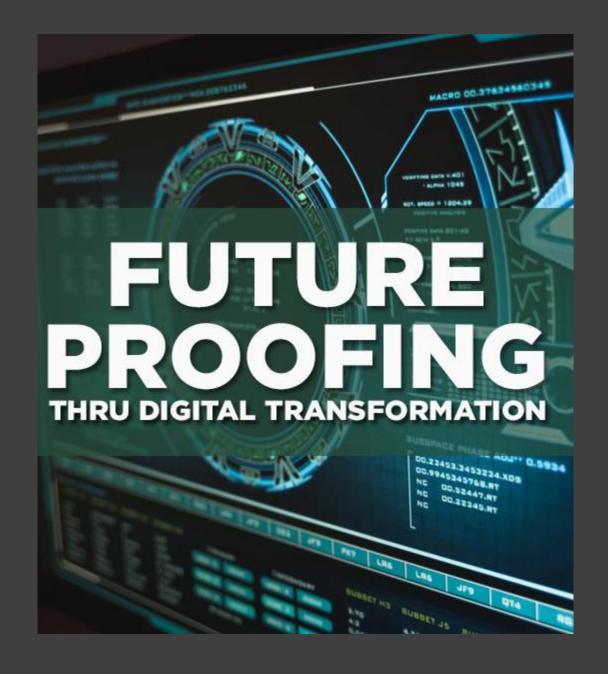
## PERFORMANCE MARKETING

Performance Marketing is a comprehensive term that refers to online marketing and advertising programs in which advertisers and marketing companies pay when a specific action is completed; such as a sale, lead or click. These are - CPC, CPV, CPM, CPA, and, more. We can help you manage these efforts if you're on a shoestring budget. Management fees are monthly, while ad budgets are set per campaign.



## FUTURE-PROOFING CONSULTING

Future-proofing your company involves 2 things: digital technologies and people capacity. These are some of the things we consider whenever we are called to do a digital transformation for a company. We start with a digital audit and can come in as consultants or vendors, or both. Rates are monthly (retainers) or per project (as vendor).



## **BASE RATES**

TYPES OF DIGITAL SERVICES	PER UNIT OR PER PACKAGE	COST PER UNIT OR PER PACKAGE (in PHP)
Website Development	Static or Ecommerce	Starts at 15,000 one-time
Website Maintenance	Monthly, min. 3 mos.	Starts at 5,000/mo.
Search Engine Optimization	Monthly, min. 3 mos.	Starts at 15,000/mo.
Backlink Building	Per backlink in top sites	Starts at 2,500/link insert
Article Writing (Blog-type)	600 words minimum	Starts at 2,500/article
PR Writing (News/Feature)	400 words minimum	Starts at 2,500/writeup
Social Media Captions Only	Up to 50 words with #s	Starts at 5,000/10 captions
Social Media Poster Only	Per package (Stocks)	Starts at 10,000/10 graphics
Social Media Captions + Graphics	Per package (Stocks)	Starts at 20,000/10 graphics
Nano/Micro Influencers (2k-10K follows)	Per package (100pax)	500,000/post
Bronze Influencers (10K-100K follows)	Per post	10/follower
Silver Influencers (100K-500K follows)	Per post	10/follower
Gold Influencer (500K-1M follows)	Per post	10/follower
Platinum Influencer (1M-up follows)	Per post	Negotiable per campaign/post
Google Ads/Facebook Ads Management	Management only	25,000/mo.
Programmatic Ad Placements	Management and placement	Starts at 300K/campaign per month
Sponsored Placements (Mediablast-managed*)	Per post/placement	Starts at 2,000/post
Branded SMS - Send outs Only	Per 500K lot (send within 90 days)	Pre-paid: 200,000/lot purchase of service
Branded SMS - Content creation/management only	Per 30 SMS pages (160 characters)	45,000/lot

Note: Other services depend on the requirements and will need pre-meetings