

Title:	Social Media Marketing
Schedule:	January 27, 2022
Speaker	
Shane Aldrin M. Bellare	<p>Is the founder and Managing Director of Studio Bellare and holds a Master's Degree in Marketing Communications from De La Salle Univers</p> <p>Is a Marketing Consultancy Firm that specializes in branding strategies and creative execution for both offline + online media, focusing on digital campaign optimization.ity</p> <p>In 2014, his company started as one of the primary vendors for Unilever Global PTE LTD for brands like Wall's, Cornetto, Dove Hair and Knorr for Key Visual Development, Point-of-Purchase Design and Packaging Design and has churned out creative work year-on-year. Late 2015, it expanded its services into digital strategy, development, execution and optimization due to the demand of local clients such as Hanabishi Appliances, Villarica Pawnshop and Omni Lighting and Electrical to build and strengthen their presence online, in partnership with strategic marketing firm, Marketingville Inc.</p> <p>Studio Bellare has been instrumental in the Digital Marketing initiatives of at least 15 brands like FamilyMart Philippines, Chatime Philippines, Espa-Fil Market's Molinera and Capri, Viajecito, Bayad Center Meralco, Kultura Filipino, SM Home, Royal Duty Free Subic, and Michelin Starred Restaurant brands like Hawker Chan and Tim Ho Wan just to name a few.</p>
Topics Discussed:	<ol style="list-style-type: none"> 1. What is Digital Marketing? 2. Where does Digital fit in your integrated marketing communications? 3. What are the most common Digital Marketing Objectives and how do they relate to Business Objectives? 4. Run through of internet penetration and social media usage in the Philippines (Jan 2021 data)
Total Registration :	<p>Google = 454</p> <p>Zoom = 198</p>
Total Viewers:	<p>FB Live = 452</p>



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Free Webinar

January 27, 2022
10:00 - 11:00 a.m.

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