

NINETY (90) LEYTE MSMEs INTRODUCED TO ONLINE MARKETING, WORKSHOP ON GOOGLE MY BUSINESS



Left Photo: Resource Speaker Mr. Samuel Jeanblanc, Sales Manager of Google Singapore, discusses the Opportunities in Digital Landscape. Right Photo: Participants are being assisted by the Resource Person during the workshop on Google My Business.

Ninety (90) Leyte MSMEs attended a one-day training dubbed as **“Digitalization of MSMEs”** last December 05, 2018 at Hotel XYZ, Tacloban City, Leyte. These MSME-participants were able to gain knowledge on online marketing and learn basic steps on how to develop online presence using Google applications.

Mr Samuel Jeanblanc, Sales Manager of Google Philippines, facilitated the said activity and was assisted by the Philippine Trade Training Center (PTTC) representative, Mr Rolan Ynion, together with some of DTI Leyte’s Negosyo Center Business Counsellors. Topics discussed during morning session include: Digital Landscape Opportunities; Simple Steps to Online Security and Safety; and Introduction to Online Marketing. Content marketing, email marketing, Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to name few of the many approaches on how to improve MSMEs online marketing as highlighted during the presentation.

The afternoon session was dedicated to a workshop on Google My Business, a free business tool for the MSMEs to be found online. There were about fifty-seven (57) MSMEs who were able to create an initial website with the

Google Website Builder where MSMEs can develop free website for their businesses using either smart phones, tablets or netbook. In addition, they were also capacitated on how to enlist their businesses in Google Map.

This training which is in partnership with the Philippine Trade Center, Department of Trade and Industry and Google Philippines, aims to increase awareness of MSMEs in using free online tools being provided by Google and to empower their businesses through online marketing as well as safety and security tips in the online world, and ultimately validate their business to be listed in Google Maps using Google My Business. *“This partnership is very timely as DTI has been pushing with alleviating the e-commerce landscape in the Philippines under the Philippine E-commerce Roadmap 2016 to 2020”*, says DTI Leyte Provincial Director Desiderio P. Belas, Jr., CESO III. *“We are well aware that this fast-paced digital environment has made business in general very competitive”*, he added.

The said roadmap emphasizes the vital role of online commerce in the economic development of the country. ###

Digitalization for MSMEs Highlights



Crowd Shot: MSME-participants together with DTI Leyte Provincial Director, Desiderio P. Belas, Jr., Mr. Samuel Jeanblanc of Google Singapore, PTTC Representative Mr Rolan Ynion, TIDS Artemio Almazan, IT Officer TIDS Ma Fatima Bartolome and some of Leyte Business Counsellors in the Province of Leyte.



MSME-participants during the workshop on Google My Business.