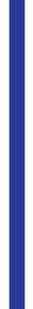


NETREV MARKETING GROUP

**DIGITAL BUSINESS  
TRANSFORMATION FOR  
MARKETING**

We'll Help You Increase Your NET REVENUE!



# **Executive Summary**

**In this document, we will share to you how we can provide an end to end solution for your company. We specialize in Digital Transformation for Marketing, and Marketing Technology (MarTech).**

**We can help you optimize and streamline your Marketing & Advertising strategies, operations, and digital campaigns.**

**With Digital Transformation for Marketing,  
we can help increase your NET REVENUE!**



“

How Digital Transformation Helps Marketing

**THE PANDEMIC HAS CHANGED HOW  
BUSINESSES INTERACT WITH  
CUSTOMERS. WITH PEOPLE MOSTLY  
AT HOME, WE NEED TO FIND NEW  
WAYS TO REACH THEM ONLINE!**

**FEI ANNE ADRICULA  
FOUNDER AND CEO  
NETREV MARKETING GROUP**

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## NetRev Marketing

Empowering Digital Businesses with Digital Marketing

“Digital transformation is a process; it’s not just being online,” begins Fei Anne Adricula, a digital business strategist and consultant with more than 14 years of rich experience in creating and improving digital business landscapes of brand organizations. Fei Anne believes that positioning a brand online and communicating its message through various marketing channels is only the first step to going digital; the underlying theme is to connect the brand to real people through the virtual world. As a strong proponent of digital transformation for improving processes and increasing the company’s net revenue, including savings with automated processes, Fei Anne is committed to helping businesses grow through digital transformation.

Back in 2010, Fei Anne started helping businesses in the Philippines with digital marketing as an independent consultant. “As digital marketing gets more attention, I started to get inquiries from larger groups and multinational companies. That’s when I decided to scale and build a team. However, when some digital campaigns started to fail, I realized that some backend processes were not ready for the leads being generated by digital marketing campaigns. So, I started to talk more about high-level digital business transformation,” Fei Anne recalls.

In her pursuit of enabling digital transformation in enterprises in the Philippines, she witnessed that organizations were reluctant to modernize in the wake of cheap labor available in the country. Evidently, her path was paved with numerous challenges, which included the glaring skills gap and the unfamiliarity of companies with digital transformation processes. Moreover, these companies viewed technology investments as an expensive initiative and feared losing jobs in the process. This industry narrative is precisely what



Fei Anne Adricula,  
Founder & CEO

Fei Anne intended to change by humanizing brands online and equipping people with solutions to execute digital processes.

Under the banner of NetRev Ventures—a company that focuses on marketing technology that help maximize digital transformation—Fei Anne laid the foundation of NetRev Marketing. As a full-suite boutique digital brand and marketing agency, NetRev Marketing is passionate about helping brands and businesses transform online and offline.

While numerous studies and research reveal that employees across the globe consider flexible working to be the biggest motivator to their productivity levels, NetRev Marketing, in line with the same school of thought, advocates digital transformation focused on distance work.

As COVID-19 has sparked innovation in companies, teams are bound to work remotely, and work environments are changing faster than expected. In these crucial times, if there is one company that is helping businesses leverage the opportunity to work remotely while also improving their productivity, it is NetRev Marketing. For places like Manila, where the community has been facing long-standing traffic issues, Fei Anne firmly believes that working remotely can be the solution. In essence, the company is empowering its clients with the obvious benefits of embracing digital transformation. NetRev Marketing works closely with consultants and experts from multinational companies as well as local medium-sized companies to educate industry leaders and their employees about the knick-knacks of digitalization, thereby eradicating the stigma of losing jobs in the wake of digital processes.

At the core, NetRev Marketing offers full-service digital marketing solutions to brands and businesses for maximizing the power of their digital initiatives. The company helps their clients promote, market, and advertise their business

both online and offline. In doing so, NetRev Marketing seamlessly integrates digital marketing with the clients’ existing modes of marketing. “Digital Marketing is the first enabler of digital transformation. When you have a good digital marketing campaign, you can easily notice what’s lacking in other departments,” states Fei Anne, Founder and CEO of NetRev Marketing Group. Set against a competitive backdrop, it is imperative for every business to maximize its investments through the highest potential of information technology (IT). NetRev Marketing is seizing this opportunity to integrate their departments, processes at an enterprise level with its high-level digital business strategy, and planning solutions. The company works with renowned multinational brands, guiding them in the process of getting started with digital campaigns for the Philippine market. More than just campaigns, NetRev Marketing’s goal is to help the clients establish brands and businesses, not just campaigns. “We love creating high-level digital transformation strategies and plans where we work with CEOs, CMOs, Country Managers, and Presidents from the top that can sustain the company in the long run,” she adds.

NetRev Marketing boasts a prestigious clientele, nurturing, and fostering long-term collaborations with them. “Employees come; employees go. However, the system that’s at the core of the business requires to be tended in order to keep the wheel running. Our on-going digital consultancy and support enable our clients to continue projects and execute strategies and processes we create and develop with their leadership and management teams,” says Fei Anne with pride. The company had recently worked with a client seeking digital marketing solutions, whose sales team did not

possess the capability to manage all the leads received online. NetRev Marketing efficiently digitized their sales processes and advised their finance team to adopt a cloud-based platform for faster processing and better monitoring of sales.

As the world faces a pandemic and the new normal is rapidly changing, we have seen that digital transformation efforts are being accelerated. Now is the perfect time for digital transformation to help businesses thrive

Besides successfully developing long-term strategies and plans for ensuring healthy net revenue growth, NetRev Marketing’s team guides clients throughout their journey toward efficiency. “We stay on top of the game because we tailor fit our services and solutions. We strive hard to be educated, trained, and be updated by new trends and latest strategies globally,” states Fei Anne who just finished a Digital Business Strategy course from Columbia Business School’s Executive Education Program.

As the world faces a pandemic and the new normal is rapidly changing, we have seen that digital transformation efforts are being accelerated. Fei Anne adds that now is the perfect time for digital transformation to help businesses thrive.

NetRev Marketing will continue supporting its clients to create a robust online presence and improve their overall marketing by adapting to digital business transformation. **▲**



NetRev Marketing



[Click here to see the article feature.](#)

# Digital Business Transformation During Pandemic

## REDUCE COSTS

What business metrics can you improve by reducing the number of touchpoints between a request and a successful outcome?

## IMPROVE EFFICIENCIES

How does engagement impact your business? Ex. Customer Engagement, Remote Employees.

## EMBRACE CHANGE

How does your company embrace the future of work and digital business?



Any downturn is a wake-up call. It's an adjustment in the market that forces leaders to say, "We are not going to emerge from this era as the same company we were before."

# Should you Stop Marketing and Advertising now?

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NO, BUT YOU NEED TO MAKE SURE EVERYTHING IS NOW INTEGRATED WITH DIGITAL TRANSFORMATION.

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IF ACQUIRING A NEW CUSTOMER DURING PANDEMIC IS HARD, THE KEY IS TO KEEP YOUR LOYAL CUSTOMERS.

# Digital Marketing

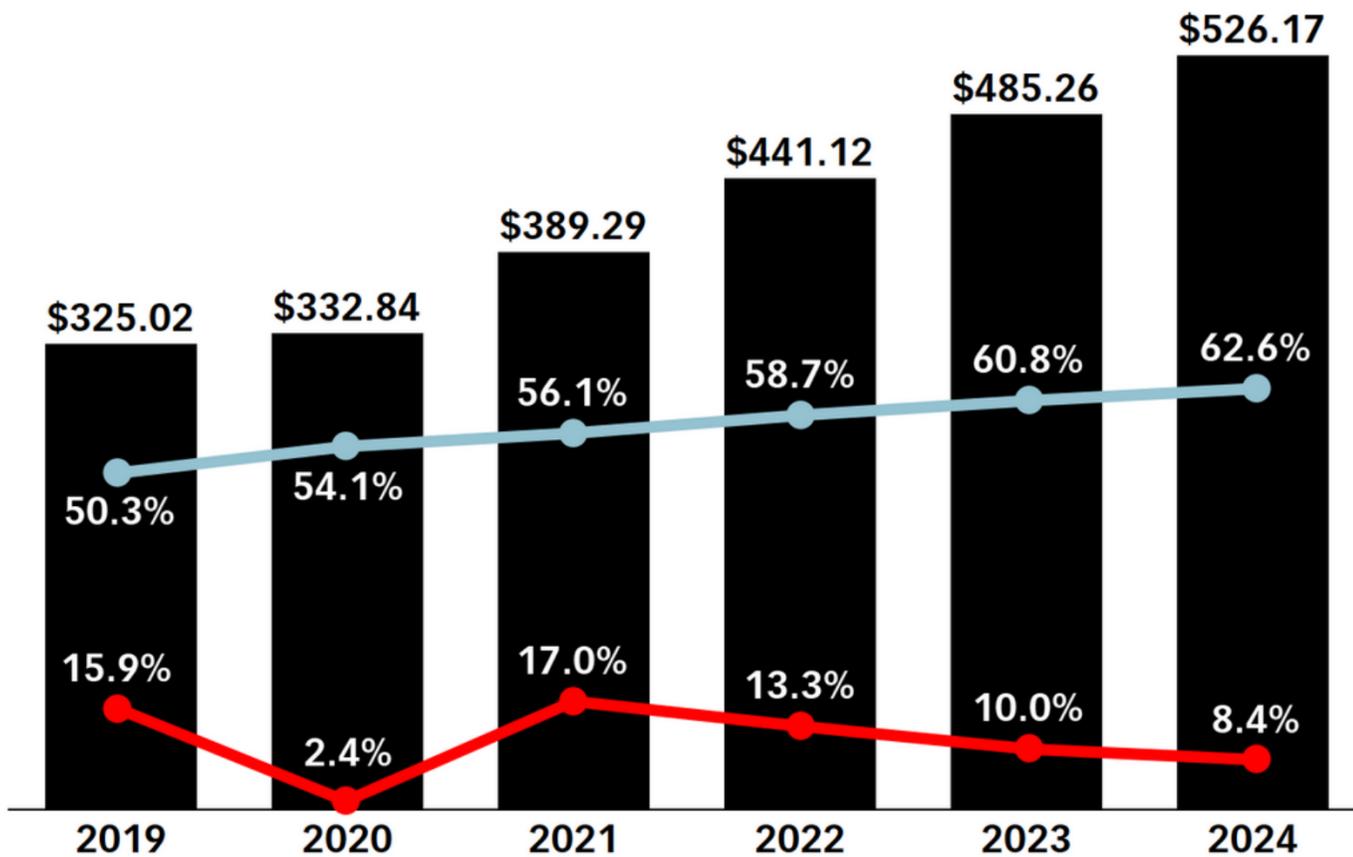
## Why do you feel that digital marketing is not working?

The digital customer's behaviour is always evolving and it changes fast because they want better experience and they want it now.



## Digital Ad Spending Worldwide, 2019-2024

billions, % change and % of total media ad spending



■ Digital ad spending ■ % change ■ % of total media ad spending

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; includes classifieds, display (banners/static display, rich media, sponsorships and video, including advertising that appears before, during or after digital video content in a video player), search (paid listings, contextual text links and paid inclusion), in-game advertising, newsletter advertising and email

Source: eMarketer, June 2020

With a growing digital ad spending, how are you keeping up with marketing technology?

Is your company taking advantage of the new tools, technologies, or platforms? Are you streamlining your operations, improving customer service and customer experiences?

**Prioritize People and Processes Over Technology.**

# MARKETING TECHNOLOGY

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- **Marketing Platforms**

CRM, Content Management, Social Media Software, et al. Are they all integrated?

- **Advertising**

When MarTech is in place, we can help reduce your media advertising costs.

- **Content & Social Media**

What kind of content are you creating to market your products or services? Are they all optimized for profitability?

- **Data and Analytics**

Data is your company's most valuable asset. Do you know where they are?



**We Are Here  
To Help**

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## **STRATEGY**

Our expertise is creating a high-level Digital Business Transformation Strategy.

## **DEVELOPMENT**

We will help you develop new strategies and campaigns.

## **MANAGEMENT**

If in-house team resources are not available, we can help you manage.

# Digital Business Partner

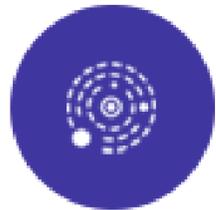
**You don't have to do it alone!**

We are here for you as a Digital Business Partner, Consultant, and a Marketing Agency.

We do DIGITAL BUSINESS.  
Not just Digital Marketing...



# What We Can Do



## Strategic Marketing

Strategic Integrated Marketing plans and operations



## Digital Business Strategy

Digitalise your processes to fully transform your business



## AI Marketing Strategy

Marketing with Artificial Intelligence to predict customer behaviour



## Omni-Channel Marketing

Connect with your customer across all brand touch points



## E-commerce Marketing

Empower your loyal customers to buy more products online



## Customer Experience

Improve interaction between your brand and your customer



## Marketing Analytics

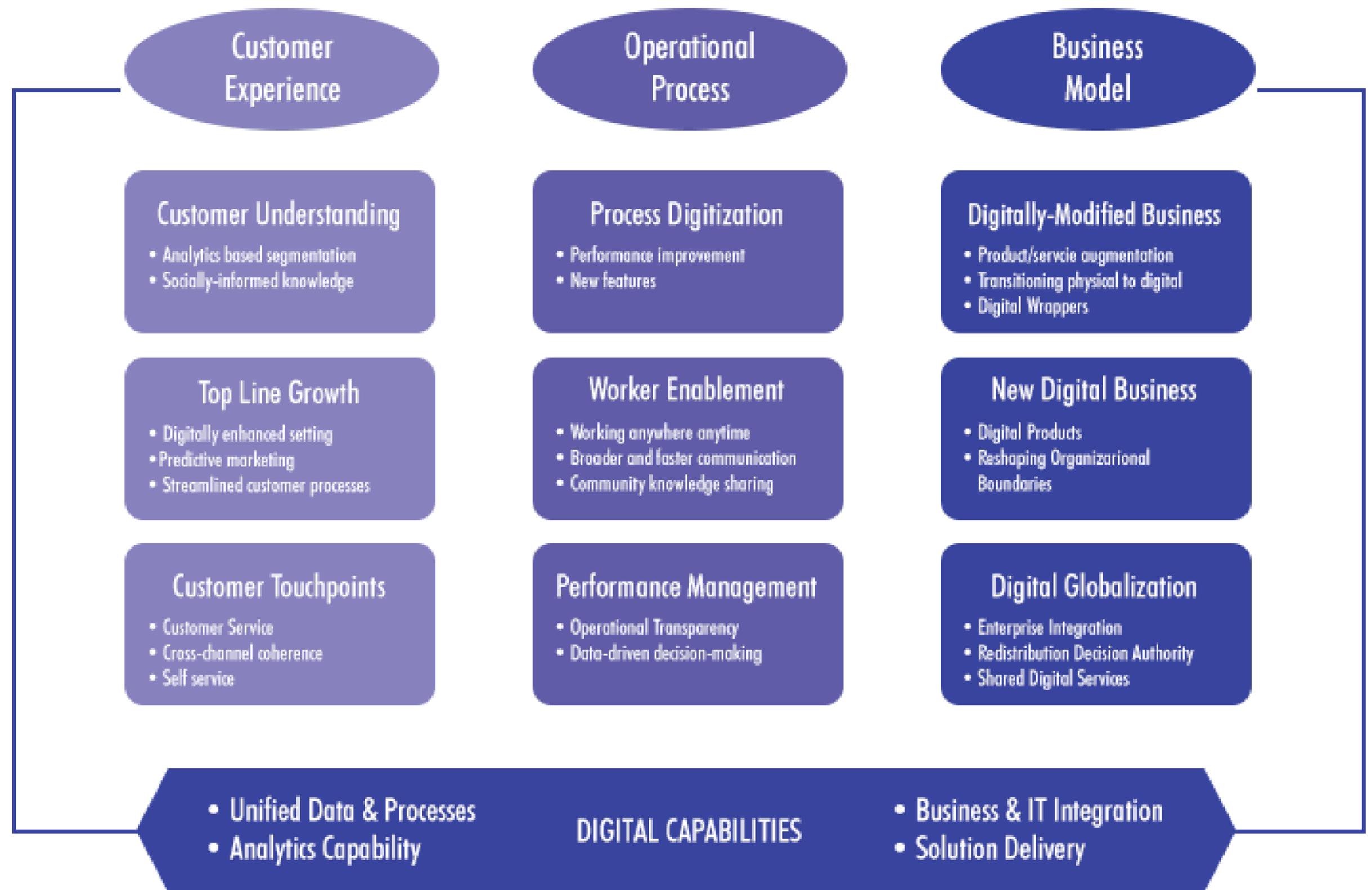
Measure and analyze Marketing performance to maximize effectiveness



## Digital Campaigns

Maximize each channel mix for digital campaigns

# DIGITAL TRANSFORMATION FRAMEWORK





## AIMING FOR DIGITAL MARKETING EXCELLENCE

<i>DIGITAL CAPABILITY</i>	ONE. Initial	TWO. Managed	THREE. Defined	FOUR. Quantified	FIVE. Optimized
A. Strategic Approach	No strategy	Prioritised marketing activities	Defined vision and strategy	Business-aligned strategy and roadmap	Agile Strategic Approach
B. Performance Improvement Process	No KPIs	Volume-based KPIs	Quality-based KPIs 'Last click' attribution	Value-based KPIs Weighted attribution	Life-value KPIs
C. Management Buy-In	Limited	Verbal support, but inadequate resourcing	Sponsorship and increased investment	Active championing and appropriate investment	Integral part of strategy development
D. Resourcing and Structure	No specific skills	Core skills centralised or agencies	Centralised hub and spoke Dedicated Resources	Decentralisation and reskilling	Balanced Blend of Marketing Skills
E. Data and Infrastructure	Limited / no customer database	Separate Data, tools and IT services	Partially integrated systems and data	Integrated systems and 360° data sources	Felxible Approach to optimize resources
F. Integrated Customer Experience	Not Integrated	Core push activities synchronized	Integrated Inbound Approach	Integrated, Personalised, Paid-Owned, Earned media	Media Optimized for ROI and to maximize CLV
G. Integrated Customer Experience	Website not litegrated	Desktop and mobile support, not personalized	Partially personalized desktop and mobile experience	Integrated, Personalised web, mobile, email and social media	Full contextual personalized experiences and recommendations
	"Laggard"	"Developing Capability"	"Competence Average Capability"	"Above-sector average capability"	"Market Leading Capability"

# HOW WE DO THINGS

## IDENTIFY THE NEED

Identifying needs is paramount to the success of digital transformation.

## REVIEW AND AUDIT

Assessing where you are right now so we can create a better viable plan.

## ADAPT

Creating a new strategy that will ultimately adapt to the "new normal" post-pandemic.

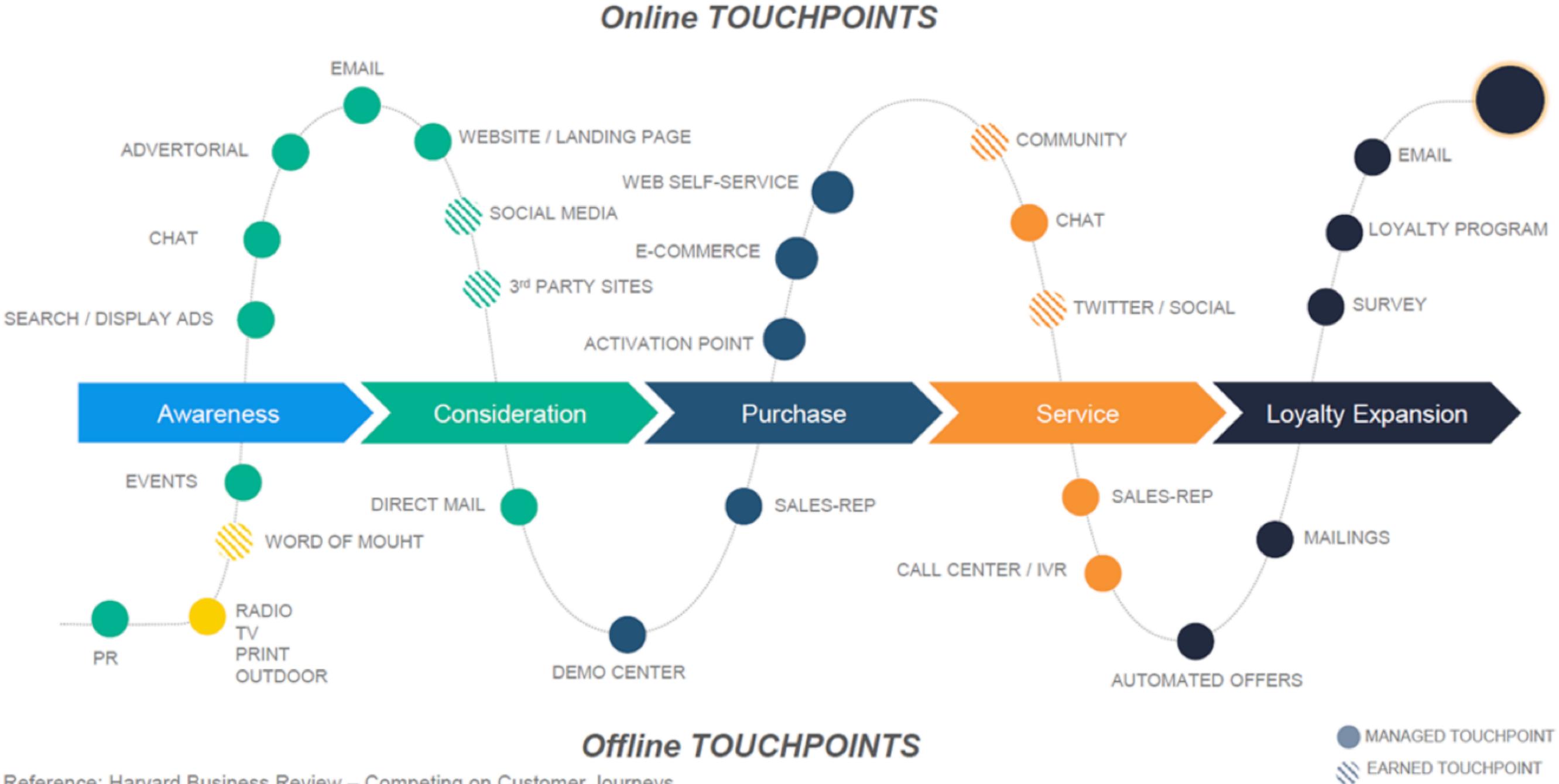
## CLEAR COMMUNICATIONS

Setting clear communication among stakeholders.

## RIGHT SOLUTION

Executing the right solution to succeed in Digital Transformation.

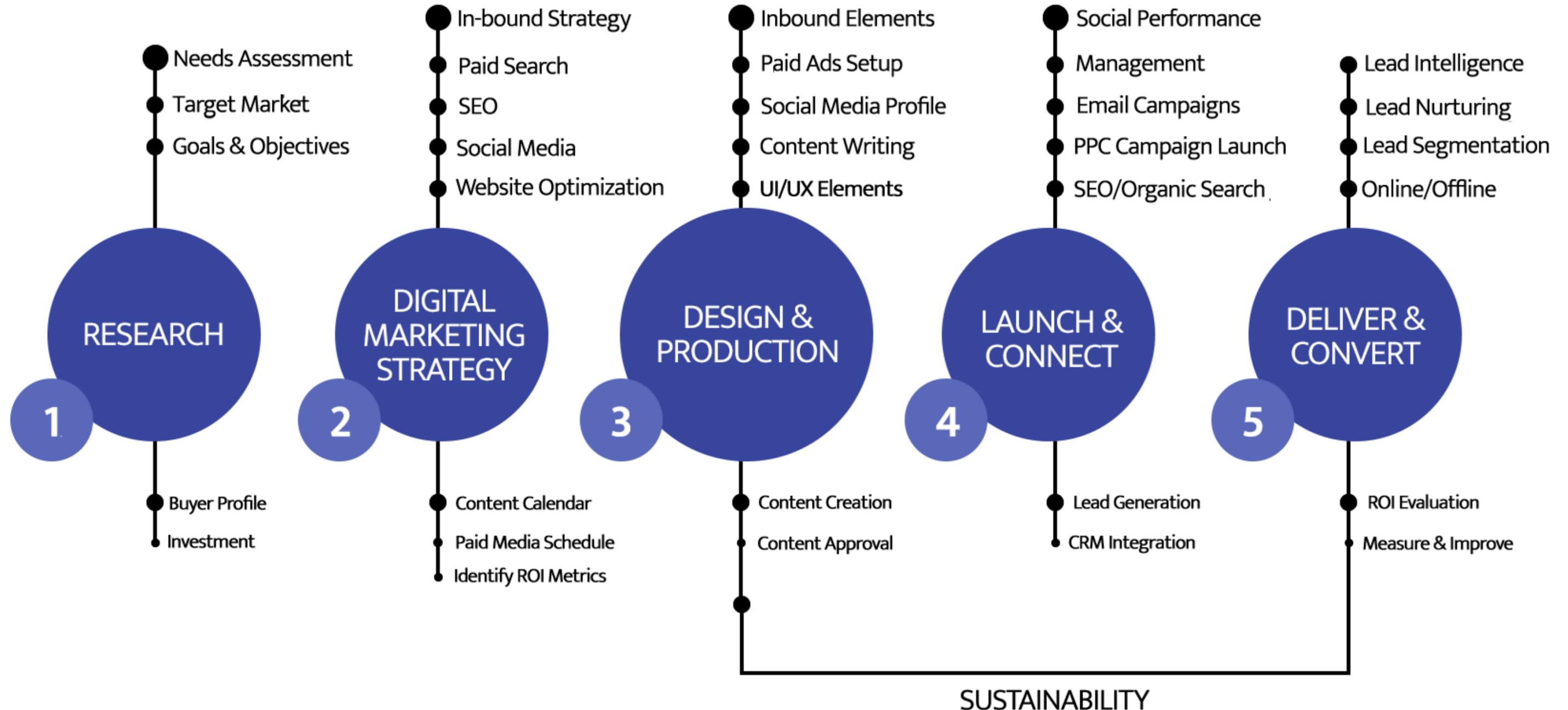
# Big Data for Marketing



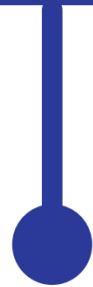
Reference: Harvard Business Review – Competing on Customer Journeys

# Digital Marketing Process

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# Project Timeline



## MONTH 1

Review, Audit, Planning, and Restrategizing your Marketing. We'll take things step by step.



## MONTH 2

Working together with your in-house team is the key to a successful Digital Transformation.



## MONTH 3++

Sustainability is our goal. We work with you closely in this journey together.

**1000**

**MORE THAN 100 CLIENTS AROUND THE WORLD.  
OVER \$100M CLIENT SALES GENERATED.  
INCREASE NET REVENUE IN 100 DAYS\*.**

*\*Results vary per client.*



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**Let's  
Increase  
your  
NET  
REVENUE**

Faster Processes



Learning Curve



Consistency & Continuity



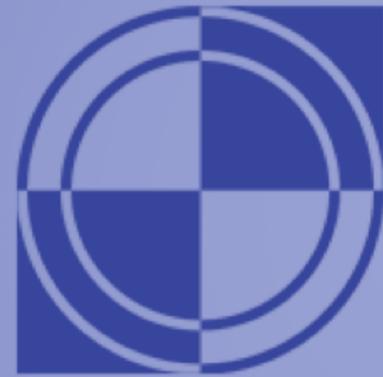
Skillset Requirements



Unrestrained by Corporate Politics



Better scalability



NetRev  
MARKETING



Software & Training Cost

Cost focused on relevant requirements



Over a decade of experience



Speed/Time of Implementation



No Operations Disruption



Equipment & Utilities