



iMANILA

# DIGITAL MARKETING PORTFOLIO & CASE STUDIES

With more than **28 years** of experience, we have built a solid reputation as one of the country's most reliable providers of **innovative digital solutions**.



# Our Timeline



**1996**

Formerly Tridel Technologies Inc., the company started as one of the **first Internet Service Providers (ISPs)** in the Philippines. The brand **“Internet Manila”** was born together with its domain and website, [www.i-manila.com.ph](http://www.i-manila.com.ph)



**2000**

We joined the list of **Top 5,000 corporations** in the Philippines. with over **30,000 ISP clients**



2010

We built our **Applications Development** team and expanded our technical expertise on web systems and Android and iOS applications.



2011

We strengthened our **Web & Digital Marketing Services**.



2019 - 2020

A certified **Google Partner** in 2019 and a **Facebook Managed Agency** in 2020, we have delivered more than **5,000 projects** and have carried out more than **5 million man-hours** of work.





# Our Services

With more than **28 years** of experience, we have built a solid reputation as the one of the country’s most reliable providers of innovative digital solutions, including Web & App Development, Digital Marketing, Hosting, and Technical Support.



WEB DEVELOPMENT



APP DEVELOPMENT



DIGITAL MARKETING



BRANDING



DOMAIN HOSTING & SSL



TECHNICAL SUPPORT



# Web & Apps Development

*Where design meets function and innovation meets performance*

Achieve success by improving your online presence through our uniquely designed and carefully-crafted websites using top-of-the-line content management platforms such as WordPress and Magento.



Reach your market through web and mobile applications by transforming your business to carry out automated processes and operations to improve productivity and profit



# Hosting

*Where connectivity meets stability.*

Designed to provide 99.5% uptime and availability, our reliable hosting solutions will serve as your foundation to reach your full potential online.



DOMAIN REGISTRATION



WEB HOSTING



EMAIL HOSTING



SSL CERTIFICATES

# Digital Marketing

*Where creativity meets purpose*

Expand your reach online, and efficiently hit business objectives by implementing strategic digital marketing campaigns and maximizing your online presence with a Google Partner agency!



SEARCH ENGINE  
OPTIMIZATION (SEO)



SOCIAL MEDIA  
MARKETING



EMAIL MARKETING



PAY-PER-CLICK(PPC)  
ADVERTISING

# Branding

*Where ideas meet reality*

Make your business stand-out with a well-designed, strategic and remarkable brand identity.



LOGO DESIGN  
& DEVELOPMENT



COLLATERAL DESIGN





# Technical Support

*Where assistance meets reliability*

Get support from our fully-equipped, highly knowledgeable technical staff to solve and troubleshoot all your **hardware and software issues**.



# Clients

Brands we've helped throughout the years.



# **SOCIAL MEDIA MANAGEMENT**

Client:

LOTUS

53K Increase in following in 6 months

20X Increase in organic engagements

15-20 Inbound messages daily

Lotus® Tools Philippines shop

aims to offer a wide array of professional tools for tradesmen, contractors and DIY-ers at reasonable prices.

Campaign: Social Media Management

Platform: Facebook



Client:

# HANKOOK

**200-300** Increase in following in 6 months (without ads)

**10X** Increase in organic engagements

**5-10** Inbound messages daily

**Hankook** aims to offer premium tires for SUVs, Trucks and Passenger cars at an affordable price point. We are Korea’s #1 Tire Manufacturer and 7th largest worldwide.

**Campaign:** Social Media Management  
**Platform:** Facebook





Client:

FALKEN

500-1K Increase in following in 6 months (without ads)

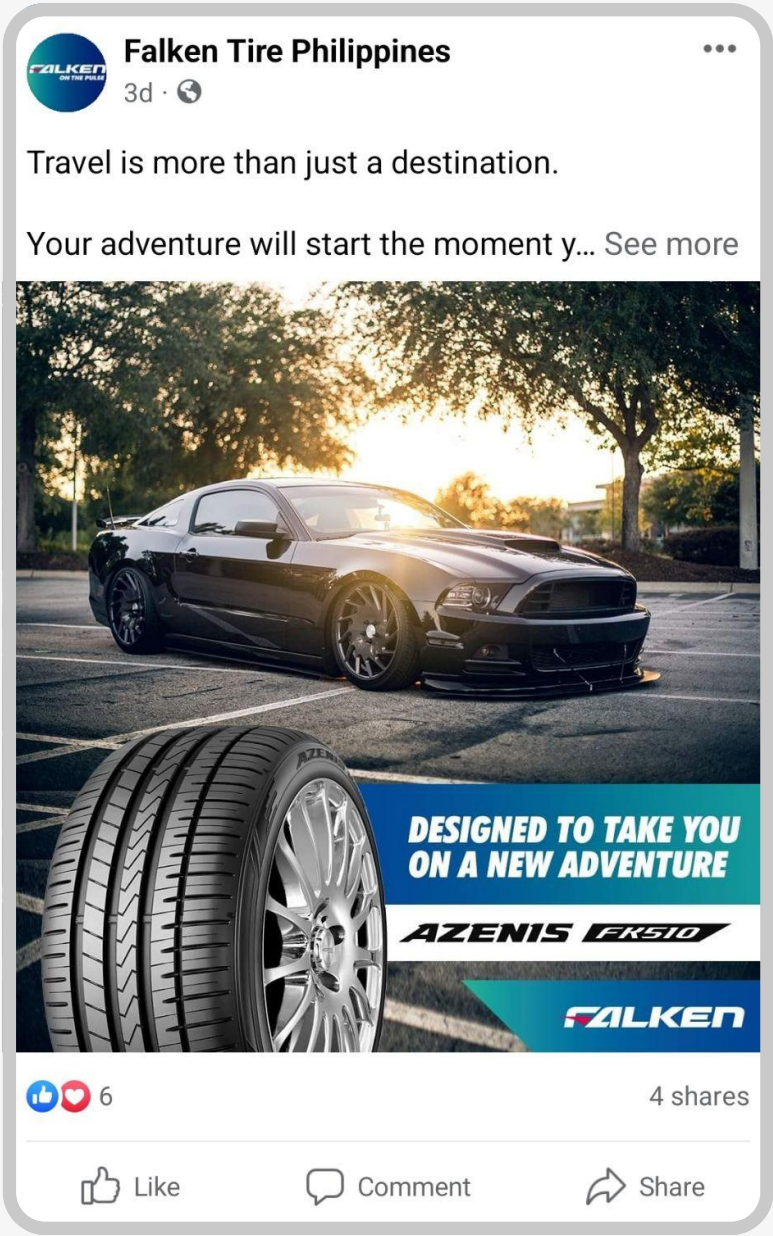
10X Increase in organic engagements

15-20 Inbound messages daily

Falken aims to strengthen their engagement to their virtual audiences and to become the first tire choice for both individuals and smart consumers alike.

Campaign: Social Media Management

Platform: Facebook



Client:

# IPANEMA

**80K** Increase in following in 6 months

**50X** Increase in organic engagements

**40-50** Inbound messages daily

**Ipanema** aims to strengthen their engagement to their virtual audiences while also increasing their engagements and following.

**Campaign:** Social Media Management

**Platform:** Facebook



Client:

# COMFORT LIVING

**10K** Increase in following in 6 months

**15X** Increase in organic engagements

**20-25** Inbound messages daily

**Comfort Living** aims to strengthen their engagement to their virtual audiences and to become the #1 online Mattress Store in the Philippines.

**Campaign:** Social Media Management

**Platform:** Facebook



Client:

# BASE BAHAY

3K

Increase in following in 6 months

15X

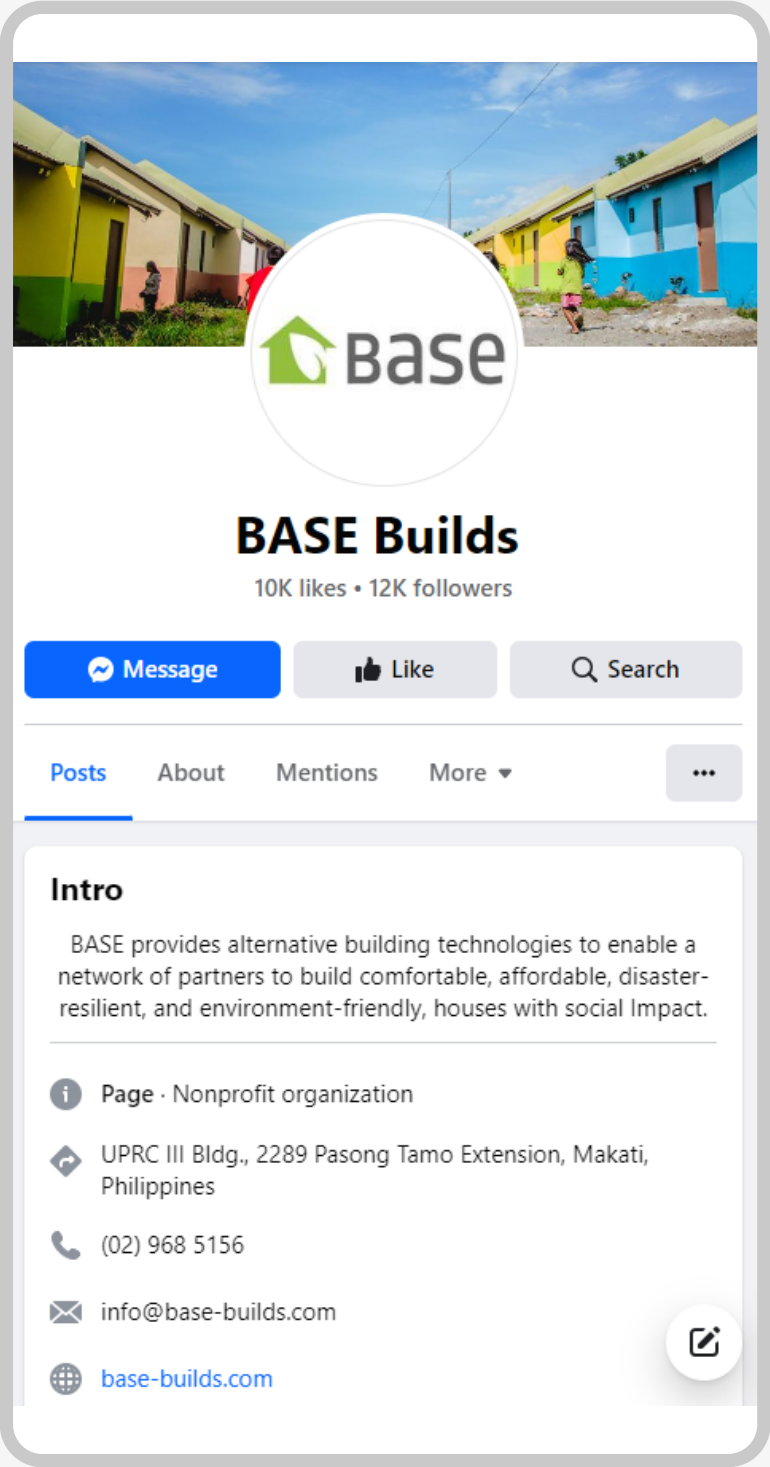
Increase in organic engagements

20-25

Inbound messages daily

**Base Bahay** is a non-profit organization that provides alternative building technologies to enable a network of partners to build comfortable, affordable, disaster-resilient, and environment-friendly, houses in the Philippines.

**Campaign:** Social Media Management  
**Platform:** Facebook



Client:

# TRONSMART PHILIPPINES

**500 - 1K** Increase in following in 6 months (without ads)

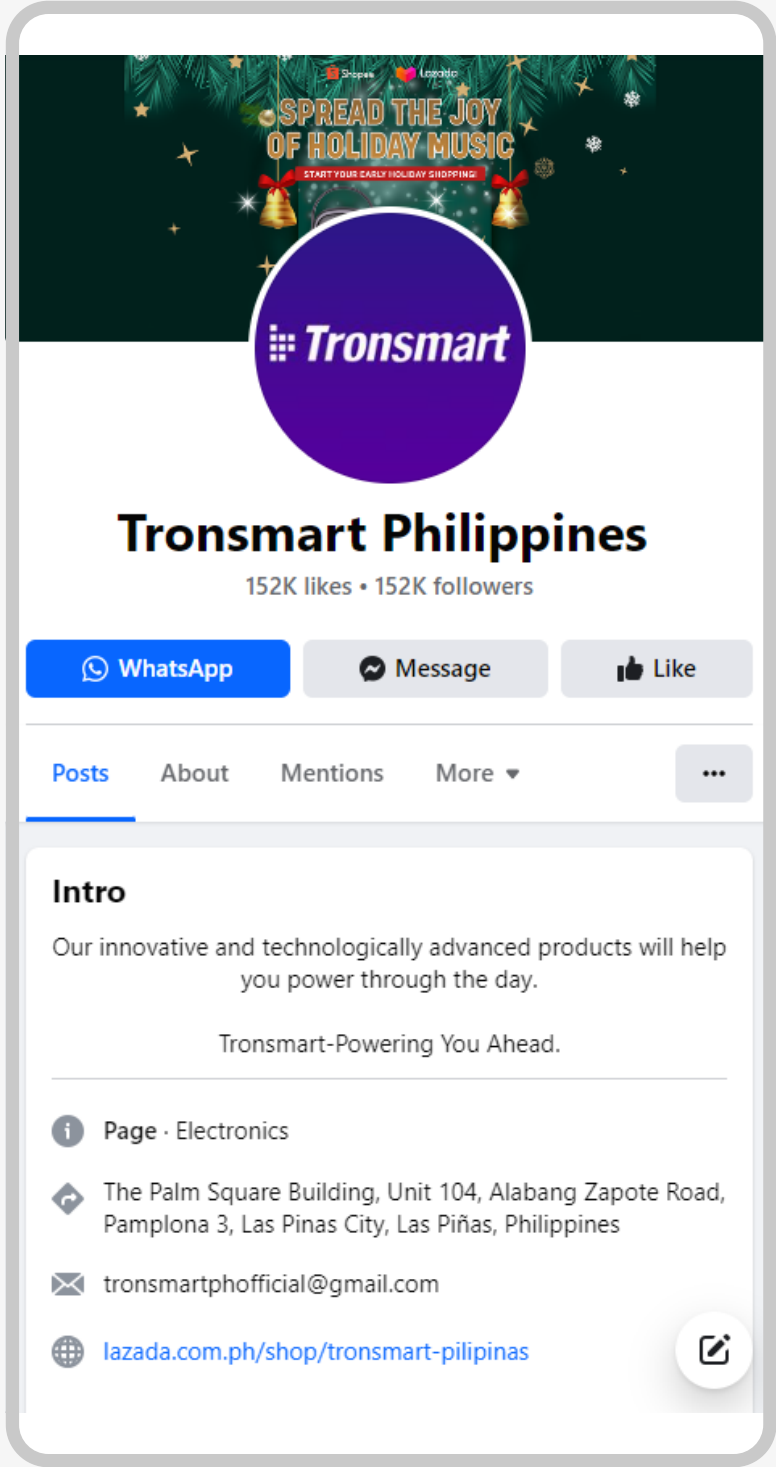
**10X** Increase in organic engagements

**15-20** Inbound messages daily

**Tronsmart Philippines** aims to be the leading brand offering cutting-edge audio products such as speakers & headphones with premium sound quality.

**Campaign:** Social Media Management

**Platform:** Facebook





# **SOCIAL MEDIA ADVERTISING**

Client:

# TULIP PHILIPPINES

**90K** Increase in followers within a year (Paid & Organic)

**20** Average Daily Inbound Messages

**90%** Increase in engagements

Tulip Philippines aims to increase brand awareness, gain more followers and establish presence on Facebook & Instagram.



Client:

LOTUS

51x Return on Ad Spend

14M Worth of Add-To-Cart Value

10x Increase in sales per month

Lotus® Tools Philippines shop aims to offer a wide array of professional tools for tradesmen, contractors and DIY-ers at reasonable prices.

Campaign: Catalog Sales - Collaborative Ads

Budget: 20K

Revenue: 1M



Client:

# CHEF'S CLASSICS

23x Return on Ad Spend

11M Worth of Add-To-Cart Value

12K New Visitors

**Chef's Classics** brings innovation to your kitchen with cooking equipment born out of Passion for Global Quality. As the biggest brand in cookware, we have become a fixture in every Filipino home.

**Campaign:** (First Month) Catalog Sales - Collaborative Ads

**Budget:** 50K

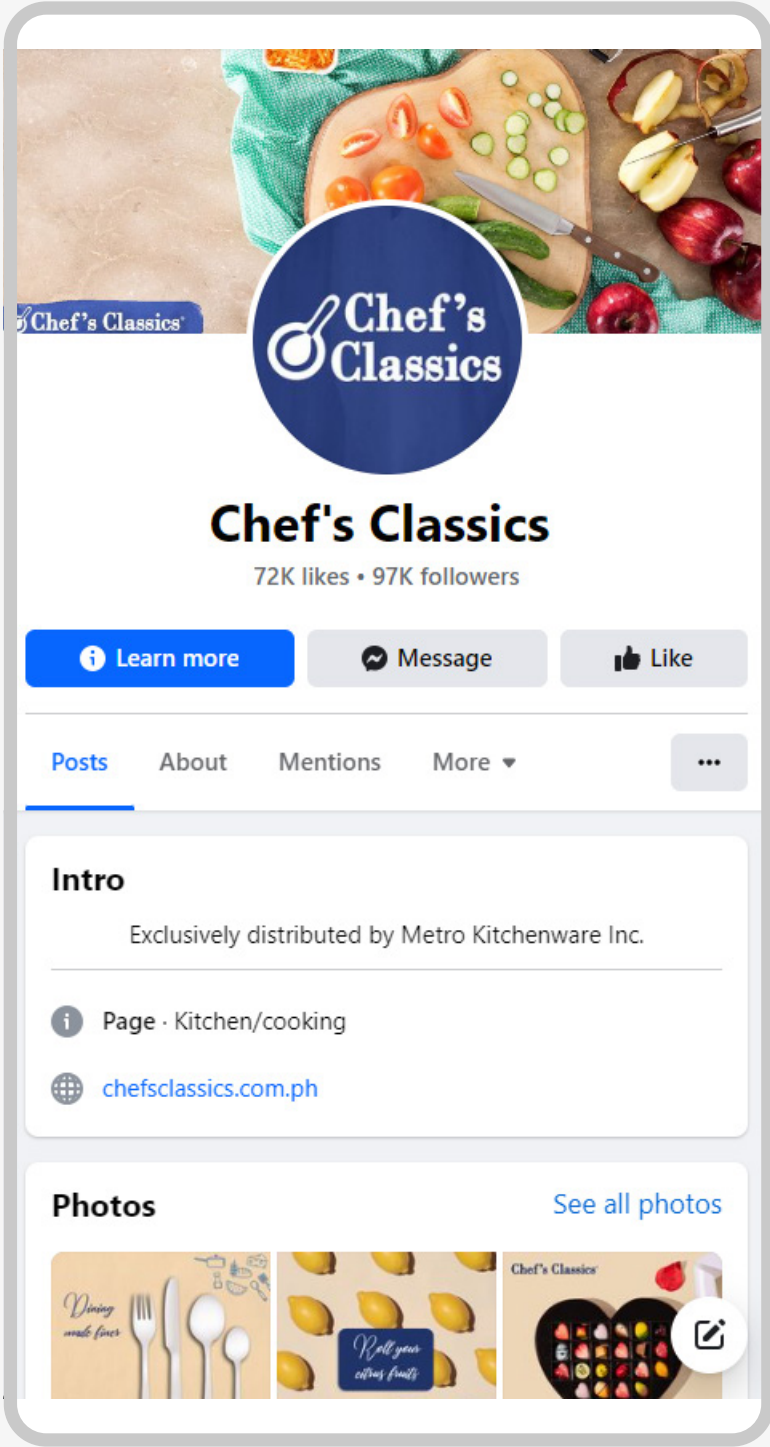
**Revenue:** 1M

**Projected Purchases:** 50-60 purchases

**Total Purchases by end of Campaign:** 2,400 Purchases

**Add-to-cart:** 12,060

**Revenue:** 900K



Client:

LENOVO

16x Return on Ad Spend

254M Worth of Add-To-Cart Value

2X Higher than the KPI of 50K New Visits

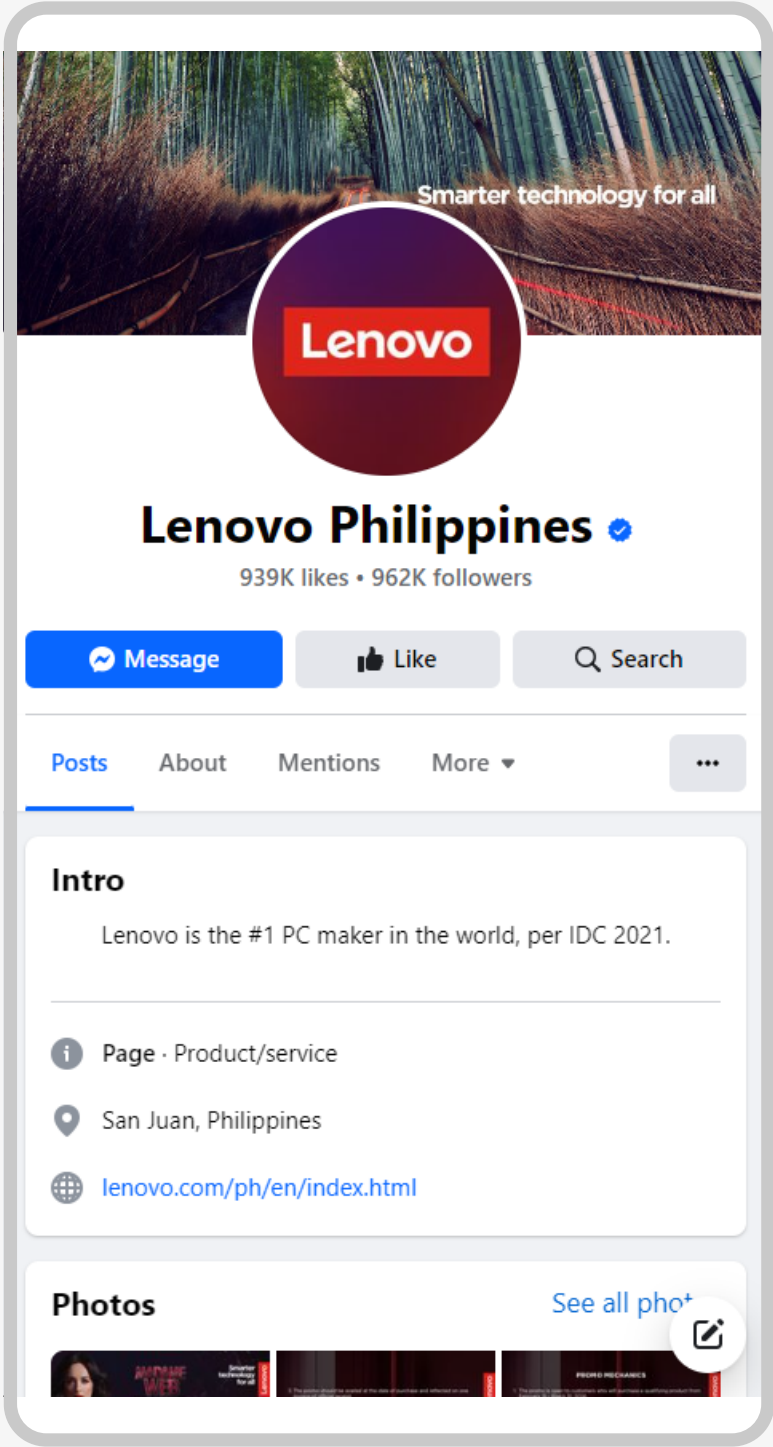
**Lenovo** is the world’s fastest-growing maker of PCs, including renowned ThinkPad® laptops. We also make ThinkCentre®, ThinkStation®, IdeaPad® and IdeaCentre® computers, and IdeaTab® and ThinkPad® tablets.

**Campaign:** Catalog Sales - Collaborative Ads

**KPI:** Get 50K Visits

**Budget:** 150K

**Revenue:** 2.5M





Client:

# BIGASPH

4x

Return on Ad Spend

3X

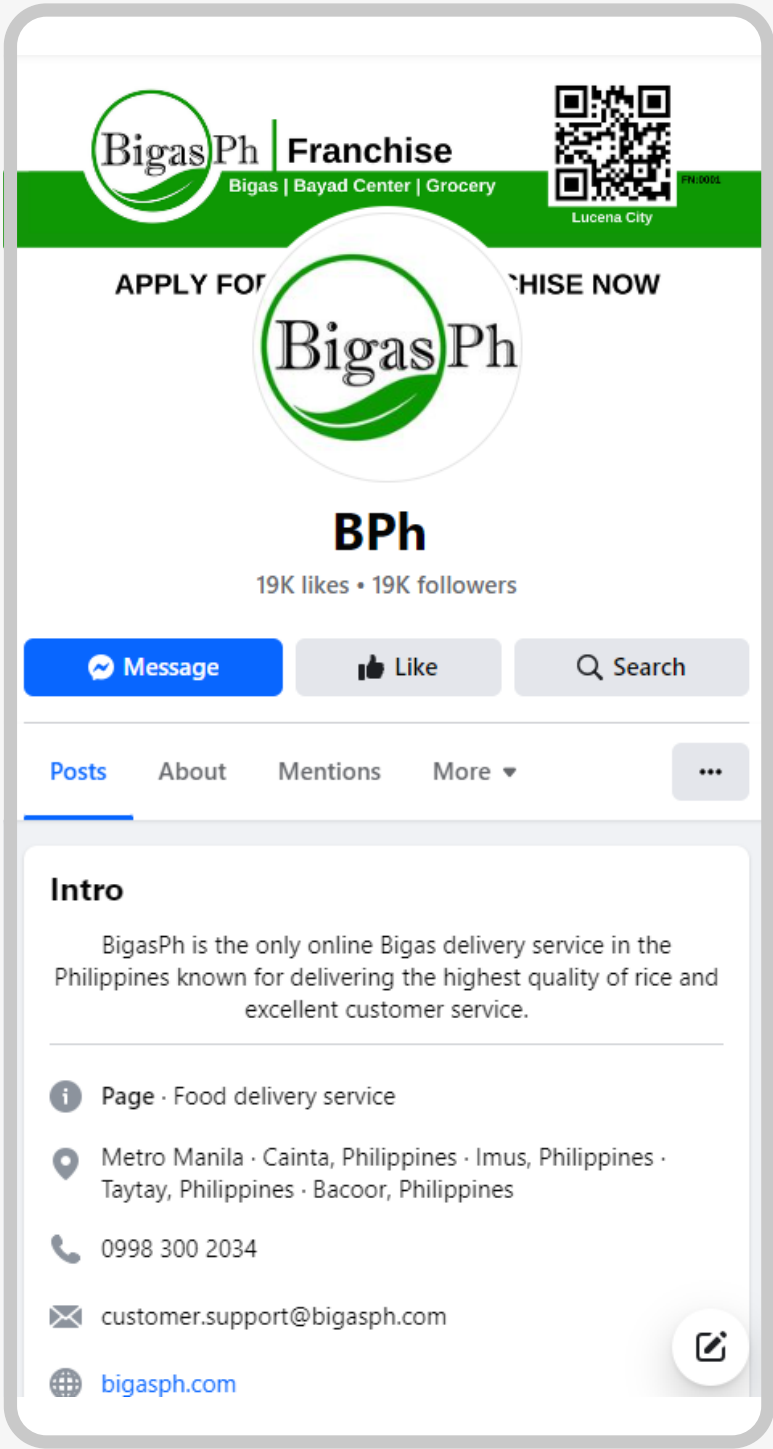
More than the LP Views KPI

70%

Increase in Website Traffic

**BigasPH** is an online Bigas (rice grain) delivery in the Philippines. They sell premium and organic rice varieties from local and indigenous farmers in the country

- Campaign:** (First Month) Conversion Ad
- KPI:** 50-60 purchases & 600 LP Views
- Total Purchases:** 93 Purchases
- Landing Page Views:** 1,800 LP Views
- Revenue:** 160K



Client:

# GOLDEN FUTURE

20 Average daily inbound messages

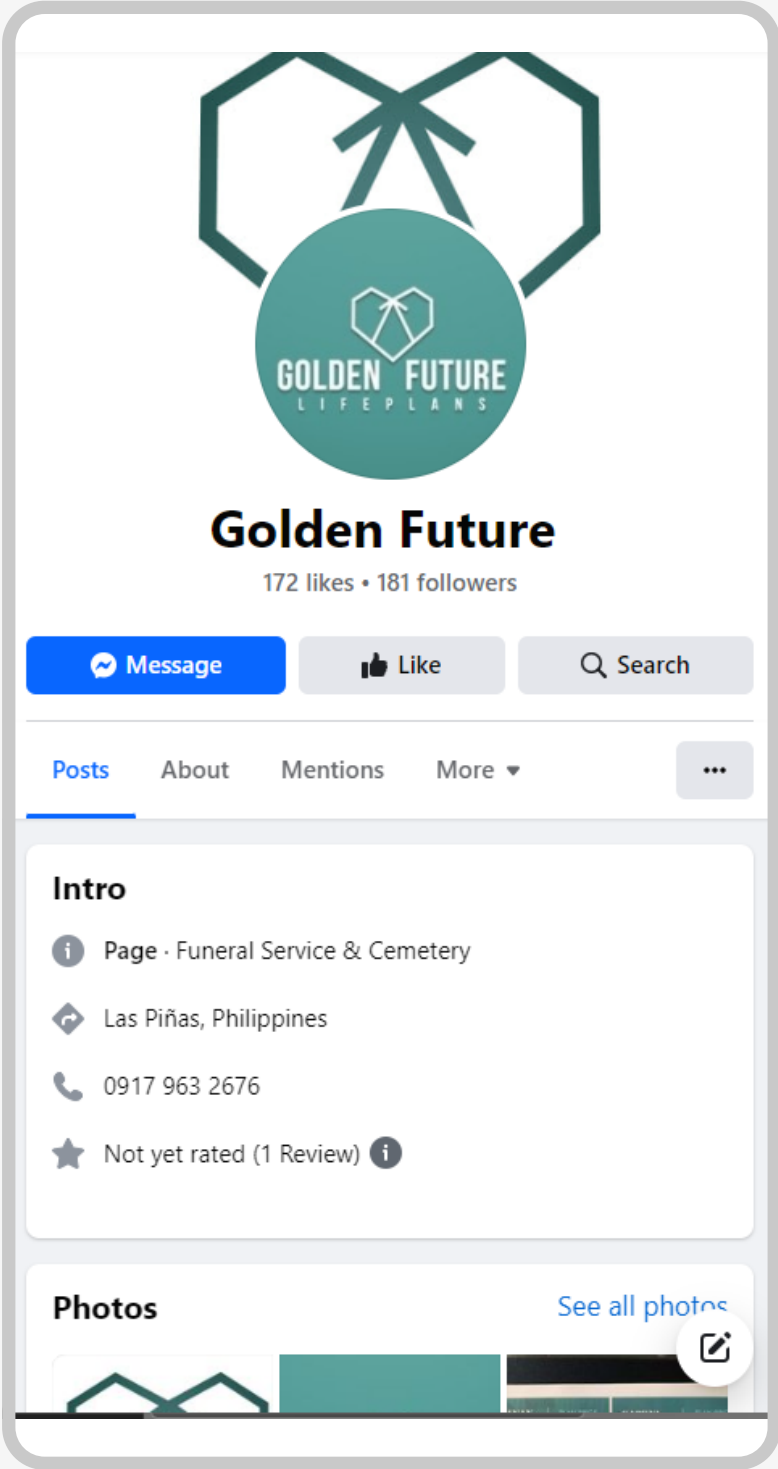
70% Increase in Website Traffic

**GOLDEN FUTURE** aims to get quality leads/messages from prospective clients who are willing to apply for a variety of life plans

**Campaign:** Facebook Message Ads

**Budget:** PHP 20,000.00 per month

**Average daily inbound messages:** 20 messages



Client:

# A BROWN COMPANY

**30k** Ad recall lift. 3X higher than the KPI

**14M** engagements. 5X higher than the KPI

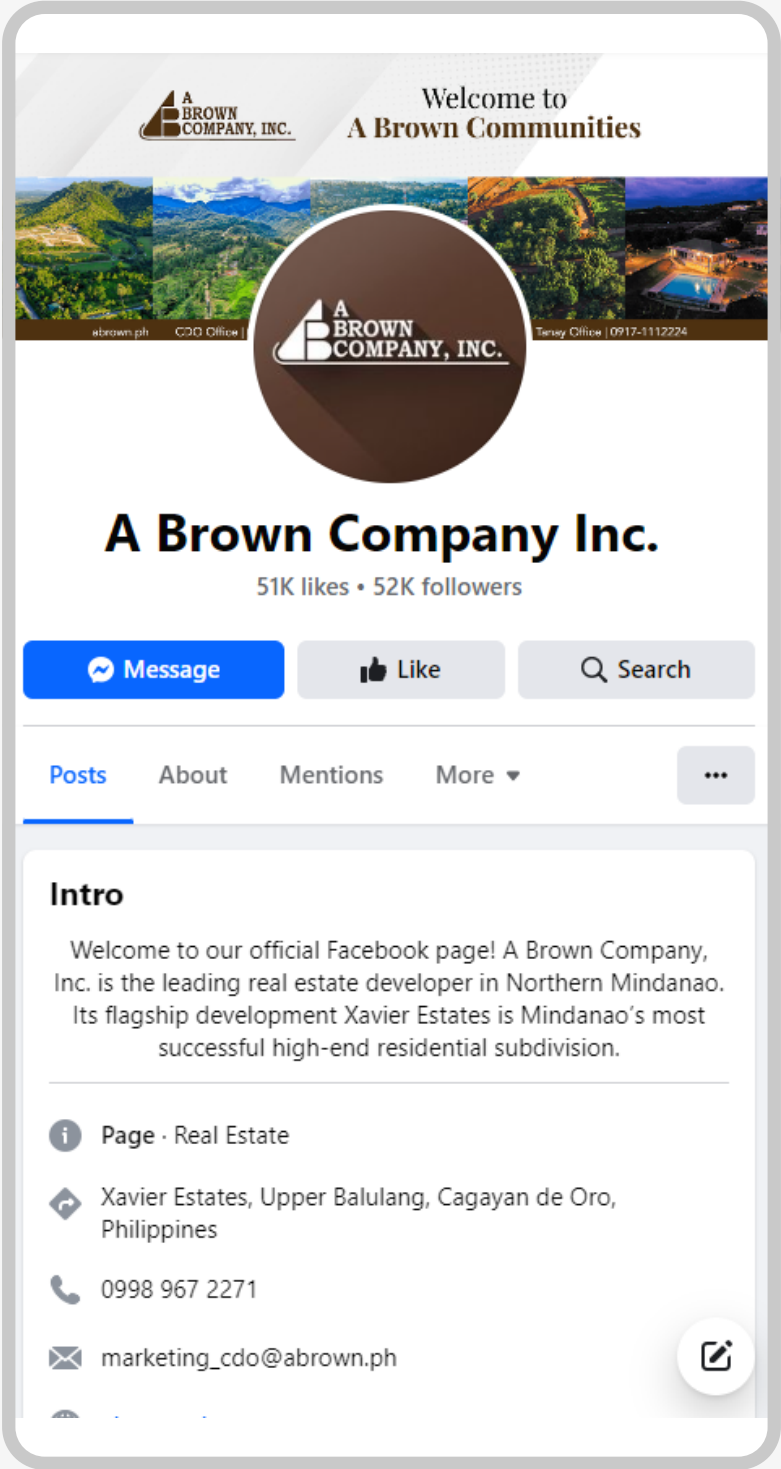
**15-20** Inbound messages daily

**A Brown Company** is a real estate company that offers premiere properties all over the Philippines.

**Campaign:** Brand Awareness

**Budget:** PHP 20,000.00 per month

**Average daily inbound messages:** 20 messages



Client:

# A BROWN COMPANY

20k

Ad recall lift. 3X higher than the KPI

7M

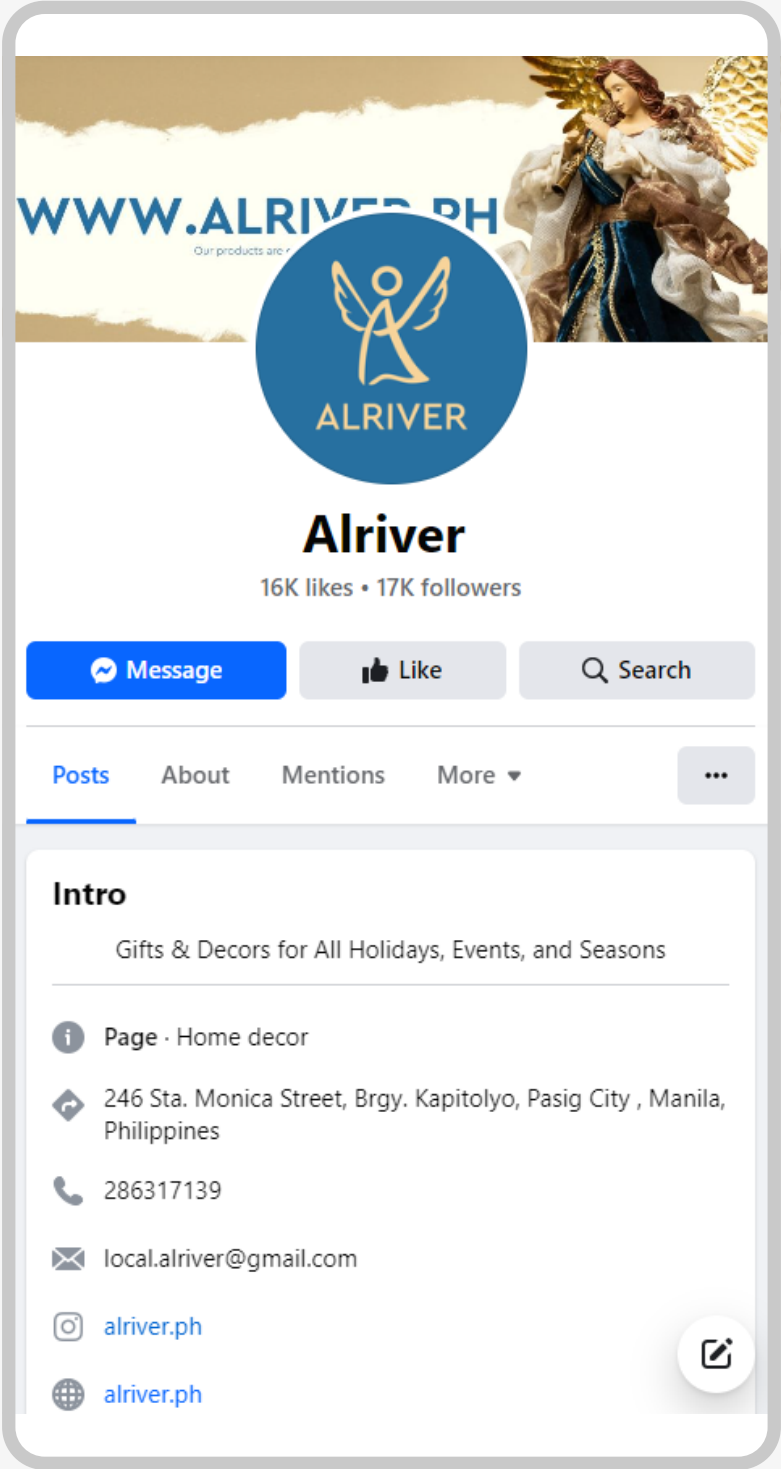
engagements. 5X higher than the KPI

15-20

Inbound messages daily

**Alriver** is one of the leading manufacturers in the Philippines offering high quality holiday gift like Angels, Holy Family sets, Nativity Sets, Fairies, and Witches.

**Campaign:** Brand Awareness  
**Budget:** PHP 10,000.00 per month  
**Average daily inbound messages:** 20 messages



Client:

# KOHLER PH

**100k** Increase in following in 12 months  
(Paid & Organic)

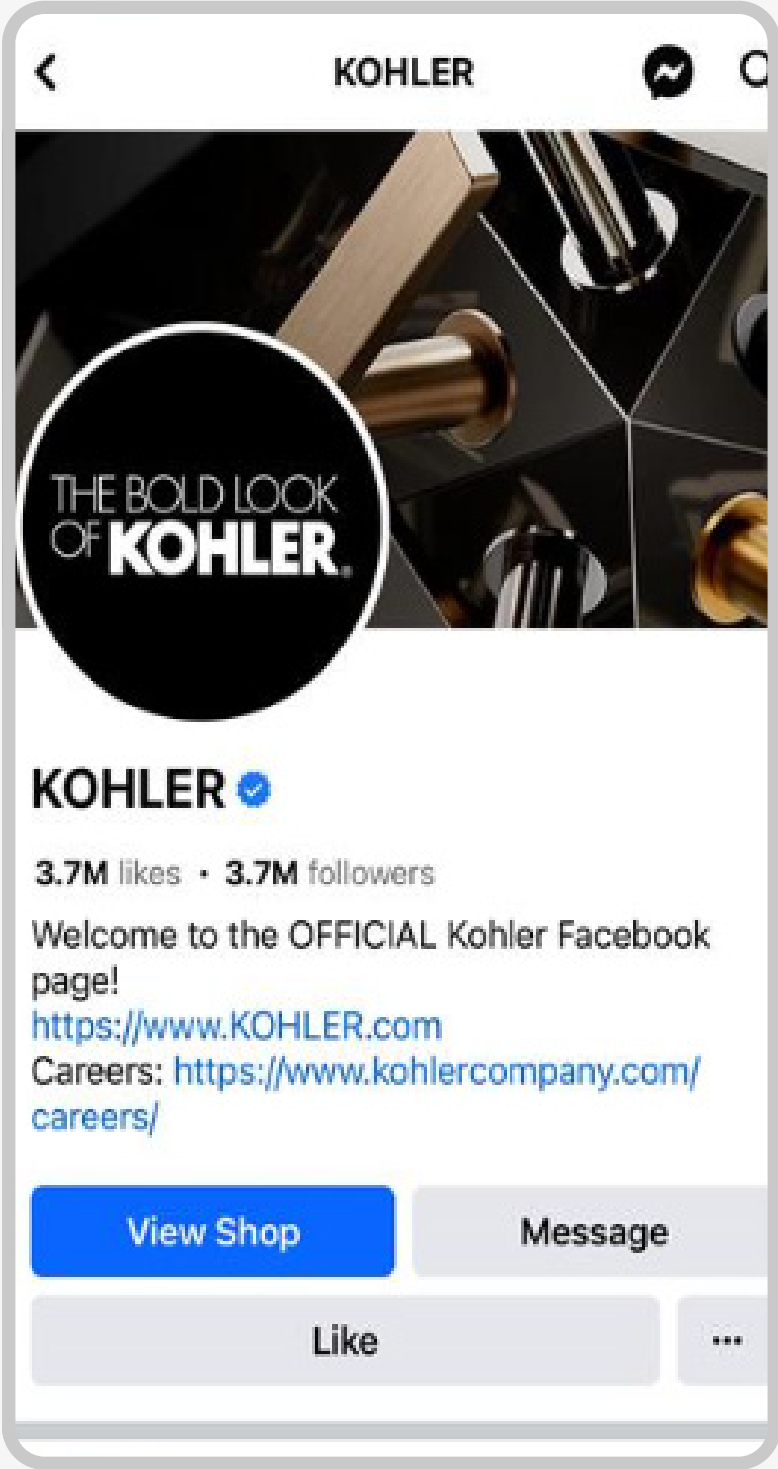
**90%** Increase in engagements

**30-35** Inbound messages daily

**KOHLER PH** offers wide range of designer bathroom and luxury kitchen fixtures like toilets, faucets, sinks, and more.

**Campaign:**

**Platform:** Facebook



# **SEARCH ENGINE MARKETING PROJECTS**

Client:

# CALJOZA TRANSPORT

aims to provide the best trucking and car rental services in the Philippines.

140K

Impressions in the first month  
(7X higher than target/KPI)

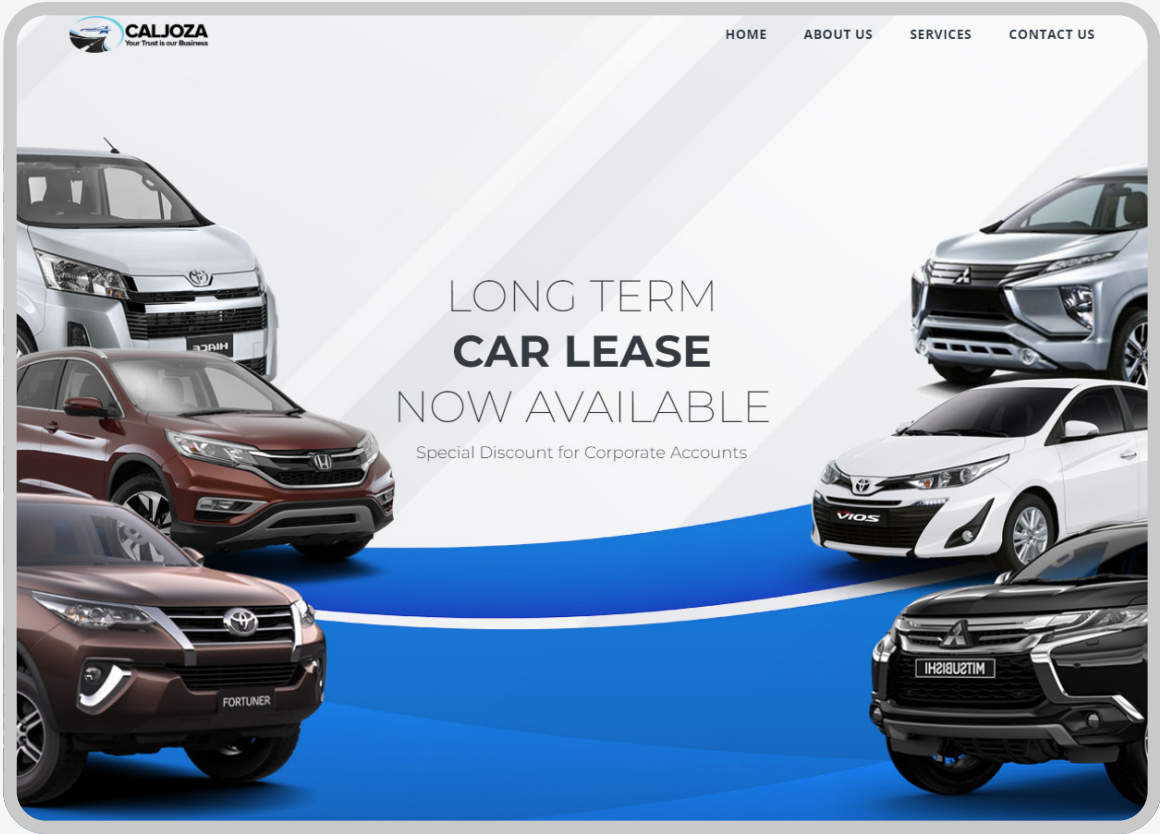
4.7K

Clicks for the entire duration of the first  
month alone (2X higher than Target/KPI)

50%

Increase in leads before running Google Ads

**Campaign:** Google Search Ads  
**Objective:** To garner 1.7K clicks in the first month  
**Location:** Metro Manila  
**Budget:** 30K per month  
**Platform:** Google



Client:

# KAZAM

is an online platform connecting Homeowners with Kasambahays such as child care, senior care, cook, maid, family driver, houseboy, and store assistant.

- 100K Impressions in the first month (5X higher than target/KPI)
- 5K Clicks for the entire duration of the first month alone (2X higher than Target/KPI)
- 50% Increase in leads before running Google Ads

**Campaign:** Google Search Ads  
**Objective:** To garner 2.5K clicks in the first month  
**Location:** Metro Manila, Cebu, Davao  
**Budget:** 30K per month  
**Platform:** Google





Client:

# KOHLER PH

offers wide range of designer bathroom and luxury kitchen fixtures like toilets, faucets, sinks, and more.

**4M** Impressions (4X higher than target/KPI)

**120K** Average clicks for the entire duration (4X higher than Target/KPI)

**80%** Increase in leads before running Google Ads

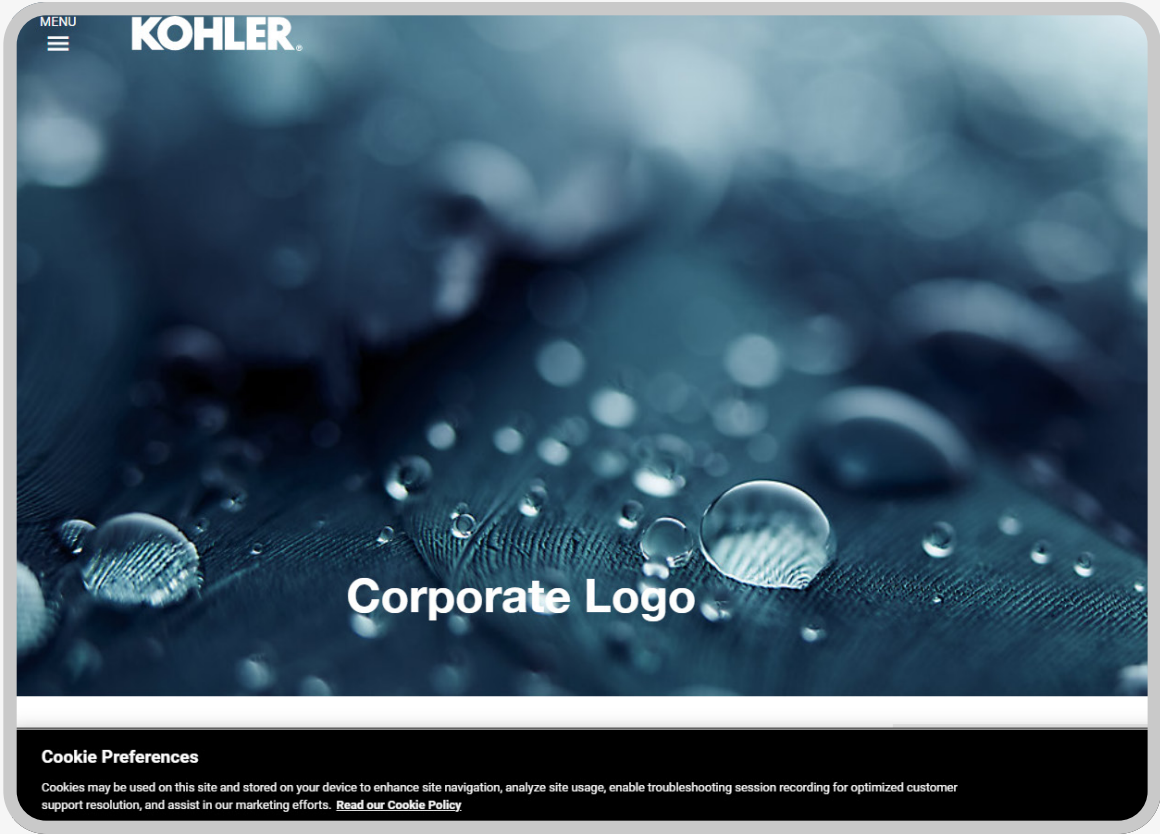
**Campaign:** Google Search Ads

**Objective:** To garner 28K clicks per month

**Location:** Philippines

**Budget:** 400K per month

**Platform:** Google



Client:

# GSR MALABANAN

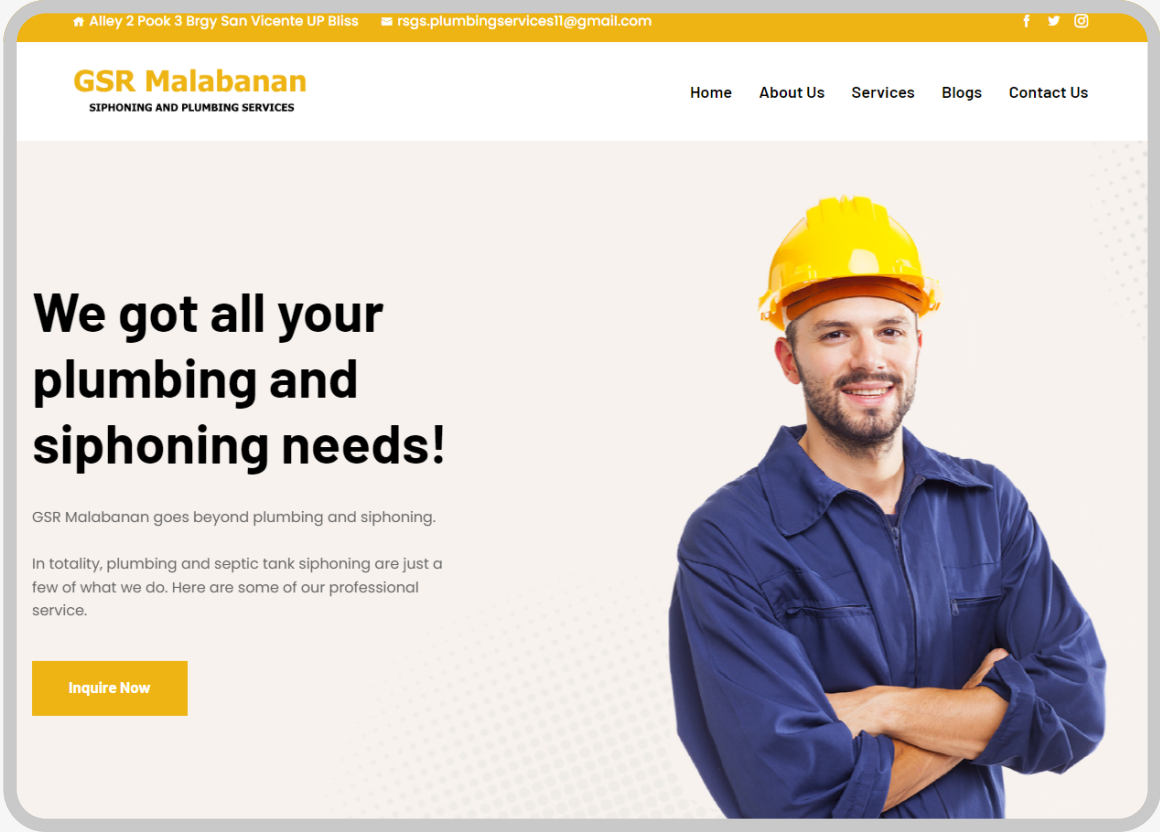
offers plumbing and siphoning services in the Philippines.

**100K** Impressions (3X higher than target/KPI)

**2.5K** Average clicks for the entire duration (2X higher than Target/KPI)

**50%** Increase in leads before running Google Ads

- Campaign:** Google Search Ads
- Objective:** To garner 1.3K clicks per month
- Location:** Metro Manila
- Budget:** 25K per month
- Platform:** Google



Client:

# SANTOS KNIGHT FRANK

**93K** Impressions in the first month  
(7X higher than target/KPI)

**6K** Clicks for the entire duration of the first month alone  
(2X higher than Target/KPI) Now ranging at 10K-11K

**50%** Increase in leads before running Google Ads

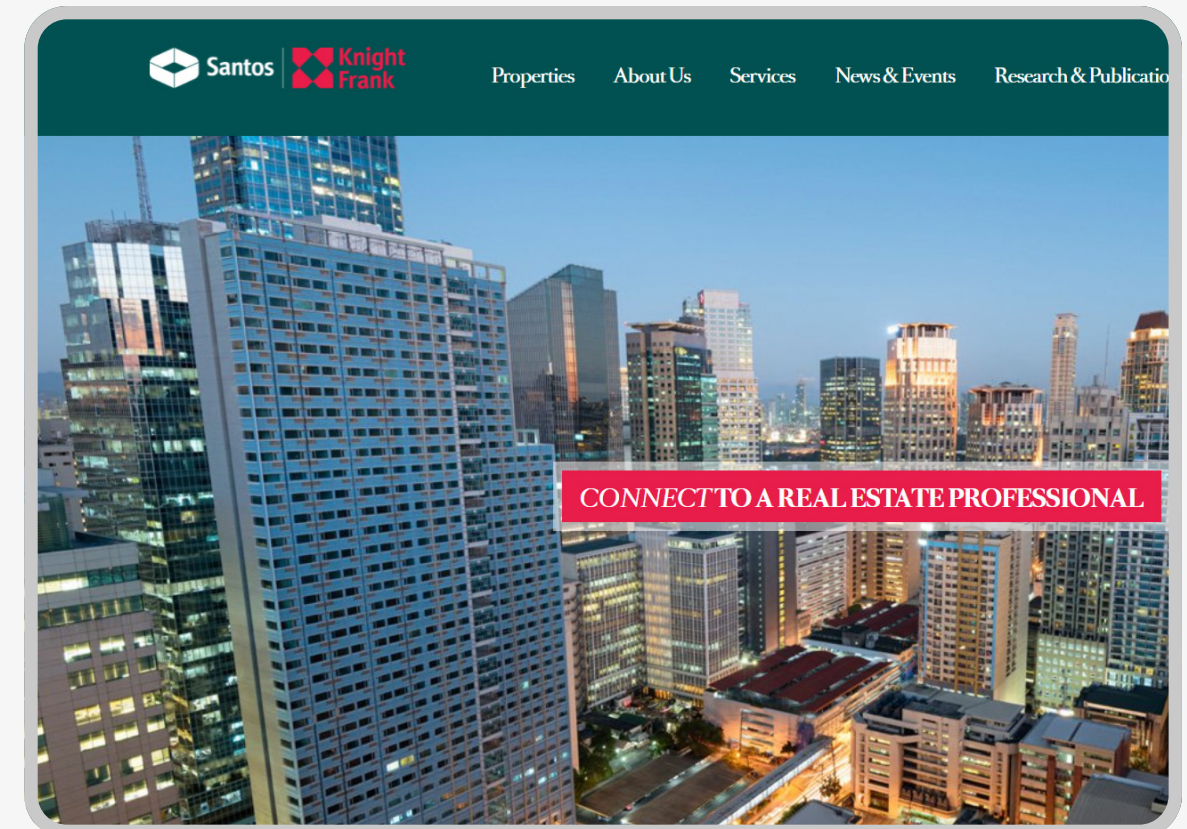
**Campaign:** Google Search Ads

**Objective:** To garner 3K clicks in the first month

**Location:** Metro Manila, Cebu, Davao

**Budget:** 60K per month

**Platform:** Google





Client:

# TURF COMPANY

**40K** Impressions per month (on average)

**3K** Clicks per month (on average)

**20+** Successful Conversions  
(Contact Form submissions)  
per month (on average)

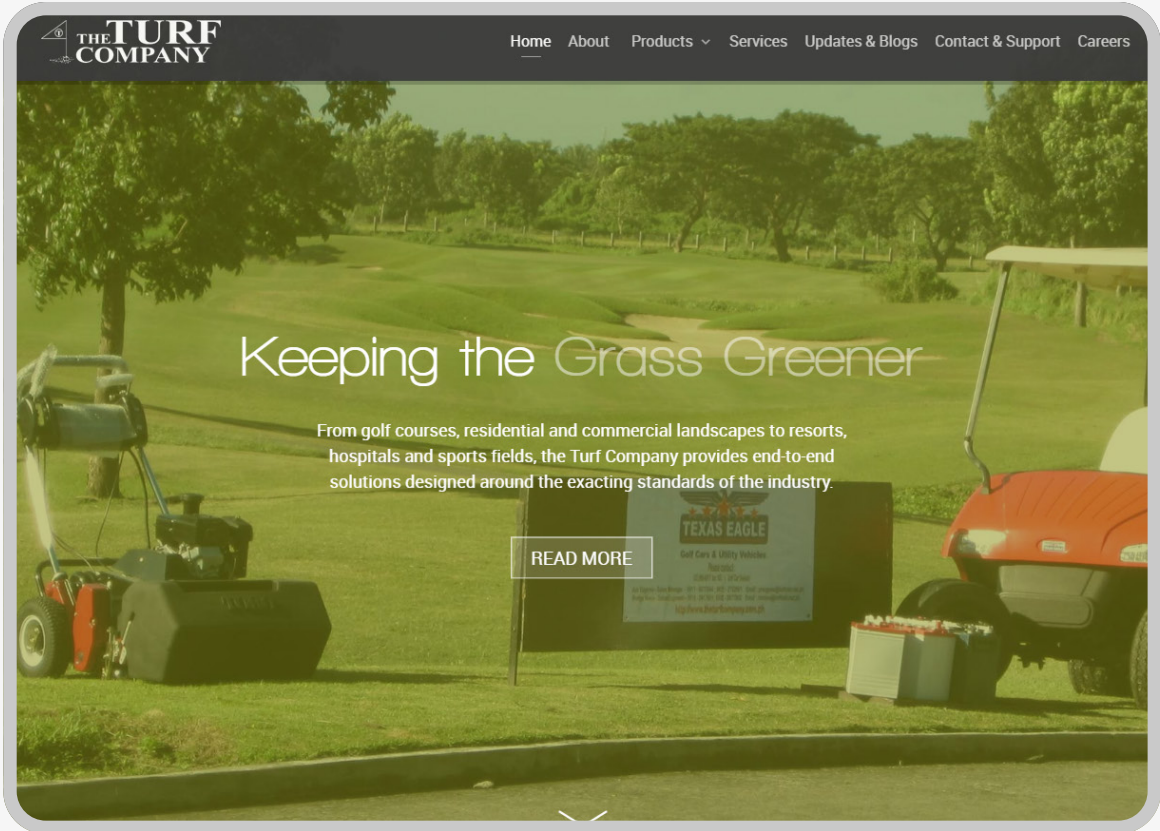
**Campaign:** Google Search Ads

**Objective:** 10 Conversions (Contact Form submissions) per month

**Location:** Nationwide

**Budget:** 30K per month

**Platform:** Google



Client:

IVO

15x Higher than the KPI

5K Accumulated link clicks

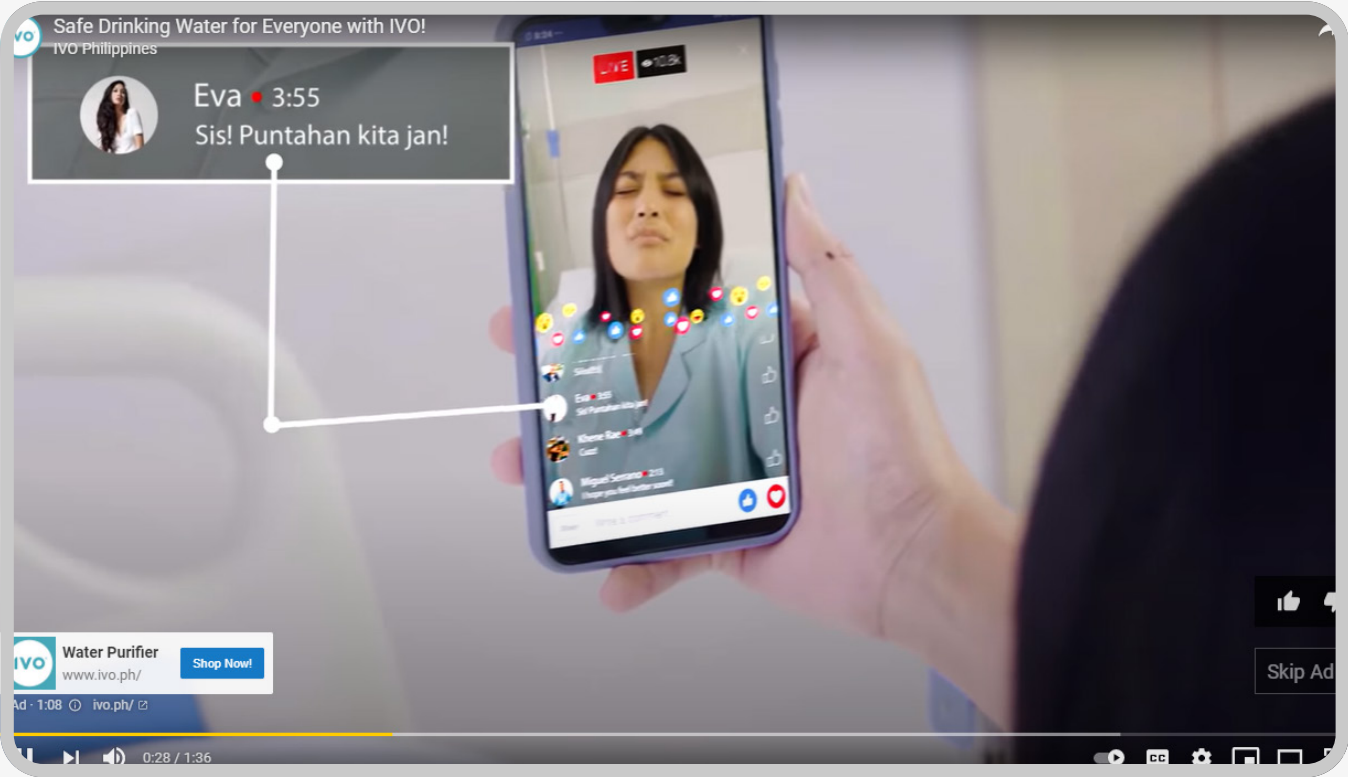
IVO is made by Toray Industries, Japan. Toray is the largest producer of advanced carbon fiber technology.

Campaign: YouTube Skippable Ads

Budget: PHP 40,000.00 per month

KPI: 20K views, 300K impressions

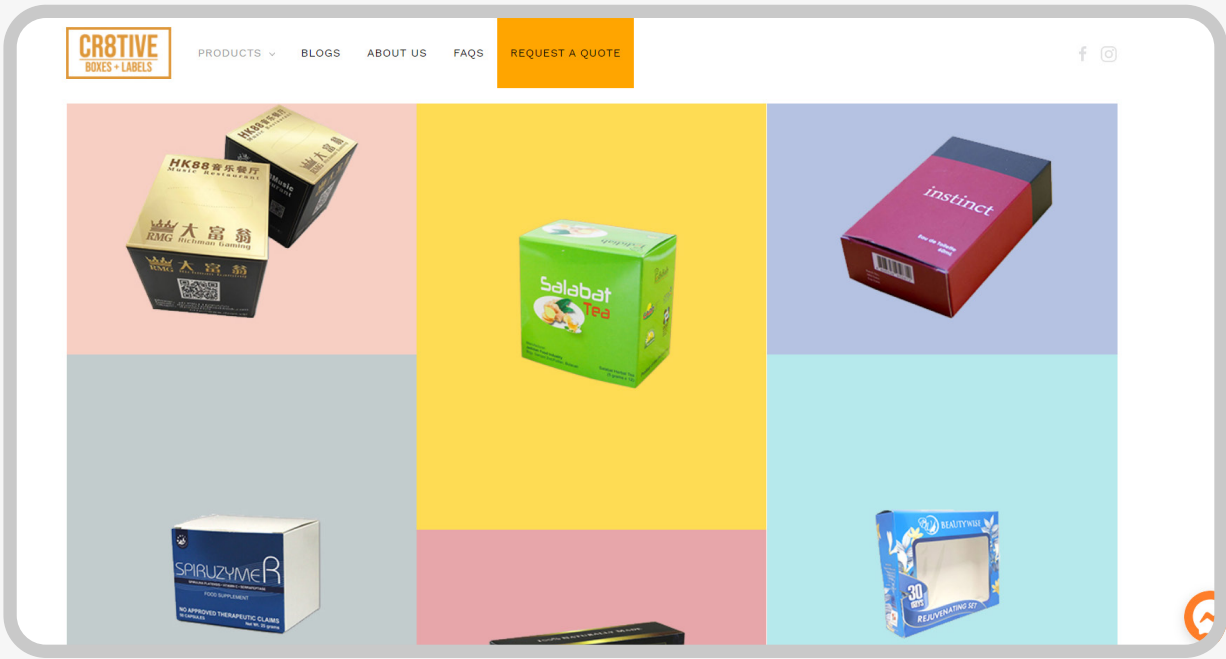
Results: 310K views with 1.9M impressions



# SEARCH ENGINE OPTIMIZATION

Client:

# CR8TIVE BOXES AND LABELS CORP.



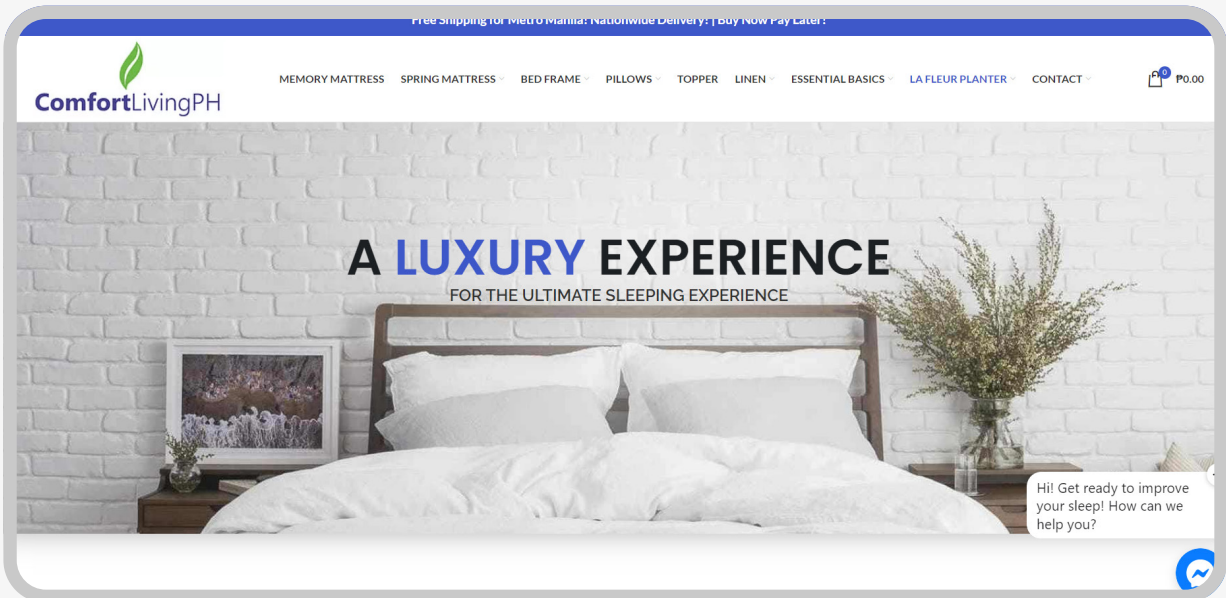
**CR8TIVE BOXES AND LABELS CORP. (CBLC)** started in 2018 with a goal of providing quality packaging that will satisfy our customers' needs. We specialize in lightweight folding carton boxes, stickers, labels, hangtags and more. Our company has the ability to conceptualize, print and deliver to your printing requirements.

- Cr8tive Boxes + Labels’ SEO Campaign, after a year, has gained a huge improvement in terms of website ranking on SERPs. Last June 2020, the first month we started the campaign, the website was ranked 1,207,958 globally and 12,523 locally. We improved their ranking to 243,000 globally and 2,340 locally to this day.
- Before we started the campaign, their keywords do not appear on SERPs at all. By the of the year, we were able to rank their Nine keywords on the 1st page, and five on the first place.
- In an average, we are getting 2.5K-3K organic visits every month, from 25-40 before the campaign and additionally, we are getting an average of 15-20 qualified leads every month.



Client:

# COMFORT LIVING PHILIPPINES

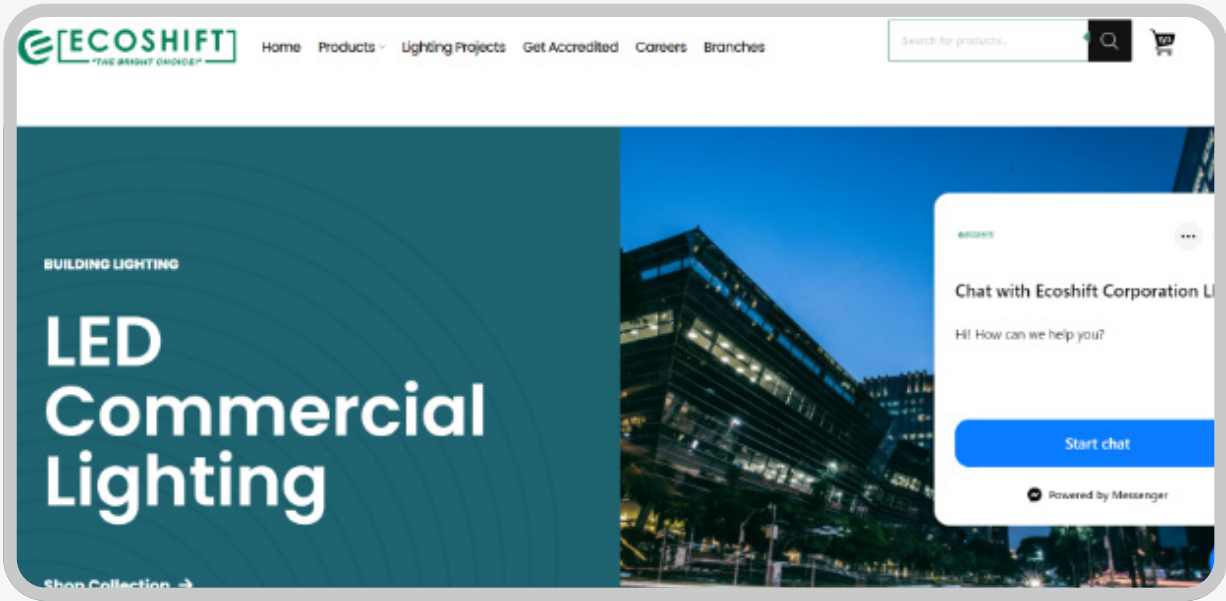


**Comfort Living Philippines** is the #1 online Mattress Store in the Philippines. We offer high quality bedding essentials such as premium mattresses, orthopedic pillows, premium memory foam topper, duvet cover and many more. We are committed to giving people an upgraded way of rest and sleep for a healthier tomorrow.

- Comfort Living has been in iManila’s care for more than 3 years now. Since then we have been running their Search Engine Optimization. We also optimize their website and produce content for them.
- Comfort Living’s SEO Campaign has gained a huge improvement in terms of website ranking on SERPs. Last September 2019, the first month we started the campaign, the website was ranked 724,480 globally and 10,690 locally. We improved their ranking to 3,571 locally and 317,073 globally to this day.
- Before we started the campaign, their keywords do not appear on SERPs at all. By the end of the year, we were able to rank their Nine keywords on the 1st page.
- In an average, we are getting 2.5K-3K organic visits every month, from 25-40 before the campaign and additionally, we are getting an average of 15-20 qualified leads every month.

Client:

# ECOSHIFT CORPORATION



**Ecoshift Corporation** is a proud supplier of premium LED lighting products in the Philippines. Their talented staff makes a wide range of eco-friendly, architectural, commercial, and residential lighting fixtures.

- Ecoshift Corporation has gained a huge improvement in terms of website ranking on SERPs. Last July 2023, the first month we started the campaign, the website was ranked 2,046,159 globally and 34,371 locally. We improved their ranking to 1,239,579 globally and 19,753 locally to this day.
- Before we started the campaign, their keywords do not appear on SERPs at all. By the of the year, we were able to rank their 10 keywords on the 1st page.
- In an average, we are getting 8-10K organic visits every month, from 35-45 before the campaign and additionally, we are getting an average of 20-25 qualified leads every month.



DESIGN PORTFOLIO



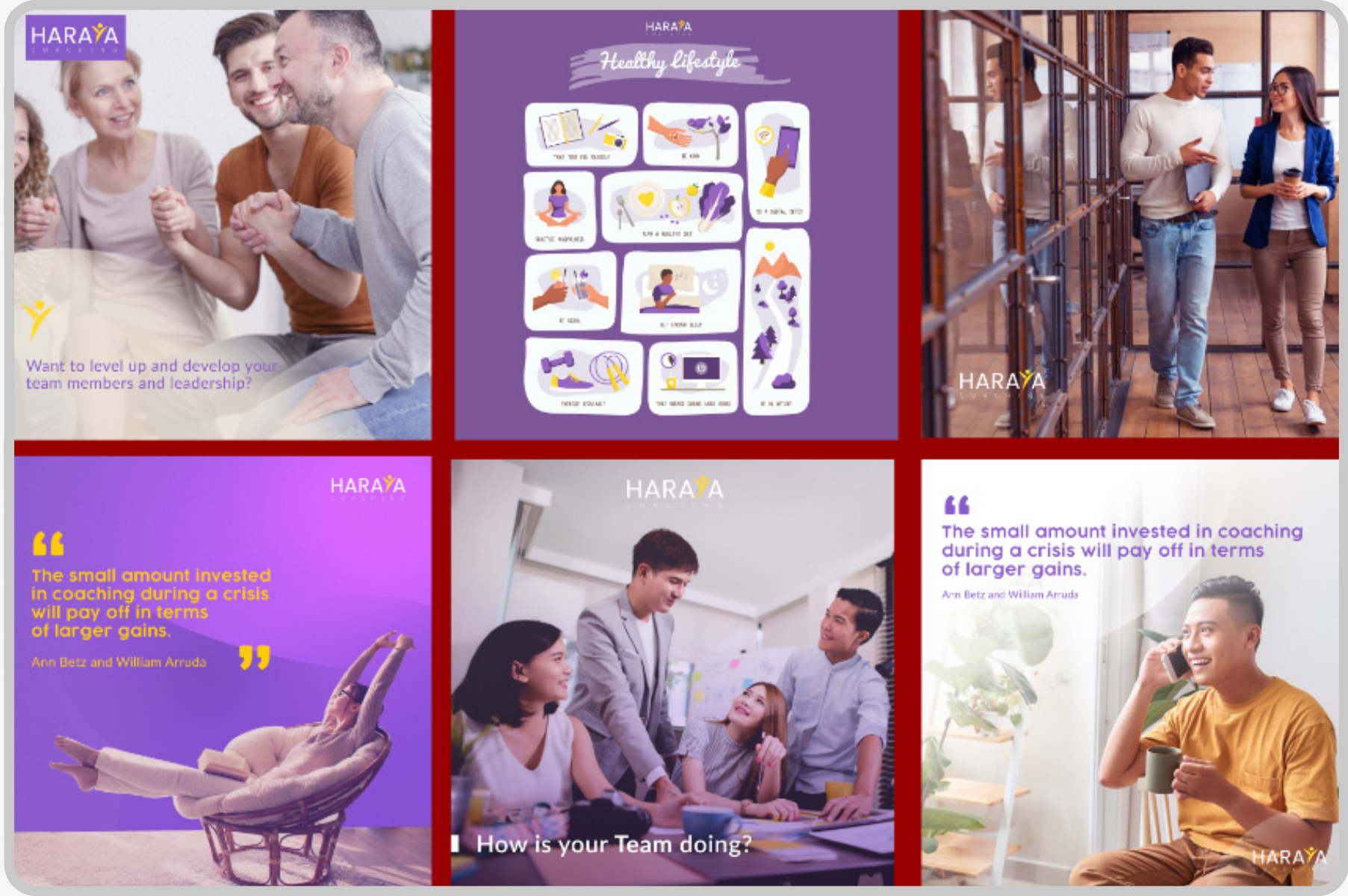


# DESIGN PORTFOLIO



# DESIGN PORTFOLIO





DESIGN PORTFOLIO

# iMANILA

IMPROVING LIVES THROUGH TECHNOLOGY SINCE 1996

# LET'S DISCUSS!



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