



Digitalmoz Sourcing Inc.
1809 Cityland 10 Tower 2,
HV Dela Costa, Makati City

CONTACT REPORT

Project: **Date: May 18, 2016**
Brand/Company: Lycee Francais de Manille **Notes by: Mayen Del Mundo**
Meeting Place: 75 Swaziland Street, Better Living
Subdivision, Paranaque

Attendees:

Digitalmoz:

- **Mayen Del Mundo**
- **Ramilyn Joyce Marco**

MAS Foods:

- **Katrina Balingit**
- **Julie Theze**

Re: Digitalmoz Roadshow and Lycee Francais de Manille Digital Requirements

Digitalmoz and Lycee Francais de Manille discussed the following items:

1. Digitalmoz Roadshow Deck and Capabilities

- a. One of the main goals of LFM is to be on the prime pages of the search engine results when looking for International Schools.
- b. LFM is concerned in increasing the likes in their facebook page. LFM was interested in promoting the school on a family-oriented platform (Facebook). Highlighted good quality and responsive.
- c. They don't have advertisements in their social media accounts.
- d. They want to focus on Social Media Management (Facebook) and Search Engine Optimization.

2. LFM Previous Campaign

- a. LFM has an official website, facebook page, twitter, and a private youtube channel only for the parents.
- b. They already had SEO before back in France.
- c. Upon checking, the facebook page has 448 likes only. Twitter has 44 followers only.
- d. Digitalmoz can provide a digital marketing proposal in line with the goals of LFM.

3. Next steps

- a. Digitalmoz will send an integrated marketing campaign proposal and CE.
- b. A follow-up meeting will be scheduled.