

PHILSME DIGITAL

OCTOBER 2026

MAGAZINE

Mommy N

Social Media That Sells:

SIMPLE TACTICS FOR BRANDS AND ONLINE SELLERS

Myrna "Mommy N" Natividad

Business Mentor and Transformation Coach

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HOLDING WHAT WAS BUILT

After loss, leadership did not arrive as a choice—it arrived as responsibility. In stepping into what her husband built, Trixie Esguerra-Abrenilla learned to lead not from certainty, but from continuity.



CHINKEE TAN on financial resilience | **FRANCIS KONG** on courageous leadership | **MON ABREA** on entrepreneurship & responsibility | **STARTING A BUSINESS** — Where Every Business Truly Begins | **DAVID ABRENILLA** — The Builder Behind PHILSME | **STORIES** from founders & industry leaders



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Social Media That Sells: From Followers to Freedom

By: Franchezca Romano

Mommy Negosyo's practical guide to turning social media followers into a trusted community and building a business that works beyond the screen

In today's digital marketplace, getting noticed is only the beginning. The real challenge is turning attention into **trust, relationships, and eventually sales.**

For entrepreneur and mentor **Myrna "Mommy N" Natividad**, social media is more than a platform for promotion. It is a space to share knowledge, understand customers, and build a community.

Her message to entrepreneurs is simple: **Give value first, then make the offer.**

From Stranger to Customer

Followers are not numbers. They are people.

Mommy N describes the journey as:

Stranger → Follower → Community Member → Customer → Advocate

The goal isn't to rush people into buying. It is to build trust at every stage by answering questions, solving problems, sharing expertise, and creating meaningful conversations.



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A hand holds a smartphone displaying the Esquire Financing website. The screen shows a navigation bar with a menu icon, the Esquire logo, and a "SIGN UP" button. Below the navigation bar are links for "BUSINESS LOANS", "ABOUT", "SUSTAINABILITY", and "TESTIMONIALS". The main content area has the heading "Fuel your dreams with us." followed by a list of four benefits, each with a checkmark icon: "Fast credit decision.", "Hassle-free requirements.", "Non-collateral business loans up to ₱100,000,000.", and "Zero application fees.". Below this is an "APPLICATION FORM" with input fields for "First Name*", "Last Name*", "Mobile*", and "Email*". The bottom of the screen shows a browser address bar with "esquire.com.ph" and standard mobile browser navigation icons.



5 Ways to Make Social Media Work

01 | Give Before You Ask

Share useful information, answer questions, and teach what you know. Consistent value builds trust.

02 | Your Expertise Is Content

Your experience, customer questions, lessons, and even mistakes can become valuable content. Start with what you already know.

03 | Show the Human Behind the Brand

People connect with people. Share your story, your lessons, and the people behind the business.

04 | Talk *With* Customers, Not *At* Them

Make social media a conversation. **Ask. Reply. Listen.** Customer interactions can reveal what your audience truly needs.

05 | Don't Be Afraid to Sell

Value and selling can work together. The principle is simple:

Help. Help. Help. Then offer.

When trust has been established, the offer becomes a natural next step.

From Masipag to Malaya

Mommy N also shares a four-step mindset for building a sustainable business:

MASIPAG — Work hard.

Show up, learn, create, sell, and keep moving.

MARUNONG — Learn what works.

Understand your customers, your market, your content, and the tools—including AI—that can help you work smarter.

MAAYOS — Build systems.

Develop people, processes, content calendars, lead-generation systems, and other structures that make the business repeatable.

MALAYA — Create freedom.

Build a business that can continue working even when you step away.

The goal isn't simply to create more content. It is to create **a system where content, community, and business processes work together.**

Go Narrow. Go Deep.

Instead of trying to speak to everyone, understand your audience and go deeper into their needs.

For Mommy N, social media that sells isn't about constantly pushing products.

It is about value, consistency, conversation, and trust.

From Masipag to Marunong, Maayos, and ultimately Malaya, the journey is

not just about growing a social media following. It is about building a business with purpose—one that can grow, serve its community, and eventually give the entrepreneur greater freedom. Because when you genuinely help people, the sale becomes the next step in a relationship you've already started building.

For entrepreneurs navigating the growing digital economy, staying ahead also means continuing to learn, adapt, and build better systems. More practical e-commerce strategies and insights from industry leaders will be featured at the inaugural E-Commerce Expo Philippines, powered by PHILSME, happening on November 20–21, 2026, at the SMX Convention Center Aura, Taguig.

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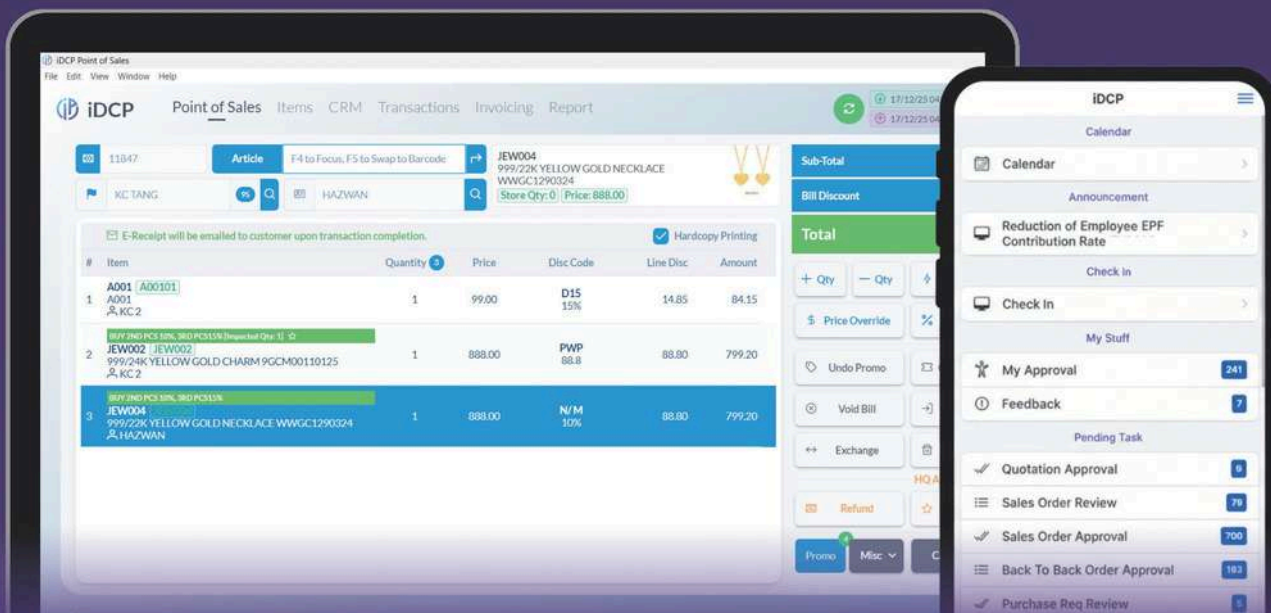
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From Seafarer Income to Business Opportunity: PHILSME, ECOMEX Join GMA Pinoy TV Financial Literacy Forum

PHILSME and ECOMEX Media Director Angie Quadra-Balibay moderated a discussion on financial planning, business readiness, and entrepreneurship for seafarers and their families.

For Filipino seafarers, earning an income at sea is only part of the financial journey. How that income is managed at home—and whether it can help build additional sources of livelihood—can shape a family's long-term financial security.

This was the central question of “Sa Layag ng Kita: Smart Financial Planning for Seafarers and Their Families,” a financial literacy and entrepreneurship panel at GMA Pinoy

TV's Pinoys at Sea: Seafarers' Family Day 2026, held on September 19 at Max's Restaurant in Scout Tuazon, Quezon City.

Moderated by Angie Quadra-Balibay, PHILSME and ECOMEX Media Director, the discussion brought together perspectives from the maritime industry, entrepreneurship, franchising, and education to explore how seafarers and their families can prepare for business opportunities while protecting their hard-earned income.

From Earning Income to Building Financial Security

The panel started with a question that extends beyond the maritime sector: What happens to income after it is earned?

For seafarers, the answer can involve everyday household expenses, children's education, emergency needs, savings, and long-term plans. But the discussion also considered whether income can eventually become a foundation for another source of opportunity, including entrepreneurship. That distinction is at the heart of financial literacy: earning money is only the beginning. Families also need to make informed decisions about how income is allocated and how much can responsibly be directed toward future goals.

Angie framed the discussion around the idea that financial planning and

entrepreneurship are connected. A family considering a business needs to think not only about available capital, but also about preparation, skills, market understanding, risk, and the ability to sustain the venture.

The panel brought together four perspectives to explore these questions: Maria Katherine Pauline "Karen" Avelino, Executive Director for Business Development, Shipping, and Senior Vice President of Cruise Operations at Philippine Transmarine Carriers, Inc.; Rinell Banda, maritime professional, content creator, and founder of Buhay Sa Cruise Ship; Sheena Kay Kotik, President of RK Franchise Consultancy and the Filipino International Franchise Association; and Evangeline "Vangie" Dones, Founder and Operations Manager of DEEDS InknoVate Training Center.



Entrepreneurship Does Not Have to Wait Until the Next Contract

A key thread in the discussion was the importance of preparation before significant capital is committed.

For a seafarer who eventually wants to become an entrepreneur, waiting until the end of a contract—or until a large amount of savings has accumulated—may not be the only way to begin.

The panel explored what can be done while still onboard: learning about a potential industry, understanding the market, developing relevant skills, testing ideas, building relationships, and identifying opportunities that can be pursued even without a physical presence in the Philippines.

This is an important distinction for aspiring entrepreneurs. Capital can fund a business, but preparation helps determine whether that capital is being put to productive use.

The discussion also challenged the assumption that a promising business opportunity should automatically receive a family's hard-earned savings. Before investing, prospective entrepreneurs need to understand the business model, the market, their own readiness, and the risks involved. The panel specifically examined the importance of identifying warning signs and doing sufficient research before committing funds to a business or franchise.

s

Why Business Ecosystems Matter

This is where the conversation connects directly to the role of PHILSME and ECOMEX.

Entrepreneurs often begin their research online, but business decisions can also become stronger when founders engage directly with the ecosystem around them—speaking with suppliers, technology providers, service providers, business owners, and other entrepreneurs.

During the panel, Angie connected this idea to her work with PHILSME and to **E-Commerce Expo Philippines (ECOMEX)**, describing the value of having a space where online sellers, brands, and technology and business solution providers can connect within one ecosystem.

For someone exploring entrepreneurship, this kind of ecosystem participation can serve a practical purpose. It creates opportunities to ask questions, compare solutions, understand available tools, meet potential partners, and gain a clearer picture of how a business actually operates.

That is particularly relevant for first-time entrepreneurs who may have savings but limited business experience.

The question is not simply, “What business can I buy?” It can also be, “What do I need to learn, whom do I need to talk to, and what do I need to understand before I invest?”

As part of that exchange, Angie also shared copies of the PHILSME Business Magazine with the four panelists, as well as GMA International First Vice President and Head of Operations Joseph T.

Francia and Home2US Communications Founder, President and CEO Emrah Ozkan, extending the business conversation beyond the panel itself.



The Family as Part of the Enterprise

The panel also looked beyond the seafarer as an individual decision-maker.

When one family member works at sea, other family members often manage responsibilities at home. That can include household finances, children, bills, and day-to-day decisions. For some families, it may also include exploring an additional source of income.

The discussion therefore considered how family members can examine the skills, experience, resources, and needs

already present within the household and community as possible starting points for entrepreneurship.

This approach shifts the conversation from simply finding money to invest toward understanding the family's existing capabilities.

It also reinforces an important SME principle: a business opportunity needs to fit the people who will actually operate it.

A family may have enough capital for a particular venture, but that does not automatically mean the venture is appropriate. Time, skills, operating capacity, market knowledge, and the family's overall financial position also matter.



From Financial Literacy to Entrepreneurial Readiness

The discussion ultimately brought together two concepts that are sometimes treated separately: financial literacy and entrepreneurship.

Financial literacy helps families make informed decisions about the money they

already have. Entrepreneurship requires them to understand how resources can be used to create additional value and income.

Between the two is a critical step: readiness.

Before putting significant savings into a business, families can begin by learning, researching, testing ideas, understanding markets, building skills, and connecting with people who already operate within the ecosystem.

The panel even examined a practical

scenario involving a seafarer returning home with ₱500,000 in savings, regular household obligations, children to support, and an interest in starting a business. Rather than treating the entire amount as available business capital, the discussion was structured around how a family might assess its needs, risks, business opportunity, skills, time, and capacity before deciding whether—and how much—to invest.

For Filipino entrepreneurs, the lesson extends well beyond the seafaring community.



PHILSME and ECOMEX: Connecting Income, Skills and Opportunity

PHILSME's participation in the GMA Pinoy TV discussion reflects the broader role

of business ecosystems in helping Filipinos move from earning income toward building sustainable opportunities.

For seafarers and their families, that journey may begin with financial discipline and preparation. For aspiring entrepreneurs, it can continue through skills development, market research, partnerships, technology, and access to business solutions.

These are also the areas where business platforms such as PHILSME and ECOMEX create opportunities for connection.

The discussion at Seafarers' Family Day demonstrated that entrepreneurship does not exist in isolation. It intersects with family decisions, financial planning, skills, technology, partnerships, and access to the wider business community.

As Angie closed the session, the message was not simply to earn more. It was to plan better, decide wisely, and build for the future.

For Filipino families considering entrepreneurship, that can be the difference between simply having capital and being prepared to use it well.

And for the broader SME ecosystem, it reinforces the value of creating spaces where people can move from questions to knowledge, from knowledge to connections, and ultimately from connections to informed business opportunities.

About PHILSME

PHILSME is a national business platform designed to connect Filipino entrepreneurs with solutions, partnerships, and opportunities that drive sustainable growth—locally and globally.

The **19th PHILSME Business Expo & Conference** will be held on **May 21–22, 2027 at the SMX Convention Center Manila**.

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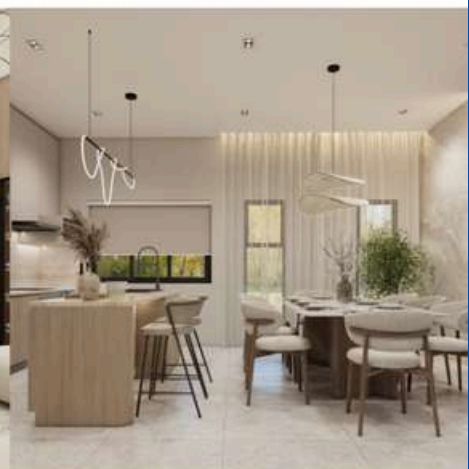
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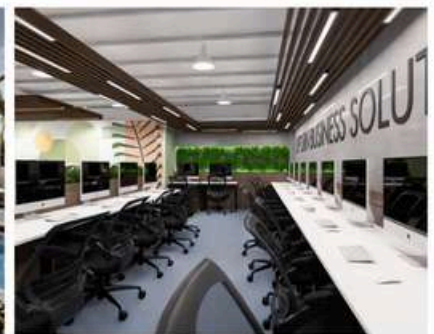
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- Leadership Development
- Personal Effectiveness
- Team Development
- Operational Excellence
- Quality Management
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- Customer Service
- Human Resources

CONSULTING SERVICES

Our HR solutions combine corporate realities with research-based practices for greater relevance and impact. Designed for today's multigenerational workforce, we tailor our programs to your organization's unique needs, helping create a more engaging, productive, and positive work environment.

- Job Analysis & Evaluation
- Competency Development
- Career Framework Development
- Organizational Development
- Goal Setting & Strategic Planning
- Performance Management
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- HR Process Mapping & Improvements
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- Compensation & Benefits
- Culture Building

...and many more!



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OUR WEBSITE

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Stop fitting your business software.

INTO
SOMEONE ELSE'S

Off-the-shelf software was built for a **generic business**. Yours isn't generic. We understand how your operations actually run, **then we build the system around it**. Custom. Owned by you. Built to scale.

THE USUAL APPROACH

- × Buy software, adapt to it
- × Pay monthly, forever
- × Workaround what it can't do
- × Hope it fits your process

THE SPRINT19 SOLUTION

- Understand first, build after
- Own what you built
- Extend it as you grow
- Built around your process

WHAT'S NEXT

➤ Diagnose Operations

Map the process before touching any code

➤ Design the System

Architecture built around how you work

➤ Build & Ship

Sprint-based with measurable outcomes

Built around you.

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S P R I N T

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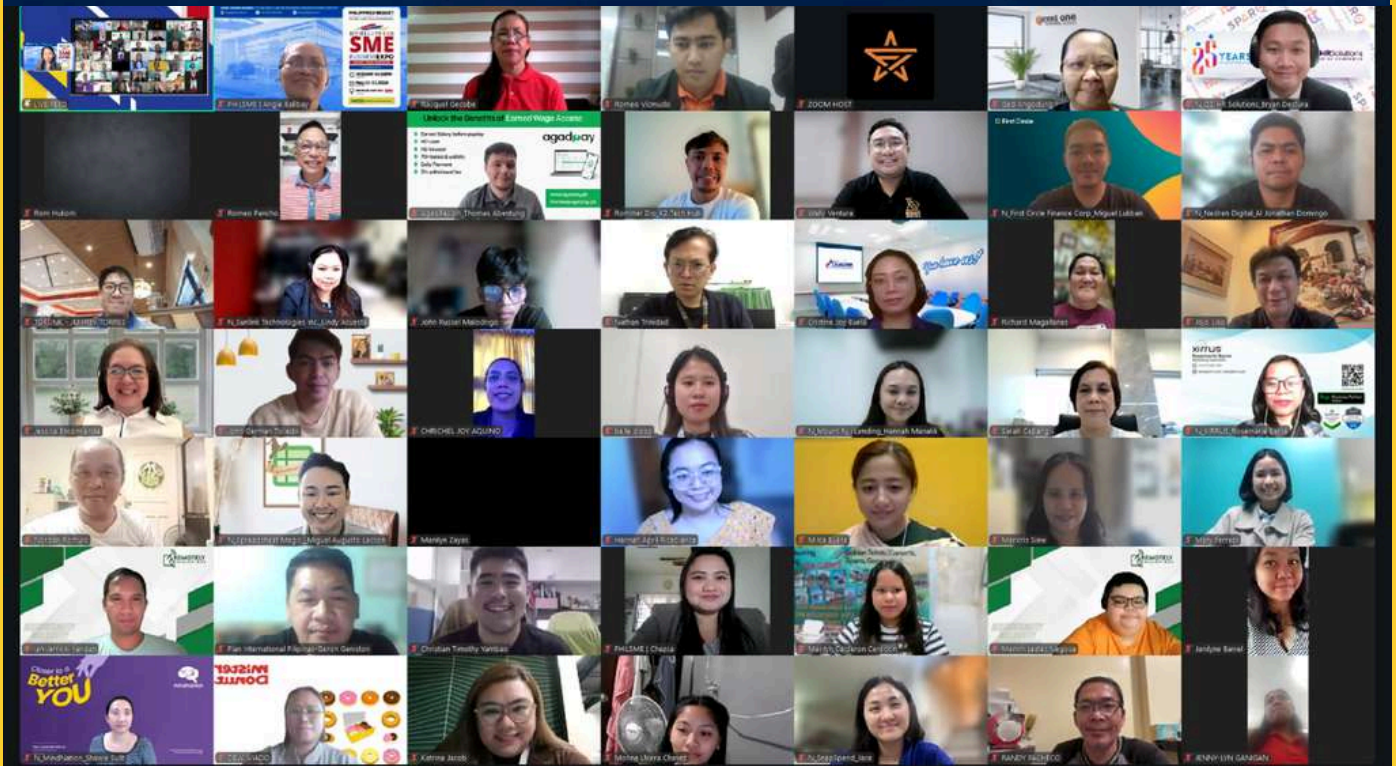
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