

# PHILSME DIGITAL

FEBRUARY 2026

# MAGAZINE

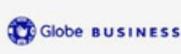


**Isabel Delgado**

International Marketing Manager

**The 5 Essential  
Email Campaigns  
Every SME  
Needs in 2026**

with  **Benchmark**



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EVENT DATE



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DURATION



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LOCATION

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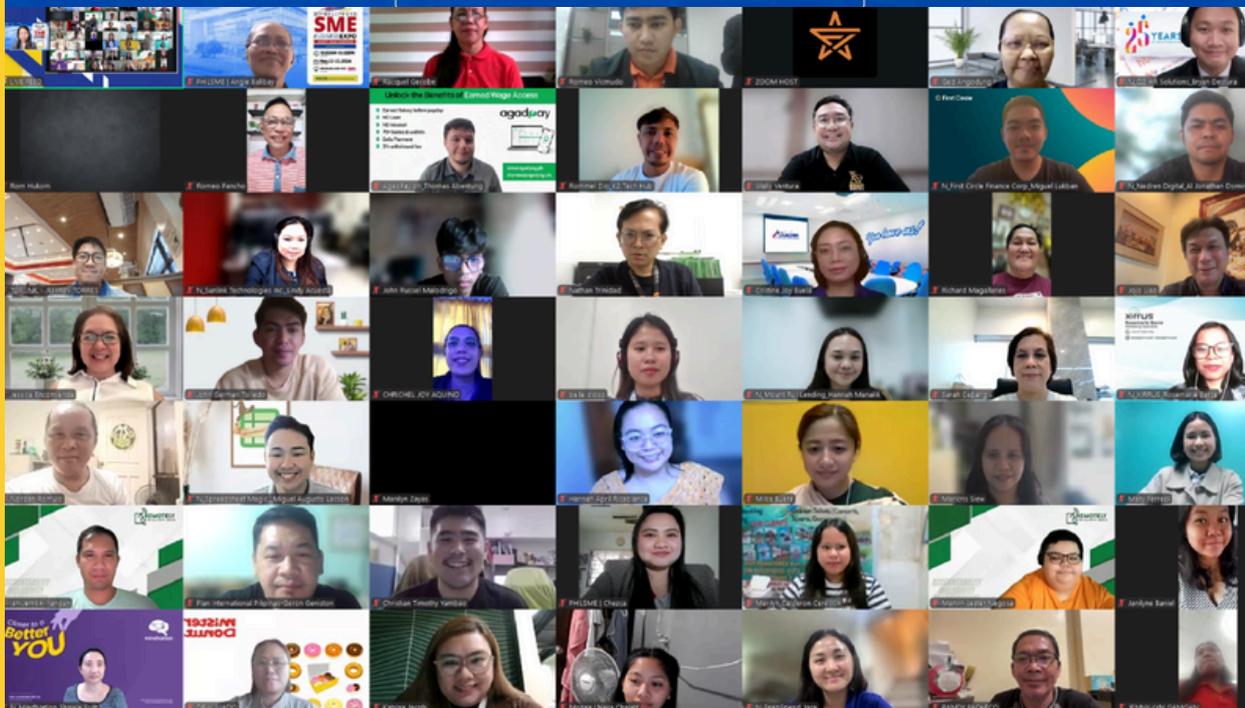
## How Strong Market Positioning Turns Visibility into Sales

with **Bingo Soriano**



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# Why Email Marketing Still Wins in 2026: Expert Insights from Benchmark Email

PHILIPPINE  
**SME**  
BUSINESS NETWORK

by Franchezca Romano

## Five Essential Campaigns Every Business Should Use

Algorithms constantly change, ad costs keep rising, and attention is increasingly rented, one marketing channel continues to stand strong in 2026: **email marketing**.

During the 38th PHILSME Business Networking Session, **Isabel Delgado**, International Marketing Manager of **Benchmark Email**, shared why email remains one of the most reliable, high-ROI tools for businesses and how companies can use it without complex strategies or large teams.

**"If you lose a platform tomorrow, you shouldn't lose your audience with it."**

— Isabel Delgado, International Marketing Manager, Benchmark Email



## The Power of Owned Channels

Social media and search platforms are powerful, but businesses don't own them. Algorithms dictate visibility, and one update can instantly reduce reach. Email, on the other hand, is an **owned channel** giving businesses direct access to their audience without relying on third-party platforms. "Email is one of the few channels where you truly own the relationship and the data."

## Email Marketing in 2026: Less Noise, More Intention

Modern email marketing isn't about sending more messages, it's about sending the right ones. Respecting inboxes, delivering relevant content, and focusing on value are what make email effective today.

Continued on Page 11



EMPOWERING FOOD BUSINESSES  
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Join our Poultry-Preneur network, get updates on demos, and workshops.

## Who We Are

The **USA Poultry & Egg Export Council (USAPEEC)** is a non-profit organization that promotes the export of high-quality U.S. chicken, turkey, and duck products around the world. In the Philippines, we work closely with importers, food professionals, chefs, and entrepreneurs to highlight the versatility, safety, and profitability of U.S. poultry.

## What We Do

We help businesses, from startups to SMEs, discover the potential of **U.S. poultry** as a foundation for food ventures. Through promotions, culinary training, and market access initiatives, we bring opportunities to your table.

## What is Poultry-Preneur

**Poultry-Preneur** is a development program for aspiring and existing food entrepreneurs who want to start or grow their food business using U.S. chicken, turkey, or duck. Whether you're a pop-up stall owner, or a startup restaurant, this program is for you.

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  - 215 Bldg., Scout Torres, Quezon City
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  - Robinsons Plaza Manila (Level 3, Food Court)
  - Ayala Malls UP Town Phase 2, 1st Floor
  - Ayala Malls Cloverleaf (4th Floor)
  - Ayala Malls Fairview Terraces (Lower Ground Floor)
  - Robinsons Novateches (Annex Level 1)
  - Robinsons Galleria (Level 2)
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  - SM City Grand Central (Level 4 - Foodcourt)
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  - P. Quezara, San Juan City Branch (beside AC&E)
  - New Cit Mall (2nd Floor)
- Pasig City**
  - Robinsons Metro East (Level 2)
  - Estancia at Capital Commons (Lower Ground, East Wing)
  - Level 4 Food Choices, Ayala Malls Pasig
  - SM City East Ortigas (2nd Level)
- Makati City**
  - Ayala Malls Circuit Makati (Level 2)
  - Centurio City Mall, Makati City (2nd Level)
- Taguig City**
  - Food District Signatures on the 8th, 89C High Street
- Marikina City**
  - SM City Marikina (3rd Level)
- Manila**
  - P. Novel, Sampaloc, Manila (across SST P. Novel Gate)
  - SM City Manila (2nd Floor)
  - SM City San Lazaro (Lower Ground)
  - Robinsons Plaza Manila (Level 3, Food Court)
  - Lucky Chowhuen (3rd Floor Imperial Wing)
  - 1724 Leon Guinza, Manila (across PNU)
- Rizal**
  - Robinsons Antipolo (Basement, North Wing)
  - Walmart Antipolo (Ground Floor)
  - Walmart Tropay (Ground Floor)
  - Promark Center Cainta (2nd Level)
- Cavite**
  - SM City Tereza, Cavite (Ground Level)
  - SM City Dasmarinas, Cavite (Lower Ground)
  - SM Center Imus, Cavite (Ground Level)
  - SM City Marikina (Ground Level)
  - Lotus Mall Imus, Cavite (2nd Floor)
- Bulacan**
  - Robinsons Malolos, Bulacan (Level 2)
  - SM City Balingay (Ground Level)
  - Walmart Sta. Maria (Ground Floor)
- Bicol Region**
  - SM City Lagayan (2nd Floor, SM Food Hall)
  - SM City Sorsogon (2nd Floor)
  - SM City Davao (Ground Floor)
- Parañaque City**
  - SM City Sucat (2P Food Court, Building A)
- Las Piñas City**
  - SM Southmall (2nd Level Food Court)
- Muntinlupa City**
  - SM Center Muntinlupa (Ground Level)
- Malabon City**
  - Fisher Mall Malabon (2nd Floor)
- North Luzon**
  - CityMall Tarlac (Ground Level)
  - Magic Mall Undanaga Annex (2nd Floor)
  - Newpoint Mall Angeles City, Pampanga (Upper Ground)
  - Robinsons Ilocos (Level 2 - Jolina Mall)
  - Robinsons Place Santiago, Ibabala (Level 1)
  - Robinsons Place Tuguegarao (Level 1)
  - SM City Baguio (Lower Ground Level, Sunset Terraces)
  - SM City Cagayan (Level 1, Building A)
  - SM City Olongapo Downtown (2nd Level)
  - SM City Pangasinan (Ground Level)
  - SM City Tuguegarao (2nd Level)
  - SM City Tuguegarao Downtown (Ground Level)
- South Luzon**
  - Paete Mall, Lucena City (Ground Floor)
  - SM City Batangas (Ground Level)
  - SM City Lucena, Quezon (Ground Floor)
  - SM City San Pablo (2nd Floor)
  - SM City Sta. Rosa (2nd Level)
  - SM City Sta. Tomas (Ground Level)
  - Walmart Santa Rosa, Laguna (Bathing - Lower Ground)
  - Walmart Tanauan, Batangas (Ground Floor)
- Visayas**
  - KCY Building, Amalito Blvd., Roxas City, Cebu (across SM City Roxas)
  - Inland City Mall, Bohol (Upper Ground Floor)
  - Robinsons Marabouan, Nicosian (Level 2 Food Gallery Expansion)
  - SM Center Ormoc (Ground Floor)
  - SM City Bacolod (Ground Floor Northwing Expansion)
  - SM City Cebu (Upper Ground Level)
  - SM Puerto Princesa (Lower Ground)
  - SM Seaside City Cebu (2nd Level Cube Wing)
- Mindanao**
  - Ayala Mall, Cebu, Cagayan de Oro (Ground Floor)
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  - Limketka Mall, Cagayan de Oro (1st Level North Concourse)

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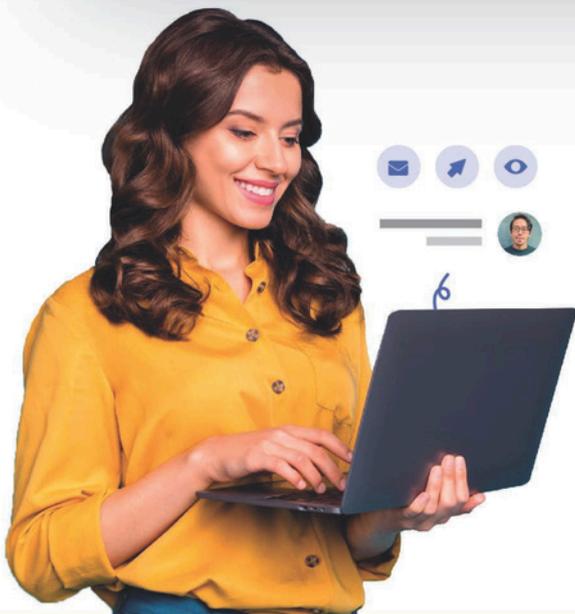
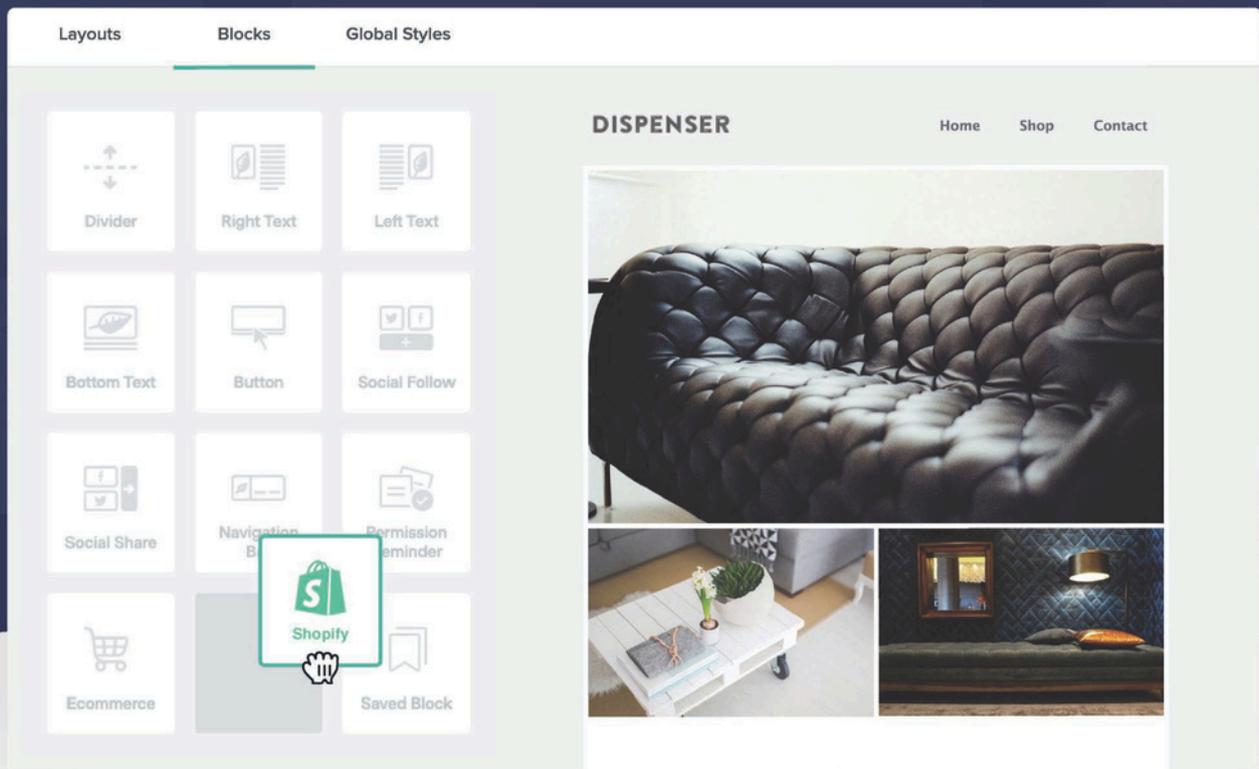
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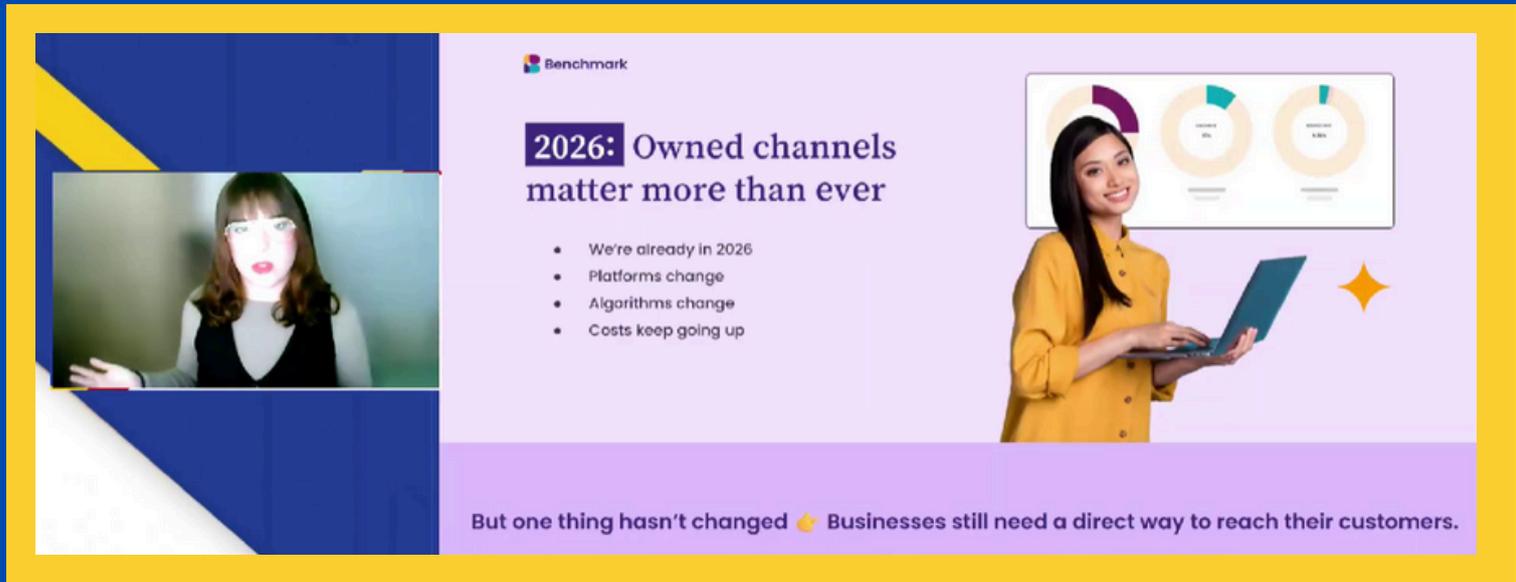
## WAIS Loan

Asialink Finance Corporation proudly introduces the WAIS Loan, a financial solution designed to empower Filipina entrepreneurs. With fast approvals, flexible terms, and accessible financing, the WAIS Loan helps women turn their ideas into thriving businesses.

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# Why Email Marketing Still Wins in 2026: Expert Insights from Benchmark Email

by Franchezca Romano



## The 5 Essential Email Campaigns

1. **Welcome Email** – Sets the tone, builds trust, and clarifies what subscribers can expect.
2. **Newsletter** – Shares useful insights, tips, or updates to stay top-of-mind without selling.
3. **Promotional Email** – Highlights one clear offer or action, sent intentionally and to the right audience.
4. **Feedback Email** – Gathers customer insights while showing that their opinions matter.
5. **Re-engagement Email** – Reconnects with inactive contacts and keeps lists healthy and engaged.

These campaigns work whether a business has one subscriber or thousands, and they scale as the business grows.

## Quality Over Quantity

One of the session's strongest takeaways was the importance of engagement over list size. Smaller, active lists outperform large, inactive ones when it comes to deliverability and results. "In email marketing, quality always beats quantity." Segmenting audiences, personalizing content, and regularly removing inactive contacts help ensure messages land in inboxes, not spam folders.

**Benchmark Email** was built for growing businesses that want email marketing to feel manageable. From newsletters to automations, campaigns can be created without technical skills, backed by real human support.

Get a chance to meet Isabel and the Benchmark Email's team at the [18th PHILSME Business Expo](#) on May 22-23, 2026 at the SMX Convention Center, Metro Manila.

Join this fun, high-energy, and collaborative group. To learn more about the [PHILSME Business Network](#), contact [sunshine@philsme.com](mailto:sunshine@philsme.com), text, call, or Viber/WhatsApp +63 927 288 7927.

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# PHILSME Business Show Earns Spotify Creator Milestone in 2025



The **PHILSME Business Show** has reached a new milestone—earning multiple recognitions from **Spotify for Creators** in its 2025 year-end report. These achievements affirm the podcast’s growing impact as the **only SME-focused business podcast in the Philippines**, created specifically for entrepreneurs, founders, and business leaders navigating real-world growth.

According to Spotify’s annual performance insights, the PHILSME Business Show was recognized as a **2025 Rising Star**, with its growth outpacing **90% of other shows** on the platform. The podcast also earned the **2025 Most Shared Show** distinction, receiving more shares than **93% of podcasts worldwide**—a strong indicator that listeners actively recommend PHILSME conversations within their own business communities.

Adding to these milestones, the show was awarded the **2025 Marathon Show** badge, with fans listening longer than **74% of other shows**. This reflects sustained engagement with in-depth, long-form conversations designed for SME owners who value practical insights, honest founder stories, and actionable strategies.

The PHILSME Business Show’s reach also continues to expand globally. In 2025 alone, the podcast reached audiences across 16 countries, with top listeners coming from the Philippines, Germany, Hong Kong, Singapore, and the United States. Total listening time grew by 73% year-on-year, while overall audience size increased by 227%. Notably, the show recorded a 999% increase in followers and a 999% surge in new listeners compared to the previous year—clear signs of accelerating momentum.



These [Spotify Creator](#) milestones build on the foundation established during the [podcast's first year](#), when PHILSME launched the [Business Show](#) to complement its flagship expos by extending [meaningful business conversations beyond the event floor](#). The podcast was designed as a digital platform where SME founders, CEOs, policymakers, and solution providers could share insights that empower Filipino entrepreneurs locally and globally.

For PHILSME, this recognition is more than a performance metric—it is validation of a clear mission and the collective effort behind the show. The PHILSME Business Show exists to [amplify SME voices](#), spotlight real business journeys, and create a credible space where entrepreneurs can learn from one another. Being recognized by [Spotify for Creators](#) encourages the team to keep going, keep building, and keep opening doors for more founders and brand owners to be heard.

This milestone is made possible by a community of partners and people who believed in the PHILSME Business Show from the very beginning. PHILSME extends its gratitude to Podcast Network Asia for guiding the podcast through its early seasons, Sine Haraya Advertising Corp. for shaping the show's creative direction, and [IWG Spaces](#) for providing a professional space where meaningful conversations could take place.

PHILSME also thanks the [CEOs, business leaders, and brands](#) who generously shared their stories on the show, as well as the PHILSME team members who treated the podcast as their own and helped sustain it behind the scenes. Special recognition is given to [Angie Quadra Balibay](#), whose insights helped elevate the quality and direction of the conversations.

The PHILSME Business Show stands on the vision of [David Abrenilla](#), whose idea sparked the journey, and the leadership of [CEO Trixie Esguerra-Abrenilla](#), who continues to carry the legacy forward and push the platform to grow with purpose.

As the podcast prepares for [Season 4](#), PHILSME looks forward to featuring more entrepreneurs, startup founders, franchise leaders, and business solution providers who are shaping the future of Filipino enterprise. With its growing audience and global reach, the PHILSME Business Show continues to prove that SME stories resonate—and that there is strong demand for conversations grounded in experience, purpose, and growth.



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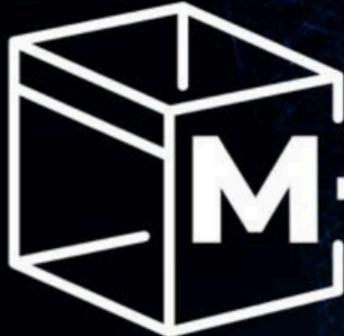
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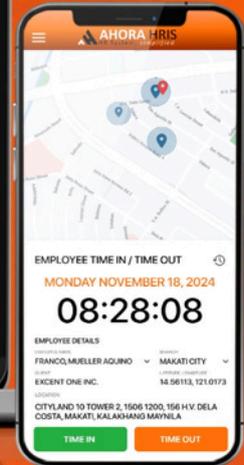
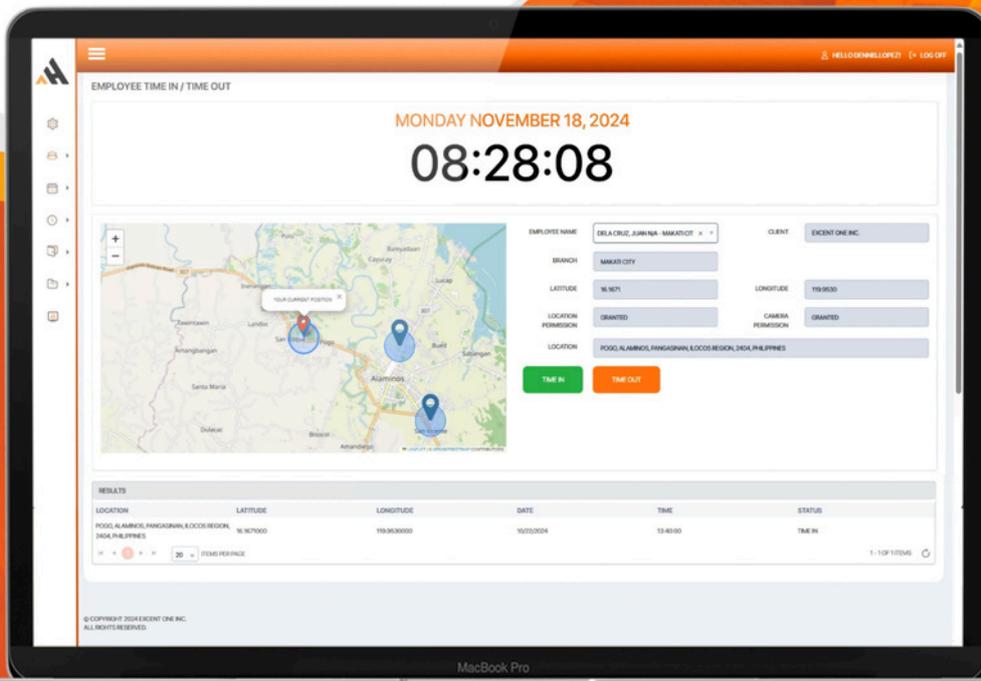


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Representing the Fertility Philippines, Medical Director Dr. Mark McKelvie shared a compelling perspective with **Rise and Shine** at PTV on July 2025 on how advanced reproductive technologies such as **IVF and Oocyte Rejuvenation** can transform lives of both individuals and couples facing the challenges of

infertility. We successfully helped create not just one, but two lives. A single embryo brought **identical twins** with strong, healthy heartbeats into life, proving that hope can meet innovation. As we continue to advance fertility care in the country, we empower



Filipinos to make informed choices, compassionate care, and world-class medical solutions. Together, we are creating a future of parenthood filled with hope, joy, and new beginnings.

51 year old woman, pregnant with twins



## About Fertility Philippines

At Fertility Philippines, we are committed to helping individuals and couples achieve their dreams of parenthood through compassionate, innovative, and personalized fertility care. From our inception, we have remained dedicated to providing advanced assisted reproductive technologies (ART), particularly in vitro fertilization (IVF), with a patient-first approach.

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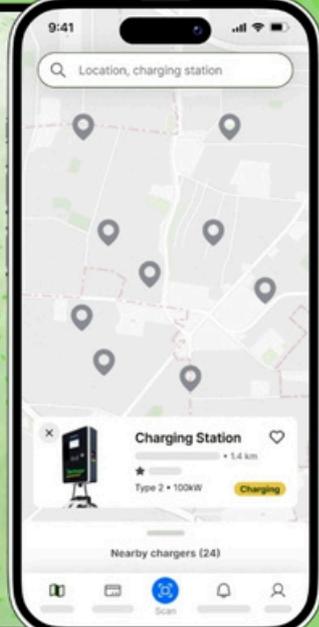
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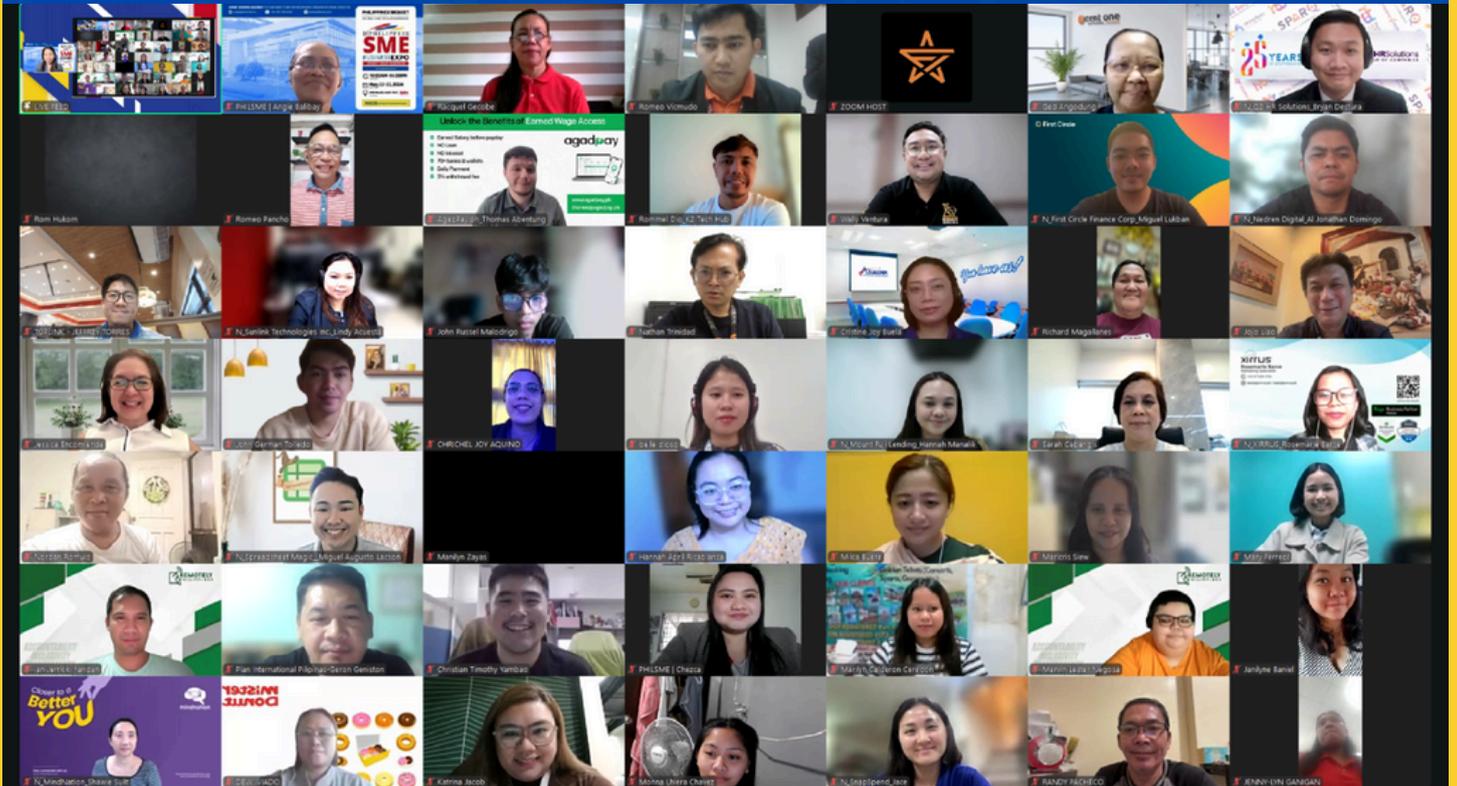
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