

Session 2



Google: Connecting MSMEs in the International Value Chain

Mr. Kenneth Lingan, Google Philippines

MR. KENNETH LINGAN is the Country Head for Google Philippines and has been leading Google's initiatives in the Philippines in the last 3 years, looking over the growth of Google's online advertising business in various sectors like Telecommunications, Travel, Finance, E-commerce, and FMCG. A graduate of Management Engineering from the Ateneo de Manila University, he has over 16 years of managerial experience in marketing and brand development under Unilever.

Session 2

Google: Connecting MSMEs in the International Value Chain

Mr. Kenneth Lingan, Google Philippines

Summary

- The second session focused on how MSMEs can leverage on the digital technology, particularly through the different services offered by Google, to grow their business. He posited that with the evolving type of consumer, armored with information from technology, businesses must be able to capture the needs of these consumers in three specific ways, by being *“be-there, be-relevant and be seamless”*.

Key Points

- **Internet levels the playing field for businesses.** MSMEs can now compete against big businesses in terms of market reach through digital marketing.
- **Digital information influences decision-making of the majority of Filipinos.** While only 10% of Filipinos actually purchase products online, 2/3 of Filipinos already depend on the internet to inform their decisions regarding products and services.
- **Businesses can capture “super-empowered consumers” in three ways.** Businesses can capture these “super-empowered consumers” by ensuring to *“Be There”* online when the consumer is looking for their service, *“Be Relevant”* by providing the right message to the right audience at the right time, and *“Be Seamless”* in competing with the best consumer experience.
- **Google offers different tools and services to assist businesses.** Google has different tools and services like Google Maps, Google My Business, Waze, Google Trends, YouTube, Google Primer, and Google Academy to ease the MSMEs’ transition to the digital economy.

Open Forum

- *How can businesses protect themselves from danger or risk of others using their logos or trademark for fraud or erroneous information about one’s product?*

For Google My Business, there is a way to give feedback against comments that are unfair, unjust or untruthful. Another good first step for business protection is to ensure that business properties are trademarked.

- Digital market place is flooded by trolls, spammers and scammers making it difficult for business to be noticed by their target customers. How does Google manage these online clutters to ensure that business will not lose valuable customer traffic and potential revenue?

Google go through the process of sending postcard verification for Google My Business to make sure that the business actually exists. In terms of trolls and spammers, and in relation to fake news, we make sure that the legitimate authorities of information are easily discoverable in Google.

- If business go digital, will it be unnecessary for business to secure permits and registration with government agencies? Can businesses opt to just change identity online to avoid negative feedback from dissatisfied customers?

Google does not advocate businesses to go digital just to avoid registering business with DTI or any government agency. The government has its reasons why it requires businesses to register with concerned agencies. On the part of Google, we encourage business to go online because customer's behavior now depends online.

Digital means fair business because people can review services. That is why business must go really well to gather more positive feedback. To avoid burned experience, consumers look for legitimate, trusted and highly reviewed businesses. We could not prevent consumers from being defrauded but at least people learn from it through feedbacks.