



“Marketing is telling the world that you're a rock star. Content marketing is showing the world that you are one.” - Robert Rose, Chief Strategist, Content Marketing Institute

ABOUT HEARTSHAPER ASIA

Heartshaper Asia, Inc. is a content marketing and digital media solutions company – the result of a joint venture of Red Bus Digital Ventures and the United Neon Group.

Known for its blogazines (a.k.a. magazine-styled blogs) such as [Negosentro](#), [Executive Chronicles](#), [FoodFinds Asia](#) and five more titles, [Heartshaper Asia](#) also delivers integrated digital marketing solutions from content writing, social media management, SEO, website building and mobile app development.

All our blogazines are partnered with their own mobile apps to deliver content anywhere and at anytime.

We also create and maintain blogazines for selected trade and charity organizations and have partnered with [Edusentro.com](#) to build the first Philippine learning platform for free education.

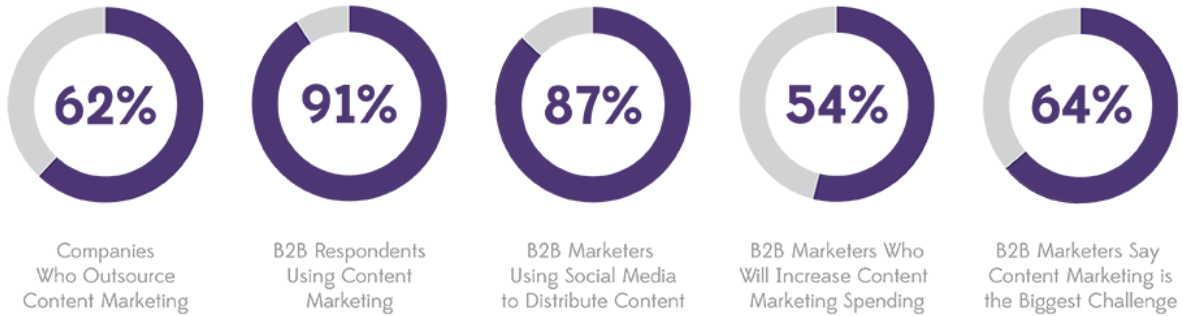
WHAT WE DO

Heartshaper Asia provides content marketing services and peripheral solutions to people and companies seeking to maximize its digital marketing dollars in the Philippines and the rest of Asia.

We have recognized the key role that content marketing is playing as it has become a trusted tactic to increase and build website traffic, generate leads, and create a loyal customer following.

Heartshaper Asia leverages content marketing, PR, SEO and social media components, together with mobile content strategies to create powerful, cohesive campaigns that affect your ROI.

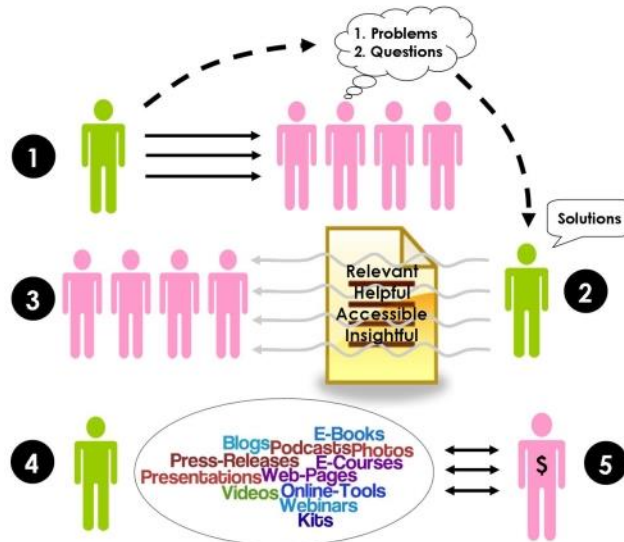
Content Marketing at a Glance



We fill-in the gaps that content marketers need such as:

- Content and ghost writing
- Tactical blog postings
- Infographics, white papers, case studies and e-books
- Viral videos and webinar presentations
- Online to offline activation

Content Marketing Strategy



1. Define your target audience & develop an in-depth understanding of their problems and buying questions
2. Figure out the best way to solve your audience's problems
3. Become a trusted source of information for your target audience
4. Develop an online presence that contains relevant content
5. Make it easy for your audience to transition from learning from you to buying from you

Whether it's a short-term push or long-term drip campaign, Heartshaper handles every step in creating and deploying campaigns in your marketing and PR plans, using advanced strategies and technologies to maximize success. We can help clients with these tactical solutions:

- Boost SEO/Google page rank
- Consolidate social mentions
- Manage social media accounts
- Hit specific social media milestones
- Conceptualize content marketing campaigns

With Heartshaper Asia's niche blogazines, we have filled the gap of providing a ready-made host for all types of content from our clients. Currently numbering eight (8) blogazines, Heartshaper Asia's SEO-friendly content sites allow faster transmittal of messages and ideas to their intended audiences.

What we did was to pre-target specific niches from entrepreneurs, professionals, foodies to health and sports buffs and serve them content that they like, thus making it easier for clients to talk to them. We set the stage, they listen.

Our blogazines are:

1. [Negosentro](#) – entrepreneurship, technopreneurship, startups, digital marketing
2. [FoodfindsAsia](#) – foodies, restaupreneurship
3. [VigorBuddy](#) – health and wellness
4. [Sportsentro](#) – sports
5. [GoGaGaH](#) – gadgets, games, hobbies
6. [Autosentro](#) – auto enthusiasts
7. [ExecutiveChronicles](#) – corporate executives
8. [Fotograpiya](#) – photography enthusiasts and professionals

Most small to medium size businesses have trouble finding the time to actually do everything it takes to maintain good SEO, Social Media and even Email marketing because they have to create content. Heartshaper's integrated capabilities enable us to recommend and develop content that elevate brands and fill sales pipelines.

To complete our offerings in helping you achieve a 360-degree digital plan, we can "appify" your sites and attach a marketplace to both your web and mobile platforms. This completes an end-to-end solution to realize ROI on your business.

As you can see, we do the heavy lifting while you sit back and enjoy the show.

DESCRIPTIONS OF BLOGAZINES

Each of Heartshaper Asia's blogazines deliver unique and authentic content to a very targeted niched audience.

Initially numbering eight (8) blogazines, the plan is to raise the number to twenty (2) in the next two years to gain a healthy coverage across various content categories. While others create content portals, Heartshaper Asia chose to target specific niche categories.

Here are the descriptions of each of the eight blogazines in our stable:

1. FOODFINDSASIA.COM

FoodfindsAsia is a trade blogazine positioned as a valuable resource for food businesses.

As a trade digital publication, which is accessible across all devices, FoodfindsAsia serves the needs of *restaupreneurs* with timely industry news, professional insights, and deep learning opportunities.

Partnering with popular industry stalwarts, advocates, chefs, and bloggers, FoodfindsAsia seeks to bring forth quality content that educates the industry players from future managers to enterprise leaders. It has partnered with F&B management authority Courage Asia – run by food business leader Adolf Aran, Jr. – to produce and curate marketable content for the site that shall appeal to its highly niched target audience.

As a content marketing solution for advertisers and marketers in the industry, FoodfindsAsia presents an integrated platform to house valuable content such as articles, videos, infographics, reports, whitepapers, studies and other content formats. This makes the site an authentic partner to convert niche visitors from learners to buyers.

To present an end-to-end ecommerce solution to marketers in the food industry, the site serves suppliers and restaupreneurs alike with a ready web and mobile trading platform for faster realization of ROI. This platform integrates social with mobile commerce as the next big thing in ecommerce convenience.

Thus, FoodfindsAsia, like all of Heartshaper Asia's blogazines, is the only digital publication for the F&B industry that integrates best-practice content marketing with mobile social commerce in one e-cosystem.

2. VIGORBUDDY.COM

VigorBuddy is a blogazine (magazine-styled blog) that produces and curates content on health, wellness and beauty.

Accessible across all digital devices, VigorBuddy serves up a slew of content targeting mostly upwardly-mobile women in highly urbanized areas in the Philippines.

In partnership with niche bloggers, writers and industry opinion leaders, VigorBuddy seeks to produce quality and valuable content that educates its target audience on the need for a holistic healthy lifestyle.

As a content marketing solution for advertisers and marketers in the industry, VigorBuddy presents an integrated platform to house valuable content such as articles, videos, infographics, reports, whitepapers, studies and other content formats. This makes the site an authentic partner to convert niche visitors from learners to buyers.

To present an end-to-end ecommerce solution to marketers in the health, wellness and beauty industries, the site serves suppliers and enterprises with a ready web and mobile trading platform for faster realization of ROI. This platform integrates social with mobile commerce as the next big thing in ecommerce convenience.

Thus, VigorBuddy, like all of Heartshaper Asia's blogazines, is the only digital publication for the health, wellness and beauty industries that integrates best-practice content marketing with mobile social commerce in one e-ecosystem.

3. GOGAGAH.COM

Gogagah is a blogazine that produces and curates content on gadgets, games and hobbies. It is the so called geeky digipub (digital publication) of HAI (Heartshaper Asia, Inc.).

Its content, culled from various bloggers, writers and resources across the globe, is accessible across PCs and all digital devices.

Gogagah targets mostly tech-savvy young male adults with about 30% women, living in highly urbanized dwellings across the Philippines.

In partnership with industry stalwarts – such TechTV.ph and GoDigipreneur.com – Gogagah seeks to bring quality recommended content to its audience that includes news, reviews, opinionated views.

As a content marketing solution for advertisers and marketers in the industry, Gogagah presents an integrated platform to house valuable content such as articles, videos, infographics, reports, whitepapers, studies and other content formats. This makes the site an authentic partner to convert niche visitors from learners to buyers.

To present an end-to-end ecommerce solution to marketers in the health, wellness and beauty industries, the site serves suppliers and enterprises with a ready web and mobile trading platform for faster realization of ROI. This platform integrates social with mobile commerce as the next big thing in ecommerce convenience.

Thus, Gogagah, like all of HAI's blogazines, is the only digital publication for the gadgets, games and hobbies categories that integrates best-practice content marketing with mobile social commerce in one e-cosystem.

4. EXECUTIVECHRONICLES.COM

ExecutiveChronicles is the only Philippine-based blogazine (magazine-styled blog) catering to the C-Level corporate leaders and aspirants.

Accessible across all digital devices, ExecutiveChronicles serves up a slew of content targeting mostly upwardly-mobile women in highly urbanized areas in the Philippines.

In partnership with niche bloggers, writers and industry opinion leaders, ExecutiveChronicles seeks to produce quality and valuable content that puts C-Level executives and senior managers at the forefront of developments affecting their industries and work life.

As a content marketing solution for advertisers and marketers in the industry, ExecutiveChronicles presents an integrated platform to house valuable content such as articles, videos, infographics, reports, whitepapers, studies and other content formats. This makes the site an authentic partner to convert hard-to-catch executives from learners to buyers.

To present an end-to-end ecommerce solution to marketers in the corporate executive category, the site serves suppliers and enterprises with a ready web and

mobile trading platform for faster realization of ROI. This platform integrates social with mobile commerce as the next big thing in ecommerce convenience.

Thus, ExecutiveChronicles, like all of Heartshaper Asia's blogazines, is the only digital publication for corporate and C-level executives that integrates best-practice content marketing with mobile social commerce in one e-ecosystem.

5. NEGOSENTRO.COM

Negosentro, established in 2011, is the first-ever blogazine in Asia that produces and curates content on start-ups, digital and traditional entrepreneurship, retailing and franchising.

Its content is globally sourced but locally applicable to the Philippine setting, having content partners from popular tech and entrepreneurship bloggers, writers and other resources. Its content is accessible across PCs and all digital devices.

Negosentro has an active base of 24-34 year olds, 55% female and 45% male, and access content from their workplace. The site targets mostly tech-savvy and business-minded people living in highly urbanized dwellings across the Philippines. It also has a large following in North America and Europe.

As a content marketing solution for advertisers and marketers in the industry, Negosentro presents an integrated platform to house valuable content such as articles, videos, infographics, reports, whitepapers, studies and other content formats. This makes the site an authentic partner to convert niche visitors from learners to buyers.

Negosentro presents an end-to-end ecommerce solution to marketers across industries. The site serves suppliers and enterprises with a ready web and mobile trading platform for faster realization of ROI. This platform integrates social with mobile commerce as the next big thing in ecommerce convenience.

Thus, Negosentro, is the only digital publication for on start-ups, digital and traditional entrepreneurship, retailing and franchising that integrates best-practice content marketing with mobile social commerce in one e-ecosystem.

6. SPORTSENTRO.COM

Sportsentro is the only blogazine in the Asia that produces and curates content on sports and fitness popular across the world.

Its content, culled from various bloggers, writers and resources across the globe, is accessible across PCs and all digital devices and serves mostly sports-savvy young male adults with about 45% women, living in highly urbanized dwellings across the Philippines.

In partnership with industry stalwarts the site seeks to bring quality recommended content to its audience that includes news, game schedules, opinionated views, and up-to-date scores.

As a content marketing solution for advertisers and marketers in the sports and fitness industries, Sportsentro presents an integrated platform to house valuable content such as articles, videos, infographics, reports, whitepapers, studies and other content formats. This makes the site an authentic partner to convert niche visitors from learners to buyers.

To present an end-to-end ecommerce solution to marketers in the sports and fitness industries, the site serves suppliers and enterprises with a ready web and mobile trading platform for faster realization of ROI. This platform integrates social with mobile commerce as the next big thing in ecommerce convenience.

Thus, Sportsentro, like all of HAI's blogazines, is the only digital publication for the sports and fitness industries that integrates best-practice content marketing with mobile social commerce in one e-cosystem.

7. AUTOSENTRO.COM

Autosentro is the Philippines' first trade blogazine that serves the Asian auto industry. It houses, produces and curates content on motoring news, views, features, best practices and leadership across categories for the region.

Its content, culled from various bloggers, writers and resources across the globe, is accessible across PCs and all digital devices. It targets mostly upwardly mobile young male adults and roughly 30% women, aged 24-34 years old, living in highly urbanized dwellings across the Philippines and Southeast Asia.

Autosentro partners with motoring enthusiasts and professionals who are well-followed in social media and their respective blogs when available. The site seeks to

bring quality recommended content to its audience that includes launches, news, reviews, opinionated views and motoring tips.

As a content marketing solution for advertisers and marketers in the auto industry, Autosentro presents an integrated platform to house valuable content such as articles, videos, infographics, reports, podcasts, whitepapers, studies and other content formats. This makes the site an authentic partner to convert high-value niche visitors from learners to buyers.

To present an end-to-end ecommerce solution to marketers in motoring industries, the site serves suppliers and enterprises with a ready web and mobile trading platform for faster realization of ROI. This platform integrates social with mobile commerce as the next big thing in ecommerce convenience.

Thus, Autosentro, like all of HAI's blogazines, is the only digital publication for the motoring industry that integrates best-practice content marketing with mobile social commerce in one e-cosystem.

8. FOTOGRAPIYA.COM

Fotografiya is the one and only Photography blogazine that produces and curates content on the popular hobby and profession. The blogazine criss-crosses with Fotografiya readers as it cuts across the unique demographic of gadget users.

Its content is globally accepted and widely circulated as it is culled from various bloggers, writers and resources across the globe, is accessible across PCs and all digital devices.

Fotografiya targets an evenly divided group of male and female mostly tech-savvy young male adults with about 30% women, living in highly urbanized dwellings across the Philippines.

In partnership with industry stalwarts – such TechTV.ph and GoDigipreneur.com – Fotografiya seeks to bring quality recommended content to its audience that includes product recommendations, unboxing, news, reviews, opinionated views.

As a content marketing solution for advertisers and marketers in the industry, Fotografiya presents an integrated platform to house valuable content such as articles, videos, infographics, reports, whitepapers, studies and other content formats. This makes the site an authentic partner to convert niche visitors from learners to buyers.

To present an end-to-end ecommerce solution to professionals, enthusiasts and marketers in the photography and visual gadgets categories, the site serves suppliers and enterprises with a ready web and mobile trading platform for faster realization of ROI. This platform integrates social with mobile commerce as the next big thing in ecommerce convenience which is already in place on the site.

Thus, Fotograpiya, like all of HAI's blogazines, is the only digital publication for the photography and visual gadgets categories that integrates best-practice content marketing with mobile social commerce in one e-cosystem initially available in the Philippines.

HOW DO WE START?

Our clients start with a combined package of advertising on our blogazines and placing advertorials to support their content marketing strategies. We then add an SEO strategy to increase visibility of our clients' websites on search engines such as Google. To complete the digital campaign, we either extend our clients' exposure in our mobile apps – or even create an app for them.

It's you call.

The best way to start is to sit down and look at your current standings and how far you want to bring your digital objectives.

As for us at Heartshaper Asia, we will do our initial digital forensics and then walk you through our recommendations.

LET'S TALK!

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