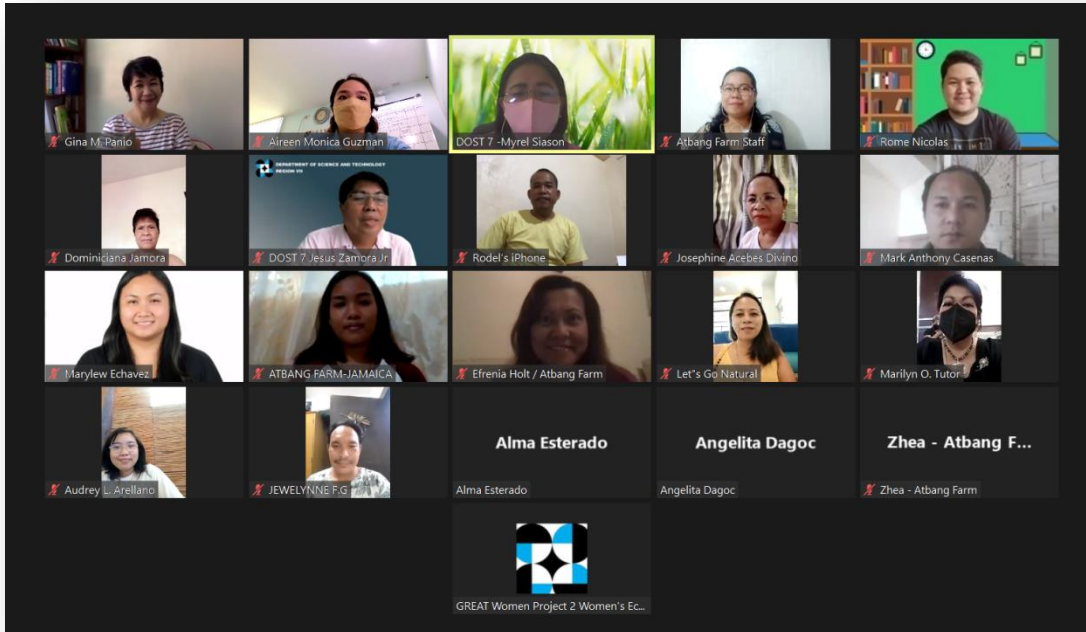


## DOST 7 uplifts the skills of WMEs on Digital Product Promotion, Advertising and Editing



The participants and enablers during Digital Product Promotion, Advertising and Editing on September 29-30, 2021 via Zoom platform, spearheaded by the DOST 7 in active collaboration with PCW and DTI.

“The need to timely respond the challenges faced by all our Women Micro-Entrepreneurs (WMEs) and SETUP clients in terms of sales is utmostly significant especially in this time of pandemic, the reason we have spearheaded this two day basic course” said Engr. Jesus F. Zamora, Jr., OIC- RD of the Department of Science and Technology during the Digital Product Promotion, Advertising and Editing on September 29-30, 2021.

A total of 11 WMEs (enrolled under the GREAT Women Project 2 of the Philippine Commission on Women) actively participated in the two-day training. Mr. Rome Nicolas Bonsocan, CEO of Bisaya Digital, served as the resource speaker for the two day training who provided the participants with inputs on Social Media Marketing and Video Content Marketing.

The training specifically provided the WMEs with inputs on social media content calendar, facebook and instagram tips for local entrepreneurs, fundamentals of Video content marketing, video tools and editing and You Tube and Tiktok tips for local entrepreneurs.

Ms. Efrenia Holt of Atbang Farm and an enrolled WME of the GWP2) said, the training is “extremely important .... It is good to know how to direct our product post to target audience and

on how to boost,” our product market reach. While Ms. Josephine Divino of Divino Cacao Farm, shared, the training is “very applicable and the topic are a real help to us, we learned a lot, I am so thankful for this training.”

The training was in active collaboration with Mr. Lance Basamot of the Department of Trade and Industry (DTI) and Ms. Marylew Echavex of the PCW.

*By Myrel M. Siason*