

Affiliate Marketing in the Age of Blockchain: Experts Share their Views in Philippines



Manila, Dec 10, 2019 (Issuewire.com) - Blockchain Experts from China, Philippines and Singapore were lined up at Affiliate Conference & Expo (ACE) to share how the new technology can help affiliate marketing. Affiliate marketing meets blockchain at the first-ever Affiliate Conference & Expo in Manila from 21 to 22 November 2019 at the Solaire Resort & Casino.

Trust and transparency are some of the key missing components in affiliate marketing and coincidentally these problems can be addressed with the adoption of blockchain technology.

Anndy Lian from Singapore, book Author of Blockchain Revolution 2030 and an inter-governmental blockchain advisor gave an individual presentation on what are the vital elements needed for an affiliate marketing scheme to work well in today's society and how blockchain helps to close up the gap. During the presentation, he described his preferred scenarios for blockchain usage for affiliate marketing. He used an incentive token model for advertising that he trialed with BreezeMaxWeb to illustrate how tokens can draw users to click and get profit by verifying the advertisements on the chain. Then using a

gamification model by Gaimin to create stickiness. Last but not least using pr companies like Blockcast.cc to push out verified news within an incentivized network to encourage users to participate in the online and offline activities and promotions within the community.

“The above that I have described is something that we have trialed. The current affiliate marketing programs have a bad name and it will remain that way if we don’t bother to change it. They advertise unethically, many small disclaimers and at times the brand owners of the products are nowhere to be found. By introducing blockchain to their existing model, it gives users more control over the information they are exposed to, the rewards they worked hard for will also be transparent and this gives ease to the users.” Shared Anndy.

A panel comprised of Jenny Zheng- Cofounder of Blockcast.cc, Jake Villanueva- Investment Manager of Y Investments Philippines Inc, Myrtle Anne- Founder of Blockchain Tides and Anndy Lian were assembled. The panel gave candid views during the panel discussion and that started a series of questions & answers from audiences as they want to find out more.

Jake commented that there is a lot of catching up within the Philippines community on blockchain and cryptocurrencies. “The communities who believe in blockchain have increased a lot. I can feel the excitement and enthusiasm. But bear in mind, we are not totally ready yet to embrace this technology. There are needs to invest in infrastructures and educated the general public what is blockchain.”

“I agree with Jake totally. Education is very important and that is why we started Blockcast.cc. This is a platform where we share. Bitcoin, speculations, and blockchain technologies have to be carefully distinguished. Coming back to the point on the market not being ready, I think the Philippines market has a great advantage over the rest of ASEAN. Just like China, we skipped the era of credit cards and jumped into a new digital economy with the Alipay and WeChatPay. I strongly believe that blockchain payment can do well in this lovely country!” Jenny added.

Myrtle who is the moderator for the panel concurred with Jenny’s observations too. “Philippines community for blockchain will grow very strong. I have seen cafes that are trying to use bitcoin as a mode of payment. This is a good move and I think they are ahead of the curve. I have also consulted a project in the Philippines who is cleverly using the blockchain technology for their health business. Again, this is very heartwarming and my efforts to push this technology forward are gaining adoption.”

“As you know, I do give advice to governments and businesses on the blockchain. Philippines government will step up to regulate this industry and we will see more updates in 2020. You will see more trading and securities tokens (STO) regulations soon. This will give users, investors and companies more confidence. It will draw in many new adoptions into this industry and I am sure the Philippines will stand out from this region when the regulations are in place.” Anndy explained further.

ACE 2019 is the go-to Affiliate Marketing event in Asia for the world’s top Affiliates, Digital Marketers, Merchants and eCommerce entrepreneurs gathered under one roof. Participants network with the top successful Super Affiliates, most prominent regional & global field experts & speakers, world’s top global networks, along with top industry investors & advertisers such as Veronica Andrino, CEO/Founder, Adsolve Co; Alnaver Baltazar, CEO/Founder, SevenGrace Marketing; Melissa Francisco, Head of Sales & Business Development SEA, Optimise Media; Carlito Antonio Jao, Social Management Director, McCann Worldgroup Philippines; Prashant Kala, Country Head, ShopBack Philippines; Chris Mangeura, CMO/Head of Marketing and App Product, Mynt (Globe Fintech Innovations, Inc); Rizal Prasetya, Regional Associate Manager, Affiliates at ZALORA Group; Sean Si, CEO/Founder, SEO Hacker; Janette Toral, Founder, Digital Filipino; Anurag Verma, Head of Sales and Partnerships, Zomato

Philippines; Tristan de Belloy, Founder & CEO, Quanta Digital; Ces Dimalanta, Founder/Blogger, Manila Millennial; Carlos Castaño, Head of Sales & Business for Stratuscast Philippines, Inc.; DM Varun, Co-Founder and CEO, STORM Learning; Abigail Victorino, Founder and CEO of StyleGenie; Kurt Ebarita, Social Media Manager, Bonsey Jaden Philippine; Elie Odigie, Digital Marketing and eCommerce Senior Manager, AXA Philippines; Sebastien Caudron, Content President AP, GroupM; Stanley Willer, CEO, HoGaming; Weng Rivera, Country Manager (Philippines), Booking.com; Roy Redd, Motivational Speaker, The Redd Group; Francis Simisim, CEO, Social Light Inc.; Bhavesh Parthi, Head of Affiliates, Oppa888; Munmun Nath, Head of Marketing, Moneymax Philippines.

While affiliate marketing is the key theme of the expo, for the organizers to recognize the importance of blockchain is a good start. The panel of blockchain practitioners will continue to share their knowledge regionally. For more information on blockchain-related news and information, go to www.blockcast.cc. Blockcast.cc welcomes contributors from all over the world to be part of the community.

About Blockcast.cc

Blockcast.cc is a broadcasting news source for the blockchain community. Founded in Singapore and has a network of contributors in China, Hong Kong, Korea and Malaysia. Aim to bring you the latest blockchain insights across the globe.

Media Contact

Blockcast.cc

contact@blockcast.cc

+65 98832707

Source : Blockcast.cc

[See on IssueWire](#)