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Ninja Van Philippines launches free webinar series for online sellers

The Ninja Idea Forum provides online sellers with a comprehensive look at e-commerce including current consumer behavior, industry insights, and maximizing social media presence.

MANILA, Philippines (15 November 2020) -- Philippine-based online sellers can now join a series of webinar sessions that provide in-depth lessons on how to shape and improve their brand and increase online sales.

Organized by express logistics company [Ninja Van Philippines](#), the webinar series entitled “*Ninja Idea Forum*” ran its pilot session last October 29, 2020 featuring prominent thought leaders in the e-commerce industry, Ash Mandhyan, CEO of Quanta Digital and former Head of Client Solutions for Facebook Philippines, and Anna Galura, Digital Marketing Manager of Kimstore Philippines.

As the CEO of performance marketing company Quanta Digital, Mandhyan began the session by sharing insights on the Filipino consumer, as well as the current social landscape in the country. He then shifted to more technical topics on marketing, focusing on managing Facebook Ads and crafting effective visuals that resonate with Filipinos. "Consumers are shifting more towards online shopping, and Facebook has been the best platform for precision and reach in the Philippines," Mandhyan said.

Galura, on the other hand, shared Kimstore’s journey from a small one-man startup to becoming one of the country’s largest online retailers and distributors of consumer and electronics. Galura stressed the importance of continuous learning, especially in the fast-paced and ever-evolving e-commerce landscape. “Keep yourself updated by reading journals, articles, or news about online marketing strategies,” she said.

Ninja Van Philippines has been strengthening its commitment in providing online sellers with free tools that help with them grow their respective businesses. Last month, the company launched blog.ninjavan.co, an online resource center providing a range of actionable content from bit-sized tips to in-depth business analysis for both aspiring and established ecommerce entrepreneurs.

“We hope to leverage our platform to reach out to more online sellers,” said Sabina Lopez-Vergara, Head of Sales and Business Development, Ninja Van Philippines. “In that way, we are able to help more entrepreneurs grow their business against the backdrop of the COVID-19 pandemic.”

The next Ninja Idea Forum will be held on January 29, 2021 and will be entitled “*Beyond Difference: Setting Your Online Brand Apart from Competitors.*” All online sellers and aspiring entrepreneurs are welcome to join subsequent Ninja Idea Forum sessions and may sign up [here](#).

For media enquiries, please contact:

Patricia Baquiran

Public Relations Manager

patricia.baquiran@ninjavan.co

media@ninjavan.co

+63 920 973 5293