

# Curious about a Digital Marketing strategy for your hotel?

DIGITAL MARKETING PROPOSAL

by Hy-Digital



# Who we are

We're a close-knit team of straight-talking, strategic and creative search marketing experts with an affinity in the hotel & travel industry, we help hotels creating the right exposure online in order to drive more direct bookers.



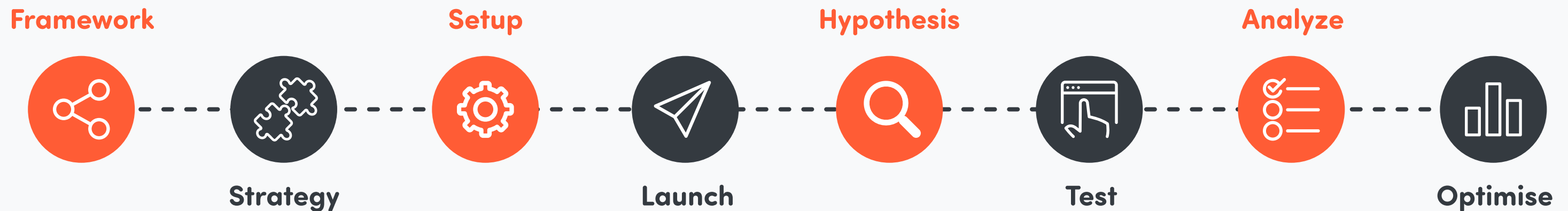
# We focus on Data & Results

We effectively measure and monitor your digital marketing performance. Our expert team of analysts and marketers constantly measure and monitor KPI's to ensure the maximum return on investment and ongoing success.



# Our approach

In the world of Digital, everything moves in a higher gear! Our team are specialists in their own fields and are constantly up to date in world of Digital. This is what we provide to our clients “Digital team as a service”.





# Few of our clients

We are working a variety of clients, from e-commerce to travel agents & Hotels.  
Our portfolio consists of leading large beach resorts, city hotels and boutique hotels in Thailand and abroad.



# Services

## Strategy

Having a clear and focused strategy for your hotel is critically important to the success of the hotel as it helps in keeping the eyes on the goal to guide a more focused, more productive & more profitable execution.



# Services

## Digital Marketing

Save money & reach more customers with less spend than traditional marketing methods. get to know your audience and allow them to get to know you.

1. Search Engine Advertising (Google ads, Bing ads)
2. Display & Youtube advertising
3. Social Media Advertising
4. SEO - Search Engine Optimisation
5. Conversion optimisation
6. Creation (Design, Social Posting,...)



# Services

## Data Dashboarding

Running online marketing campaigns without data and analytics is like being blindfolded.

- ✓ Get to know your website visitors
- ✓ Best performing online channels

With our easy to use dashboards.

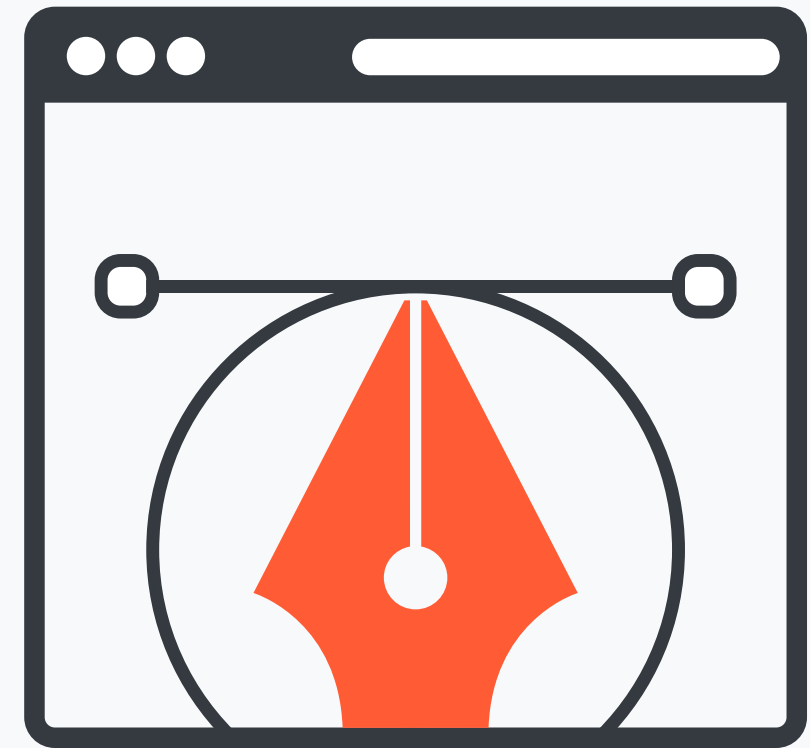




# Services

## Web Design

- ✓ Your website is your business ambassador
- ✓ First impressions matter
- ✓ Web design that drives direct bookings
- ✓ Hospitality marketing optimised.
- ✓ We build websites that really work through our cms that is optimised for hotel websites. Fast - Secure -



# Basic Google ROI plan starts from 16,000 THB / month

**THB 16,000 / month**

- Google analytics Checkup/Setup
- Google Tag Manager - Checkup/ Setup
- Goal + e-commerce setup
- Filter setup in Google Analytics
- Checkup/ testing (after 4 Days of the setup)
- Basic Google Adwords Setup - Branded
- Remarketing setup on Google Adwords + Static Banner creation
- Maintenance & optimisation of campaigns
- Setup & Maintenance of Reporting Dashboard
- Monthly High level Report

**THB 4,500 / month**

Remarketing setup and maintenance on Facebook Ads

\*\* Mediabudgets for Adwords start from 12 000 per month invoiced directly from Google through Credit card

\*\* For ecommerce setup we need access or contact with booking engine provider



# Google ROI & Outreach plan starts from 23,000 THB / month

**THB 23,000 / month**

- Google Analytics Checkup/Setup
- Google Tag Manager - Checkup/ Setup
- Goal + e-commerce setup
- Filter setup in Google Analytics
- Checkup/ testing (after 4 Days of the setup)
- Google Adwords Setup - Branded & Outreach campaigns
- Remarketing setup on Google Adwords + Dynamic Banner creation
- Maintenance & optimisation of campaigns
- Setup & Maintenance of Reporting Dashboard
- Monthly Report

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**THB 9,500 / month**

**Social**

Remarketing setup and maintenance on Facebook Ads  
Outreach campaigns based on lookalike & persona targeting

\*\* Mediabudgets for Adwords start from 12 000 per month invoiced directly from Google through Credit card

\*\* For ecommerce setup we need access or contact with booking engine provider



# Custom Digital Marketing (Price TBD)

**THB XX / month**

- Google Analytics Checkup/Setup
- Google Tag Manager - Checkup/ Setup
- Goal + e-commerce setup
- Filter setup in Google Analytics
- Checkup/ testing (after 4 Days of the setup)
- Google Adwords Setup - Branded & Outreach campaigns
- Remarketing setup on Google Adwords + Dynamic Banner creation
- Maintenance & optimisation of campaigns
- Setup & Maintenance of Reporting Dashboard
- Monthly Report
- SEO
- Consulting hours
- Social Media management
- Website maintenance
- Bing Ads

\*\* Mediabudgets for Adwords start from 12 000 per month invoiced directly from Google through Credit card

\*\* For ecommerce setup we need access or contact with booking engine provider



# Contact Information

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