E-Commerce & Digital Marketing Toolkit 2024

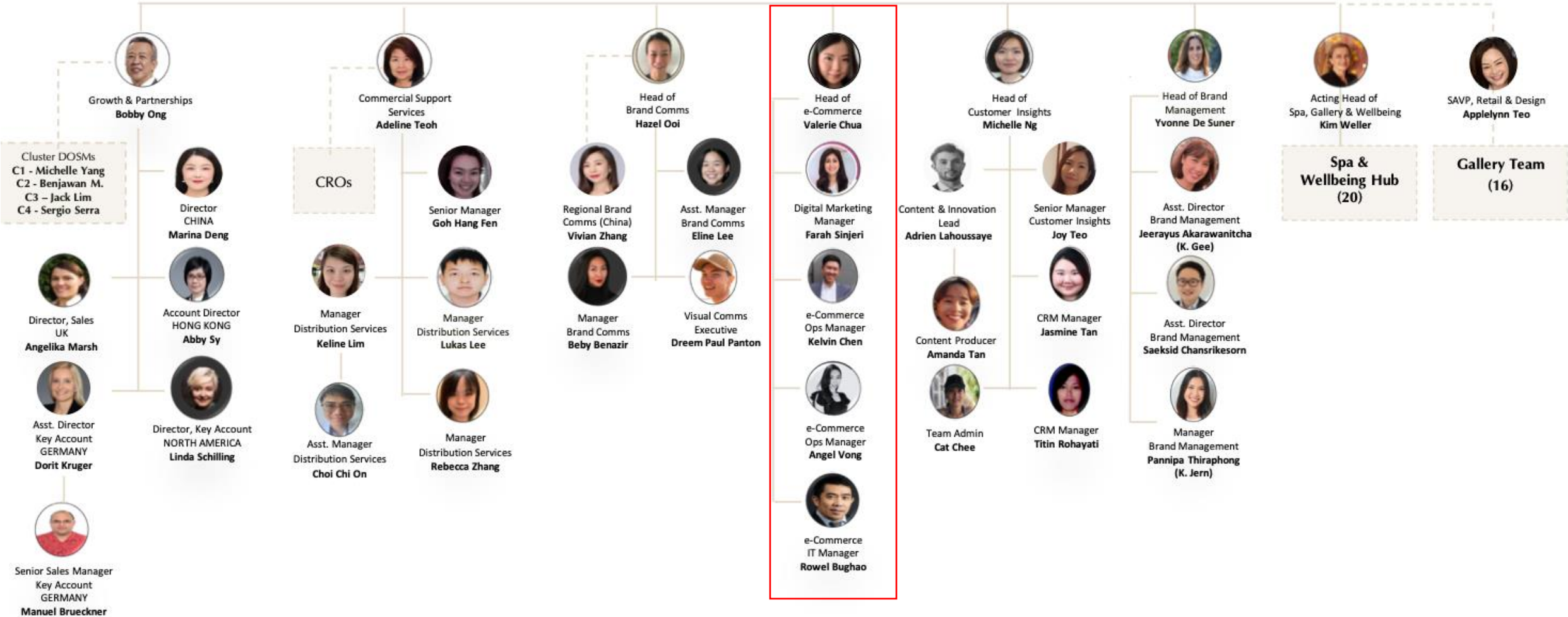**banyan**group

Contents

Objectives

The main objective of the E-Commerce and Digital Marketing Toolkit is to guide properties to build digital capabilities with the goal of maximising online visibility and driving website conversions.

This toolkit outlines fundamental resource and budget guidance, as well as various functional marketing guidance such as SEO, paid media, website content etc

Corporate SG Team Overview

Head of Brand HQ
Ho Ren Yung

Growth & Partnerships
Bobby Ong

Cluster DOSMs
C1 - Michelle Yang
C2 - Benjawan M.
C3 – Jack Lim
C4 - Sergio Serra

Director
CHINA
Marina Deng

Director, Sales
UK
Angelika Marsh

Account Director
HONG KONG
Abby Sy

Asst. Director
Key Account
GERMANY
Dorit Kruger

Director, Key Account
NORTH AMERICA
Linda Schilling

Senior Sales Manager
Key Account
GERMANY
Manuel Brueckner

Commercial Support
Services
Adeline Teoh

CROs

Senior Manager
Goh Hang Fen

Manager
Distribution Services
Keline Lim

Manager
Distribution Services
Lukas Lee

Asst. Manager
Distribution Services
Choi Chi On

Manager
Distribution Services
Rebecca Zhang

Head of
Brand Comms
Hazel Ooi

Regional Brand
Comms (China)
Vivian Zhang

Asst. Manager
Brand Comms
Eline Lee

Manager
Brand Comms
Beby Benazir

Visual Comms
Executive
Dreem Paul Panton

Head of
e-Commerce
Valerie Chua

Digital Marketing
Manager
Farah Sinjeri

e-Commerce
Ops Manager
Kelvin Chen

e-Commerce
Ops Manager
Angel Vong

e-Commerce
IT Manager
Rowel Bughao

Head of
Customer Insights
Michelle Ng

Content & Innovation
Lead
Adrien Lahoussaye

Content Producer
Amanda Tan

Team Admin
Cat Chee

Senior Manager
Customer Insights
Joy Teo

CRM Manager
Jasmine Tan

CRM Manager
Titin Rohayati

Head of Brand
Management
Yvonne De Suner

Asst. Director
Brand Management
**Jeerayus Akarawanitcha
(K. Gee)**

Asst. Director
Brand Management
Saeksid Chansrikesorn

Manager
Brand Management
**Pannipa Thiraphong
(K. Jern)**

Acting Head of
Spa, Gallery & Wellbeing
Kim Weller

Spa &
Wellbeing Hub
(20)

SAVP, Retail & Design
Applelynn Teo

Gallery Team
(16)

Global Campaigns 2024 Overview

	Q1 2024			Q2 2024			Q3 2024			Q4 2024		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Awareness Campaigns					BG30 Global Multi brand Awareness Campaign							
											Banyan Tree Awareness Campaign	
Tactical Campaigns			Destination Marketing Asia Part 1 (Indonesia, Malaysia, Vietnam, South Korea, China)	Destination Marketing Middle East & Europe; Mexico	Destination Marketing Asia Part 2 (Thailand, Laos, Maldives, Japan)				Anniversary Campaign BG30			
Always on Offers (Awareness + Conversion)					Stay More Pay Less Advanced Purchase							

Strategy:
- This year we will focus on building and increasing awareness for all brands under BG30 Multi brand awareness campaign
- Separate Banyan Tree Awareness Campaign will focus on positioning of the brand
- No separate customer segment campaigns as we move towards more synergized digital media approach. Instead, customer segments will be part of the target audiences within digital paid media campaigns for each brand.
- Conversion driven Always On campaigns will be continuing to support the properties throughout the year

Corporate & Properties Synergy

Corporate & Properties Synergy

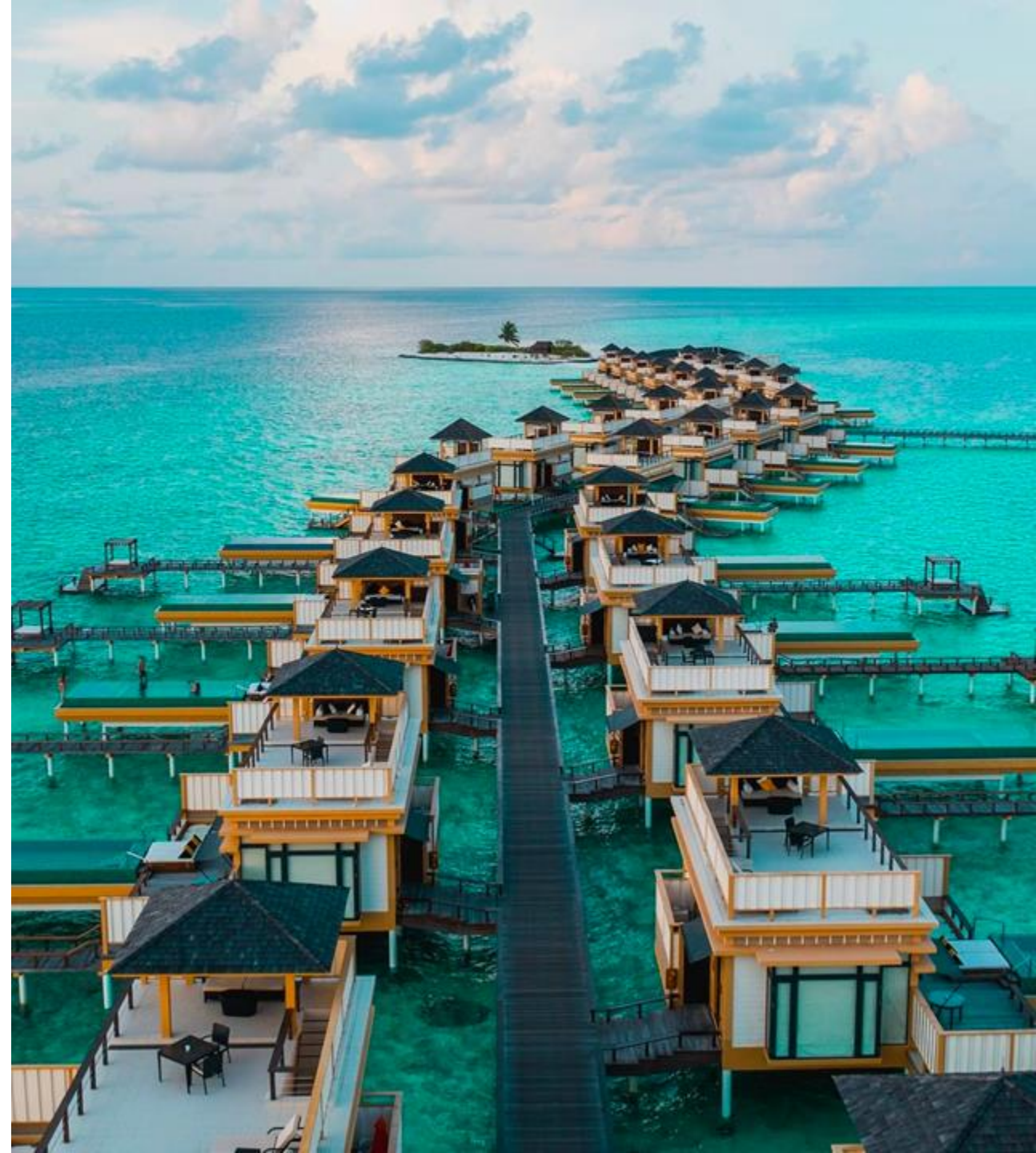| Areas	CORPORATE	PROPERTIES
CMS	- Provision of robust CMS - Trainings and training documents provision	- Active learning of CMS for property usage - Feedback on improvements needed
Website Optimisation	- Global pages management - Group level enhancements - Property pages approvals - Website content SOP provision	- Property pages management, as per website content SOP - Property-specific needs - Timely submission of pages for approval
Property brand.com opening/rebranding	- Content framework provision - One-time set up/migration and training provision in the areas of website, Accor, email marketing, GA and GMB	- Timely content provision - Active learning of systems for property usage
TripAdvisor	- Governance of accounts hygiene - Trainings and training documents provision	- Property account management - User management - Activation of special offers
Campaigns	- Global campaigns: Destination Marketing, Anniversary, BG30 - Country level campaigns	- Global campaigns participation - Local campaigns as per property needs Eg. Local festivities
Email Marketing	- Global database management for global email sends - Provision of robust email marketing system - Trainings and training documents provision - EDM templates optimised across devices - Review and approval of EDMs via TC and Cendyn	- Active learning of email marketing system for property database email sends - Usage of approved EDM templates - Feedback on improvements needed

Corporate & Properties Synergy

Areas	CORPORATE	PROPERTIES
Paid Media	- In line with campaigns run by corporate - Branded keywords focus - Global agency/approved agency list provision - Functional workshops and trainings provision - Guidance on paid media execution	- In line with local campaigns run by properties - Property specific keywords focus - Media agency run through with corporate, if applicable - Active participation in workshops and trainings - Adherence to guidance such as budget
SEO	- SEO optimizations on brand levels - Branded and group keywords focus - Global agency/approved agency list provision - Functional workshops and trainings provision - Guidance on execution such as budget, audit frequency etc	- SEO optimizations on property level, following corporate brand guidelines - Property specific keywords focus - Agency run through with corporate, if applicable - Active participation in workshops and trainings - Adherence to guidance such as budget
Social Media	- Corporate account management - Social media management guidance provision	- Property account management - Adherence to guidance - Amplification of global campaigns
Google Analytics (GA) / Google Tag Manager (GTM)	- Deep dive into group level data by brand - One-time set up for new properties - New accounts creations and access granting - Trainings and training documents provision - One-time audit and GA4 migration	- Deep dive into property's data - Adherence to GA guidance for hygiene - Review and analyze GA data on daily basis - Submit GTM tracking requests to corporate agency for implementation
Google My Business (GMB)	- Quarterly optimisations to all properties' GMB accounts (hotels and restaurants accounts)	- Setting up of GMB account and grant access to corporate - Updating of hotel information changes, if any
Digital Marketing Dashboards	- Set up of dashboards for group level initiatives	- Access to dashboard for property performance visibility

Digital Budget Guidance

Digital Budget Guidance

This section provides the detailed guideline for digital marketing budget planning for 2024. It will highlight critical elements that should be considered in the property's digital marketing budget, guideline for budget planning and allocation, as well as working with external vendors and agencies for marketing.

Digital Budget 2024 Guideline

Item	Purpose	Annual Cost	Participation
Direct Always-On Marketing (CPC)	To run SEM, MetaSearch, Display Ads, Social Ads and Retargeting Ads specific to property. This includes brand/always on offers for conversion and generic/ destination/ competitor keywords for prospecting.	**45% of marketing budget to online** Or USD 3,000 – 4,000 per month/property approximate costs	**Mandatory**
Sojern and other commission models (CPA)	Commission costs of digital marketing platforms such as Sojern.	Variable	Optional
Search Engine Optimisation (SEO)	To run regular SEO audits specific to property at least twice a year, in relation to competitive set and destination trends.	**5% of marketing budget to SEO** Or USD 7,500- 15,000 annually	**Mandatory**
Website Translation	Brand.com is developed and maintained by Global HQ. Properties are responsible for updating and editing Property Pages content, including images and copies, that adheres to Brand Guidelines. This item is to allocate budget for translation fees of English to Chinese (and to Korean for BT/AN), and professional copywriting (if needed).	Approximately USD 1,500 for two languages per property annually	**Mandatory**
Tripadvisor Business Advantage	Annual paid subscription marketing tool on Tripadvisor for additional features and marketing activation on property page to drive brand.com traffic and increase TA account page visibility	Depending on number of rooms (vary USD 2,000 – 6,000)	Optional
Eat2Eat	Online table reservation and dining management system for hotel F&B outlets.	Minimum USD 2,000 per F&B outlet for 1st year and USD 1,200 for subsequent years	Optional

Digital Budget 2024 – Guidance by property size Mandatory Spend

MANDATORY SPEND	Small < 50 rooms	Mid 50 – 150 rooms	Large Above 150 rooms
Paid Media (CPC)	Min $30,000 -$42,000	Min $36,000 -$51,000	Min $45,000 - $75,000
	Resorts with ADR of US$500 and above for BT and US$200 for the rest (Consider next budget tier)	Resorts with ADR of US$500 and above (Consider next budget tier)	Urban hotels with ADR below US$150 (Consider lower budget tier)
SEO	Min $7,500	Min $7,500	Min $7,500
Website Translations	Approximately $1,500 annually for 2 languages (subject to actual needs)	Approximately $1,500 annually for 2 languages (subject to actual needs)	Approximately $1,500 annually for 2 languages (subject to actual needs)
TOTAL	**Min $39,000 - $51,000**	**Min $45,000 - $60,000**	**Min $54,000 - $84,000**

Digital Budget 2024 – Guidance by property size
Recommended Spend

RECOMMENDED SPEND	Small < 50 rooms	Mid 50 – 150 rooms	Large Above 150 rooms
Paid Media (CPC)	Min $42,000	Min $51,000	Min $75,000
	Resorts with ADR of US$500 and above for BT and US$200 for the rest (Consider next budget tier)	Resorts with ADR of US$500 and above (Consider next budget tier)	Urban hotels with ADR below US$150 (Consider lower budget tier)
SEO (Additional scope with Mediatropy)	$15,000	$15,000	$15,000
Website Translations	Approximately $2,500 annually for 3 languages (additional 1 key COR/ local language)	Approximately $2,500 annually for 3 languages (additional 1 key COR/ local language)	Approximately $2,500 annually for 3 languages (additional 1 key COR/ local language)
TripAdvisor BA	$2,500 - $6,000	$2,500- $6,000	$2,500- $6,000
Table Management System	Min $2,000 per outlet Estimated: $2,000 for 1 outlet	Min $2,000 per outlet Estimated: $6,000 for 3 outlets	Min $2,000 per outlet Estimated: $10,000 for 5 outlets
TOTAL	**Min $64,000 - $67,500**	**Min $73,000 - $80,500**	**Min $97,000 - $108,500**

Google Analytics Recommendations

Google Analytics 4

Google Analytics 4 (GA4) is a next-generation analytics platform that provides a more comprehensive and accurate view of website and app performance. It's designed to be more intuitive, user-friendly, and offer enhanced data privacy compared to its predecessor, GA3.
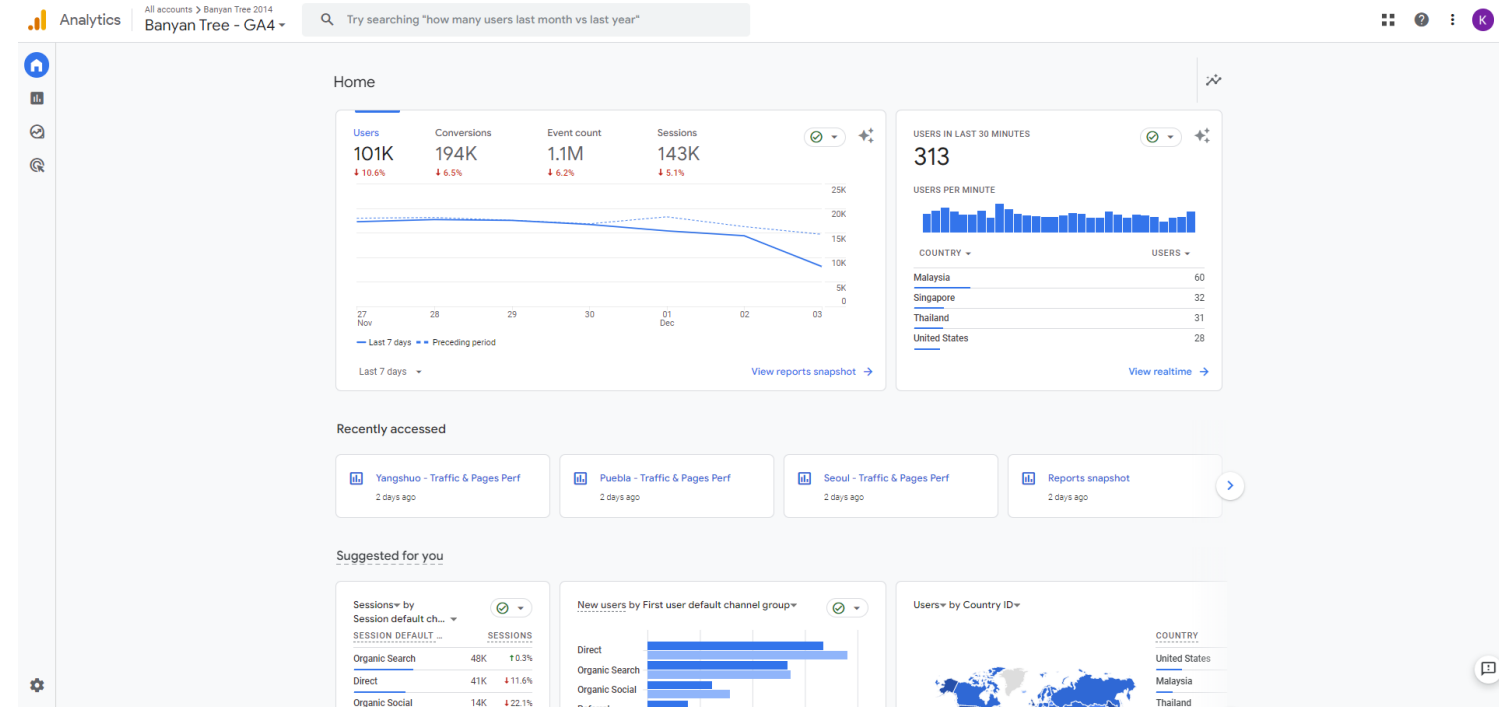
GA URL: https://analytics.google.com
GA Login: Your BG email.
*Please make sure you have access to your property's GA.
If you do not have access, use MT platform to log in your request:
https://btg-request.mediatropy.com/login or contact
Farah Sinjeri farah.sinjeri@groupbanyan.com

Migration to GA4: Differences of GA3 vs GA4

Feature	GA3	GA4
Views	GA3 organizes data by "views", which act as filters for data analysis.	GA4 does not have the concept of "views". MT offers a **custom report** to address this issue and enable you to check **specific properties** report.
Reports	GA3 has pre-built reports with a limited number of customization options.	GA4 has a more **flexible reporting interface** with a wider range of customization options.
Data Structure	GA3 uses a page-based data structure, which can be limiting for certain types of analysis.	GA4 uses an **event-based** data structure, providing a more comprehensive understanding of user behavior
AI-Powered Insights	GA3 does not have an AI-powered insights feature.	GA4 includes an **AI-powered Insights panel**, providing automatic insights and recommendations based on data analysis.
Streamlined Interface	GA3 has a functional, but complex interface	GA4 has a more **streamlined and intuitive interface**, making it easier for users to access and analyze their data.
Historical Data	GA3 stores data pretty much forever	GA4 data expires after **14 months**. To overcome this limitation, we will utilize a **Power BI Dashboard that enables us to store and access all historical data.**

Detailed Google Analytics 4 training provided can be found via these links:
GA4 Training Recording
GA4 Training Material

Properties Custom Reports Structure on GA4

To help with limited reporting Views in GA4, pre-defined reports have been created and organized into collections for each property, including Traffic & Pages, Demographic & Tech, Events & Conversions, and Ecommerce Purchases.

Collections:
- Traffic & pages performance
- Demographic & tech performance
- Events & total conversions
- Ecommerce purchase

Properties reports are arranged according to their respective clusters.

GA4 Dashboards

The GA4 dashboard provides you insights about the traffic and e-commerce performance of Banyan Tree, presented in various types of charts including time series, table, scorecard, bar chart, etc. This Dashboard is using USD for currency and UTC+8 for the time
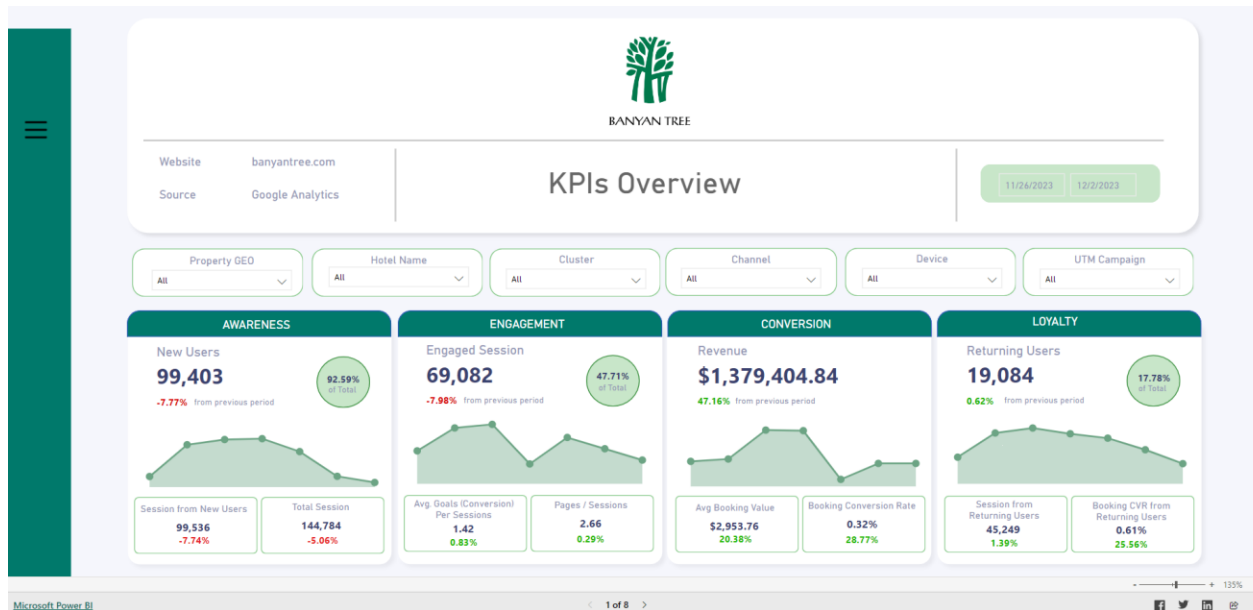
DASHBOARDS LINKS

Banyan Tree
Angsana
Cassia
Dhawa
BT Escape
Garrya
Homm
BT Veya
Folio

Detailed training materials can be found in the below links:

GA4 Dashboards Training Recording
GA4 Dashboards Manual
GA4 Dashboards Demo Deck

Google Analytics Checklists

Refer to Google Analytics checklist for the detailed step-by-step guide and checklists for:

- **GA Property Account setup (support from HQ)** – GA setup of the new property and tracking pixel implementation (GTM)
- **Campaign management–** setting up tracking and analysis on GA (UTM tracking, reports setup), analyze campaign performance on GA

GA Checklist:
Google Analytics Checklist

	Items	When	PIC Properties / Vendors	PIC Mediatropy
Step 1 - Ad accounts setup & Tracking Pixel Implementation				
1	**Create ad accounts (e.g FB ad account, Google Ad account, dV360)**	14 days before campaign launch		
	a. If you are partnering with Mediatropy		☐	☑
	b. If you are partnering with other vendor		☑	☐
2	**Implement tracking pixels**			
	a. If you are partnering with Mediatropy		☐	☑
	b. If you are partnering with other vendor		☑	☐
3	**Implement conversion tracking**			
	a. If you are partnering with Mediatropy		☐	☑
	b. If you are partnering with other vendor		☑	☐
4	**Validate the conversion tracking 7 days prior to launch campaigns**	7 days before campaign launch		
	a. If you are partnering with Mediatropy		☐	☑
	b. If you are partnering with other vendor		☑	☐
5	(optional) Reach out to Mediatropy if you need support but don't have partner vendor & agency to help with the above steps	14 days before campaign launch	☑	☐
Step 2 - Create and use UTM links for your campaign				
1	Copy the BTG standardized UTM Builder for yourself or teams	7 days before campaign launch	☑	☐
2	Follow the SOP on how to use the UTM builder.		☑	☐
3	Inform Mediatropy if there is any naming to be added into the library		☑	☐
4	Mediatropy will update the UTM builder accordingly		☐	☑
5	Double check and test your generated UTM links before using it in your campaign		☑	☐
6	Setup your ads campaign and use the UTM links as the final URL		☑	☐
Step 3 - Analize your campaign in your GA View				
1	Navigate to your hotel's GA view	1 day after campaign launch	☑	☐
2	Use "Campaign" dimension to segment and see if GA is receiving data from your UTM links		☑	☐
3	Use Acquisition report to know where the traffic originates		☑	☐
4	Use Behaviour report to know how visitors engage with your website		☑	☐
5	Use Audience report to understand characteristics about your visitors		☑	☐
6	Use Ecommerce report to analize how the campaign contribute transactions and revenue		☑	☐
Optional - How to get the GA View for new Hotel				
1	Inform Mediatropy your hotel's page and SynXis booking Engine ID	3 weeks before campaign launch	☑	☐
2	Inform Mediatropy your local currency and preferred timezone.		☑	☐
3	Provide list of users to be granted access		☑	☐
4	GA View created by Mediatropy		☐	☑
5	Ecommerce Report activated by Mediatropy		☐	☑
6	All users granted access by Mediatropy.		☐	☑

Campaign UTM Builder

UTM PARAMETERS

SOURCE | MEDIUM | CAMPAIGN | TERM | CONTENT
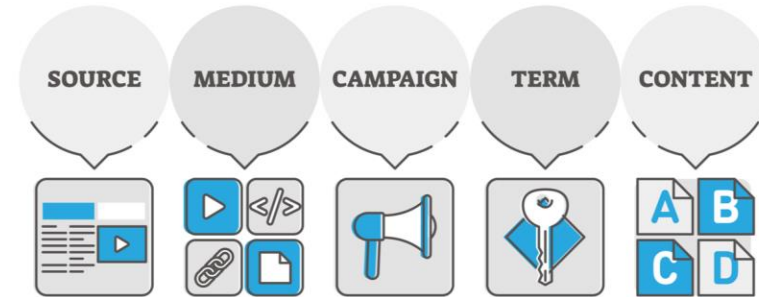
Setting up the UTM urls for your digital marketing campaign will help you to track the performance of the campaign on Google Analytics. UTM tags are added to your landing page url to track the campaigns parameters: source and medium of the traffic, campaign name and content.

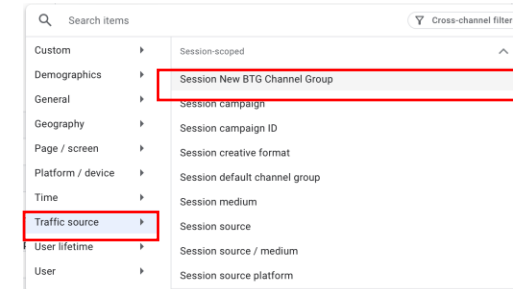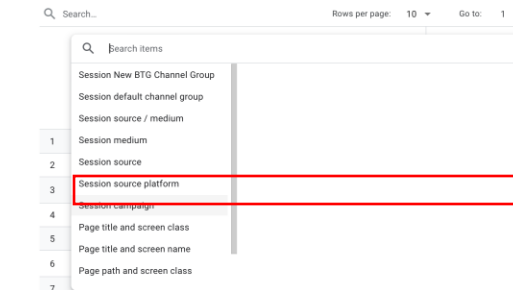**For detailed guide on how to set up UTM link refer to UTM building SOP below**

Please use the standardised BTG UTM Builder linked below to set up your campaign's UTM link.
Once created, GA will start to track the campaign's performance.

Once UTM link is setup and campaign is live, navigate to GA to view the performance of the campaign:
GA4 Path: Reports– BTG-Traffic & Pages Performance - Choose your cluster – Your Property– Traffic source: choose Session Campaign. For secondary dimension, add + and add Traffic source – Session New BTG Channel Group

UTM Resources:
- [UTM links creation SOP (tracking of digital campaigns)](#)
- [GA4 UTM Guide](#)
- [UTM Builder](#)

	Session campaign	Session New BTG Channel Group	Users	Sessions	Ave engagement time ses
			22,529 100% of total	31,843 100% of total	1m Av
1	(direct)	Direct	8,467	10,366	1m
2	(organic)	Organic Search	8,467	13,400	1m
3	gads_btg_bph_always-on_ao-2023_auction_cnv_ww_search_rt_x	Paid Search	1,131	1,418	1m
4	(referral)	Referral	1,044	1,375	1m
5	(referral)	Organic Search	472	759	1m
6	fb_btg_bph_always-on_ao-2023_auction_con_th_traffic_pp	Organic Social	454	470	1m
7	(referral)	BTG Referral	311	424	1m
8	(not set)	Unassigned	286	303	1m
9	pots	Display	266	284	
10	fb_btg_bph_always-on_ao-2023_auction_con_uk_traffic_pp	Organic Social	240	251	

Search items
- Session New BTG Channel Group
- Session default channel group
- Session source / medium
- Session medium
- Session source
- Session source platform
- Session campaign
- Page title and screen class
- Page title and screen name
- Page path and screen class

Search items — Cross-channel filters
- Custom — Session-scoped
- Demographics — Session New BTG Channel Group
- General — Session campaign
- Geography — Session campaign ID
- Page / screen — Session creative format
- Platform / device — Session default channel group
- Time — Session medium
- Traffic source — Session source
- User lifetime — Session source / medium
- User — Session source platform

Google Analytics SOPs

We have implemented **Google Tag Manager SOP** to keep track of all current GTM tags and codes implemented to avoid the usage of old tags, removal of the existing active tags:

- No third parties are allowed to have direct access to BG GTMs
- All third parties tracking codes to be implemented to each website specific master GTM. No third party GTMs are allowed to be implemented to the brand websites or booking engine.
- All third parties tracking codes to be implemented by Mediatropy.
- Properties to follow SOP and submit the request with the details of tracking code and vendor via Mediatropy request platform.

- Google Tag Manager (GTM) SOP
- Google Tag Manager User Access SOP

For all other GA related resources and SOPs, please refer to this folder:
- Google Analytics SOPs

Search Engine Optimization Recommendations

Search Engine Optimization

This section covers recommendations for search engine optimization (SEO), detailed SEO checklist to audit your site to ensure it is fully optimized to boost the visibility and ranking of property site on search engines like Google. Additional resources like SEO dashboards are also provided.

Why SEO is important

55% of traffic to websites comes from Organic Search

90% of search users prefer organic listings over paid listings on search engine

Increased **quantity** of organic traffic, which leads to higher conversions

Increased **quality** of organic traffic, which leads to higher conversions

Key factors affecting your website SEO

Optimised content

On-page optimization

Mobile-friendliness
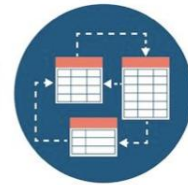
Internal linking
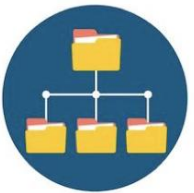
Site accessibility

Backlinking

Page speed

Technical SEO

SEO Advanced Training Summary

During the SEO workshop, below are the key topics discussed with takeaways for each topic:

- Introduction to SEO and the importance of it

- SEO Performance from 2022 and Scope for 2023

- How to achieve global and property synergy on SEO

- SEO Checklists, Tools and Dashboards

- SEO Properties Rate Cards

Detailed SEO training provided can be found via these links:
SEO Advanced Training Recording
SEO Training Material

SEO Checklist – Site Structure

By CORPORATE SG OFFICE
Review the website structure to ensure that it follows all listed SEO requirements to ensure high visibility on search engines:

1 Good site structure with all pages accessible and live (all broken pages & links removed redirected ☑

2 Site speed is fast and functioning ☑

3 Site layout is clear, with readable texts and working navigation/links even on mobile devices ☑

4 Site layout is clear, with readable texts and working navigation/links even on mobile devices ☑

5 All images come with alt text ☑

6 Sitemap XML created, checked and submitted to Google Search Console ☑

7 Robots txt submitted if there are pages you do not want crawled/indexed on your site ☑

8 Pages with duplicate content have canonical tags set for main page ☑

SEO Checklist – Site Structure

Review your website content and make necessary updates to ensure that it follows all listed SEO requirements to ensure high visibility on search engines:

1 Content research conducted (keyword research, content research, news & market trends) ☑

2 Linking when opportunity is presented (internal, external & cross-linking) ☑

3 Content is more than 300 words ☑

4 Content is not duplicated from another page of same or another website ☑

5 Good page title & description ☑

6 Good H1 tag ☑

7 All images come with good alt image text ☑

8 Ensure article published date is updated constantly for article freshness ☑

SEO Checklist – Site Structure

On-page Optimization Check list items

Key Elements to optimize on your website:

https://www.banyantree.com › china › sanya ⋮

Welcome to Banyan Tree Sanya

Feel the cool breeze, tiptoe over the warm sand, relax in the clear blue waters and enjoy the balmy nights of **Sanya**. A private, all-pool villa resort in the ...

You've visited this page 3 times. Last visit: 16/9/21

Meta Descriptions
Page title and description

Ensure 150-160 Character Limit. It is important to stay within the character limit on the meta description length to avoid having part of your description get cut off by the search engine and appear incomplete in the SERP. Staying within the meta description length will help to attract consumers attention better.

Title Tags

Accommodation | Banyan Tree

URL Structure

www.banyantree.com/en/china/sanya/accommodation

ABOUT   OFFERS   ACCOMMODATION   DINING   SPA   EXPERIENCES   MORE   EN   BOOK NOW

ACCOMMODATION

Banyan Tree Sanya
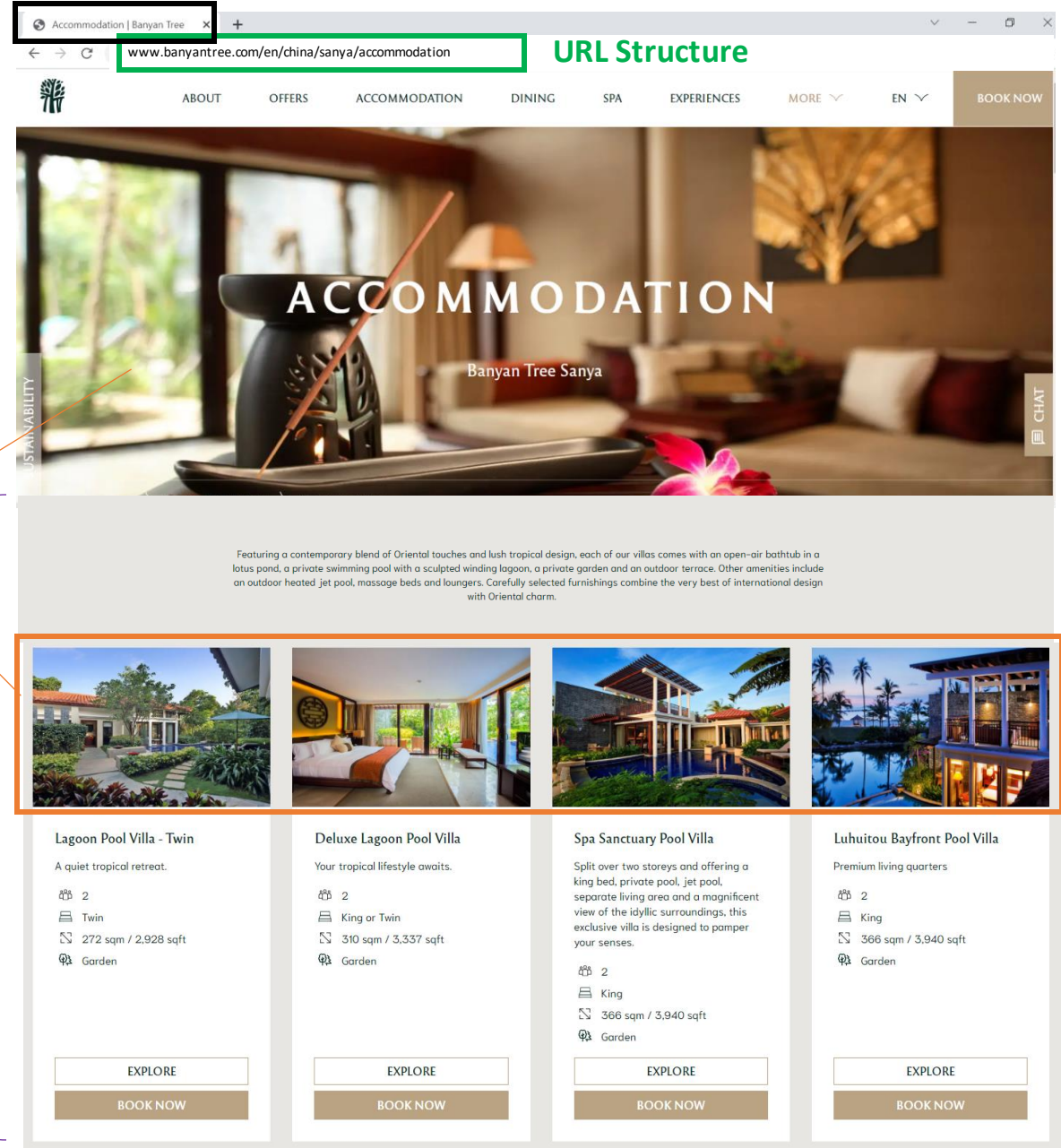
Alt Tags

All images to come with content matching alt text

Featuring a contemporary blend of Oriental touches and lush tropical design, each of our villas comes with an open-air bathtub in a lotus pond, a private swimming pool with a sculpted winding lagoon, a private garden and an outdoor terrace. Other amenities include an outdoor heated jet pool, massage beds and loungers. Carefully selected furnishings combine the very best of international design with Oriental charm.

Body Content

Ensure content research in advance. The body content should consist of minimum 300 words and featuring your selected keywords

Lagoon Pool Villa - Twin

A quiet tropical retreat.

- 2
- Twin
- 272 sqm / 2,928 sqft
- Garden

EXPLORE

BOOK NOW

Deluxe Lagoon Pool Villa

Your tropical lifestyle awaits.

- 2
- King or Twin
- 310 sqm / 3,337 sqft
- Garden

EXPLORE

BOOK NOW

Spa Sanctuary Pool Villa

Split over two storeys and offering a king bed, private pool, jet pool, separate living area and a magnificent view of the idyllic surroundings, this exclusive villa is designed to pamper your senses.

- 2
- King
- 366 sqm / 3,940 sqft
- Garden

EXPLORE

BOOK NOW

Luhuitou Bayfront Pool Villa

Premium living quarters

- 2
- King
- 366 sqm / 3,940 sqft
- Garden

EXPLORE

BOOK NOW

SEO Checklist –Guide on updates in CMS

Page Titles & Descriptions

Image Alt text

Page Title

Page Description

Image Alt text

SEO Keywords Strategy

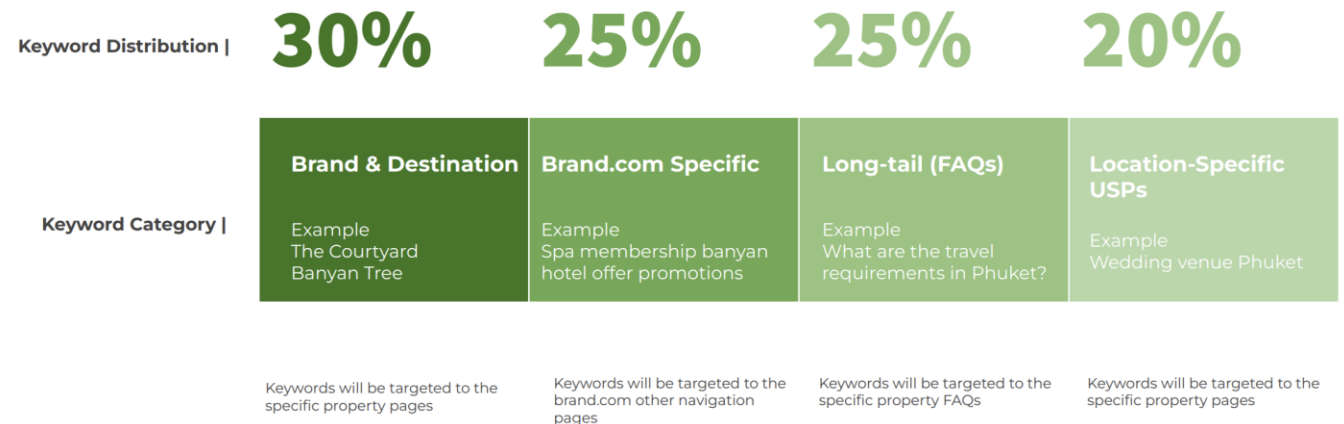| Selected Keywords List for each property |
|---|
| Banyan Tree |
| Angsana |
| Cassia |
| Dhawa |
| Garrya |
| Homm |
| BT Escape |
| BT Veya |

- Each property has **20 keywords** in the global scope for their SEO optimisation process

- As a part of annual SEO process, properties should review and approve the proposed keywords for each year as well as proposed page titles and page descriptions based on those keywords.

- Please ensure to coordinate with local SEO agency for the additional scope to ensure that they follow the approved keywords for your property to maintain high consistent SEO ranking.

Keyword Distribution		30%	25%	25%	20%
Keyword Category	**Brand & Destination** Example The Courtyard Banyan Tree	**Brand.com Specific** Example Spa membership banyan hotel offer promotions	**Long-tail (FAQs)** Example What are the travel requirements in Phuket?	**Location-Specific USPs** Example Wedding venue Phuket
	Keywords will be targeted to the specific property pages	Keywords will be targeted to the brand.com other navigation pages	Keywords will be targeted to the specific property FAQs	Keywords will be targeted to the specific property pages

SEO Dashboard

SEO Dashboard is an important tool to view your website's organic traffic performance: detailed overview of organic search, ranking and traffic details; breakdown of top ranking organic branded and generic keywords. This information is crucial when creating the content for the website to ensure you incorporate the top-ranking keywords as well helpful with your SEM strategy to bid on top trending keywords for your property.
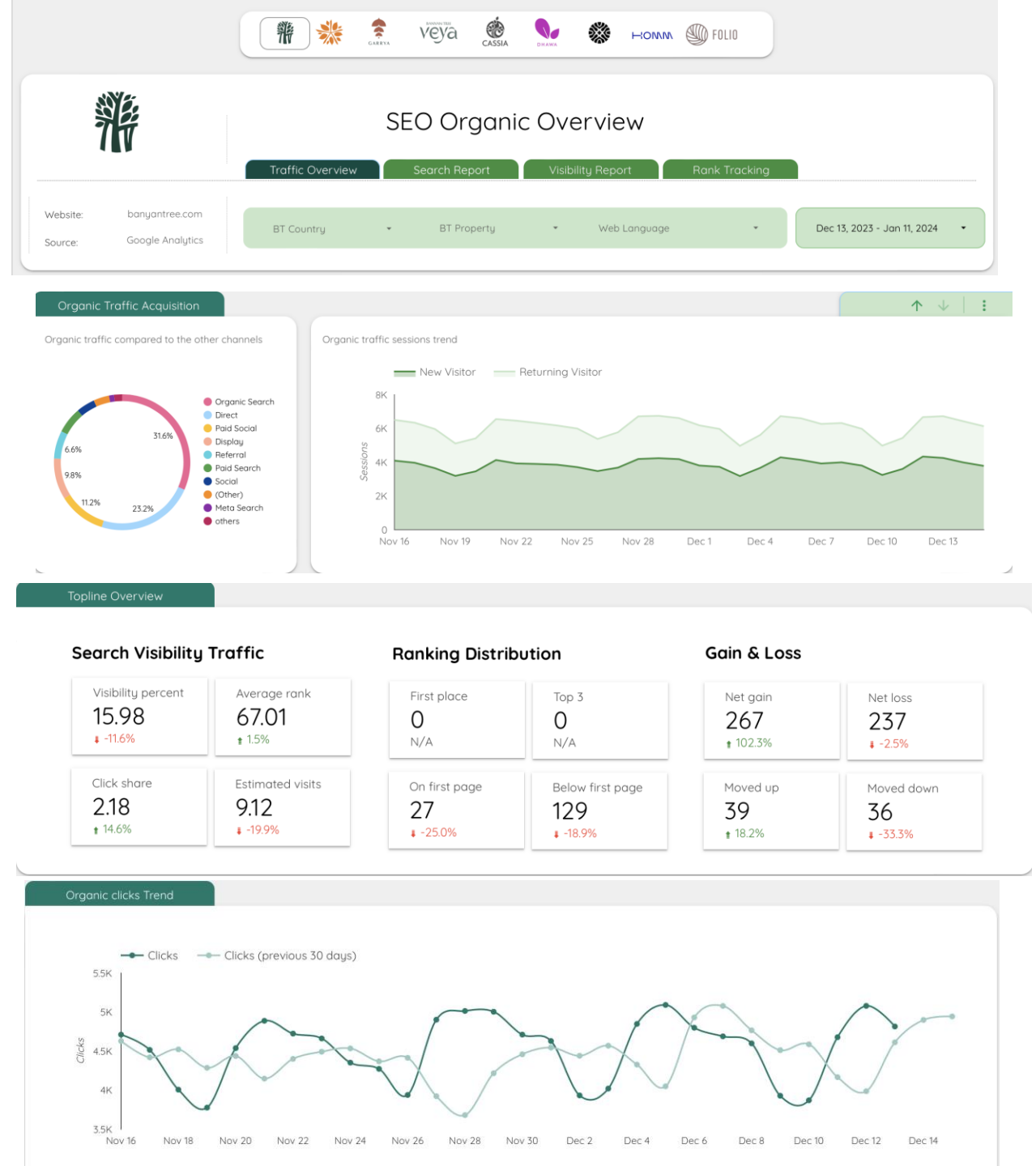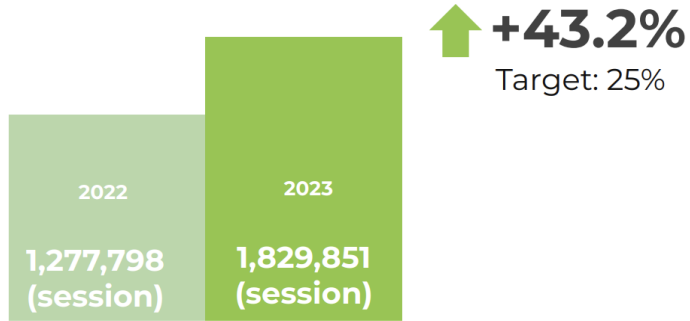
DASHBOARDS LINKS:

All Brands SEO Dashboards

Dashboard Manual
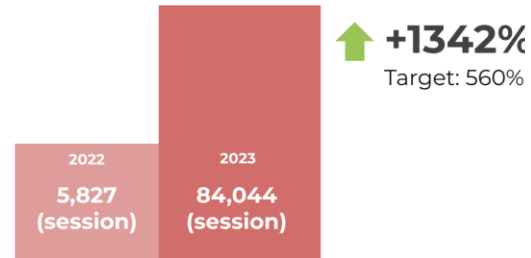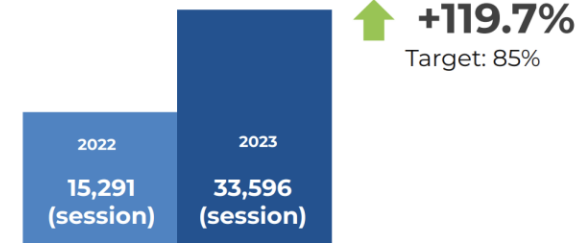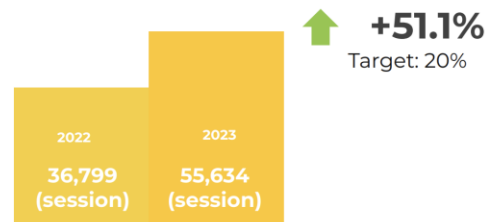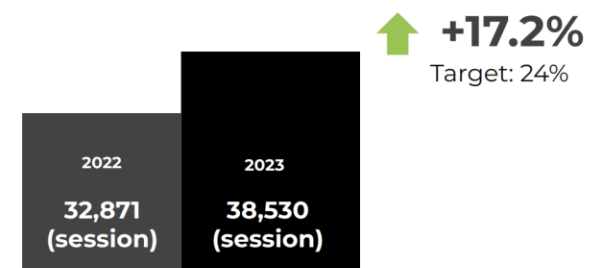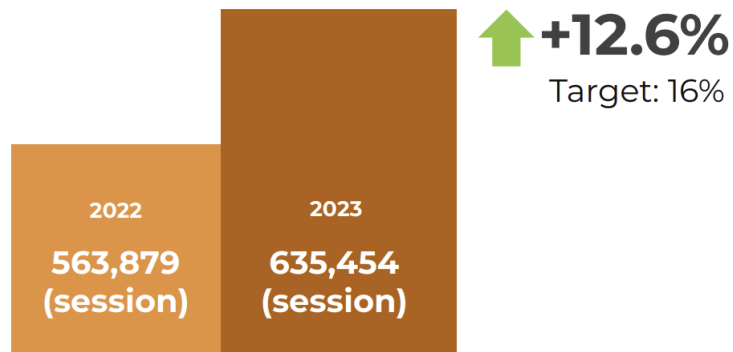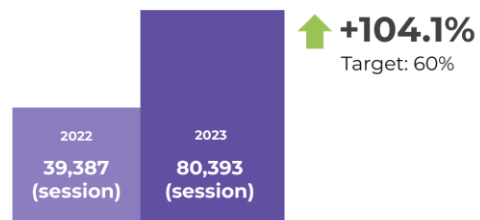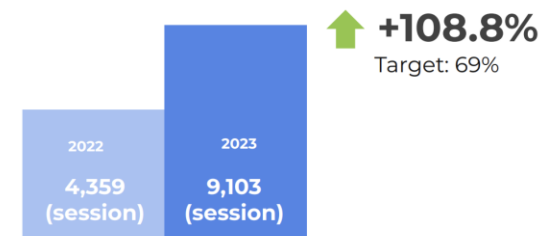
SEO Overview 2024

SEO support will be expanded with appointment agency, Mediatropy, in 2024 to increase organic visibility of all brand websites across the major global search engines

In 2024, all brands will enjoy expanded SEO support by corporate office

SEO 2024 Corporate Support Scope:

- Technical SEO audit and fixes for all pages on all websites
- Keywords research and organic implementations for all property websites (**At least 20 keywords per property)**
- On-page optimisation for all pages including title tags, meta descriptions, headers, ALT tags, content optimisation)
- Content optimization for all corporate landing pages
- International SEO support
- Google My Business support and optimisation for all properties
- Social media audit for all properties
- SEO dashboards for all brands

Year 2

Year 2 is focused on content expansion. Currently, we are awaiting approval to implement the content expansion on the site, while the remaining elements have already been implemented.

Content optimisation
Content expansion
Branded terms
On-going technical support

Year 3

In Year 3, we emphasize additional enhancements, including international SEO, alignment with social media strategies, and addressing critical technical hygiene factors.

International SEO
Keyword strategy refinement
Build new audience segment
Ongoing technical support
Social Media alignment
GBP quarterly audit

We recommend properties to work on **local SEO optimisations** in addition to default corporate support on property websites to further increase brand awareness of your property websites on search engines

For more details of additional SEO scope for the property and quote, refer to **slide 87**

SEO Overview 2024

High-level SEO Approach

01 Building a strong technical foundation → Ongoing technical audit and recommendations → International SEO → FAQ schema for individual properties → GSC monthly audit

02 Experience & Optimisation → Social Media Alignment (audit, OG protocol) → Keyword strategy refinement → Content hub: content themes (OPTIONAL) → Blog articles (Property scope)

03 Standardize SEO approach → GBP quarterly audit → SEO 101 workshop

Google My Business Optimisation

Important to review and update GMB as the information for properties keep on changing. Helps to ensure that we provide to the customers the most relevant and latest updated information, ensure that all contact information (contact details, website url) are updated.
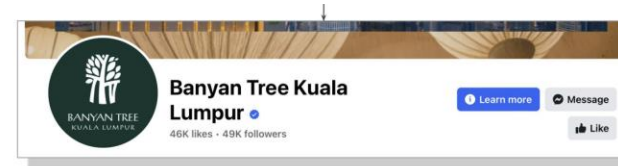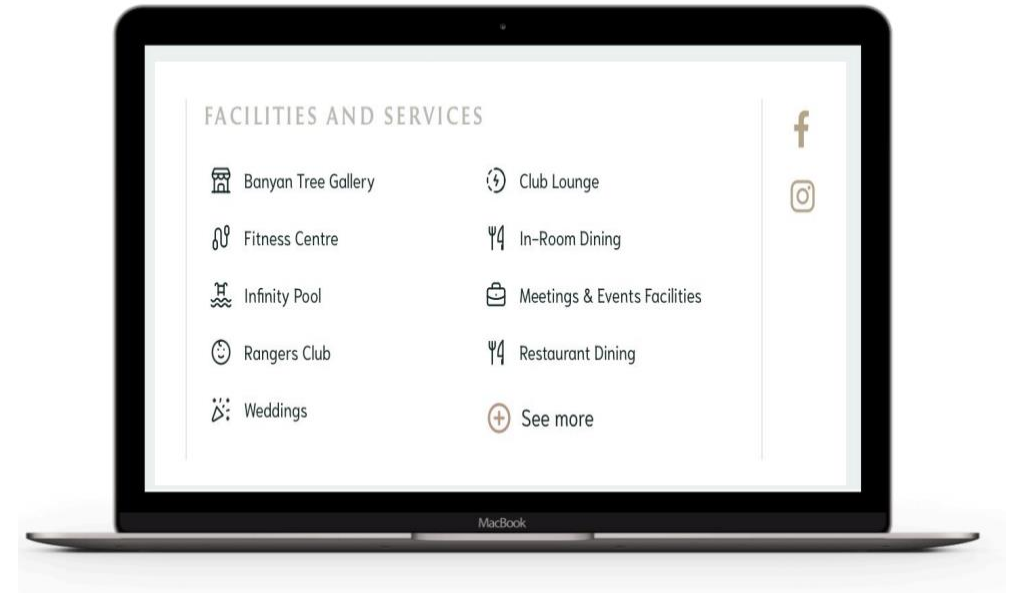
Process:
- Quarterly GMB audit and optimisations support to all properties for the hotels and all restaurants' accounts
- Properties to ensure to provide access to Mediatropy for agency to perform the required optimisations
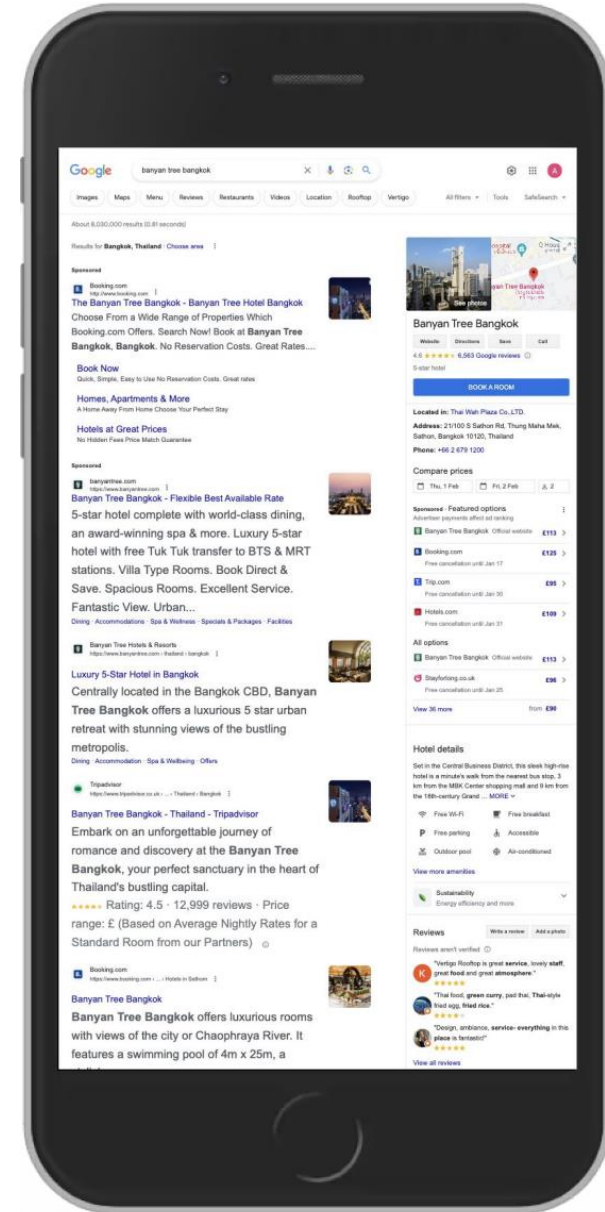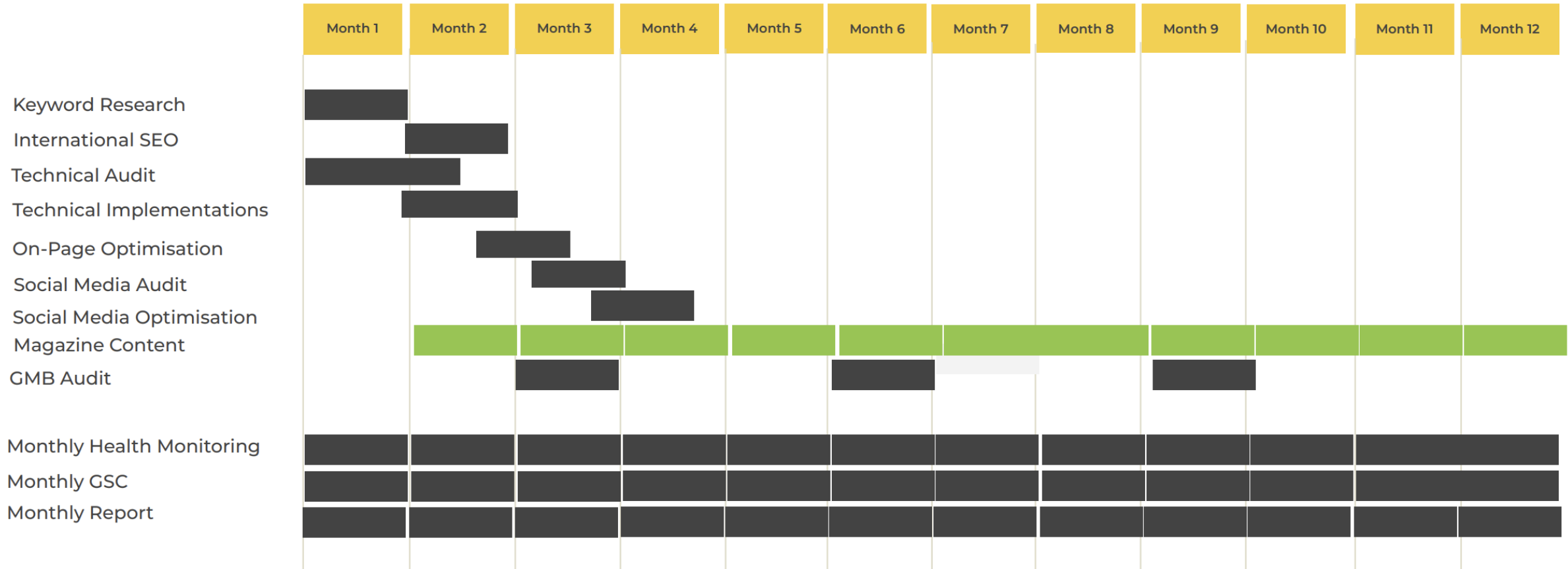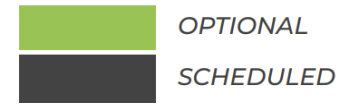
Social Media Audit

Social media audit will be provided to all properties with the detailed recommended actions for the following areas:

- Websites audit to ensure that social media handles are all connected to the corresponding property specific social media account
- Updates of locations in the bio
- Primary keywords usage in the bio
- Recommended hashtags usage

SEO Timeline 2024

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Keyword Research	■											
International SEO		■										
Technical Audit	■	■										
Technical Implementations		■										
On-Page Optimisation			■									
Social Media Audit			■									
Social Media Optimisation				■								
Magazine Content		■	■	■	■	■	■	■	■	■	■	■
GMB Audit			■			■			■			
Monthly Health Monitoring	■	■	■	■	■	■	■	■	■	■	■	■
Monthly GSC	■	■	■	■	■	■	■	■	■	■	■	■
Monthly Report	■	■	■	■	■	■	■	■	■	■	■	■

Annual SEO optimisation calendar provided by HQ to all properties.
Properties to review and approve recommended SEO optimisations for each section accordingly

SEO & GA Requests Platform

https://btg-request.mediatropy.com/login

*Login details are sent to the properties emails in separate email.
If you do not have login, please email to: Jessica Tedjakumala from Mediatropy: jessica.tedjakumala@mediatropy.com

For all SEO and GA related queries and requests, properties to use **Mediatropy platform** to submit the requests for processing.

✓ Launching new campaigns and need support for the tracking, but don't have any vendor to help you.

✓ Encounter any issue in your marketing tags, but don't have any vendor to help you.
✓ Encounter any issue in GA or GTM that needs to be fixed.

✓ You need to grant or upgrade user access in the GTM.

✓ All SEO related requests: SEO optimizations on the website, keywords and headlines, Google My Business optimizations

✓ Inquiries from your vendor that need to be communicated with Mediatropy.

Timeline:
Submit the requests at least 2 weeks in advance on the platform. Mediatropy will take **minimum 3 or more working days** to process the requests.
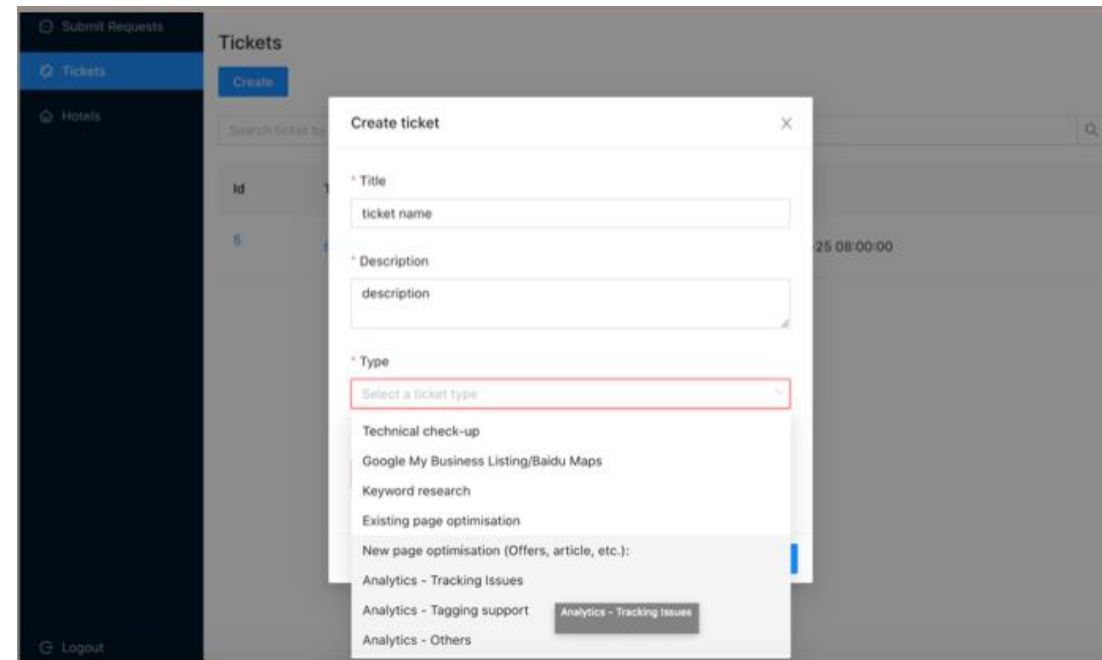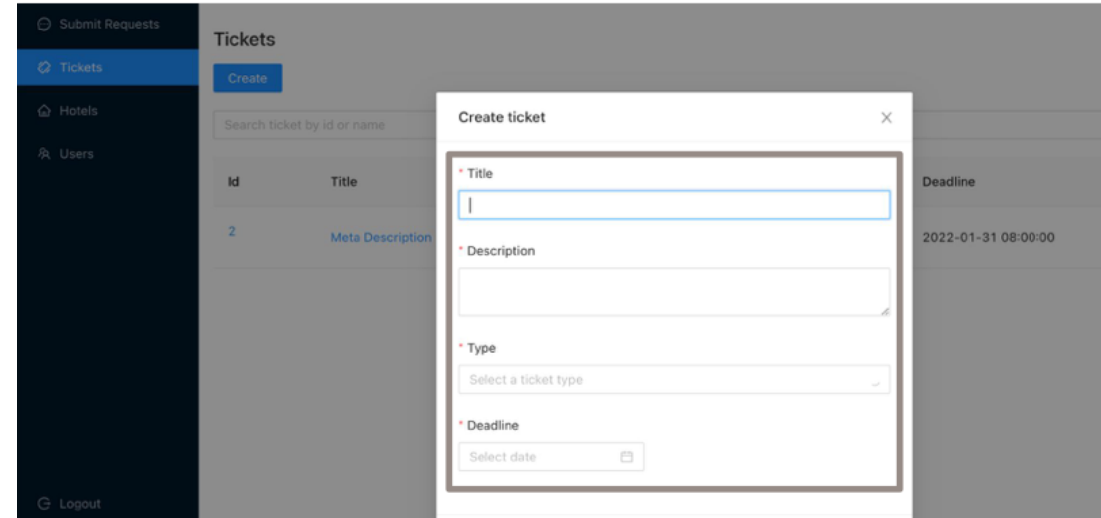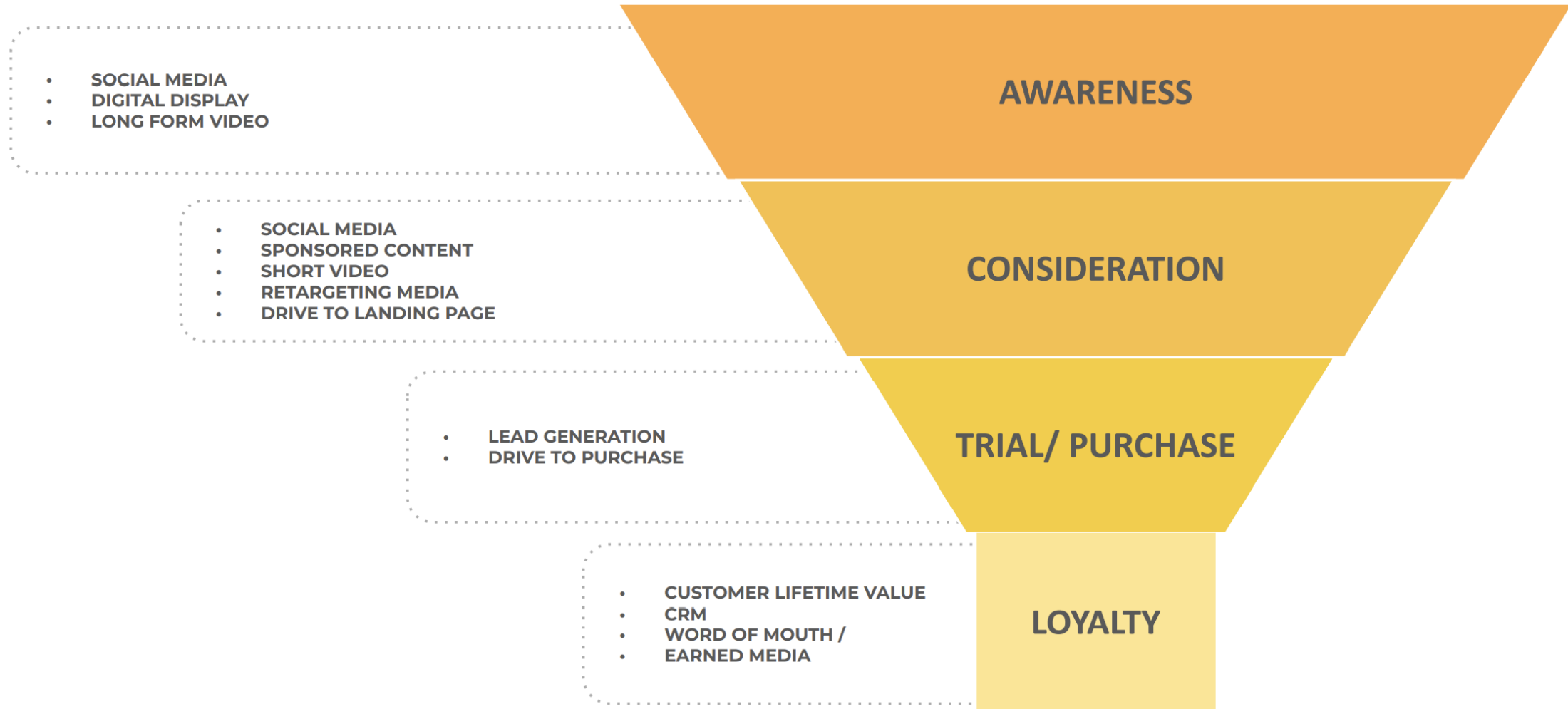
Digital Paid Media Recommendations

Digital Paid Media

Promotion of products and services to potential customers using paid digital communication formats. This includes search engine marketing, display advertising, social media marketing, metasearch and others.

Digital Paid Media Funnel & Channels

AWARENESS

- SOCIAL MEDIA
- DIGITAL DISPLAY
- LONG FORM VIDEO

CONSIDERATION

- SOCIAL MEDIA
- SPONSORED CONTENT
- SHORT VIDEO
- RETARGETING MEDIA
- DRIVE TO LANDING PAGE

TRIAL/ PURCHASE

- LEAD GENERATION
- DRIVE TO PURCHASE

LOYALTY

- CUSTOMER LIFETIME VALUE
- CRM
- WORD OF MOUTH /
  EARNED MEDIA

BG Target Audience

BRAND TARGETING

	BT/ Escape	BT Veya
Brand Persona	Connection Seekers	Wellness Seekers
Travel Motivation	To disconnect and rest — Instead of hustling around for newness, people may dedicate time to disconnect and rest in their itinerary.	To be well — Recognising the importance of mental health, people will now travel to enhance physical and emotional wellbeing, driving interest in slowed-down active hobbies.
Interests	Health & wellness Finance & investment, News & politics Local culture, sustainability, experiences, craftsmanship, trends	Wellbeing, exercise and fitness, meditation, creativity
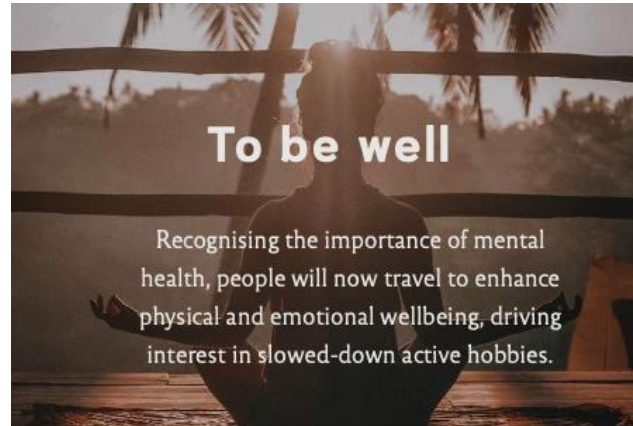
TACTICAL TARGETING
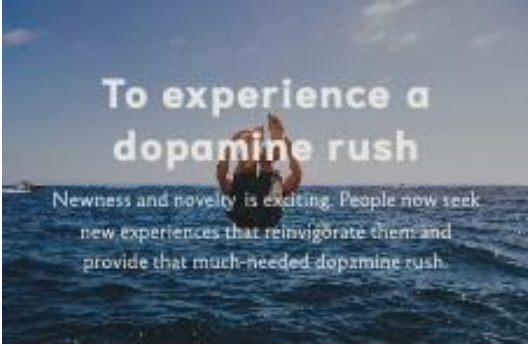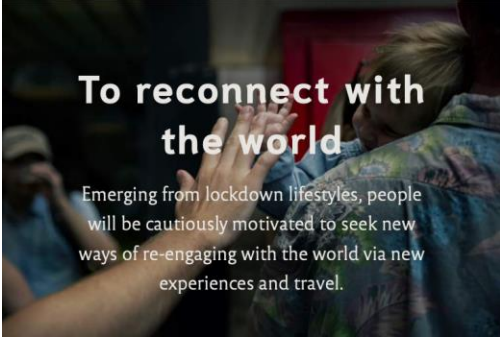
	Indulgers	Wellbeing Enthusiasts
Segment	Indulgers	Wellbeing Enthusiasts
Demographics	31-55yo High income earners Professionals	30-45yo Female Independent Career-driven

BANYAN TREE GROUP

BG Target Audience

	AN	CA	DH
Brand Persona	**Moment Seekers**	**Community Seekers**	**Style Seekers**
Travel Motivation	To experience a dopamine rush — Newness and novelty is exciting. People now seek new experiences that reinvigorate them and provide that much-needed dopamine rush.	To reconnect with the world — Emerging from lockdown lifestyles, people will be cautiously motivated to seek new ways of re-engaging with the world via new experiences and travel.	To find a fresh outlook in life — Having been based mostly in one location, people are seeking new perspectives on life and the world around them.
Interests	Food & dining/ Cooking Learning & education Adventures & activities	Deals/ Value shoppers Foodies Seeks friendships & connections Loves shared and sharing experiences	Lifestyle & Design Independent explorers Cool and capable In the know

BRAND TARGETING

TACTICAL TARGETING

	AN	CA	DH
Segment	**Globetrotting Families**	**Friends' Getaways**	**Savvy Travellers**
Demographics	31-60 yo Married with kids Mid to high income Planner Mums	21-45 yo Low to mid income	26-45 yo Millennials/ HENRYs

BG Target Audience

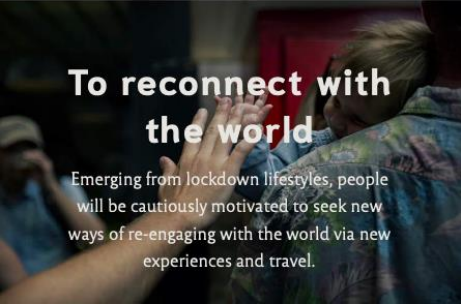|	**GR**	**HO**
Brand Persona	Simplicity Seekers	Comfort Seekers
Travel Motivation	**To be well** — Recognising the importance of mental health, people will now travel to enhance physical and emotional wellbeing, driving interest in slowed-down active hobbies.	**To reconnect with the world** — Emerging from lockdown lifestyles, people will be cautiously motivated to seek new ways of re-engaging with the world via new experiences and travel.
Interests	Wellbeing Minimalism Purposeful Design Mindfulness	Convenience/ No frills Comfort Accessibility
Segment	**Wellbeing Enthusiasts**	**Discerning Shoppers**
Demographics	Millennials, HENRYs (Aspirational buyers) Asian entry-level wellness market Female	Conservative spenders For those who want a reliable, consistent experience that affords style with value. Prefers home-styled apartments

BRAND TARGETING

TACTICAL TARGETING

Digital Paid Media Planning Overview

KPIs MEASUREMENT

ROAS

>7

Return on Ads Spent
(**Conversion Campaigns**)

CTR

1.2% - 3%

Click through Rate

CPC

$1 -$3.50

Cost per click (USD)

CVR

2.5%-3%

Conversion

DIGITAL MEDIA BUDGET

45%

Of Overall Marketing Budget
allocate towards Digital

1. **Overall strategy** – Start with the identifying the goal of the campaign (awareness vs conversion). Based on the campaign focus, plan your marketing funnel accordingly. For awareness campaigns allocate higher budget towards awareness channels and focus on retargeting campaigns for conversion.
   (Awareness: A-70% -C -30%; Conversion: A-30% -C-70%)

1. **Budget** – your ads appearance is highly dependent on your daily budget. We recommend to monitor the daily campaign performance and adjust the budgets accordingly. You will be charged based on CPC (cost per click) - the actual clicks from your ad to the landing page. Our overall recommendation is to allocate min **40% of your overall marketing budget towards digital paid media.**

2. **Segmentation** - Segment your audience and create campaigns taking into account different characteristics of your customers such as gender, age, geographical location, interests and even hobbies, allowing for more effective targeting. **We recommend to analyze your CRM data to identify your customer personas.**

3. **GEO targeting** – analyze your top performing **GEO markets** and set your ads to target these countries. This will help to improve your campaigns performance due to specific targeting.

4. **Channels** –we recommend to adopt omni-channel digital marketing strategy, with the focus on your property top performing channels. As per the previous analysis, the top channels are Google Search (SEM), Metasearch (Google meta & Tripadvisor) and Social ads (Facebook and Instagram). Adapt the content per each channel and utilize various ads format for maximization of the ads ROI.

Digital Paid Media Models

Differences between full funnel (CPC) vs CPA models

	FULL FUNNEL/CPC MODEL	COMMISSIONS/CPA MODEL
OBJECTIVE	• Establish a strong brand presence and increase market share	• Maximise ROI by efficiently acquiring customers within a specific budget.
GROWTH	• Focus on long-term growth by capturing a wider audience and expanding customer base.	• Prioritise short-term results by focusing on immediate conversion outcomes.
BRANDING	• Build and reinforce brand identity throughout the customer journey	• Branding takes a secondary role to driving specific conversions or actions
AUDIENCE	• Target a broad range of potential customers across difference demographics and segments	• Focus on high-intent prospects or individuals who have shown interest in the desired action
CHANNELS	• Implement multi-channel strategies to reach customers at different touchpoints.	• Optimise campaigns for specific channels based on historical performance data and audience behavior.

Advantages of CPC Model

The CPC model offers several key advantages that make it favorable choice for many advertisers

Holistic Engagement

- Focuses on every stage of the customer journey, from awareness to consideration and conversion. By targeting users at different stages, you create more touchpoints, increasing the likelihood of conversion

- Result in Global Campaign: Increasing **ROI by 41%** in the second year of running the campaign

Better Audience Understanding

- It allows for deeper insights into user behavior and preferences throughout their journey

- Result in Global Campaign: Tactical campaign uses discount messaging **achieved 20% cheaper in CPA** and **74% higher in ROAS**

Long-Term Value

- Focusing on the entire funnel helps build a strong foundation for customer loyalty and repeat purchase/booking

- Result in Global Campaign: **Increase** in number of **bookings by 612%** resulting in i**ncrease in ROAS by 209%** while **increasing the spends by 222%** (June 2022 vs July 2023)

Campaign Synergy

- Target a broad range of potential customers across different demographics , segments and campaigns

- Result in Global Campaign: Angsana Teluk Bahang saw an **uplift in revenue** generated when running side by side with global campaign by **62%**

Roles of Global & Property Campaigns

To ensure overall growth, property level campaigns need to promote their own growth via communicating property specific UPS, while global campaigns are focused on overall brand growth

GOAL
Overall BTG Business Growth

PROPERTIES
Focus on own property and destination

GLOBAL
Focus on promoting ALL brands and properties

01 MESSAGING
Highlight USPs of the destination and property

02 TARGET
Travellers to the destination and property

03 STRATEGY
Focus on the awareness of the properties and audience building to ensure property growth and sustainability

01 MESSAGING
To convey brand story and USP and differentiate from competition

02 TARGET
Frequent Travellers regardless of market

03 STRATEGY
To increase overall brands awareness and preference while supporting properties through bookings

Synergy of Global & Property Campaigns

Global Campaigns	Property Campaigns	Synergy Results
• Full funnel across all properties under each brand across different campaigns • Ensuring all brands and properties have the direction to grow	• Property to leverage branded keywords of their own property • Property to focus on communicating property specific USP • Property to continuously create awareness and drive new traffic to the website • Property to tap further into target markets/countries	• Regional uplifting in conversion based on additional traffic property drives • Property to leverage both traffic and conversions regional/global campaigns drive

Performance Efficiency
Full funnel synergy across local and regional/global campaigns to maximise the outcome

Digital Paid Media Workshop Summary

During the Digital Paid Media workshop, below are the key topics discussed with takeaways for each topic:

- Introduction to Digital Marketing: key channels overview, trends and digital marketing funnel

- Target Audience overview by brand

- Media Planning: Developing media plans and budgeting

- Synergy between HQ and Properties

- Key digital marketing channels deep dive

- Potential digital media channels opportunities in 2023

- Mediatropy digital media proposal for properties

Detailed digital paid media training provided can be found via these links:
Digital Paid Media Training Recording
Digital Paid Media Training Deck

Digital Paid Media Planning Timeline

1a MEDIA BRIEF

- Objective
- KPIs
- Target Audience
- Target Markets
- Campaign Duration
- Launch & End Date
- Budget
- Landing Pages
- Offers

1/2 months before campaign live date

1b TECH BRIEF

- CRM Access
- GA, GT Access
- Ad Account Access
- Pixels Installation
- Creative Assets & Adaptations

2 MEDIA PLANNING

- Target Audience
- Benchmarks
- CTR
- Budget Allocation
- Media Strategy
- Creative Strategy
- Estimated KPI
- Estimated Performance

3 weeks before campaign live date

5 POST CAMPAIGN REPORTING

1 week after campaign ends

4 CAMPAIGN GO LIVE

3 APPROVAL

3-5 days before campaign live date

Digital Paid Media Planning Checklist

	HQ/Property
	From Agency

Checklist/Platform	Item	Timeline
1	Media Briefing	1-2 Months before Live Date
2	Media Plan & Media Strategy Deck	4-6 Weeks before Live Date
3	Approval of Media Plan and Strategy	4 Weeks before Live Date
4	Setting up of campaigns, taggings, UTMs, etc	2-3 Weeks before Live Date
5	Draft up creatives on Facebook & Google Ads	2 Weeks before Live Date
6	Send Creative Previews	2 Weeks before Live Date
7	Creative Revision 1	7-14 Days before Live Date
8	Send Creative Previews	7-14 before Live Date
9	Creative Revision 2	7- 14 Days before Live Date
10	Review Creatives	5 Days before Live Date
11	Approve Creatives	4 Days before Live Date
12	Re-update Creatives on platform	3 Days before Live Date
13	**CAMPAIGN GO LIVE**	

Digital Paid Media Setup Checklist

	HQ/Property
	From Agency

Checklist/Platform	Facebook	Search	Display
1	Landing Page/Offers		
2	Campaign Objective		
3	Target Audience (Overall)		
4	Markets		
5	Audience Lists (1st party data, etc)		Audience Lists (1st party data, etc)
6	Ad Formats (Carousel, Video, Etc)	Negative Keyword	Creative Banners (x4 sizes)
7	Creative Raw Assets	Keywords List	Creative Raw Assets
8	Ad Sets (Targeting)	Ad Copies (Text)	Ad Sets (Targeting)
9	Page and ad account access	Page and ad account access	Page and ad account access

Search Engine Marketing (SEM)

SEM refers to paid advertising for brands to boost their website ranking and visibility in search engine results pages (SERPs). This advertisement is in textual form, appearing on the top portion of the SERP. It is also known as Pay-Per-Click (PPC), as businesses running these ads are only charged when a user clicks on the ad.

SEM Planning

SEM drives seamless pull Marketing by leveraging must-win keywords

Search

Google

Highest Reach

Lowest Reach

Broad Match

Phrase Match

Exact Match

Loose Query Match

Tight Query Match
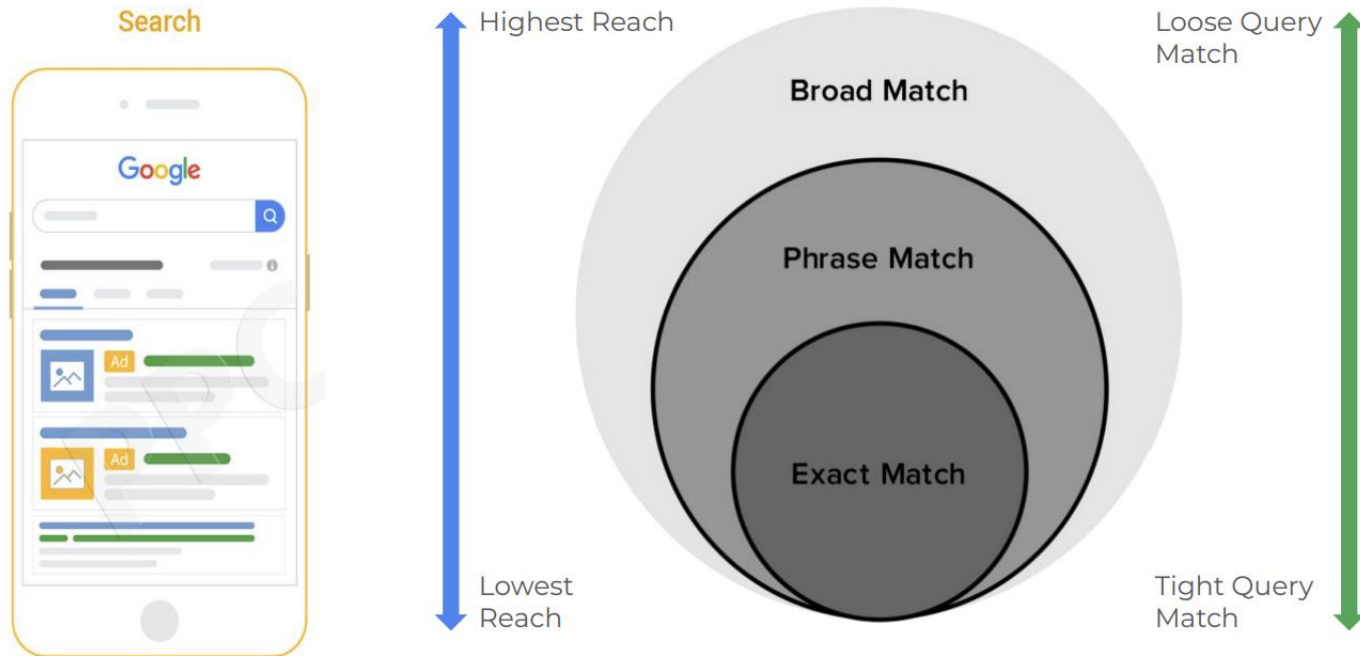
Key Takeaways and Next Steps:

- Focus on generating quality traffic which leads to conversion by using branded keywords and must-win generic keywords with a focus primarily on the key markets

- Branded keywords: Phrase and Exact match

- Generic Keywords: Phrase and exact match. Broad match to be applied only on top winning keywords or top converting keywords

SEM Planning

Display URL: Display URL is the URL users will see when viewing your ad. It is not necessarily the URL visitors will be taken to after clicking your ad. Please use a display URL if actualy campaign URL looks cluttered. Display URLs allows user to know exactly where the link will take them.

Ad · https://www.banyantree.com/ ▾

Banyan Tree Cabo Marques | Flexible Travel Plans

Enjoy world-class cuisine, award-winning spa and superb private pool villa accommodations.

Experience luxury at its finest when you stay with us. Spacious Rooms. Fantastic View. Book Direct & Save. Villa Type Rooms. Urban Oasis. Excellent Service.

Specials & Packages
Our seasonal offers come and go so reserve your stay today!

Accommodations
Stay in cliff-top pool villas and enjoy best sunset view in Mexico

Blissful Escape Offer
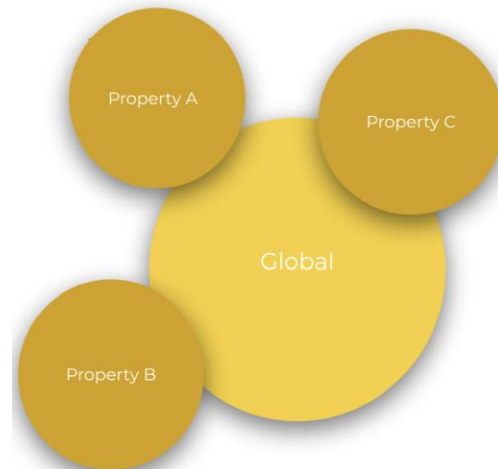Book your villa with private pool. Save up to 20% with our best rates.

Dining
Fantastic culinary options and delights to fulfill your appetite.

The Headline: Max. 30 characters, the headline is the most important element as it is typically the first ad element a user will see. Must align the ad headline with the keywords in your ad group and landing page to boost ad quality score. Each ad may include up to three headlines in an ad.

Description Line 1: Max. 90 characters in first description line to promote offerings.
Description Line 2: Max. 90 character parameter allows for advertisers to build on their first description line or add a call-to-action for the user.

Destination URL: Not visible to users, the final URL has no character limit and represents the URL visitors will be taken to after clicking your ads. Note: Please generate UTM to track performance on GA.

Callout Extensions: Max. 25 characters in most languages, or 12 characters in double-width languages (like Chinese, Japanese, and Korean). Use this to emphasize the USPs and value of your offer and product.

Sitelink Extensions: Depending on the SERP and the device being used, you can utilize up to **6 sitelinks per ad for desktop ads and 8 for mobile ads**. **Max. 25 characters** per extension for desktop ads and **15 characters** for mobile ads. Suitable for time-sensitive and anciliary (F&B, Spa, Packages etc.) offers that could be sold along mainstay offers.

SEM Keywords Bidding Strategy

To synergize SEM campaigns efforts between Corporate SG office and properties to avoid overbidding each other and/or increasing CPC of the keywords, it is recommended to follow the guideline for keywords bidding:

➢ **SG Corporate campaigns to bid on brand keywords** ("banyan tree" "angsana hotels" cassia hotels, etc) and **generic keywords** (hotels in Thailand, summer vacation in Mexico, etc)

➢ **Properties to bid on property and location specific keywords** ("banyan tree samui" "angsana corfu", etc) and **variations of generic keywords** (double pool villa hotels in Thailand, summer vacation with private beaches in Mexico etc)

Brand Keywords	
HQ	**PROPERTY**
• Banyan Tree Hotels • Banyan Tree Resorts • Banyan Tree Promotions • Banyan Tree Offers	• Banyan Tree Samui • Banyan Tree Lang Co • Angsana Corfu • Banyan Tree Phuket • Garrya Kyoto

Generic Keywords	
HQ	**PROPERTY**
• Hotels in Vietnam • Hotels in Thailand • Family resorts • Luxury hotels • 5 star hotels • Top hotels in Japan	<similar> Include property specific USP

Detailed list of all keywords that Corporate SG is bidding on can be found [here](#)

SEM Planning

1. **Keywords strategy** – we recommend to focus on branded keywords as they tend to have higher conversion. Optimal split is **70%** - branded keywords, **30%** - generic keywords. Generic keywords tend to have higher competition and thus higher cost per click. Focus on branded keywords if you have limited budget.

2. **Segmentation** - Google Ads allows you to segment your audience and create campaigns taking into account different characteristics such as gender, age, geographical location, interests and even hobbies, allowing for more effective targeting

3. **GEO targeting** – analyze your top performing GEO markets and set your ads to target these countries. This will help to improve your campaigns performance due to specific targeting.

4. **Ad copy** – Include the commercial value and benefit of the offer you are advertising on SEM. Ads copies with the values indicated in the headline tend to convert better. Description copy should include the offer mechanics to increase the search appearance.

5. **Budget** – your ads appearance is highly depending on the daily budget you set. We recommend to monitor the daily campaign performance and adjust the budgets accordingly. You will be charged based on CPC (cost per click) - the actual clicks from your ad to the landing page.

6. **KPIs measurement** – The campaign ROI largely depends on many external factors, including the promo message, campaign duration, target market and budget. As a benchmark, the below performance figures are considered acceptable:
   - **ROAS > 6**
   - CTR: 1.5% - 3%
   - CPC: USD 1 – 3.50
   - CVR: 2.5% - 4%

Social Ads

Facebook
Instagram

Social ads are paid visual content appearing to target users on Facebook and Instagram. The content types vary depending on the placement (images or short videos): feed post, stories, reels, etc.

Social campaigns are usually CPC based (cost per click) and charged once the user clicks on the ad to visit the landing page.

Social Ads Planning
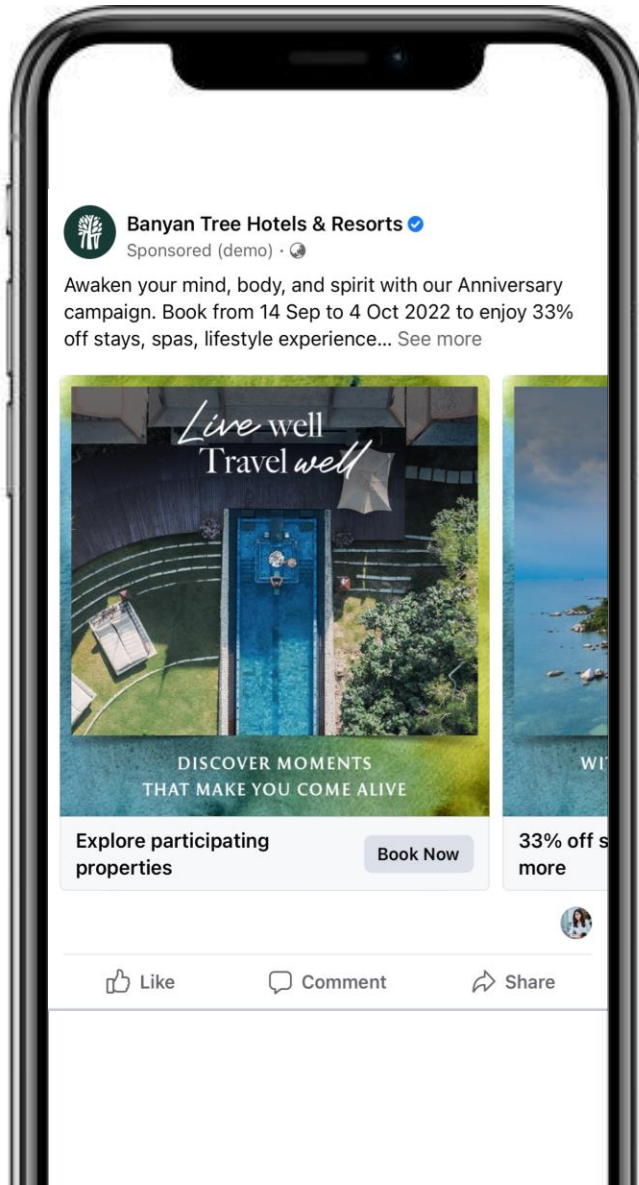
- Social ads should be used for both prospecting and retargeting campaigns, with the variations of the content and CTA. (e.g 'Learn More' CTA vs "Book Now"). We recommend using **Meta Business Suite** to plan and track your social campaigns both on Facebook and Instagram and make sure Facebook Pixel is implemented on the website.

- **Without adequate prospecting, the performance of your retargeting ads will not improve as the pool of users gathered on property website for retargeting will not be substantial**. As a result, your campaign may experience low click-through rates and conversions.

- **Budget split between prospecting and retargeting ads varies**, **depending on campaign objective and duration**. We recommend putting 60-70% towards prospecting campaign, with the remaining 40-30% towards retargeting.

- **Target Audience –** use customized target audience for each of your campaign and target based on gender, age, GEO location, interests, pages they like, behavior on social media. Test different audiences and optimize your targeting based on the results.

- **Ads formats –** we recommend to test different ad formats for each funnel to identify your top preforming ones. General recommendation to adapt images and video ad formats to feed posts, FB and IG stories, reels, etc.

- **KPIs** - ROI largely depends on many external factors, including the messaging, campaign duration, target market and budget. We recommend to establish separate KPIs for prospecting and social ads:

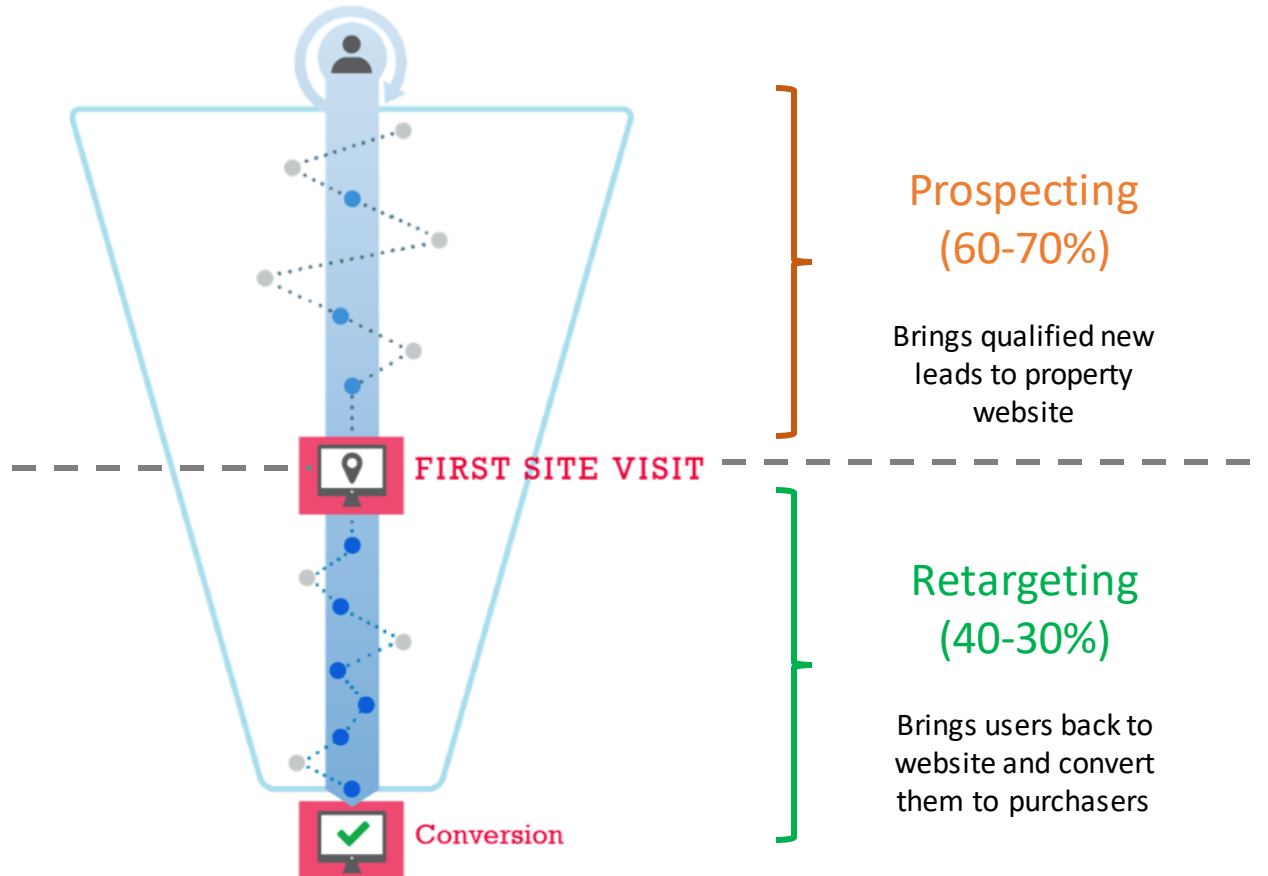| PROSPECTING:	RETARGETING:
• **ROAS > 3**	• **ROAS > 7**
• CTR: 0.7% - 0.9%	• CTR: 1% - 1.5%
• CPC: USD 1.5 – 2	• CPC: USD 1.5 – 3
• CVR: 0.3% - 1%	• CVR: 1% - 3%

Display Advertising

Display advertisements are image or video advertisements that lead users to click through to a website to take a specific action such as making a purchase.

Most display advertising campaigns are charged on a cost-per-click (CPC) basis, similar to SEM. Every time a user clicks on an ad, the advertiser will get charged an amount based on their bidding strategy.

Display Advertising Planning

Prospecting
(60-70%)

Brings qualified new leads to property website

FIRST SITE VISIT

Retargeting
(40-30%)

Brings users back to website and convert them to purchasers

Conversion

- Display ads can be used for both prospecting and retargeting campaigns, although the message and CTA will differ slightly. (e.g Prospecting ads may bear a 'Learn More' CTA to encourage users to learn more about the offer/product, while Retargeting Ads may be 'Book Now'.

- Retargeting is where ads are served to users who have already visited the website. The aim is to encourage them to return to the website to take the same action or an action at a different stage of the marketing funnel.

- **Without adequate prospecting, the performance of your retargeting ads will not improve as the pool of users gathered on property website for retargeting will not be substantial**. As a result, your campaign may experience low click-through rates and conversions.

- **Budget split between prospecting and retargeting ads varies**, **depending on campaign objective and duration**. We recommend putting 60-70% towards prospecting campaign, with the remaining 40-30% towards retargeting.

- **KPIs** - ROI largely depends on many external factors, including the messaging, campaign duration, target market and budget. We recommend to establish separate KPIs for prospecting and retargeting banner ads:

PROSPECTING:
- **ROAS > 1**
- CTR: 0.3% - 0.6%
- CPC: USD 1.5 – 2
- CVR: 0.3% - 0.5%

RETARGETING:
- **ROAS > 3**
- CTR: 0.9% - 1.5%
- CPC: USD 1.5 – 2
- CVR: 0.5% - 0.8%

Digital Advertising Banners Approval SOP – Clusters Approvals

Digital Advertising Banners Approval SOP

1. Properties to submit the final drafts of the digital banner ads to Cluster Digital team for review and approval – 4 weeks prior launch

2. Cluster digital team to review the banner ads and approve/reject based on digital CI and guidelines – within 3 working days

3. Properties to make necessary changes with the agency if required based on the cluster team feedback – 2 weeks prior the launch

4. Properties to submit the revised banner ads drafts for final review – 2 weeks prior the launch

5. Cluster team to review and approve the digital banner ads to the properties (copy HQ digital team) -within 3 working days

6. Properties can proceed to go live with the approved banner ads – minimum 5 working days prior the launch

7. HQ to conduct display banners audit with cluster every 6 months to ensure that they follow brand CI guidelines.
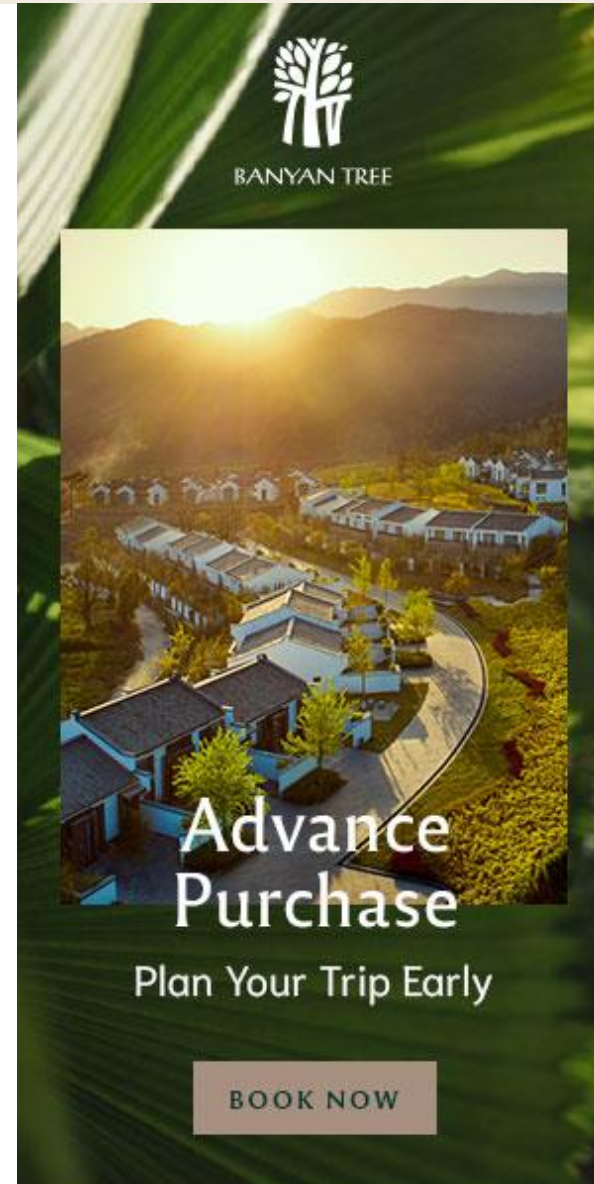
Display Advertising Planning
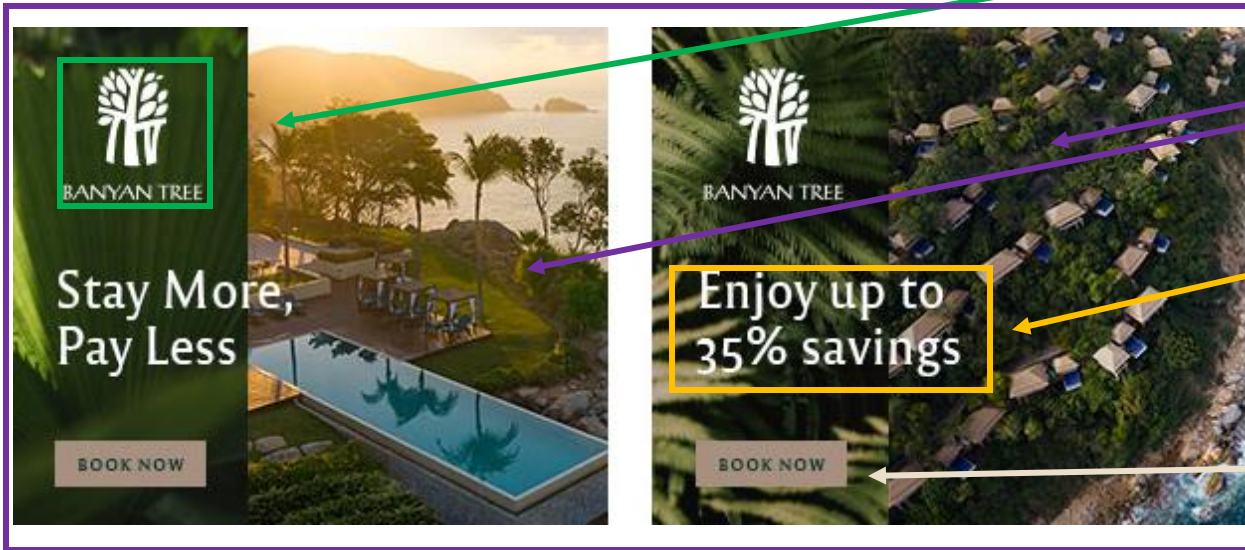
1 **Incorporate logo and adhere to brand guidelines**
Main purpose of digital advertising is to drive awareness for your property. Place your hotel logo in a prominent spot and clear manner

2 **Use visually captivating and high-quality images**
Choose a stunning imagery of your property view, facade or room product that appeals the most to audiences

3 **Present a clear value proposition**
The promo message and value proposition is what drive user to click on your ad. This message should take up the most prominent spot and space in your ad.

4 **Choose a specific and clear Call-to-Action**
Use terminologies like 'Book Now', 'Explore More', 'Shop Now' instead of 'Click Here'

5 **Create multiple formats**
There are over 40 display ad formats on Google Display Network. Adapting your ads into multiple formats will boost ad impressions and visibility. We recommend to focus on top 3-5 top performing ad formats (next slides)

Note:
Landing page consistency
Localisation (language/rate)
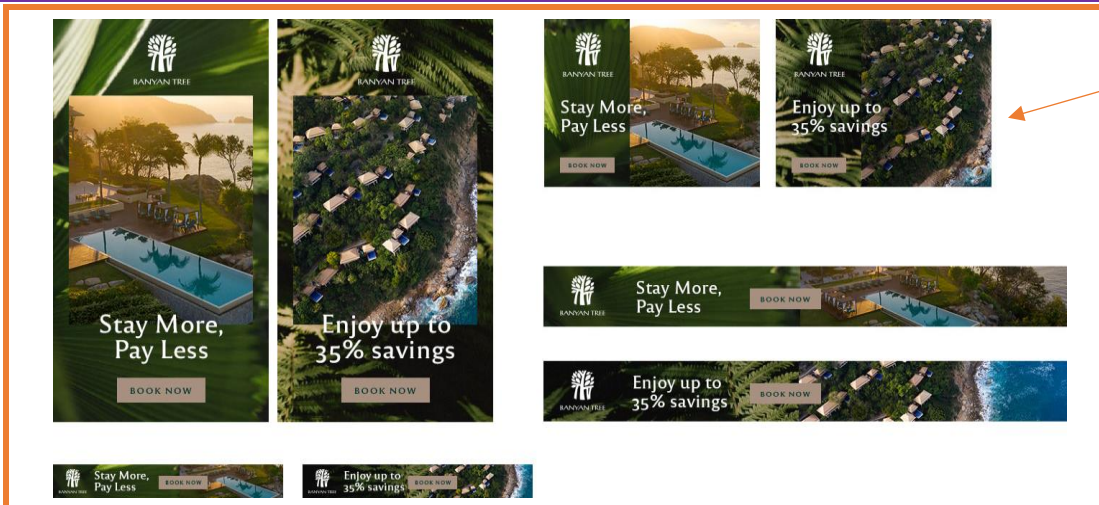
Banner Ads sizes standards

300 x 250 ppx

728 x 90 ppx
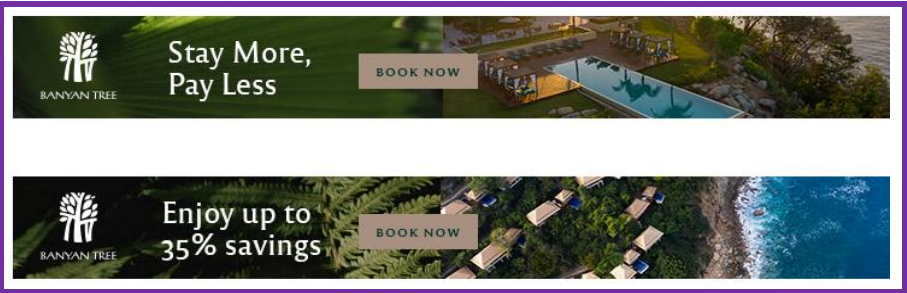
320 x 50 ppx

300 x 600 ppx
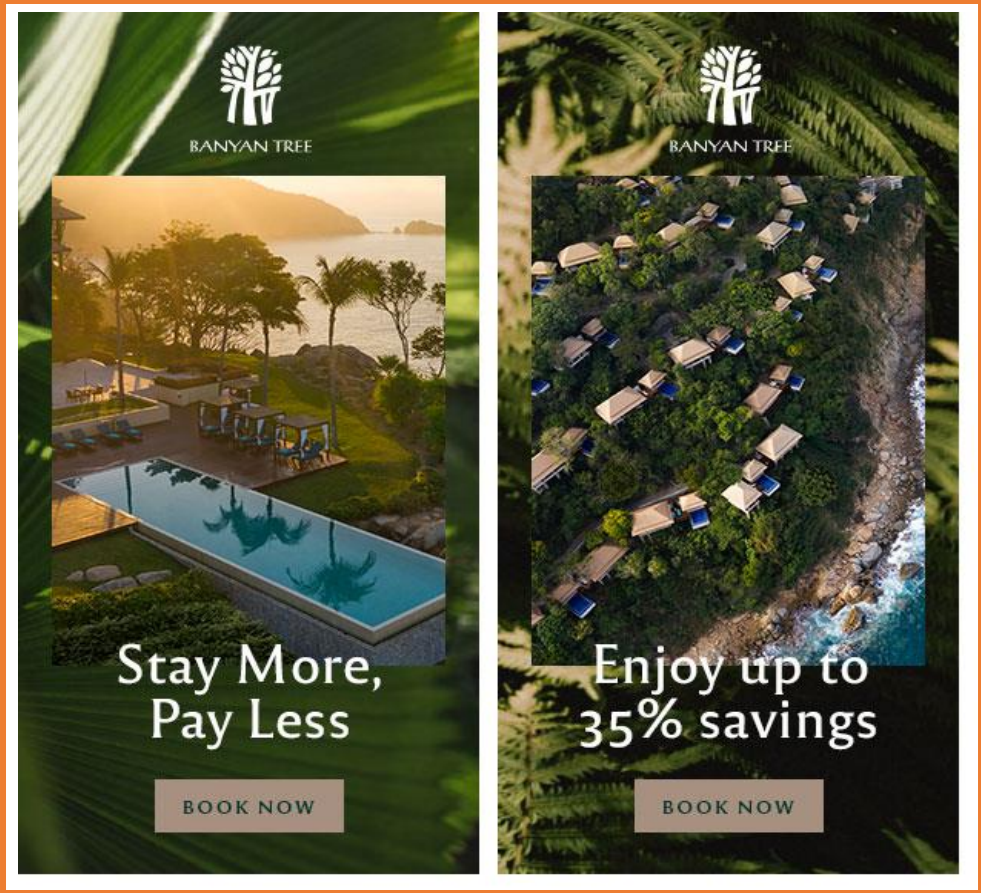
Files format: submit .ai or .psd to the digital media agency. They will then upload to html format.
Usually more than one size is designed for higher visibility of the ad. Other sizes can be requested by the agency

Brands Digital Advertising Banners
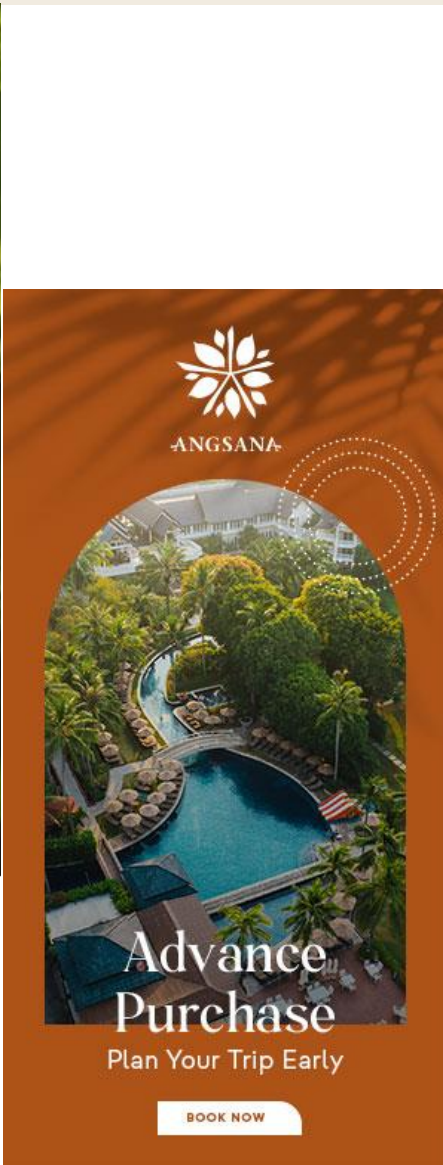
Only use brand approved banner designs.
No other brand templates are allowed to be used.

Display Banners Templates

Please use the design templates to adapt to your property

[Banyan Tree](#)

[Banyan Tree Escape](#)

[Banyan Tree Veya](#)

[Angsana](#)

[Cassia](#)

[Dhawa](#)

[Garrya](#)

[Homm](#)

Note: Replace logo with your property one, use property specific images and property offer

Digital Advertising Guidelines Recap

Banyan Tree Digital Guidelines

Banyan Tree Escape Digital Guidelines

Banyan Tree Veya Digital Guidelines

Angsana Digital Guidelines

Cassia Digital Guidelines

Dhawa Digital Guidelines

Garrya Digital Guidelines

Homm Digital Guidelines

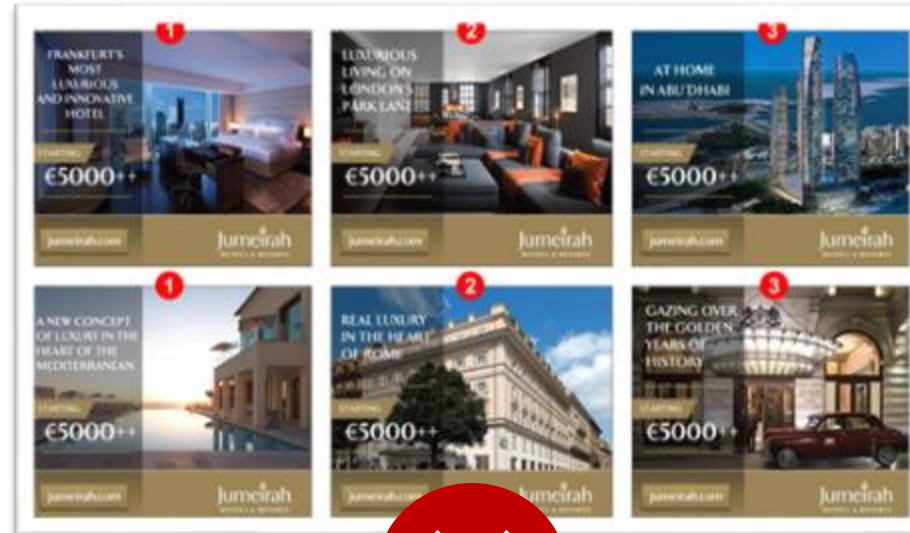Refer to brands digital advertising guidelines for more details
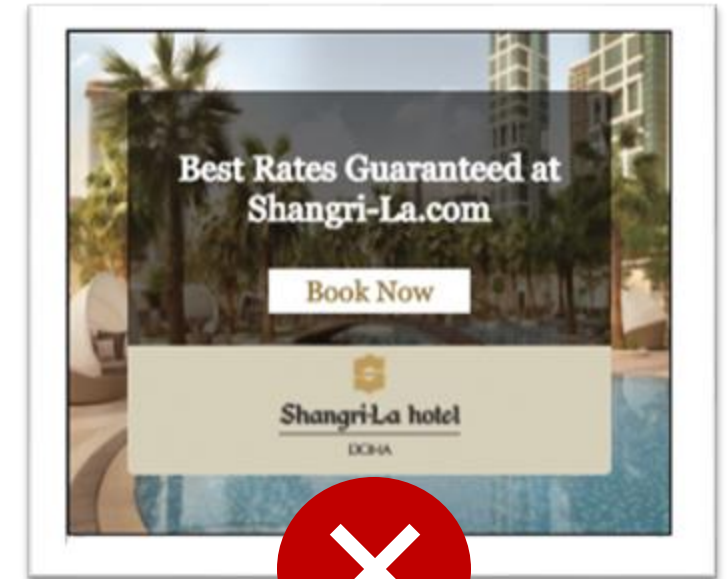
Display Advertising Samples – Good Examples
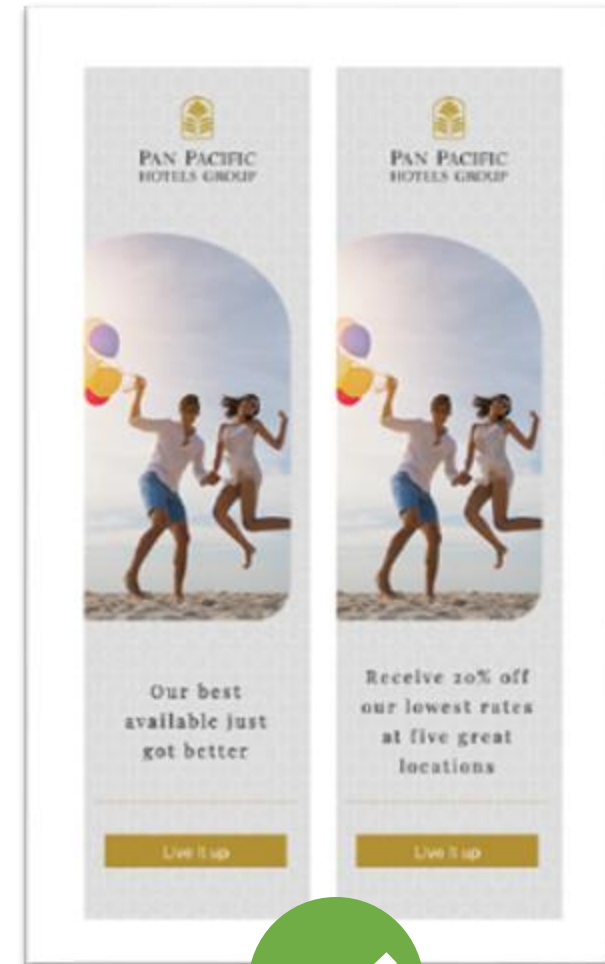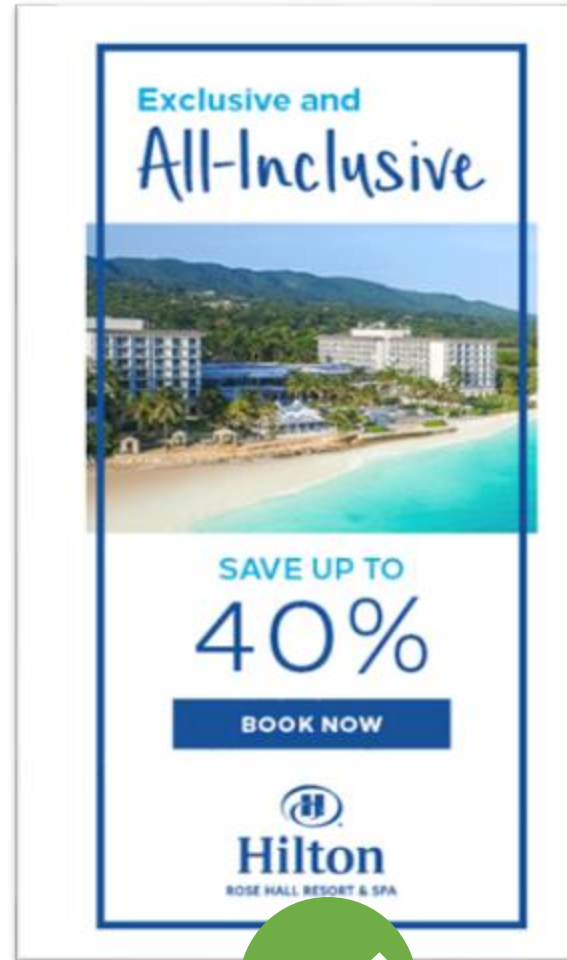
Display Advertising Samples – Bad Examples

Overly cluttered with competing
promotion messaging.
No clear CTA.

Texts and panel overlay on visuals.
No clear CTA.

Weak value proposition for users
to take specific action.

MetaSearch

Google Hotel Ads

Tripadvisor

KAYAK

trivago®

Metasearch engines are an online search and aggregator tools which draws its results from other providers and produces its own combined results list

Users cannot book directly from metasearch engines since it is an aggregated listing.
Instead, users click through to the destination website for bookings

Some common metasearch tools and platforms are listed above.
Google Hotel Ads are one of the most common metasearch tools within the industry.
Partners such as Sojern and Triptease are some popular choices for running metasearch ads.

MetaSearch

The Fullerton Hotel Singapore

Lowest Rate

Banyan Tree Samui

Paid Links

Lowest Rate

Free Links

Tripadvisor

Google Hotel Ads

MetaSearch Planning

1. Start with the set up of metasearch – the property will need to work with the recommended agency to work on the setup (Sojern or Triptease). Metasearch set up requires some advance preparation as the direct integration with the booking engine is required. For any booking engine related issues for metasearch, please contact our BE Synxis vendor – Sabre: Tricia Ng Tricia.Ng@sabre.com and SHSCustomerCare@sabre.com.

2. Work with revenue and distribution to fix rate parity issues (if any). The success of metasearch campaigns solely depend on rates on offer. Work internally with revenue teams to push out the most attractive room rate to 'undercut' the OTAs. (E.g BAR)

3. Choosing the right channels: We advise to prioritize Google Hotel Ads as it has by far the widest audience reach, across all geographies with the exception of China. Other major channels for metasearch are Tripadvisor and Trivago. Being presented on these 3 major channels will give you 90% of coverage of all metasearch.

4. Budget models – Metasearch ads can run on CPC (cost per click) or CPA (cost per acquisition) model. With CPC model the property is charged every time the customer clicks on meta ad. With CPA model, the property is charged only when the customer completes the booking (average at around 12%). To ensure higher visibility and better control of your metasearch ads performance, we recommend to run CPC model ads.

5. KPIs – Metasearch campaigns are usually high in conversion if the rate parity in place. An overall **ROAS of 7 – 8** is often regarded as positive metasearch campaigns. However, CPC and CPA may defer greatly among the different metasearch channels.

6. Free Listing on Google Hotel Ads– This is a new feature implemented by Google that can be activated for your property with your metasearch agency provider. The pre-requisite is that your property should have active meta connection to GHA and have past meta ads campaigns

Detailed Metasearch training provided can be found via these links:
Metasearch Training Recording
Metasearch Training Deck
Hoteliers Guide to Metasearch 2023

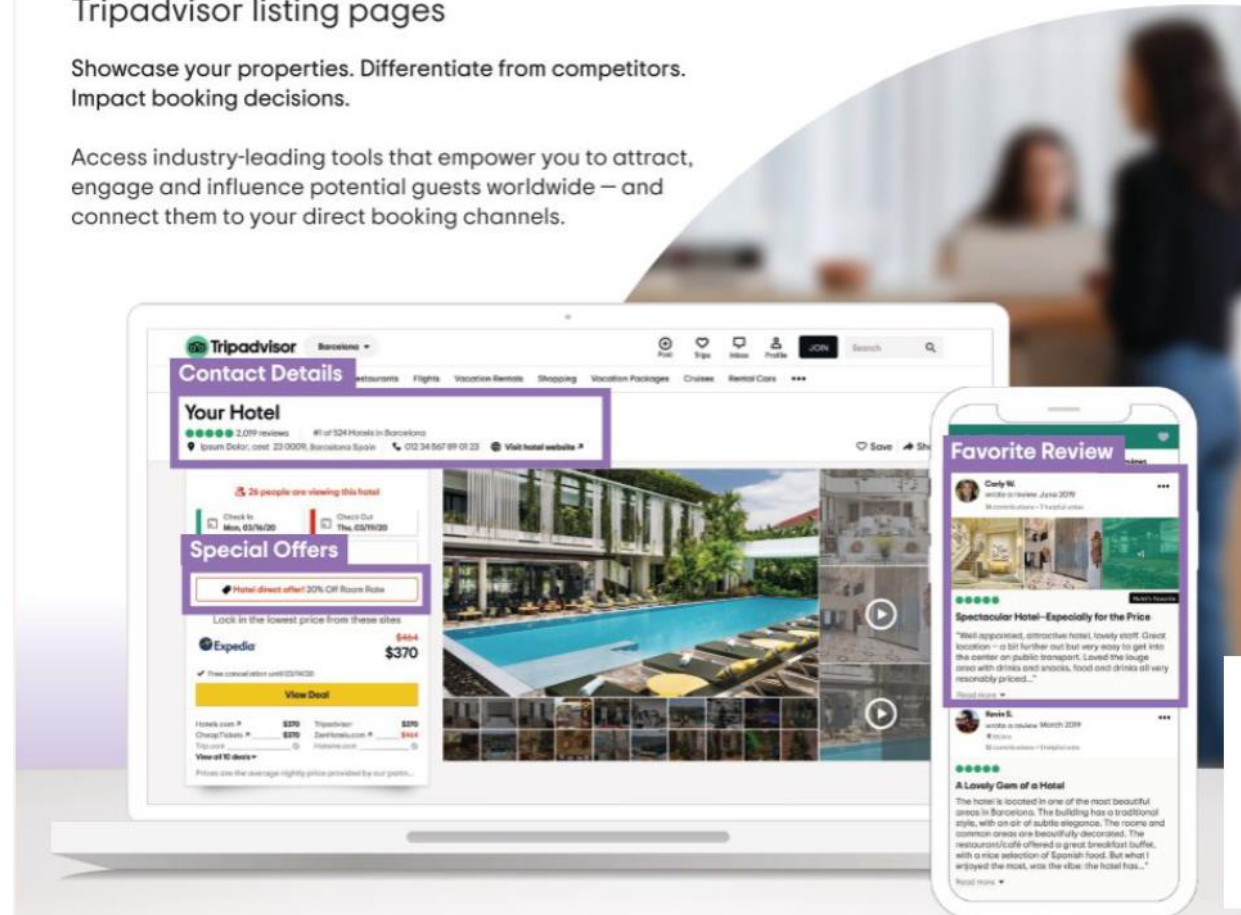# TripAdvisor Business Advantage (BA)

TripAdvisor Business Advantage (BA) is a subscription service that empowers properties to attract, engage and influence potential customers on TripAdvisor.

TripAdvisor Business Advantage Features

Promote your direct channels
Make it easy for travelers to connect with you directly by sharing your preferred contact details, special offers and more.

Stand out from competitors
Use enhanced marketing tools to capture the attention of potential guests and motivate them to book directly with you.

Unlock in-depth data
Leverage Tripadvisor analytics on your property, competitors and online visitors to enhance guest experiences.

DIRECT BOOKING FEATURES
- **Influence booking decisions** with guests online and on-the-go
- Add your Contact Details and **instantly put millions of potential guests one click or call away**
- **Entice travelers to book directly** by offering up to three customized Special Offers simultaneously

LISTING OPTIMIZATIONS
- **Capture the attention of potential guests** by hand-selecting photos that best represent your property
- **Bring your property to life** with enhanced video tools
- **Showcase your business at its best** with a Favorite Review and **stand apart from competitors**

ANALYTICS SUITE
- **Leverage in-depth Tripadvisor data** to drive key business decisions
- **Measure your performance against competitors** and stay informed on your position within the market
- **Gain insights into your guests** to create better online and offline guest experiences

Properties have finalized their decision to extend or enroll for Tripadvisor Business Advantage Solution for 2024.

The list of the properties with active Tripadvisor BA tool is here:

Properties that have Tripadvisor Business Advantage subscription to make sure they have active login and able to access your Tripadvisor Business Page.

For properties considering to join Tripadvisor Business Solution, the corporate rate ranges from USD $2,000 - $6,000.

Please reach out to Farah Sinjeri (farah.sinjeri@groupbanyan.com) if you are interested to join TA Business Advantage premium subscription.
HQ supports properties with the subscriptions extensions every year.

TripAdvisor (BA) - Special Offers

A Special Offer is a deal or promotion that you can post on your hotel's TripAdvisor listing as **part of your Business Advantage subscription.**

Hotels can leverage on this Special Offers feature to capture users' attention and promote your business to prospective guests who land on the property listing.

Detailed TripAdvisor BA training provided can be found via these links:
TripAdvisor BA Training Recording
TripAdvisor BA Training Deck

TripAdvisor (BA) - Special Offers

There are four recommended categories on how to structure and present your offer using this Special Offer feature

1) Room Offer
- % discount off room rate
- $ amount off room rate
- Special flat rate
- Room upgrades/top-up upsells

2) Food & Beverage
- % discount off F&B
- Dining credits (with stay component)
- Complimentary entitlements (Free bottle of wine, breakfast, minibar)

3) Local Offers
- Seasonal offers (Sports equipment rental, on-site/offsite experiences
- Complimentary resort activities
- Complimentary access to paid amenities or services
- Complimentary local events

4) Packages
- A combination of the above categories (An experience with room rate, F&B and/or local offer)
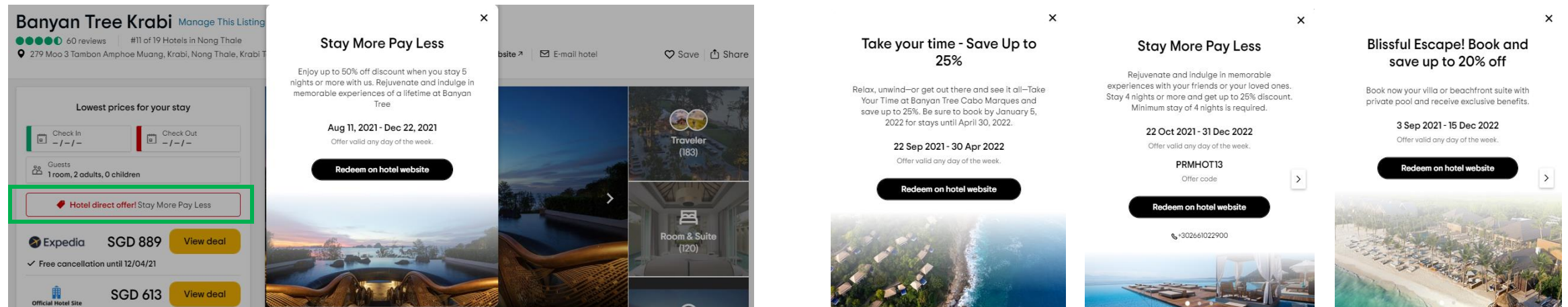
TripAdvisor Special Offer Pop Up

Sample offers

The Special Offer will appear on the side bar on the left of the property's listing page, right above the meta display. Once clicked, user will see a pop-up window with details of the Special Offer (including offer headline, offer description, offer period, offer code) and a CTA button that leads to property site.

TripAdvisor (BA) - Special Offers Planning

1. **Regular content update:** Hotels using this tool should refresh offer regularly (I.e once every month at least)

2. **Driving direct business:** Offer landing page must be set up on property website, users should be directed to property website and **n**ot to other 3rd party platforms or OTAs

3. **Clear messaging and attractive callout**: Copywriting and CTA should be simple and straightforward. Include clear offer's mechanics (indicate % off, or special rate, highlight key benefit).

4. **Add brand website landing page url** to increase CTR and website clicks and ensure accurate offer parameters are set (duration, stay dates, etc)

5. **Offers amplification:** Hotels can also use this tool amplify global and tactical campaigns driven by Corporate HQ. Offer landing page can be either to global offer landing page or property's

6. **Select 3 offers** that gives customers variety: LOS stays, Stay More, Save More, Advance Purchase to stay on top of competitors and OTAs

7. **Ensure Evergreen offers** are loaded so no blackout period when tactical offers expire

TripAdvisor (BA) - Sponsored Placements

Sponsored Placements are designed to target travelers who are looking for an accommodation.
These are separate paid ads and are not part of your Tripadvisor Business Advantage subscription or metasearch

The ads are targeted to a highly qualified audience that are actively searching for places to stay. This tool allows for greater visibility for the hotel and acquires more qualified traffic to the property's website. **Your listing will appear at the top of the search listing for the traveler if you match the search criteria**

Hotels are able to highlight their direct rates exclusively within the ad (Note: it's not possible to customize the display of the rate & offer as the rates are automatically loaded from booking engine, just like for metasearch display)

One key advantage of Sponsored Placements is that **no ad creatives are needed** as placements are automatically loaded from property's listing.
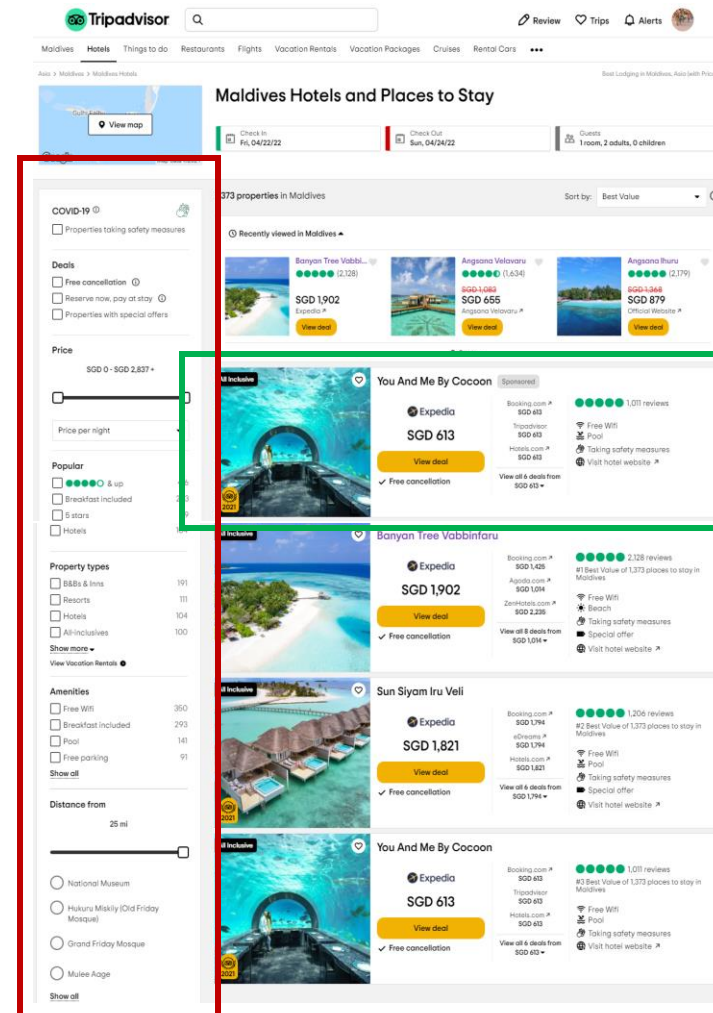
How do they work?

- The ad targeting is automatically adjusted when someone changes their search parameters

- Property must match all of the traveler's search parameters, for the ad to appear

- They are positioned at high visibility locations within the site, such as top of search results, local competitors' pages etc. Ads may appear in various search results pages such as Traveler Ranked, Best Value, Distance sorting etc

TripAdvisor (BA) - Sponsored Placements Planning

1. **Plan ahead:** Activate Sponsored Placements in advance with your account manager to target audiences for room bookings for specific periods relevant for your property

2. **Allocate separate budget** for Tripadvisor Sponsored Campaigns. These are separate ad campaigns, and they are not part of your Tripadvisor Business Advantage subscription or your Tripadvisor metasearch campaign.

3. **Run the campaign with CPC** (cost per click) model. Allocate advance budget per campaign – you will be charged only once the visitor clicks to the website. Clicks to Tripadvisor Account listing are free of charge.

4. Work with the option to **display exclusive direct rates** that attracts customers attention.

5. Similar as for metasearch campaigns, it requires **direct connectivity** to your booking engine to pull and display the rates. Please plan the integration in advance and work with your account manager if you would like to activate sponsored campaign on Tripadvisor.
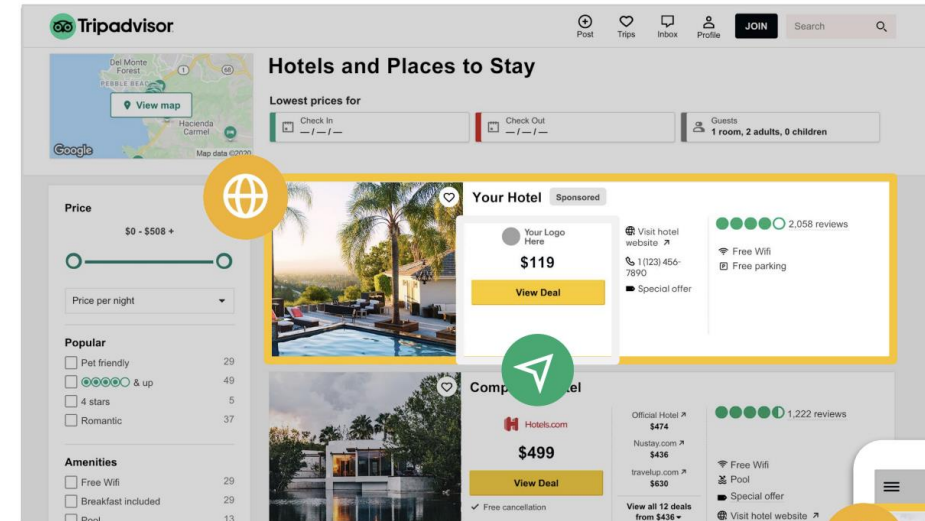
Digital Agencies Recommendations

Agency Partnerships

With limited resources and capabilities within the team, it is imperative that hotels partner with external agencies for certain scope of work to achieve marketing efficiency and success.

This section highlights the common types of agencies, what they do that and how they complement the work that hotel marketing team does as well as recommended list of the digital marketing agencies with the rates and contacts.

Global Digital Paid Media Overview 2024

Digital paid media support will be expanded with appointment agency, Mediatropy, in 2024 to ensure:

- **Banyan Group and Banyan Tree Awareness campaigns** planning and management to increase the brand awareness for all the brands and increase direct website conversions

- **Plan biggest tactical campaigns for the year** to ensure high REV production for the properties during the key periods: **Destination Marketing** (to increase properties awareness for key destinations and drive the occupancy and REV for lower months) and **Anniversary Campaign** (biggest tactical campaign of the year)

- **Continue building awareness for new brands** such as Homm, Folio and Banyan Tree Escape and Banyan Tree Veya

- **Support properties with Digital marketing workshops** to share the insights, best practices and recommendations for adaptations to property level digital campaigns

- **Expanding digital marketing presence of BG brands to new channels** such as Youtube, Facebook/IG reels, TikTok, Tripadvisor

- **Support properties with the specially negotiated corporate rates** for partnership in digital media with Mediatropy

Agency Partnerships

There are 2 main models of partnership with external agencies and they both offer various advantages to hotels with regards to purpose, budget control, scope of work, resourcing & level of support

Model	Typically for **monthly recurring items** and **ongoing** initiatives **Retainer**	Typically for **one-off items** and **ad-hoc** initiatives **Project**
Budget	Agency retainers have a flat monthly fee	Project-based services are paid per project
Scope of Work	Agency retainers cover a wide scope of services and deliverables	Project-based services are much more defined
Resource & Support	Agency retainers offer dedicated personnel for the account	Project-based services often tend to rotate personnel, depending on available talent
Purpose	Agency retainers are used for long-term goals that consider ongoing marketing needs	Project-based services focus on short-term goals and one-off assignments.
Examples	Direct Always-on Marketing SEO	Content Design, Videos Translation

Note: Hotels can start off with potential agency partner on project basis, evaluate fit and then work on a more permanent retainer basis.

Types of Agency Partnerships

SEO Agency

They are experts in different areas of search engine optimization, providing a range of services from technical and content audit for your property pages, developing a tailored SEO strategy, and implementing the tactics to drive enhance visibility to property pages.

Work with them for

SEO for property pages on brand.com

Type of Partnership
Retainer

Digital Paid Media Agency Global Channels

An advertising agency that provides digital advertising solutions and services. Some of the most common campaigns are search engine marketing, display ads, retargeting ads, social media marketing and online lead generation

Work with them for

Direct Always-on Marketing for property offers

Type of Partnership
Retainer

Digital Paid Media Agency Specific GEO channels

An advertising agency that provides digital advertising solutions and services for specific GEO channels like China – Wechat; Sout Korea – Naver; Japan – Line; or Russia – Yandex., VKontakte, etc.

Work with them for

Direct Always-on Marketing for property GEO specific offers

Type of Partnership
Retainer or Project

Translation Agency

An agency that specialises in content translations to various languages for websites, social media, and other digital platforms. Some of the agencies have direct integration option to website CMS.

Work with them for

Websites and other channels content translations

Type of Partnership
Retainer or Project

Global SEO Agency

MEDIATROPY
Digital Agency

Mediatropy is full-service global digital marketing agency, providing SEO support and optimizations for Banyan Group's all brand websites.

This is the existing scope of work we have with them for properties:

- All brands' websites technical SEO audit and resolving the issues: pages indexation, audit of URLs (expired, errors, duplicates, etc)

- Keywords research for all brands websites (and properties) and organic implementation to ensure high ranking for SEO

- On-site optimizations for brand and property websites: meta titles, meta descriptions, alt text optimizations

- GSC & SEO Dashboards setup for brands

- Properties support for SEO related queries and optimizations

- Google My Business properties accounts optimizations

- Social media accounts optimisations for all properties

Global SEO Agency

MEDIATROPY
Digital Agency

We recommend properties to exploring the following **additional scope of work on property websites for more property keywords and property content creation.**

For more information on them, you can visit their website here

To find out more on how to sign up for additional SEO scope for your property , contact
Farah Sinjeri (farah.sinjeri@groupbanyan.com)

Proposed Scope of Work for Properties & Indicative Rates (Negotiated for Banyan Group)		
Item	Unit	Cost
- Additional 10 keywords (EN-only) - Direct competitors analysis - Dedicated hours for specific property - Monthly technical audit and GSC dedicated for your property - Content Research and creation 1 context x month (300 words) - Dedicated Google Data Studio Dashboard - Monthly, quarterly and yearly report	12	$12,000 USD
	TOTAL	$12,000 USD annually

Property can either choose to sign up for 12 months for USD $12,000 or 6 months for USD 6,000.

Global Paid Media Agency

Existing Scope of Work for Properties funded by Banyan Group

Mediatropy is a full-service digital marketing agency, appointed for all global digital marketing campaigns for BG.

This is the existing scope of work we have with them for properties:

- Running global brand and tactical digital media campaigns from HQ site to increase brand awareness and direct websites conversions

- Digital marketing campaigns (both brand awareness and tactical) on brand level to ensure equal high visibility and exposure to all properties.

- High brand exposure on key digital marketing channels for brands: Google search ads, DV360, Facebook, Instagram.

Global Paid Media Agency

MEDIATROPY
Digital Agency

We recommend properties to engage with the agency for **promoting local property-level campaigns** to maximize the performance.

To find out more on how to sign up with Mediatropy for digital paid media for your property, contact
Farah Sinjeri (farah.sinjeri@groupbanyan.com**)**

Requirements:
- Minimum **3-month** commitment
- Minimum **media spends / channel**
- Up to **4 markets / channel**

2024 Digital Paid Media Proposal (Negotiated for Banyan Group)	
Recommended Channels	**Min. Media Spends**
Google Search	From $3,000- $4,000 / month
Display (DV 360)	
Facebook & Instagram	
Agency fees	
Ad Account Creation	Waived
Agency Fee - Media Strategy, Planning, Buying - Campaign Implementation - Monitoring, optimisation and PCA report	13.5% of media buy (min. USD$800 per month)
Platform & Ad server fee - Ad Serving Fee - Dashboard Connector	$70-80/month Based on 3-4k monthly media spends (+15% variance)

Dashboard [One Time Fee]
- Google Data Studio
  - BTG Branded template
  - Multi-channel campaigns report:
    1. Consolidated view
    2. Google Ads Breakdown
    3. Facebook Ads breakdown
    4. DV360 breakdown
- CM360 transaction report (optional)
	$1,250

Global Translation Agencies

For website and other online translations, we recommend to use these two global agencies, appointed by corporate office.

Agency 1: Verztec
They provides translations for various languages, but they have been globally appointed for **South Korean language translations** for the website. For other languages we recommend to request for sample translations for evaluation.
For more information on them, you can visit their website here

Please reach out to them directly for your translation requests:
Contact person: Elynn Tan elynn.tan@verztec.com

Agency 2: Artisanship / MooYoo
They are a small boutique local agency based in China and have been globally appointed For **Chinese translations.**
Many of our properties have also been working with them prior to our global appointment.

Please reach out to them directly for your translation requests:
Contact person: Doris Lei Lin: dorisleilin@yahoo.com
Put in copy list: Vivian.zhang@banyantree.com

Recommended Agencies & Contacts

Function	GEO	Recommended Agency	Website	Agency Contacts	BG Contact
SEO	**Global**	**Mediatropy**	https://www.mediatropy.com	Andrew Hoy andrew.hoy@mediatropy.com Jude Quiroz jude.quiroz@mediatropy.com	Farah Sinjeri Farah.sinjeri@groupbanyan.com
	China	Please reach out to your local China focused SEO agencies –evaluate the agencies based on their services, performance results and pricing	-	-	-
Digital Paid Media (SEM, Display, Social)	**Global**	**Mediatropy** With CPC model – recommended for better control the ads visibility and performance	https://www.mediatropy.com	Jasmine Lim jasmine.lim@mediatropy.com	Farah Sinjeri Farah.sinjeri@groupbanyan.com
	China	Wechat – **HoneyBird (XMN)** Fliggy – **Cloud Well**	https://www.xiangminiao.com/ http://www.cloudwell.cn/	Eva Ye (XMN) eva.ye@xiangminiao.net Ivy Chen (CloudWell) ivychen0916@cloudwell.cn	Angel Vong Angel.vong@groupbanyan.com
	Other GEO	Please reach out to your local GEO specific focused digital agencies –evaluate the agencies based on their services, performance results and pricing.	-	-	-

Recommended Agencies & Contacts

Function	GEO	Recommended Agency	Website	Agency Contacts	BG Contact
Metasearch	**Global**	**Triptease or Sojern** Note: Triptease also offers rate parity tools to control rate parity for your property and metasearch campaigns.	**Sojern:** www.sojern.com **Triptease** www.triptease.com	**Sojern** Jason Chia jason.chia@sojern.com **Triptease** Fandy Gunawan Fandy.gunawan@triptease.com	Farah Sinjeri Farah.sinjeri@groupbanyan.com
Translations	**Chinese**	**Artisanship/Mooyoo**	-	Doris Lei Lin dorisleilin@yahoo.com	Angel Vong Angel.vong@groupbanyan.com
	South Korean	**Verztec**	https://www.verztec.com	Elynn Tan elynn.tan@verztec.com Johanna Hoe johanna.hoe@verztec.com	
	Other languages	**Verztec** - Recommended as preferred agency choice and advantage of direct integration with website CMS. Please request for sample translations for other languages to evaluate the quality of the translation.			

Recommended Agencies & Contacts

Function	GEO	Recommended Agency	Website	Agency Contacts	BG Contact
Tripadvisor (incl. Business Advantage Subscription)	**Global**	**Tripadvisor**	**Tripadvisor** www.tripadvisor.com **TA Business Advantage** https://www.tripadvisor.com/TripAdvisorInsights/businessadvantage	Julia Brilliant jbrilliant@tripadvisor.com Danielle Pagano dpagano@tripadvisor.com	Farah Sinjeri Farah.sinjeri@groupbanyan.com

Website Content

Brand.com Content Management by Brands

Brand	URL	CMS Type	Details
Banyan Tree	https://www.banyantree.com/	Drupal CMS	Properties are granted with CMS account access to edit, update and add content and Global HQ to review and publish the pages.
Angsana (+ Heritage Collection)	https://www.angsana.com/	Drupal CMS	
Cassia	https://www.cassia.com/	Drupal CMS	
Dhawa	https://www.dhawa.com/	Drupal CMS	
Garrya	https://www.garrya.com/en	Drupal CMS	
Banyan Tree Veya	https://veya.banyantree.com/en	Drupal CMS	
Banyan Tree Escape	https://escape.banyantree.com/	Drupal CMS	All pages are managed by Global HQ directly. Property should reach out to E-Commerce team for site updates.
Homm	https://www.hommhotels.com/	Webflow CMS	
Folio	https://www.foliohotels.com/	Webflow CMS	

Shares same CMS template

Shares same CMS template

Brand.com that shares the same CMS templates mean that the operation manual is the same. However, some branding-related components might differ.

Brand.com Content Management R&R

	Global Pages *Including hotels mega menu and Spa outlet pages*	Property Pages *All subpages nesting under a specific property, URL structure always contain www.(brand).com/(destination)/(property-name)*	Booking Engine *Reservation site where booking is paid and completed, URL always begin in either reservations.(brand).com OR be.synxis.com*
	BT, BTV, AN, CA, DH, GR only		**All Brands**
Global HQ E-Commerce Team	Update and manage all content	• Review and publish new pages or updated pages done by property • Unpublish pages	No access to modify any content
Property Team	For Spa outlet pages, submit modifications required to HQ	• Edit existing pages • Add new pages • Submit content publish/ unpublish request to HQ • CANNOT unpublish pages	Submit any updates on Booking Engine to Commercial Services Support team
Commercial Services Support Team	N/A		Assist properties with updates

Trainings & Manuals for Website

Link to Material	Applicable Brands	Description
CMS Training Recording		
Website CMS Refresher Training	BT, AN, CA, DH	This is a refresher training covering **key topics for daily operations**, ideal for beginners to intermediate users.
Website CMS Refresher Training	GR, BT Veya	
Cassia Revamp-CMS Training	CA (or BT, AN, DH)	This is a full-scaled training for onboarding first-time CMS users. As BT, AN, CA, DH shares the same CMS, both trainings are **ideal for beginners**.
Dhawa Revamp-CMS Training	DH (or BT, AN, CA)	
CMS Manual		
BT AN CA DH Properties CMS Manual V2.0	BT, AN, CA, DH	Bible for **all CMS operations**, including components and pages
CMS Manual - GR, VE	GR, BT Veya	
Website Content Guide		
BT,AN,CA,DH Website Content Guide	BT, AN, CA, DH	Guidelines for **website content SOP**, such as refresh frequency, copy and images general guidelines – important for audits.
Garrya Website Content Guide	GR, BT Veya	

Website Content SOP

Why?	How?	Measurement of Success
• Driving direct bookings online via **brand.com** is a group-wide strategy going forward. • To achieve this, ensuring your **property content on the website to be accurate, fresh and up to brand standard** is of utmost priority.	• Global HQ E-Commerce Team has issued **Website Content Guide** as a guidance for optimizing website content. • Access Website Content Guide here: • [BT,AN,CA,DH Website Content Guide.url](BT,AN,CA,DH%20Website%20Content%20Guide.url) • [Garrya Website Content Guide.url](Garrya%20Website%20Content%20Guide.url)	• Bi-annual Content audit • Goal: **95/100** (in line with OTAs)

Website Content SOP – Summary

Properties are responsible to...	Global HQ is responsible to...
• Do regular refreshes of pages • Timely update of operational changes and announcements • Additional content such as experience, spa packages, gallery photos • Local offers and always-on offers (such as SMPL, AP) • Translations	• Provide detailed guidelines on adding content to property pages for Global campaigns • Ensure properties follow the guidelines

Website Content Audit

Properties are responsible for...	Global HQ is responsible for...
• Absolute **adherence** to the Website Content Guide • Ensure all property pages are **updated in a timely manner** with content that is up to **brand standard** • After receiving audit score, take the required actions to **improve/ upkeep the performance**	• **Conductors** of the content audit • Audit scores will be given based on the content completion, accuracy, and refresh frequency

*Audit scoresheet will be shared with properties including GM.

Website Audit Schedule 2024 by Brand

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Banyan Tree		Audit 1					Audit 2					
BT Veya								Audit 1				Audit 2
Angsana			Audit 1					Audit 2				
Cassia				Audit 1					Audit 2			
Dhawa					Audit 1					Audit 2		
Garrya						Audit 1					Audit 2	

*For BT Escape, Folio, Homm, separate audit will be completed and properties are responsible for ensuring the information on the pages are updated. If not, they must reach out to E-Commerce team for update promptly.

Translation Process SOP

As global brands that faces worldwide audiences, it is crucial to cater and localize certain languages for a better site experience.

Our CMS supports multiple languages translations.
Refer to the below table:

Language	Primary Website page cannot exist without this language. This is the basis of the page creation.	Mandatory Any changes or updates to the site must be translated into this language	Supplementary It is good to have this language, depending on your market needs.
English	☑ Banyan Tree ☑ Angsana ☑ Cassia ☑ Dhawa		
Simplified Chinese		☑ Banyan Tree ☑ Angsana ☐ Cassia (Q4'23) ☐ Dhawa (Q4'23)	
Korean		☑ Banyan Tree ☑ Angsana	
Others*			• Russian • Spanish • French • Japanese • Arabic • German • Vietnamese

*Notify HQ and we can help set this up for you.

Refer to P.196-200 of
[BT AN CA DH Propertie]s [CMS Manual V2.0.pdf] for details of:
- Translation workflow
- Translation vendor
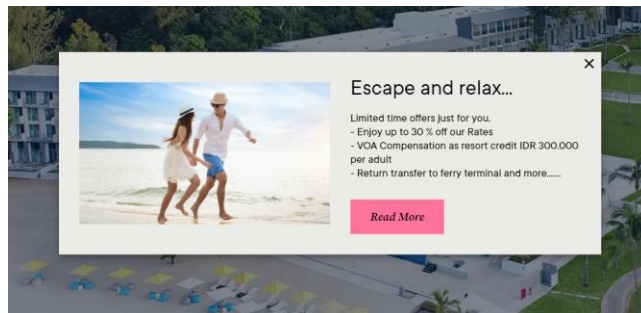- Vendor rate cards

Third Party Banners

Starting July 2023, third party banners from external vendors will **no longer be allowed** to display on Brands.com.

The use of third party banners will be restricted to Synxis Booking Engine pages **only** and subjected to brand guidelines.
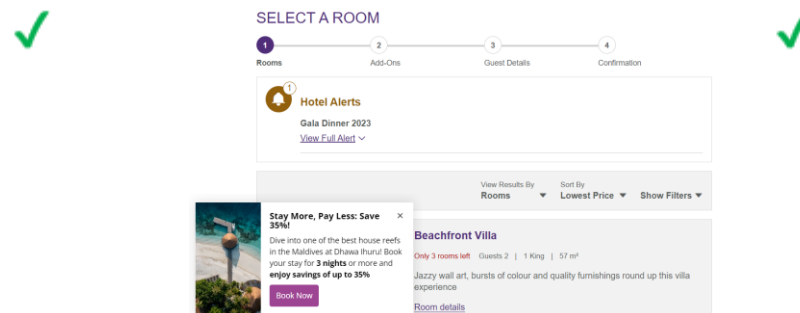
Failure to comply will result in the removal of the banners **without any prior warning**.

Any property which wishes to highlight any news or offer may continue to do so via the pop-ups or any alternative features on Brands.com.

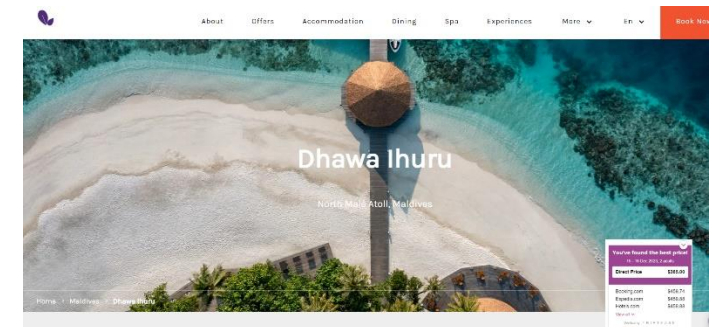Correct applications of banners:

Refer to P.187 of
BT AN CA DH Properties CMS Manual V2.0.pdf for details of:
- How to add a popup banner to a page

Use of available pop-up banner in Brand.com

Use of external pop-up banner in Synxis booking engine

Use of external pop-up banner in Brand.com

Website CMS User Security

Website CMS User Security

Why?	How?	Measurement of Success

• Data protection – prevent unauthorized content access and data breach
 	
• Content integrity – ensure accuracy and reliability of the information
 	
• Reputation – helps build trust with users, customers and stakeholders
	• Use of strong password - at least 15 alphanumeric characters
	   o Tip: A sentence can make a very strong password
	   o Example: "I@mfromsingap0re"
	
	• Enable 2Factor Authentication – 2FA Guide:
	   o 2FA Document
		• 0 CMS Security Breach

Global Table Management Solution

Project Overview

A total of 22 properties expressed their interests to seek an online table reservation system for their hotel restaurants after Digital AWS 2022.

Since then, HQ Ecommerce team went through a selection process and have selected the most suitable global vendor which can provide solutions and services that best serve our hotel restaurants' online reservation needs.

The selection process consisted of:

1. Shortlisting vendors (global companies with hospitality background)
2. Forming focus group with selected properties
3. Organizing demo sessions and gathering feedback from the vendors and properties
4. Vendor comparison

Recommended vendor eat2eat

SevenRooms, ResDiary, TableCheck and Eat2Eat were shortlisted as potential vendors due to their global reach and portfolio.

When the selection exercise was completed, eat2eat was selected as our global vendor based on the following reasons:

Cost: Eat2eat has the lowest quotation among the vendors. From properties' point-of-view, having lower cost ranks the highest in terms of importance.

Lower barrier of entry: Lower annual fees would mean lower barrier of entry for the properties as well.

Proven vendor: Technical support and after-sales service would be key to our properties' satisfaction with the solution. BT BKK gave positive feedback on eat2eat service. To quote them: *Even though they do not have physical offices in selected locations, their team is available 24/7 and their response time and action are very fast (they usually respond / act within a few hours).*

Survey result: eat2eat is the preferred vendor so far based on initial responses from the focus group.

Benefits

Once fully integrated with Eat2Eat, guests will be able to make online reservations from Brand.com and property's owned channels.

Properties will be able to manage the reservations and customer profiles via restaurants' POS systems.

About eat2eat

Eat2eat's HQ is located in Singapore and claims to be the largest independent supplier of dining reservation technology worldwide. Eat2eat provides the following features at various stages which would fulfil our properties' needs:

| Setup Stage	Booking Stage	Post-Booking Stage
Service Availability (where our properties are located)	Integration with Drupal	Seating management (Floorplan & List layout)
Integration with Opera Simphony	Integration with TripAdvisor	Events management (Block-out)
Integration with Agilysys	Customizable booking platform	Customer profiling (Details, History, Preferences, etc)
Integration with Infrasys	Pre-book / Purchase special menu or seasonal promotions	
Individual hotel training	Confirmation notification via email	24/7 online technical support
Customizable Access matrix (Roles and Users Right)	Real-time reservation	Downloadable reports & online dashboard
Unlimited users / profiles	Input comments/requests	Data ownership
Accounting (Invoice to individual hotel)	Place deposits	All devices supported
Integration with localized Payment gateways	Set min. and max. number of guests	
4 Language availability	Reminder email/sms prior to visit	Integration with Google Analytics
Integration with SMS providers		

Cost

With our negotiated global fees, properties enjoy ~40% cost savings on annual fees!

Fees	Global Contract	On your own
POS Integration fee (one-time)	USD 500	USD 500
Social media integration (one-time)	USD 299	USD 299
Monthly fee(s)	USD 99	USD 159
First Year Fee	**USD 1,987**	**USD 2,707**
Subsequent Years	**USD 1,188**	**USD 1,908**

Optional Add-on Fees	Eat2eat
SMS Integration fee (one-time)	USD 750
SMS (pay-as-you-go)	Per service provider
Cendyn Integration fee (one-time)	TBC
Cendyn Annual fee	TBC
TripAdvisor	USD 1 / reservation
Payment Gateway	Per service provider / Location
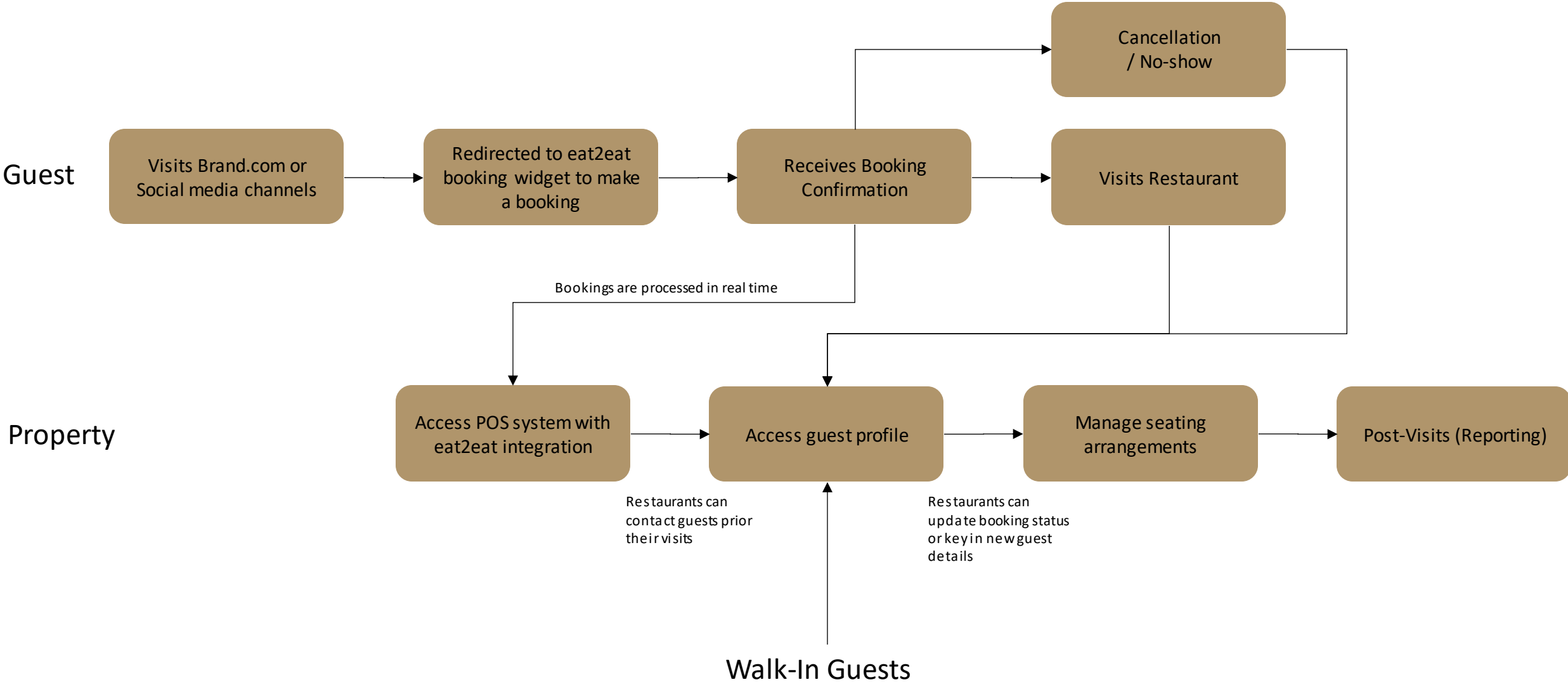
User Journey

Guest

Visits Brand.com or Social media channels → Redirected to eat2eat booking widget to make a booking → Receives Booking Confirmation → Visits Restaurant

Cancellation / No-show

Bookings are processed in real time

Property

Access POS system with eat2eat integration → Access guest profile → Manage seating arrangements → Post-Visits (Reporting)

Restaurants can contact guests prior their visits

Restaurants can update booking status or key in new guest details

Walk-In Guests

Guest User Journey

Property User Journey
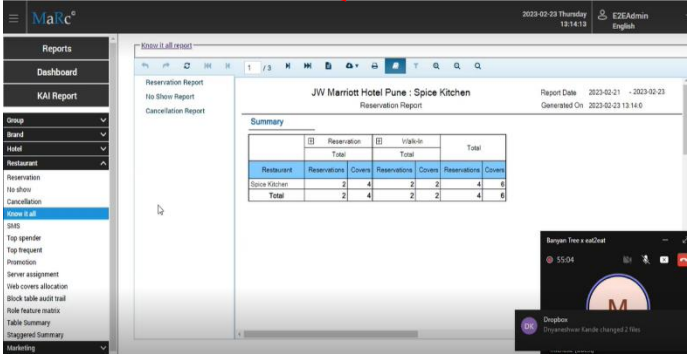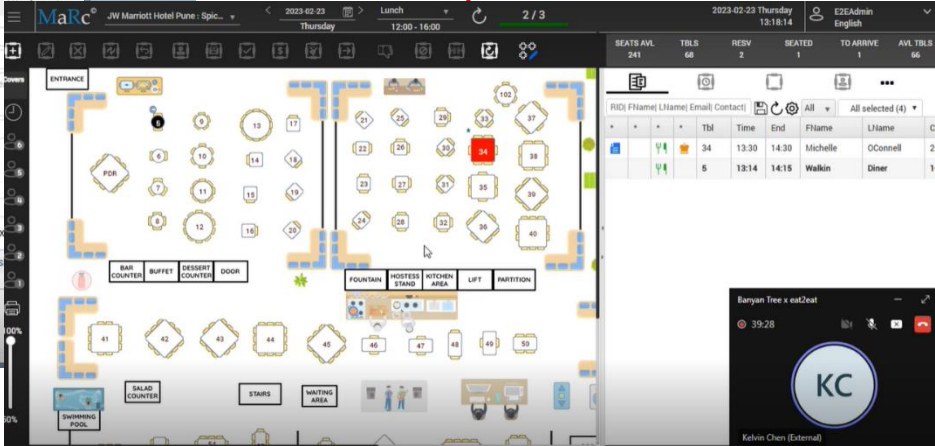
Timeline

From Project Initiation to Go-Live, the timeline required for the entire process should take 1.5 - 2 months. Both vendor and properties are expected to provide the necessary assets in a timely manner. Typical Timeline Breakdown below.
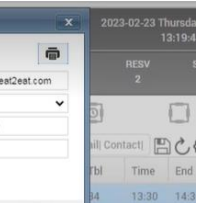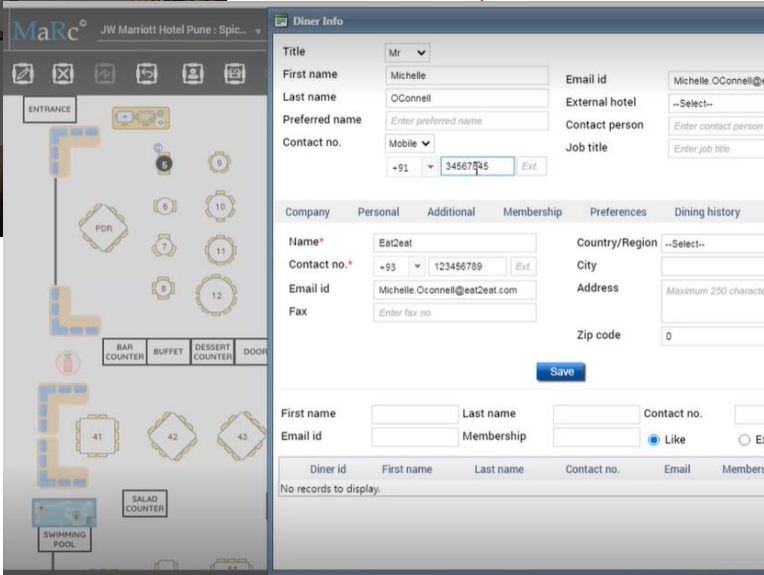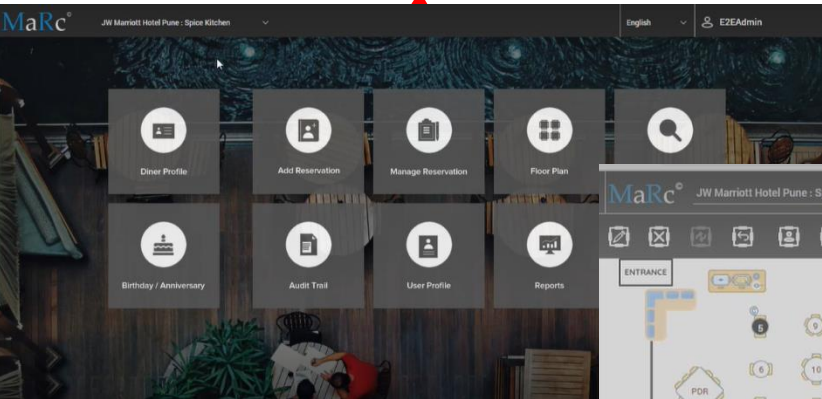
Activity	Ownership	To complete within
Initiate project	Property	-
Send contract	Eat2eat	1 business day
Sign contract	Property	5 business day
Send Invoice	Eat2eat	2 business day
Clear Invoice	Property	5 business day
Share Setup link	Eat2eat	3 business day
Complete restaurant(s) setup	Property	5 business day
System setup and configuration	Eat2eat	10 business day
Social media reservation link setup	Eat2eat	
Deployment on cloud	Eat2eat	
Online training	Eat2eat / Property	3 business day
User Acceptance Testing	Property	3 business day
Data preparation	Property	5 business day
Import data into system	Eat2eat	5 business day
Go-Live	Eat2eat / Property	1 business day
POS integration	Eat2eat / Property	10 business day

Pre-Initiation Checklist

Before initiating the project with Eat2eat, there is a preparation checklist to complete to ensure a smooth sign up process.

✓ Identify a Property Lead
✓ Identify a signatory to sign off the contract
✓ Identify dining outlet(s) and their respective managers
✓ Is Social Media integration required? If yes, identify the channel(s) you wish to add reservation links into
✓ Is Affiliated website(s) integration required? If yes, identify the website(s) you wish to add reservation links into
✓ Is POS integration required? If yes, identify the name of current POS system
✓ Is SMS integration required? If yes, identify the name of SMS vendor you wish to work with
✓ Is Payment Gateway integration required? If yes, identify the name of the Payment Gateway vendor you wish to work with

Refer to P.13 of Section 2 in BTG Table Management System Manual for details of:

- Pre-Initiation

Initiation

Once you have completed the pre-initiation preparation checklist, you may reach out to the vendor.

Send an email to the vendor in the following format:

To: Jo.Watering@eat2eat.com
Cc: chetan.kuchekar@eat2eat.com; brian.hindson@eat2eat.com; eCommerce@banyantree.com + Other property internal stakeholders as required
Subject: {Brand} {Property} - Eat2eat sign up (E.g. Banyan Tree Phuket – Eat2eat sign up)
Body:
Dear Jo,

Please find sign up details for our property below:

Name of property:
Property address:
Name and Designation of Project Lead:
Name and Designation of Signatory:
Name of Dining Outlet(s):
Social Media integration required: Yes / No
Social Media channels (if required): Facebook / Instagram / Googlemap
Affiliate websites integration required: Yes / No
Affiliate websites (if required): TripAdvisor / OpenRice / Michelin Guide / Zomato
POS integration required: Yes / No
Name of POS system (if required):
SMS integration required: Yes / No
Name of SMS vendor (if required):
Payment Gateway vendor required: Yes / No
Name of Payment Gateway vendor (if required):

Refer to P.15 of Section 3 in BTG Table Management System Manual for details of:

- Initiation

For more information

Please refer to the Sharepoint folder [here](#).

In the folder, you will be able to find documents which would be able to answer most of your questions:

[BTG Table Management System Manual](#)
[Eat2eat sales deck](#)
[Recorded demo session](#)
[Sample reports](#)

Digital Marketing & E-Commerce Resources

2023 Trainings & Workshops Summary

	TOPIC	DETAILS	DATE	RECORDING	MATERIALS
1	**Google Analytics 4 (GA4) workshop**	Workshop by MediaTropy on GA4 migration details and orientation on the new GA4 interface	March & June	[GA4 Training Recording](#)	[GA4 Training Material](#)
2	**Advanced Search Engine Optmisation (SEO) workshop**	Workshop by MediaTropy on how to improve organic search engine rankings	May	[SEO Advanced Training Recording](#)	[SEO Training Material](#)
3	**Dhawa Content Management System (CMS) training**	New CMS navigation and how to manage property sites for new website launch and post-launch maintenance	July	[Dhawa Revamp-CMS Training-20230727.mp4](#)	[DH CMS Training.pptx](#)
4	**Advanced Paid Media workshop**	Workshop by MediaTropy on how to maximise paid media campaigns at property level and synergize with corporate paid media campaigns	August	[Digital Paid Media Training Recording](#)	[Digital Paid Media Training Deck](#)

2023 Trainings & Workshops Summary

|	TOPIC	DETAILS	DATE	RECORDING	MATERIALS
5	**Google Analytics 4 (GA4) Dashboard workshop**	Workshop by MediaTropy on how to effectively use the new GA4 dashboard post-migration to GA4	August	GA4 Dashboards Training Recording	GA4 Dashboards Manual GA4 Dashboards Demo Deck
6	**Triptease workshop**	Workshop by Tripease on how to maximise MetaSearch campaigns at property level	September	Metasearch Training Recording	Metasearch Training Deck Hoteliers Guide to Metasearch 2023
7	**Cassia CMS training**	New CMS navigation and how to manage property for new website launch and post-launch maintenance	September	Cassia Revamp-CMS Training-20230914.mp4	Cassia CMS Training (Properties)-2023-sharing version.pptx
8	**Accor refresher training**	Accor system navigation for all brands on how to manage Accor booking engine set up for properties	October	Accor Photo Library and AH Desk Training - Meeting Recording.mp4	Accor Photo Library and AH Desk Orientation.pptx

2023 Trainings & Workshops Summary

		TOPIC	DETAILS	DATE	RECORDING	MATERIALS
9		**CMS refresher training**	CMS navigation for all brands on how to manage property sites	November	1. [Website CMS Refresher Training (BT_AN_CA_DH)-20231121.mp4](#) 2. [Website CMS Refresher Training (GR_VE)-20231128.mp4](#)	1.[CMS Refresher Training 2023 - for BT,AN,CA,DH - sharing version.pdf](#) 2. [CMS Refresher Training 2023 - for GR,VE - sharing version.pdf](#)
10		**TripAdvisor Business Advantage (BA) workshop**	TripAdvisor BA account navigation for all brands on how to maximise property pages	November	[TripAdvisor BA Training Recording](#)	[TripAdvisor BA Training Deck](#)
11		**E-Commerce & Digital Marketing Toolkit workshop**	Key E-Commerce & Digital Marketing recommendations for properties for 2024	January	tbc	tbc

2024 Trainings Calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
E-commerce & Digital Mktg Toolkit Training		Digital Paid Media Advanced Workshop		SEO Advanced Worskhop	Metasearch Triptease Workshop				GA4 Refresher Workshop	Tripadvisor BA Refresher Workshop	
		Website Content SOP - Garrya		Website Content SOP - Homm	Website Content SOP - BTE			Website Content SOP - Folio	CMS Refresher Workshop		

Toolkit Chatbot in MS Teams
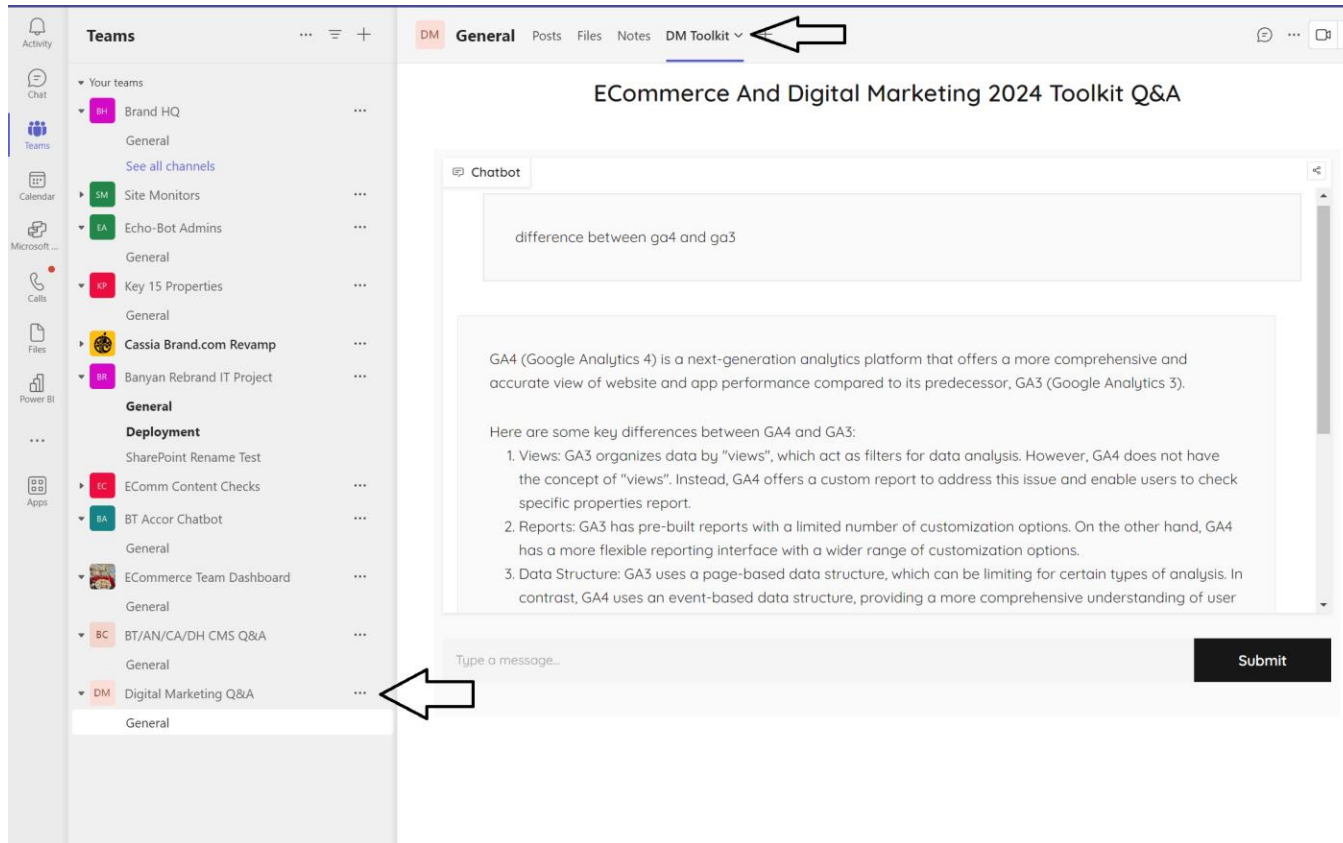
Ask the chatbot regarding any topic in the toolkit.

How to Access?
1. Send email to rowel.bughao@groupbanyan.com
2. Email Subject: Digital Marketing Toolkit Chatbot Access

ECommerce team will take care of adding you to the Digital Marketing Q&A Teams chat stream.

E-Commerce
ecommerce@groupbanyan.com

Kelvin Chen (BT and its sub brands, DH)
kelvin.chen@groupbanyan.com

Angel Vong (AN, CA, HM, GR)
angel.vong@groupbanyan.com

Rowel Bughao(Technical matters)
rowel.bughao@groupbanyan.com

Digital Marketing

Farah Sinjeri
farah.sinjeri@groupbanyan.com

Others

Valerie Chua
valerie.chua@groupbanyan.com

banyangroup