



DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event



23rd August 2023 | PHUKET THAILAND

Why Hotels & Resorts Need Bars & Restaurants, Not Outlets? **AT**

DIGITAL MARKETING CONFERENCE



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Marriott Digital Services, APEC

23rd August 2023

PHUKET THAILAND



WHY HOTELS NEED
RESTAURANTS & BARS
NOT OUTLETS

WHY ARE WE HERE?



4 KEY COMPONENTS





ESTABLISHING YOUR MESSAGE HOUSE

Create Your Positioning Statement:

“How your product fits in the market and how you want your customers to think and feel about your product in relation to competitors”

**Core message
1**

**Core message
2**

**Core message
3**

**Core message is the sum of the unique selling
points (USP)**

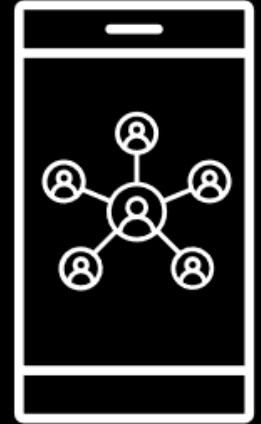
Proof Point

Proof Point

Proof Point

Proof points provide validation for your core message

WHICH CHANNEL DO WE START WITH?



THE TOP 3 LEADING SOURCES OF DISCOVERY FOR R&B APAC CONSUMER JOURNEY SURVEY



61% - Social Media

61% - Word of Mouth

55% - Internet Search



85% - Social Media

67% - Internet Search

64% - 3rd Party Sites



75% - Social Media

72% - Word of Mouth

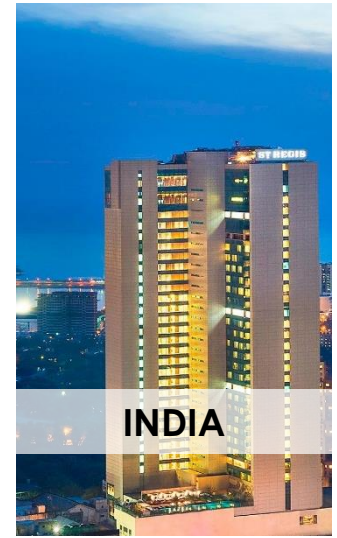
69% - Internet Search



73% - Internet Search

51% - Word of Mouth

39% - Social Media

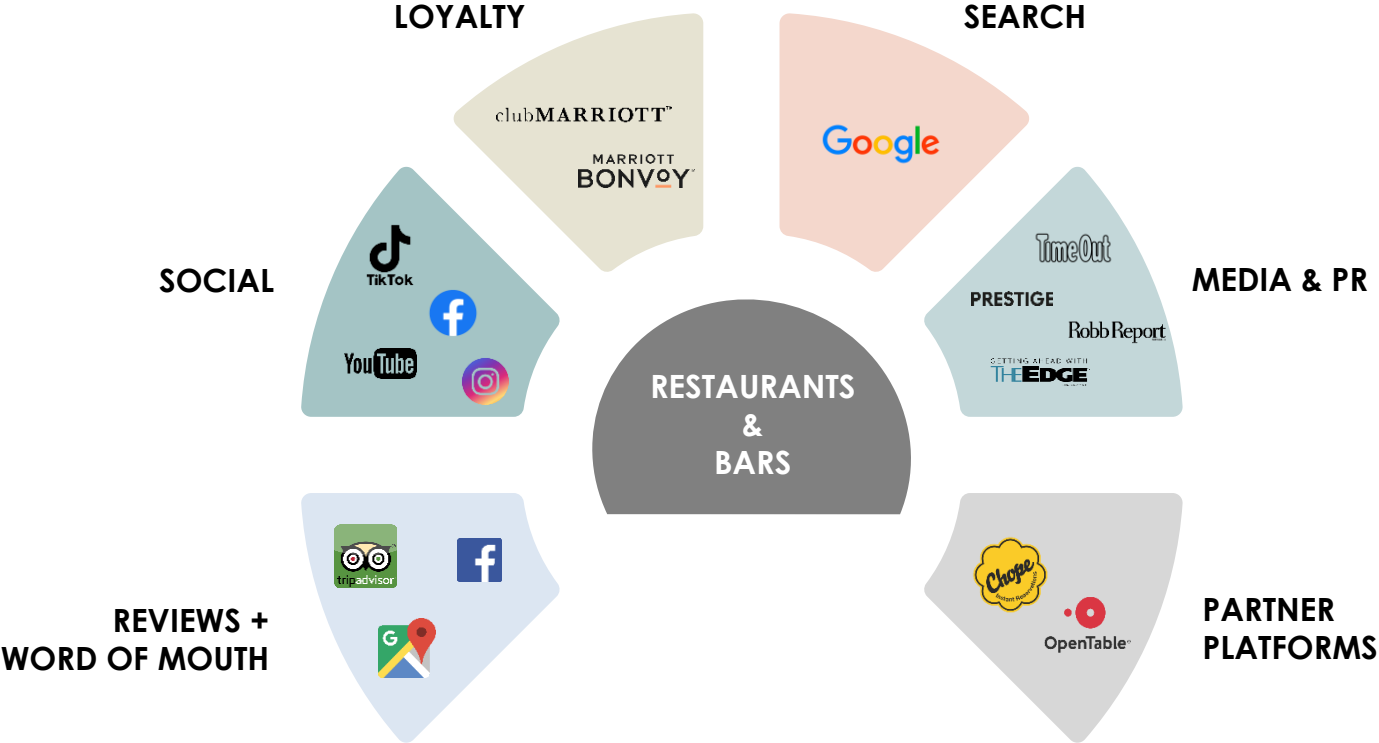


75% - Internet Search

71% - Word of Mouth

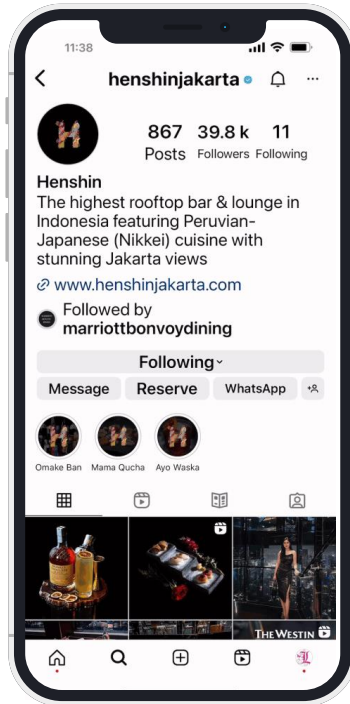
71% - Social Media

FRAMING THE DIGITAL MARKETING LANDSCAPE

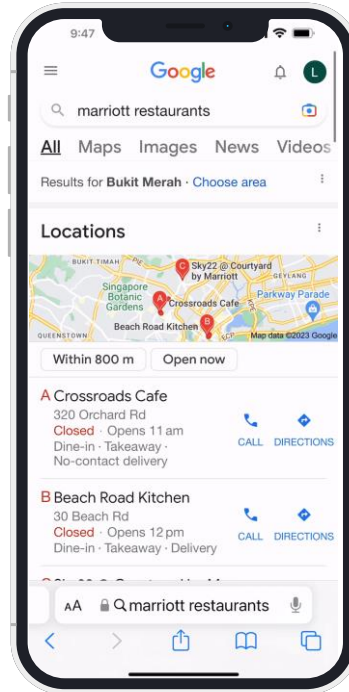


CHANNELS TO START YOUR F&B MARKETING

Social Media



Internet Search

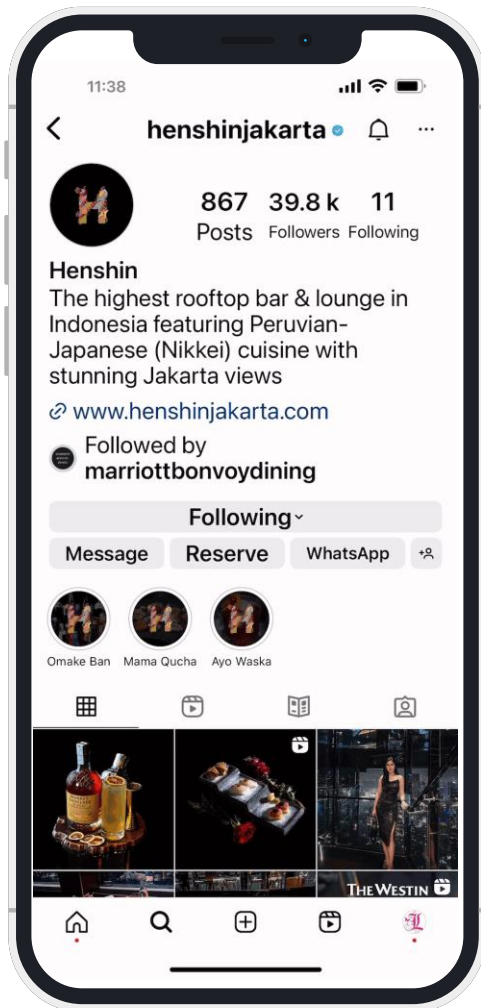
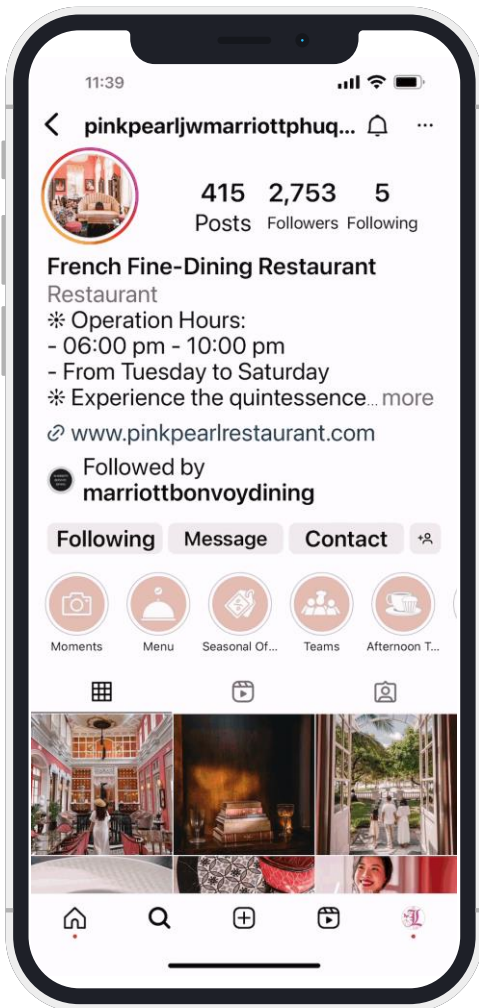


Word of Mouth





SOCIAL MEDIA



CREATE A STANDALONE PRESENCE AND USE VISUALS TO TELL A STORY

People and
Connection

Food and Space

Clarity

BUILDING YOUR CONTENT PILLARS - EXAMPLE IGNIV BANGKOK



IGNIV offers a culinary experience where diners can connect, not just with the food, but with each other.



SEARCH

Guest Chef's

*Social
Media*

FUN STUFF

Events

*Display
Media*

Videos

PR

Photography

DISCOVERABILITY ONLINE

Schema

Meta Data

NOT FUN STUFF

Citations

SEARCH ENGINE OPTIMIZATION
(SEO)

Local Listings

Technical SEO

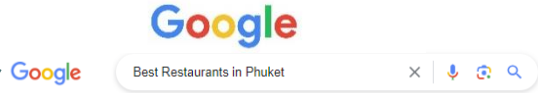
Backlinks

Domain Authority



WHAT IS THE END SEARCH RESULT?

Search Query



Sponsored

L'Arôme By The Sea
<https://www.laromegroup.com/thailand/thaiwasa>

Michelin Restaurant Phuket - New Michelin Guide Restaurant
Unforgettable dining experiences await in **Phuket Patong Bay**. Find the perfect **dinner spot**. Embark on a culinary journey in **Phuket's top dining destinations**. Enjoy **best cuisines**.
French · Tambon Patong · Closed · Opens 4 PM

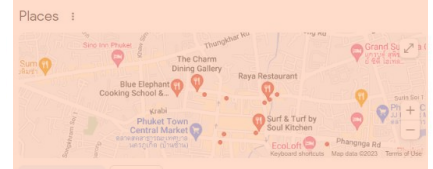
Directions
Directions To Our Business Location.

News & Updates
Find News and Updates Regarding our business.

Testimonials
Read What Our Customers Have Said About Us.

Services
Learn More About The Services We Offer.

Places



Blue Elephant Cooking School & Restaurant Phuket
4.5 ★★★★★ (1.2K) · \$\$\$ · Thai
Krabi Road 96
"I went for dinner with my girlfriend tonight and couldn't be happier of ..."

Raya Restaurant
4.4 ★★★★★ (2.1K) · Restaurant
48/1 Dibuk Rd
"Good food, awesome Crab Curry and good service"

Tripadvisor
<https://www.tripadvisor.com> · Asia · Thailand · Phuket

THE 10 BEST Restaurants in Phuket (Updated August 2023)
Big Boys' Burger Club · Kamala · Piset Restaurant Phuket · Cappadocia Turkish Restaurant Patong · What are the best restaurants in Phuket that provide lakeout?

MICHELIN Guide
<https://guide.michelin.com/thai/region/restaurant>

Phuket MICHELIN Restaurants - The MICHELIN Guide Thailand
Metro Roast Duck · Khao Tom Thanon Di... · One Chun · Roti Taew Nam
Chuan Chim · Surf & Turf by Soul K... · A Pong Mae Sunee · O Cha Rot
Phuket: 21-40 of 53 restaurants · Phuket: 41-53 of 53 restaurants · One Chun

HOW TO RANK:

PAID SEARCH

Media Campaigns

ORGANIC LOCAL 3-PACK (MAP UNIT)

SEO (Local Ranking Factors)

ORGANIC

SEO FRESH, RELEVANT CONTENT

HOW LOCALS SEARCH VS TRAVELERS

LOCAL



Kim is a local and a Marriott Bonvoy Member. She is looking to make a reservation at a Marriott establishment for dinner with friends.

Key concerns:

- Occasion
- Cuisine
- Budget

Key search behavior:

- "Best new restaurants in town"
- "Best [cuisine] restaurants in town"
- "Restaurants for large groups"
- "Filter dinner spots by 4.5 stars, and \$\$\$"

Key inspiration sources:



TRAVELER



Anna is a traveler looking for restaurants and bars to visit for her upcoming trip. She loves unique dining experiences and trying local cuisine.

Key concerns:

- What to order
- Location
- Quality
- Budget

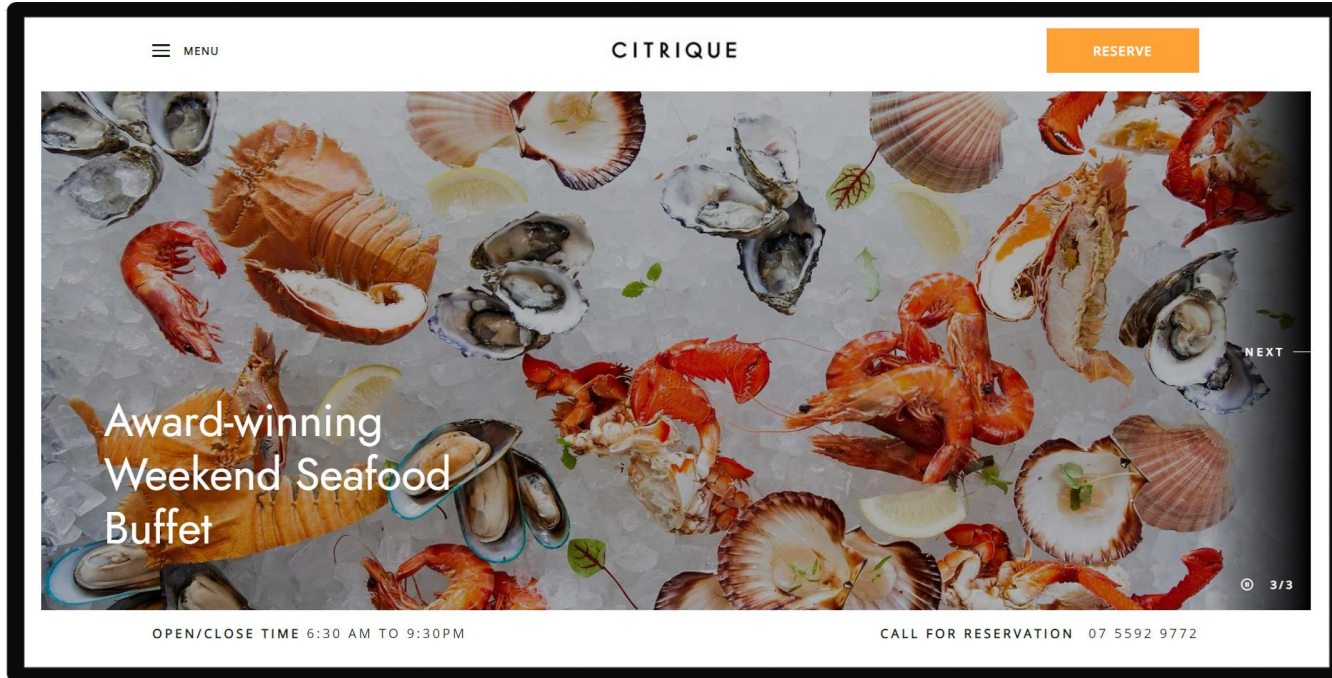
Key search behavior:

- "Where to eat in Bangkok"
- "25 must-try dishes in Bangkok"
- "Best restaurants near Lumpini"
- "Anthony Bourdain Bangkok guide"

Key inspiration sources:



BUILD A STANDALONE WEB PRESENCE

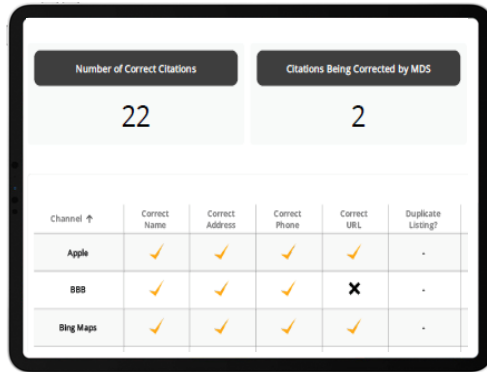


Our most
visited
restaurant
site is at a
resort
200K+
annual
visits

OPTIMIZING YOUR OUTLETS SEARCH DISCOVERY

LOCAL SEARCH

Setup and optimization of your hotel outlet's local listings across key online channels that drive an effective SEO strategy.

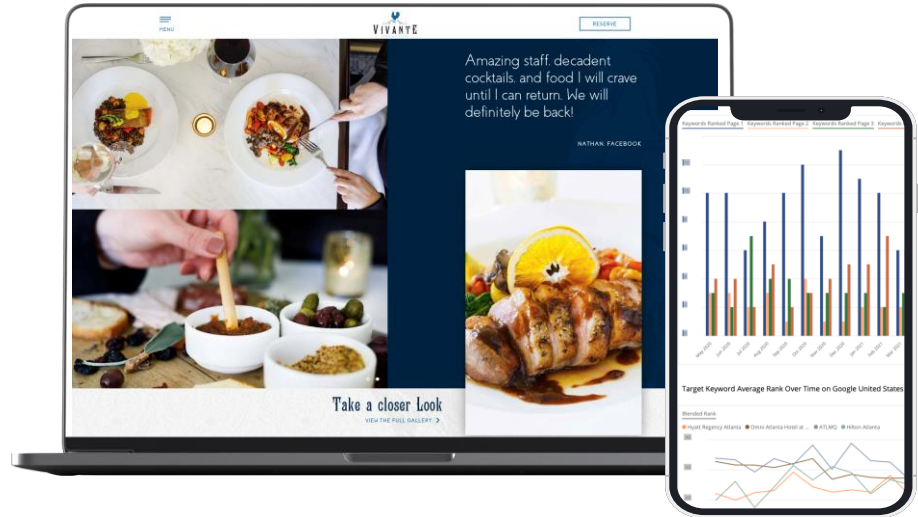


Number of Correct Citations		Citations Being Corrected by MDS			
22		2			
Channel ↑	Correct Name	Correct Address	Correct Phone	Correct URL	Duplicate Listing?
Apple	✓	✓	✓	✓	-
BBB	✓	✓	✓	✗	-
Bing Maps	✓	✓	✓	✓	-






KEYWORDS & CONTENT


Increase and maintain organic search performance for your outlet's website by optimizing keywords and content.



INVEST IN MEDIA TO ENHANCE SEARCH DISCOVERY

CHANNEL	TACTIC
<p>Google</p> 	Paid Search
<p>Facebook/ Instagram</p> 	Paid Social
<p>Google</p> 	Display Ads

Sponsored

 El Kabron
<https://www.elkabron.com>


The Best Beach Club in Bali - The Best Sunsets in the World
 Oceanfront dining with fresh Seafood, Oysters, Lobster, Cocktails, Sangria, Paella & Steak. Best Sunsets in the World: come and see why El Kabron is #1 Instagrammable spot in **Bali**.

Seafood · Kecamatan Kuta Selatan · Open · Closes 11 PM

[Price List](#)
 Luxury Oceanfront Daybeds Most Instagrammable infinity pool

[Best Sunsets in the World](#)
 Famous Sunset Theater in Bali Watch the sunset from infinity pool

Sponsored

 Finns Beach Club
<https://www.finnsbeachclub.com>

Are You Sure? - Come To Finns Instead
 Finns **Beach Club** is **Bali's** premium beachfront venue | 4 Pools, 7 Bars & 5 Restaurants. World's Best **Beach Club**. Book Online & Save at Finns for the...

 Citrique
 Sponsored · 

Chic dining that brings you the ultimate sea-to-table experience. Indulge in our award-winning seafood buffet or a la carte delights ...see more



citriquerestaurant.com
A Little Taste of Heaven [See Menu](#)

  69 14 comments 1 share



Explore the Gold Coast

The Perfect Weekend Awaits in Surfers Paradise. There's Always Something To Explore. 



WORD OF MOUTH



SHAPING YOUR REPUTATION THROUGH WORD OF MOUTH





best restaurant in phuket



Places :



4.0+ rating Hours

Blue Elephant Cooking School & Restaurant Phuket
4.5 ★★★★★ (1.2K) · \$\$\$ · Thai
Krabi Road 96
Dine-in · Takeaway · Delivery



Raya Restaurant
4.4 ★★★★★ (2.1K) · Restaurant
48/1 Dibuk Rd
Dine-in · Takeaway



The Charm Dining Gallery
4.6 ★★★★★ (332) · \$\$ · Restaurant
93 Dibuk Rd



🗣️ "Some of the best food I have had in Phuket."

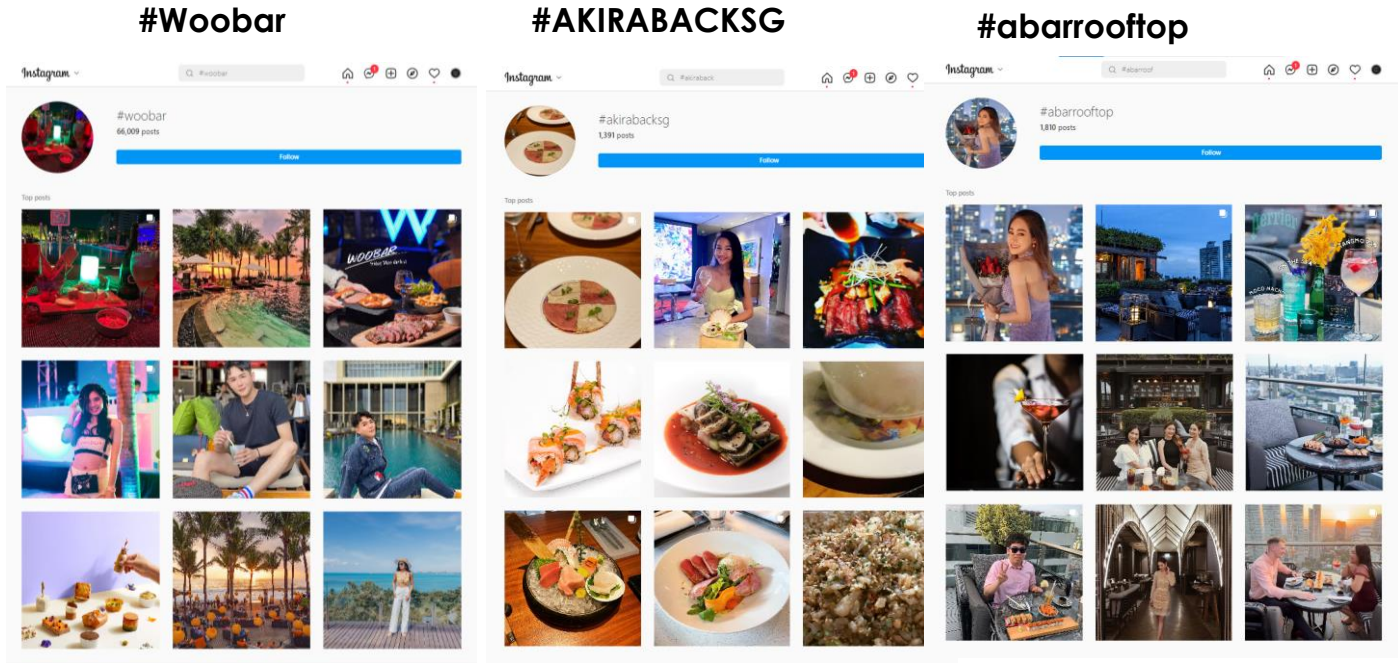
More places →

REPUTATION
MATTERS:
REVIEWS

12,000+ Monthly
Searches

Only Features
Ratings >4.0

GUESTS & UGC

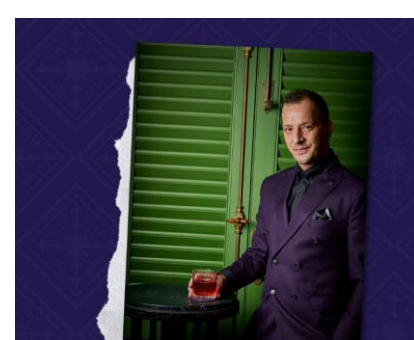
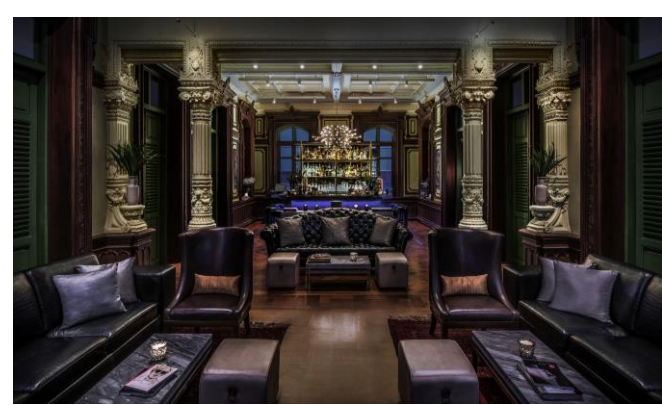


User generated content is **Authentic** and **Created by your Guests.**

INFLUENCERS



...Who to collaborate with and why?



THE BAR
THE HOUSE ON SATHORN

CONCEPT
IS THE CORE



A modern lounge or bar area with a large, curved bar counter in the center. The room features high ceilings with numerous white, umbrella-shaped pendant lights. Large windows in the background offer a view of a city and mountains. The text "THANK YOU" is overlaid in the center of the image.

THANK YOU



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