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DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event

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HOTELS
ASSOCIATION

M SOCIAL HOTEL PHUKET 10 October 2024

Digital Marketing Insights: Comprehensive Guide for Hoteliers



DIGITAL MARKETING CONFERENCE

Sarawut Tantichote
Snr. Dir. e-Commerce & Digital Ad
Minor Hotels - Corporate

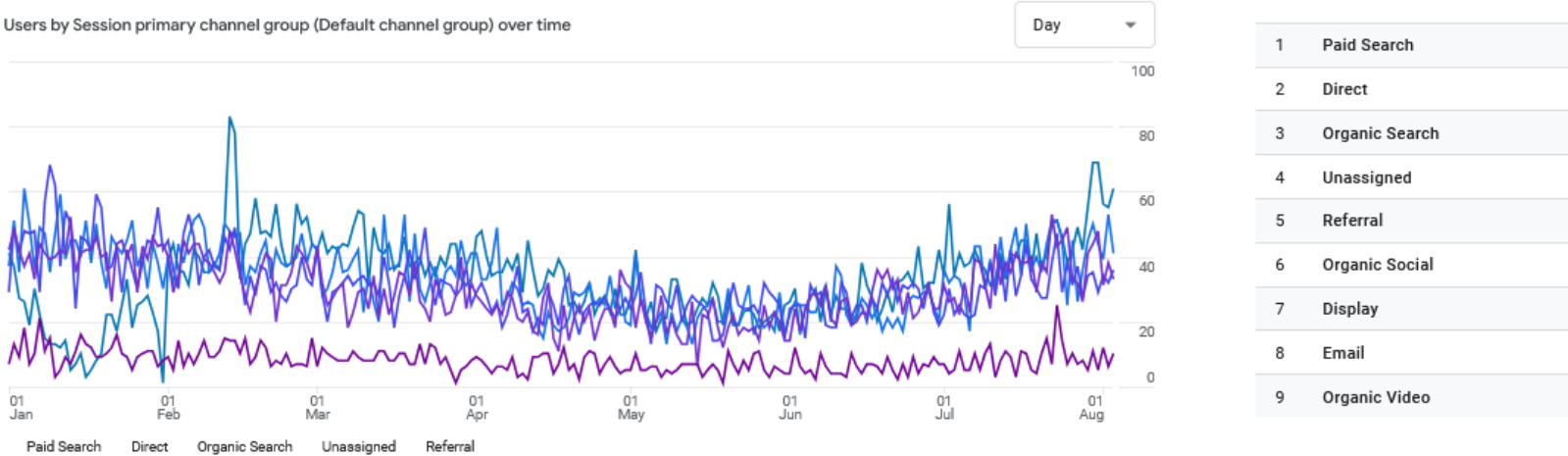
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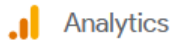
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Insight 1: Do your Brand.com Assessments
First & Set Clear Marketing Objectives

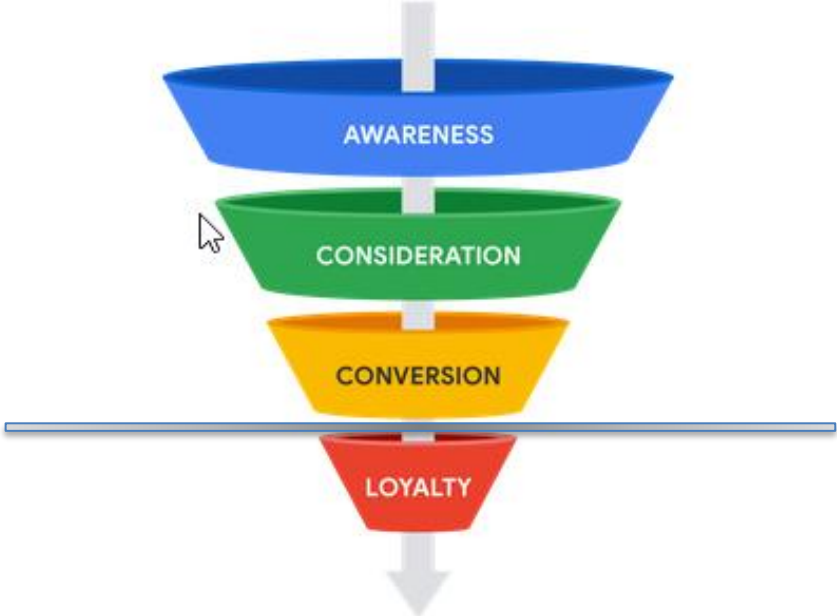
Insight 1: Do your Brand.com Assessments First & Set Clear Marketing Objectives



Google Analytics 4: Traffics by Channel



Insight 1: Do your Brand.com Assessments First & Set Clear Marketing Objectives



Full Funnel Strategies: Upper | Mid | Lower Funnel Campaigns

Insight 1: Do your Brand.com Assessments First & Set Clear Marketing Objectives

Country	Impressions	Clicks	CTR	Cost	Conversions	Conversion Rate	Revenue	Avg. Booking	ROAS	View Through Conversion
Australia	1215	59	4.86%	\$60.85	4	6.78%	\$2,246.32	\$561.58	36.92	0
United Kingdom	3169	143	4.51%	\$144.92	4	2.80%	\$1,224.02	\$306.01	8.45	0
Thailand	104243	523	0.50%	\$209.44	2	0.38%	\$268.19	\$134.10	1.28	1

Awareness Goal vs Conversion Goal





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Insight 2: Budget It Right! & Model Your
Media Plan

Insight 2: Budget It Right! & Model Your Media Plan

70%

Spend on ROI Goal Campaign

- Paid Search
- Remarketing
- Metasearch Ads

20%

Spend on Awareness Goal Campaign

- Video
- Display Banners
- Paid Social
- Programmatic Ads

10%

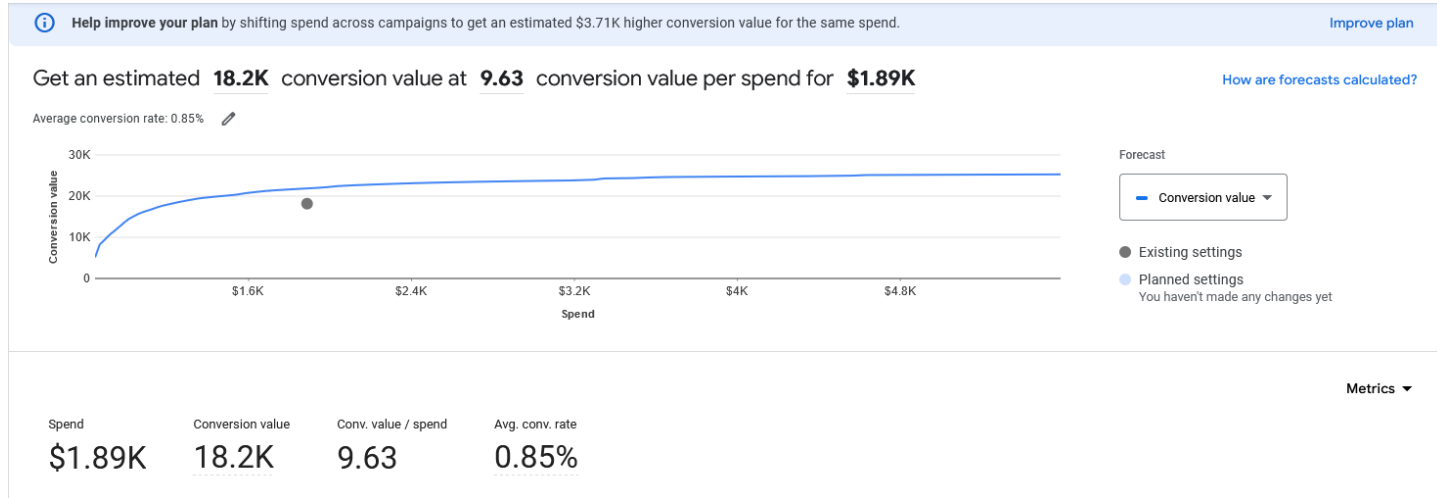
Spend on New Initiatives

- New Markets
- New Languages
- New Ad Types
- New Search Engines
- New Networks



Spending Strategies – 70 : 20 : 10 Model for Operating Hotels

Insight 2: Budget It Right! & Model Your Media Plan



Top-Down Media Plan
(What do I get?)

Bottom-Up Media Plan
(How much do I need?)

Google Performance Planner



What's the Right Spending Volume for Businesses?

Reference: CMO Survey

8.5%

of Total Revenue for

B2B
Products

11.6%

of Total Revenue for

B2C Services

17.2%

of Total Revenue for

B2C Products

9.6%

of Total Revenue for

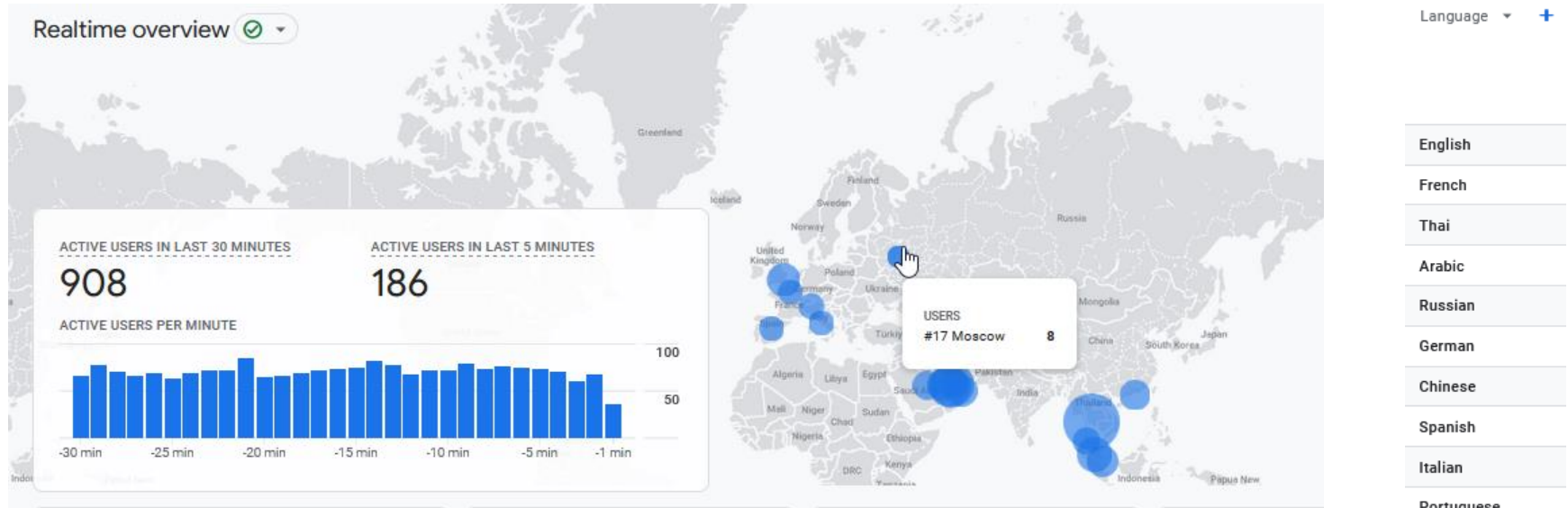
B2B
Services



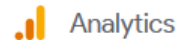
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Insight 3: Know Your Audiences & Choose
the Right Channels

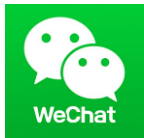
Insight 3: Know Your Audiences & Choose the Right Channels



Google Analytics 4: Traffics by Country & Language



Insight 3: Know Your Audiences & Choose the Right Channels



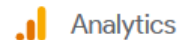
None-English International Ad Platforms

Insight 3: Know Your Audiences & Choose the Right Channels

Source	Lead Time (Days)
1. GoogleMyBusiness	0
2. GoogleMyBusiness	1
3. GoogleMyBusiness	2
4. GoogleMyBusiness	3
5. GoogleMyBusiness	6
6. GoogleMyBusiness	5
7. GoogleMyBusiness	4
8. GoogleMyBusiness	7
9. GoogleMyBusiness	9
10. GoogleMyBusiness	10

Source	Lead Time (Days)
1. TripadvisorBusinessListing	0
2. TripadvisorBusinessListing	15
3. TripadvisorBusinessListing	18
4. TripadvisorBusinessListing	30
5. TripadvisorBusinessListing	36
6. TripadvisorBusinessListing	46
7. TripadvisorBusinessListing	1
8. TripadvisorBusinessListing	12
9. TripadvisorBusinessListing	4
10. TripadvisorBusinessListing	111

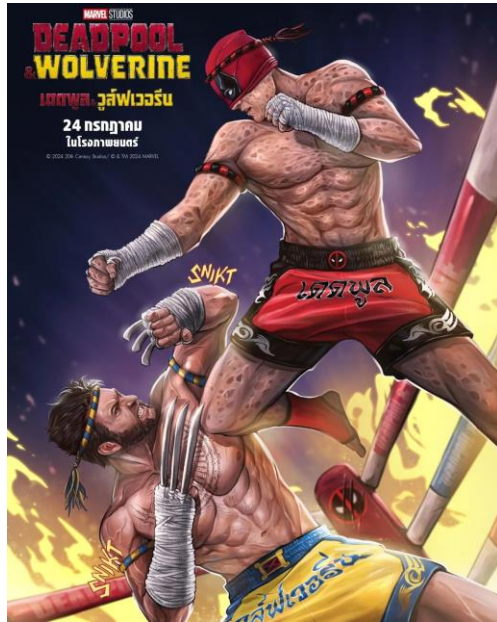
Google Analytics 4: Booking Leadtime by Source



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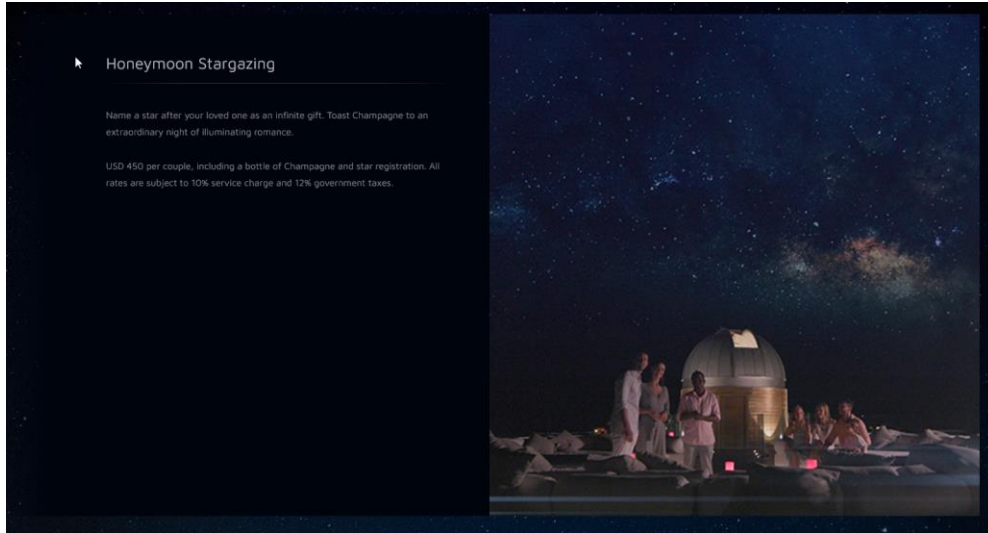
Insight 4: Be Creative & Develop Hook
Product Contents & Right Offers

Insight 4: Be Creative & Develop Hook Product Contents & Right Offers

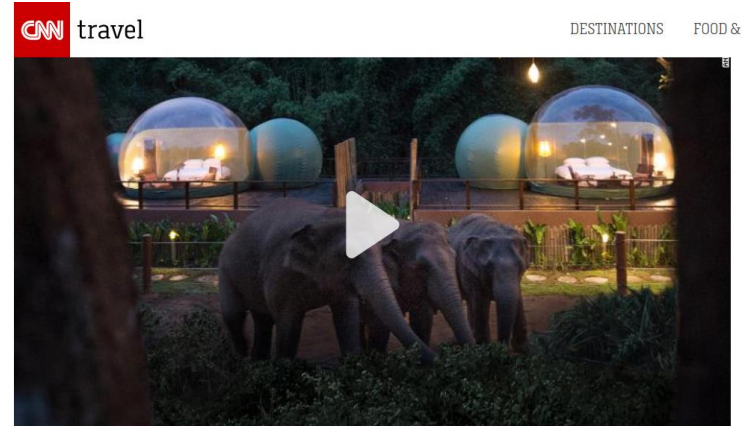


Reference: Deadpool & Wolverine's Thailand Posters

Insight 4: Be Creative & Develop Hook Product Contents & Right Offers



Stargazing Experiences
(Anantara Kihavah Maldives Villas)

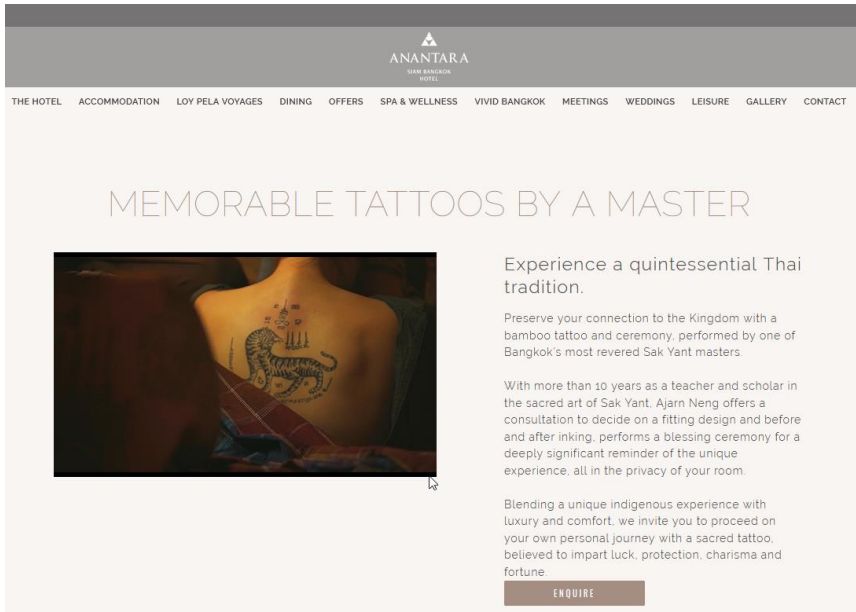


Chiang Rai, Thailand (CNN) — Elephants don't sleep much. They eat loudly. They pass gas loudly, too.

These are just some of the insights you'll walk away with after spending the night in one of the [Anantara Golden Triangle Elephant Camp & Resort's](#) fabulous new "Jungle Bubbles" in [Chiang Rai, Thailand](#).

Jungle Bubble Experience
(Anantara Golden Triangle Elephant Camp & Resort)


Insight 4: Be Creative & Develop Hook Product Contents & Right Offers



ANANTARA
SIAM BANGKOK
HOTEL

THE HOTEL ACCOMMODATION LOY PELA VOYAGES DINING OFFERS SPA & WELLNESS VIVID BANGKOK MEETINGS WEDDINGS LEISURE GALLERY CONTACT

MEMORABLE TATTOOS BY A MASTER



Experience a quintessential Thai tradition.

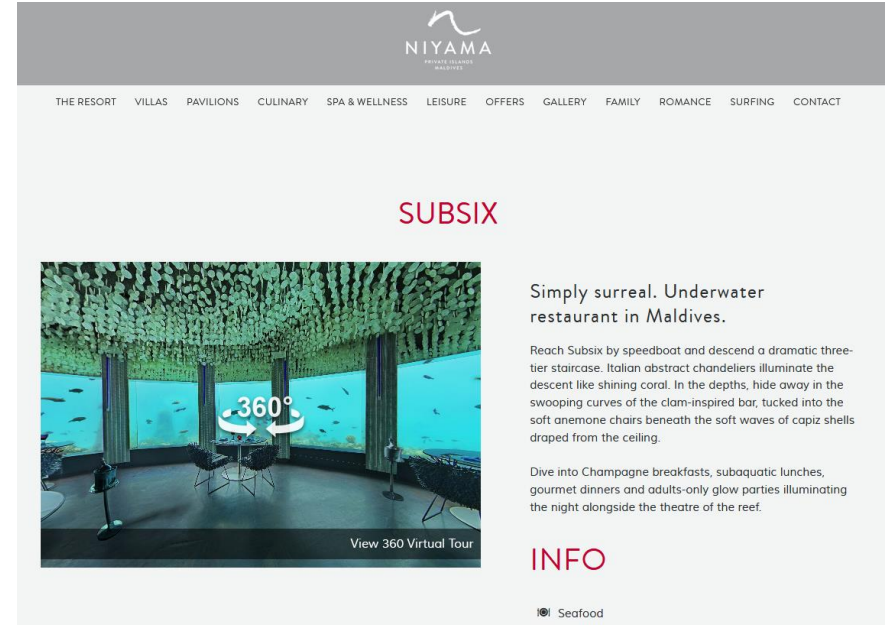
Preserve your connection to the Kingdom with a bamboo tattoo and ceremony, performed by one of Bangkok's most revered Sak Yant masters.

With more than 10 years as a teacher and scholar in the sacred art of Sak Yant, Ajarn Neng offers a consultation to decide on a fitting design and before and after inking, performs a blessing ceremony for a deeply significant reminder of the unique experience, all in the privacy of your room.

Blending a unique indigenous experience with luxury and comfort, we invite you to proceed on your own personal journey with a sacred tattoo, believed to impart luck, protection, charisma and fortune.

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Bamboo Tattoo Offer (Anantara Siam Bangkok Hotel)



NIYAMA
PRIVATE ISLANDS
MALDIVES

THE RESORT VILLAS PAVILIONS CULINARY SPA & WELLNESS LEISURE OFFERS GALLERY FAMILY ROMANCE SURFING CONTACT

SUBSIX



Simply surreal. Underwater restaurant in Maldives.

Reach Subsix by speedboat and descend a dramatic three-tier staircase. Italian abstract chandeliers illuminate the descent like shining coral. In the depths, hide away in the swooping curves of the clam-inspired bar, tucked into the soft anemone chairs beneath the soft waves of capiz shells draped from the ceiling.

Dive into Champagne breakfasts, subaquatic lunches, gourmet dinners and adults-only glow parties illuminating the night alongside the theatre of the reef.

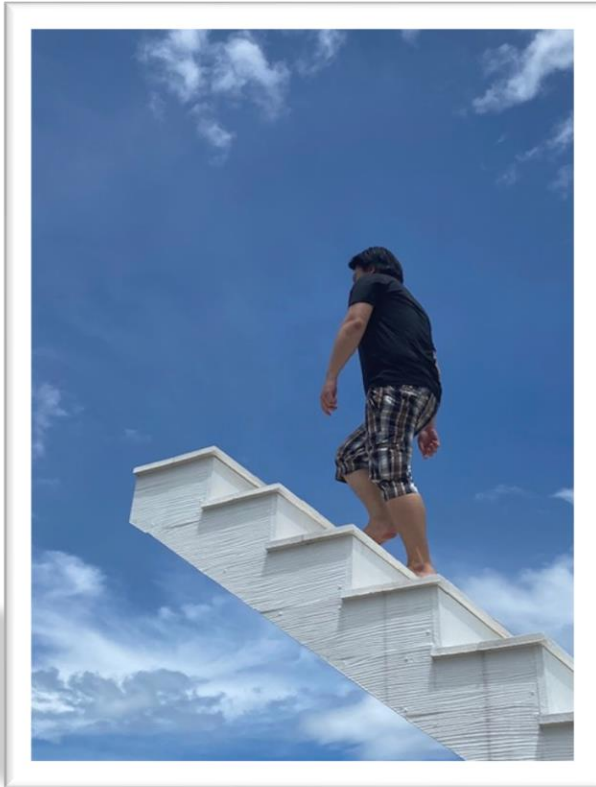
[View 360 Virtual Tour](#)

[INFO](#)

Seafood

SUBSIX Underwater Restaurant (Niyama Private Islands Maldives)

Insight 4: Be Creative & Develop Hook Product Contents & Right Offers



Create an Instagrammable Shot



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Insight 5: Generic vs Specific Keywords:
Choose Keywords that Suit You

Insight 5: Generic vs Specific Keywords: Choose Keywords that Suit You

Google processes over
3.5 billion
search queries per day

Reference: [Google.com](https://www.google.com)

15%

= New
Keywords
Each Day

Insight 5: Generic vs Specific Keywords: Choose Keywords that Suit You

Ahrefs analyzed

1.9 billion

keywords

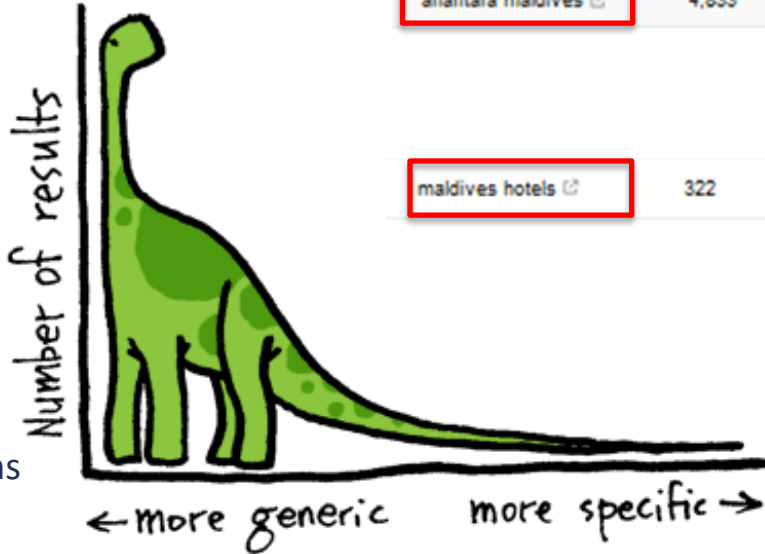
Reference: Ahrefs

1/3 of
keywords
are at least
4 words
long

8% of
keywords
are
questions

Insight 5: Generic vs Specific Keywords: Choose Keywords that Suit You

High Impressions



Low Impressions

Low Conversion

High Conversion

Keyword	Clicks	Impressions	CTR	Position
anantara maldives	4,833	17,512	27.6%	1.4
maldives hotels	322	28,958	1.11%	9.0

Insight 5: Generic vs Specific Keywords: Choose Keywords that Suit You

Search Query ?
1. anantara dubai half board whats included
2. anantara dubai full board whats included
3. what is anantara
4. qasr al sarab what to do
5. what is the best resort in maldives
6. what to do in chiang mai
7. what to do in hua hin
8. anantara bazaruto island resort what to do
9. anantara hotels whatsapp
10. anantara is part of what group

Search Query ?
1. anantara bazaruto island resort how to get there
2. how to get to bazaruto island
3. how to get to medjumbe island
4. how to get to bazaruto
5. how many houses is naladhu private isalnd made up of
6. how to get to anantara dhigu maldives resort
7. how to get to anantara veli maldives resort
8. bangkok shows and events
9. how many 5 star hotels in sri lanka
10. anantara kihavah villas maldives how to get there

Search Query ?
1. where is anantara
2. where is maldives island resort
3. where is bazaruto island
4. where to get married in thailand
5. where is anantara dhigu maldives resort
6. where is anantara maldives
7. where is maldives resort
8. where to stay in koh samui
9. where is anantara located
10. where to stay in bazaruto

5W & 2H Questions:

Who
What
When
Where
Why
How
How Much

Conversational Keywords

An aerial photograph of a river with numerous people in rafts, overlaid with a dark blue semi-transparent filter. The text and logo are positioned on the left side of the image.

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Insight 6: POS & Membership Benefits are Matter!

Insight 6: POS & Membership Benefits are Matter!

Anantara Mai Khao Phuket Villas THB 11,676
5-star hotel • Eco-certified 1-2 Jul

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4.7 ★★★★★
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Check availability

Check in: Fri, 1 Jul | Check out: Sat, 2 Jul | 2 guests

Nightly total | Free cancellation only

Ads - Featured options

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Traveloka.com	THB 12,352	Visit site
Booking.com	THB 13,354	Visit site
Tripadvisor.com	THB 11,143	Visit site

All options

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