

## Digital Marketing Toolkit 2024 Link

- [https://groupbanyansharepoint.sharepoint.com/:p/s/BrandHQOps/EekT\\_0t6xYtOvX0UFFmRXIlgBu5s4Ny7qw0pFqfz67GgZHW?e=dfAUqb](https://groupbanyansharepoint.sharepoint.com/:p/s/BrandHQOps/EekT_0t6xYtOvX0UFFmRXIlgBu5s4Ny7qw0pFqfz67GgZHW?e=dfAUqb)

## Global Campaigns Schedule

- Awareness Campaigns
  - o BG30 Global Multi brand – May 2024 to December 2024
  - o Banyan Tree Awareness Campaign – September 2024 to December 2024
- Tactical Campaigns
  - o Destination Marketing
    - Asia Part 1 (Indonesia, Malaysia, Vietnam, South Korea, China) – March 2024
    - Middle East & Europe, Mexico – April 2024
    - Asia Part 2 (Thailand, Laos, Maldives, Japan) – May 2024 to June 2024
    - Anniversary Campaign BG30 – September 2024 to October 2024
- Always on Offers
  - o Stay More Pay Less
  - o Advance Purchase
- Advocacy and Retention
  - o Withbanyan (loyalty program)
  - o E-Gifting – November 2024 to December 2024

## Google Analytics 4 (GA4) Training Links

- GA4 Training Recording -  
[https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/\\_layouts/15/stream.aspx?id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20training%20%2D%20March%2723%2FGoogle%20Analytics%204%20Introduction%20Training%2D20230309%5F200419%2DMeeting%20Recording%2Emp4&ga=1&referrer=StreamWebApp%2EWeb&referrerScenario=AddressBarCopied%2Eview](https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/_layouts/15/stream.aspx?id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20training%20%2D%20March%2723%2FGoogle%20Analytics%204%20Introduction%20Training%2D20230309%5F200419%2DMeeting%20Recording%2Emp4&ga=1&referrer=StreamWebApp%2EWeb&referrerScenario=AddressBarCopied%2Eview)
- GA4 Training Workshop Document –  
<https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20training%20%2D%20March%2723%2FBTG%5F%20Workshop%203rd%20%2D%20GA4%20%5BCLIENT%5FFINAL%5D%2Epdf&parent=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20training%20%2D%20March%2723&p=true&ga=1>

## Google Analytics 4 (GA4) Dashboards

- Banyan Tree
  - o <https://app.powerbi.com/view?r=eyJrIjojNWlwMWJlOTQtMmM1YS00NGE4LWE4MjQtNGU1MTY1NjRjZTk3IiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOiJlWfQ%3D%3D>

- Angsana
  - o <https://app.powerbi.com/view?r=eyJrljoiZmJkNzczZWUtMDY3NS00MjhjLWE0NmQtMTE5NDYyNmlyN2RkIiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>
- Cassia
  - o <https://app.powerbi.com/view?r=eyJrljoiMTA0YzhhOGUtMzRjMS00YWNhLTk1MWMtZmNlNmM2NWRjN2I3IiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>
- Dhawa
  - o <https://app.powerbi.com/view?r=eyJrljoiYjg2MmU3M2ItYTgyMCO0YWE0LTk0ZGMtNjQ2YjUxNGYxODI4IiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>
- Escape
  - o <https://app.powerbi.com/view?r=eyJrljoiY2EwN2E3NDMtODBmZS00NjRhLTg1MWMQOTQ1ZDNiZWQxMzc4IiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>
- Garrya
  - o <https://app.powerbi.com/view?r=eyJrljoiZjIwMmY1NTktNzAwZC00YTA2LTg2MjltNDM2MmUxMjhhZDg1IiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>
- Homm
  - o <https://app.powerbi.com/view?r=eyJrljoiZjg2MGE3ZDctY2VhNC00NDNkLTlhNjctMmE2ODk4N2QwYWY1IiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>
- Veya
  - o <https://app.powerbi.com/view?r=eyJrljoiOTdkNzBmYjgtY2QxNC00N2Y2LTkwYzYtZDlwZjVlZTtAzMzI5IiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>
- Folio
  - o <https://app.powerbi.com/view?r=eyJrljoiOWlyMzhIN2EtYWYzYS00MjJhLTgyYtEtdMDkwY2RmNTlkZDkxIiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

## Google Analytics 4 (GA4) Training Materials

- GA4 Dashboard Training Recording
  - o [https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/\\_layouts/15/stream.aspx?id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20Dashboards%20Training%20Aug%2723%2FGoogle%20Analytics%204%20Dashboard%20Training%20Recording%20Aug%2723%2Emp4&ga=1&referrer=StreamWebApp%2EWeb&referrerScenario=AddressBarCopied%2Eview](https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/_layouts/15/stream.aspx?id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20Dashboards%20Training%20Aug%2723%2FGoogle%20Analytics%204%20Dashboard%20Training%20Recording%20Aug%2723%2Emp4&ga=1&referrer=StreamWebApp%2EWeb&referrerScenario=AddressBarCopied%2Eview)
- GA4 Dashboard Manual
  - o <https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20Dashboards%20Training%20Aug%2723%2FGA4%20Dashboard%20Manual%2Epdf&parent=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20Dashboards%20Training%20Aug%2723&p=true&ga=1>
- GA4 Dashboard Demo Deck

- <https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20Dashboards%20Training%20Aug%2723%2FGA4%20Dashboard%20Demo%20Deck%2Epdf&parent=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FProjects%2FGA%20%26%20GTM%20Audit%20%26%20Implementation%2FWorkshops%2FGA4%20Dashboards%20Training%20Aug%2723&p=true&ga=1>

#### Campaign UTM Builder Resources

- UTM links creation standard operating procedure of tracking digital campaigns
  - [https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%20%20\(16%20Sep%202022\)/Google%20Analytics%20Basics/SOP001\\_Creating\\_UTM\\_Uris%20-%20v1.pdf?CT=1670392687400&OR=ItemsView](https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%20%20(16%20Sep%202022)/Google%20Analytics%20Basics/SOP001_Creating_UTM_Uris%20-%20v1.pdf?CT=1670392687400&OR=ItemsView)
- BTG UTM Builder
  - [https://groupbanyansharepoint.sharepoint.com/:x:/r/sites/BrandCommercial/\\_layouts/15/Doc.aspx?sourcedoc=%7B6F109E94-BD44-42EF-A4A4-F24EF1670D68%7D&file=BTG%20-%20Standardized%20UTM%20Builder-V1.xlsx&action=default&mobileredirect=true](https://groupbanyansharepoint.sharepoint.com/:x:/r/sites/BrandCommercial/_layouts/15/Doc.aspx?sourcedoc=%7B6F109E94-BD44-42EF-A4A4-F24EF1670D68%7D&file=BTG%20-%20Standardized%20UTM%20Builder-V1.xlsx&action=default&mobileredirect=true)

#### Google Analytics Standard Operating Procedure (SOP)

- Google Tag Manager (GTM) SOP
  - <https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FAWS2022%2FDigital%20AWS%20%2D%2015%20%26%2016%20Sep%202022%2FDigital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%20%20%2816%20Sep%202022%29%2FGoogle%20Analytics%20Basics%2FGTM%5FNew%5FProcess%5F SOP%2Epdf&viewid=8fe47534%2Dcd4c%2D4501%2Da3e4%2D1d55d3c6893a&parent=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FAWS2022%2FDigital%20AWS%20%2D%2015%20%26%2016%20Sep%202022%2FDigital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%20%20%2816%20Sep%202022%29%2FGoogle%20Analytics%20Basics>
- Google Tag Manager User Access SOP
  - [https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%20%20\(16%20Sep%202022\)/Google%20Analytics%20Basics/SOP004\\_Managing\\_GA\\_GTM\\_User\\_Access.pdf?CT=1670393263281&OR=ItemsView](https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%20%20(16%20Sep%202022)/Google%20Analytics%20Basics/SOP004_Managing_GA_GTM_User_Access.pdf?CT=1670393263281&OR=ItemsView)
- Google Analytics SOP
  - <https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/Forms/AllItems.aspx?newTargetListUrl=%2Fsites%2FBrandCommercial%2FShared%20Documents&viewpath=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FForms%2FAllItems%2Easpx&id=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FAWS2022%2FDigital%20AWS%20%2D%2015%20%26%2016%20Sep%202022%2FDigital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%20%20%2816%20Sep>

[p%202022%29%2FGoogle%20Analytics%20Basics&viewid=8fe47534%2Dcd4c%2D4501%2Da3e4%2D1d55d3c6893a](https://p%202022%29%2FGoogle%20Analytics%20Basics&viewid=8fe47534%2Dcd4c%2D4501%2Da3e4%2D1d55d3c6893a)

## SEO Training

- SEO Advance Training Recording
  - o <https://apc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbanyantree.sharepoint.com%2F%3Av%3A%2Fs%2FBrandHQOps%2FEddwhmpwzHIKt6-OlhknbB0BNiOKS3GwHDYe4y3i-njx2A%3Fe%3DoyLi1B&data=05%7C01%7CAngel.Vong%40banyantree.com%7C8422d7faeea4497a93c408db67cee760%7C19a7be7adb694d2abcbed076c5206859%7C0%7C0%7C638217910619751834%7CUnknown%7CTWFpbGZsb3d8eyJWljoimc4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=TREi8WPLB2W6W501Do4F1l%2BDX8LkBlQd3eo2x9lDwtU%3D&reserved=0>
- SEO Training Material
  - o [https://apc01.safelinks.protection.outlook.com/ap/b-59584e83/?url=https%3A%2F%2Fbanyantree.sharepoint.com%2F%3Ab%3A%2Fs%2FBrandHQOps%2FEUSs\\_bbUjcxeg3zZ9j5M4NUBha2lrvuFZciFLUlrNa0iSQ%3Fe%3D3vWZmF&data=05%7C01%7CAngel.Vong%40banyantree.com%7C8422d7faeea4497a93c408db67cee760%7C19a7be7adb694d2abcbed076c5206859%7C0%7C0%7C638217910619751834%7CUnknown%7CTWFpbGZsb3d8eyJWljoimc4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9hS0sPFaZfjmXkPsh2gMvDOChdL%2BQqhlquihuVLH%2BY4%3D&reserved=0](https://apc01.safelinks.protection.outlook.com/ap/b-59584e83/?url=https%3A%2F%2Fbanyantree.sharepoint.com%2F%3Ab%3A%2Fs%2FBrandHQOps%2FEUSs_bbUjcxeg3zZ9j5M4NUBha2lrvuFZciFLUlrNa0iSQ%3Fe%3D3vWZmF&data=05%7C01%7CAngel.Vong%40banyantree.com%7C8422d7faeea4497a93c408db67cee760%7C19a7be7adb694d2abcbed076c5206859%7C0%7C0%7C638217910619751834%7CUnknown%7CTWFpbGZsb3d8eyJWljoimc4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9hS0sPFaZfjmXkPsh2gMvDOChdL%2BQqhlquihuVLH%2BY4%3D&reserved=0)

## SEO Keyword Strategy

- Banyan Tree
  - o <https://docs.google.com/spreadsheets/d/17Z2mMHUf8-II6xWCQkHJ5QQdkqADsdcwKcsRg-01N8Y/edit#gid=1042160376>
- Angsana
  - o <https://docs.google.com/spreadsheets/d/1HgZVlhqje9HjznptiWQgGK6tTEly1gPbiVar1a23aBl/edit#gid=1042160376>
- Cassia
  - o [https://docs.google.com/spreadsheets/d/1vWRRtB4aKliA2Y3EOxP89qKUL5i7vUC\\_MK6Dp7F\\_MiRs/edit?usp=drive\\_web](https://docs.google.com/spreadsheets/d/1vWRRtB4aKliA2Y3EOxP89qKUL5i7vUC_MK6Dp7F_MiRs/edit?usp=drive_web)
- Dhawa
  - o <https://docs.google.com/spreadsheets/d/1EIA0jbJ5wx0schHVMeliNKNu3-3c5JeokuBliJw5avw/edit#gid=1042160376>
- Garrya
  - o <https://docs.google.com/spreadsheets/d/1zK9WMnyCjWCZyZEPX998Pp0FleY-Kw0OSRiEsZw87Mo/edit#gid=1042160376>
- Homm
  - o <https://docs.google.com/spreadsheets/d/1o-HDLjaf5fLyONaMTitlPNZGpnBlnAgKJ9DB16HvsU8/edit#gid=2028389843>
- Escape
  - o <https://docs.google.com/spreadsheets/d/10cxcpQAsMkv0B9XHWuY38uXCPE-GvGan8ueqM8Wwh3Q/edit#gid=1042160376>
- Veya
  - o <https://docs.google.com/spreadsheets/d/16nRdlwb-U7CGzOEFuf7khDoZbmweNa2eVI-gNJGrgK8/edit#gid=1042160376>

#### SEO Dashboard link

- <https://datastudio.google.com/u/0/reporting/8c081232-4d82-4960-99bf-6b55e290f384/page/OX8WB>

#### SEO Dashboard manual

- <https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FDigital%20Marketing%2FSEO%2FMediatropy%2FSEO%20Dashboards%2FSEO%20Dashboards%20Manual%2Epdf&viewid=33fd7205%2D77ea%2D4272%2Da53b%2D9d489ef213b1&parent=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FDigital%20Marketing%2FSEO%2FMediatropy%2FSEO%20Dashboards>

#### Digital Paid Media Training Recording

- <https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandCommercial/Ea9FrEi5WIBMtc4l0j6RX1wBqhtoRkFiU-gCUCbh-68LrA?e=he9Otk>

#### Digital Paid Media Training Desk

- <https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FAWS2022%2FDigital%20AWS%20%2D%2015%20%26%2016%20Sep%202022%2FDigital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%20%20%2816%20Sep%202022%29%2FPaid%20Media%20Basics%2FBTG%20%5F%20Digital%20Paid%20Media%20workshop%2Epdf&viewid=8fe47534%2Dcd4c%2D4501%2Da3e4%2D1d55d3c6893a&parent=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FAWS2022%2FDigital%20AWS%20%2D%2015%20%26%2016%20Sep%202022%2FDigital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%20%20%2816%20Sep%202022%29%2FPaid%20Media%20Basics>

#### Brand Personas of different brand sites

- Persona – Connection Seekers
  - o Brands – Banyan Tree, Escape, Veya
- Persona – Moment Seekers
  - o Brand – Angsana
- Persona – Community Seekers
  - o Brand – Cassia
- Persona – Go-Getters
  - o Brand – Dhawa
- Persona – Simplicity Seekers
  - o Brand – Garrya
- Persona – Comfort Seekers
  - o Brand – Homm

#### Digital Advertising Guidelines

- Banyan Tree

- [https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Branding%20Documents/Banyan%20Tree/1.%20Corporate%20Identity%20\(CI\)%20Guide/Digital%20Marketing%20Collaterals%20BT%202.0/BT%20CI%20Guideline%203%20Digital%20Marketing%20Collateral%202022.pdf?CT=1671535554745&OR=ItemsView](https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Branding%20Documents/Banyan%20Tree/1.%20Corporate%20Identity%20(CI)%20Guide/Digital%20Marketing%20Collaterals%20BT%202.0/BT%20CI%20Guideline%203%20Digital%20Marketing%20Collateral%202022.pdf?CT=1671535554745&OR=ItemsView)
- Escape
  - [https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Escape/1%20Identity%20\(Logos,%20Guidelines,%20Fonts\)/CI%20Guideline%20-%20Digital%20%26%20Marketing%20Collaterals/BTE%20CI%20Guideline%20Digital%20%26%20Marketing%20Collaterals.pdf?csf=1&web=1&e=ff7Lhg](https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Escape/1%20Identity%20(Logos,%20Guidelines,%20Fonts)/CI%20Guideline%20-%20Digital%20%26%20Marketing%20Collaterals/BTE%20CI%20Guideline%20Digital%20%26%20Marketing%20Collaterals.pdf?csf=1&web=1&e=ff7Lhg)
- Veya
  - [https://groupbanyansharepoint.sharepoint.com/teams/BTHR/BRANDHQ/Shared%20Docu ments/Forms/AllItems.aspx?csf=1&web=1&e=m5GZgr&xodata=MDV8MDF8fDBhMjVlYmFhZDI kOTQ5Y2VjN2EzMDhkYWUzMDA4NGZkfDE5YTdiZTdhZGI2OTRkMmFiY2JlZDA3NmM1MjA2 ODU5fDB8MHw2MzgwNzE4ODg1OTcwNzU4NzV8VW5rbm93bnxWR1ZoYlhOVFpXTjFjbWwwZ VZObGNuWnBZMIY4ZXIKV0lqb2lNqzR3TGpBd01EQWIMQ0pRSWpvaVYybHVNeKlpTENKQIR pSTZJazkwYUdWeUlpd2lWMVFpT2pFeGZRPT18MXxNVFkzTVRVNU1qQTFQemcyTVRzeE5q Y3hOVGt5TURVM09EWXhPekU1T2pKbE5ERXdoell5TFRrNE1UVXROR05qTlMwNU9UVXpMVE0 wWVdJell6WmtNREU1TTE5bVpEWTJZVFUxWkMxbU9XRTJMVFf3TldJdE9XSXpPUzAzT1dVd1 ItVTBNemd5WWpSQWRXNXhMbWRpYkM1emNHRmpaWE09fGQ0NTUyMzc0YjJlNDRjMzNjN2E zMDhkYWUzMDA4NGZkfGQ0NGEwNDc4YmY5NTQ0OTFhMWEzYWQyMjJlMGU5ZTY5&sdata =Vlg1YkphZ1B0U0Rmd0pFWhNKK0ZpZWRqQXI4T1dRQ1MvTEhVWURTVEVDaz0%3D&ovuser =19a7be7a%2Ddb69%2D4d2a%2Dbcbe%2Dd076c5206859%2CFarah%2ESinjeri%40banyantr ee%2Ecom&OR=Teams%2DHL&CT=1671592493671&clickparams=eYjBcHBOYW1lIjoiVGVhbX MtRGVza3RvcClslkFwcFZlcnNpb24iOiIyOC8yMjExMzAwNDEwMCIslkhk0ZlZGVyYXRlZVZzXli OmZhbHNlQ%3D%3D&cid=0b075c0a%2D68a7%2D45e3%2Db4ca%2D194c60c1a192&RootF older=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FBanyan%20Tree%20 Veya%2F1%5FIdentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%2 9%2FCI%20Guide%20%2D%20Downloadable%20Digital%20Marketing%20Collaterals&Folder CTID=0x012000A403C4B7373B46458DB1840E51DCA77D](https://groupbanyansharepoint.sharepoint.com/teams/BTHR/BRANDHQ/Shared%20Documents/Forms/AllItems.aspx?csf=1&web=1&e=m5GZgr&xodata=MDV8MDF8fDBhMjVlYmFhZDIkOTQ5Y2VjN2EzMDhkYWUzMDA4NGZkfDE5YTdiZTdhZGI2OTRkMmFiY2JlZDA3NmM1MjA2ODU5fDB8MHw2MzgwNzE4ODg1OTcwNzU4NzV8VW5rbm93bnxWR1ZoYlhOVFpXTjFjbWwwZVZObGNuWnBZMIY4ZXIKV0lqb2lNqzR3TGpBd01EQWIMQ0pRSWpvaVYybHVNeKlpTENKQIRpSTZJazkwYUdWeUlpd2lWMVFpT2pFeGZRPT18MXxNVFkzTVRVNU1qQTFQemcyTVRzeE5qY3hOVGt5TURVM09EWXhPekU1T2pKbE5ERXdoell5TFRrNE1UVXROR05qTlMwNU9UVXpMVE0wWVdJell6WmtNREU1TTE5bVpEWTJZVFUxWkMxbU9XRTJMVFf3TldJdE9XSXpPUzAzT1dVd1ItVTBNemd5WWpSQWRXNXhMbWRpYkM1emNHRmpaWE09fGQ0NTUyMzc0YjJlNDRjMzNjN2EzMDhkYWUzMDA4NGZkfGQ0NGEwNDc4YmY5NTQ0OTFhMWEzYWQyMjJlMGU5ZTY5&sdata=Vlg1YkphZ1B0U0Rmd0pFWhNKK0ZpZWRqQXI4T1dRQ1MvTEhVWURTVEVDaz0%3D&ovuser=19a7be7a%2Ddb69%2D4d2a%2Dbcbe%2Dd076c5206859%2CFarah%2ESinjeri%40banyantr ee%2Ecom&OR=Teams%2DHL&CT=1671592493671&clickparams=eYjBcHBOYW1lIjoiVGVhbX MtRGVza3RvcClslkFwcFZlcnNpb24iOiIyOC8yMjExMzAwNDEwMCIslkhk0ZlZGVyYXRlZVZzXli OmZhbHNlQ%3D%3D&cid=0b075c0a%2D68a7%2D45e3%2Db4ca%2D194c60c1a192&RootF older=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FBanyan%20Tree%20 Veya%2F1%5FIdentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%2 9%2FCI%20Guide%20%2D%20Downloadable%20Digital%20Marketing%20Collaterals&Folder CTID=0x012000A403C4B7373B46458DB1840E51DCA77D)
- Angsana
  - [https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/F orms/AllItems.aspx?ga=1&id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FBrand ing%20Documents%2FAngsana%2F1%2E%20%20Corporate%20Identity%20%28CI%29%20Gu ide%2FDownloadable%20Digital%20Marketing%20Collaterals%2FANGSANA%5FCI%20GUIDE LINE%5F3%20Digital%20and%20Marketing%20Collateral%2Epdf&parent=%2Fsites%2FBrand HQOps%2FShared%20Documents%2FBranding%20Documents%2FAngsana%2F1%2E%20%2 0Corporate%20Identity%20%28CI%29%20Guide%2FDownloadable%20Digital%20Marketing %20Collaterals](https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Forms/AllItems.aspx?ga=1&id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FBrand ing%20Documents%2FAngsana%2F1%2E%20%20Corporate%20Identity%20%28CI%29%20Gu ide%2FDownloadable%20Digital%20Marketing%20Collaterals%2FANGSANA%5FCI%20GUIDE LINE%5F3%20Digital%20and%20Marketing%20Collateral%2Epdf&parent=%2Fsites%2FBrand HQOps%2FShared%20Documents%2FBranding%20Documents%2FAngsana%2F1%2E%20%2 0Corporate%20Identity%20%28CI%29%20Guide%2FDownloadable%20Digital%20Marketing %20Collaterals)
- Cassia
  - [https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/ERJViDqhKpBAhUpxxG2 giX8BuubASB-Q9Cjpsdn0y\\_NZvw?e=BNvyBy](https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/ERJViDqhKpBAhUpxxG2 giX8BuubASB-Q9Cjpsdn0y_NZvw?e=BNvyBy)
- Dhawa
  - <https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EYLUhBEQytVEhd4kG05 -YpMBV56GXVlwYkQk9a5842fKOW?e=gireQC>
- Garrya
  - <https://groupbanyansharepoint.sharepoint.com/teams/BTHR/BRANDHQ/Shared%20Docu ments/Forms/AllItems.aspx?csf=1&web=1&e=INvyXB&siteid=%7B35D39681%2D8CCA%2D483 B%2D9532%2D5E32759C1D53%7D&webid=%7BB64E1EBA%2D9506%2D42DB%2DAB30%2D B5A52B202DE6%7D&uniqueid=%7BE1B3D11F%2D1980%2D42AF%2DB712%2D7103EA45A7 93%7D&FolderCTID=0x012000A403C4B7373B46458DB1840E51DCA77D&id=%2Fteams%2FB THR%2FBRANDHQ%2FShared%20Documents%2FNew%20Brands%2FGarrya%2F1%5FIdentit y%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%2>

[0%2D%20Downloadable%20Digital%20Marketing%20Collaterals%2FGarrya%5FCI%20Guideline%5FSEP2022%5F5%20Digital%20and%20Marketing%2Epdf&viewid=d9be7659%2D31a3%2D48b6%2D85db%2D7a5100b8de00&parent=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FNew%20Brands%2FGarrya%2F1%5FIdentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Downloadable%20Digital%20Marketing%20Collaterals](https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Forms/AllItems.aspx?csf=1&web=1&e=K1A3IV&siteid=%7B35D39681%2D8CCA%2D483B%2D9532%2D5E32759C1D53%7D&webid=%7BB64E1EBA%2D9506%2D42DB%2DAB30%2DB5A52B202DE6%7D&uniqueid=%7BFAB8AC22%2DF79C%2D4D94%2DAC0D%2D53D2C29D6E57%7D&FolderCTID=0x012000A403C4B7373B46458DB1840E51DCA77D&id=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FHomm%2F1%5FIdentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Downloadable%20Digital%20Marketing%20Collaterals)

- Homm

- o <https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Forms/AllItems.aspx?csf=1&web=1&e=K1A3IV&siteid=%7B35D39681%2D8CCA%2D483B%2D9532%2D5E32759C1D53%7D&webid=%7BB64E1EBA%2D9506%2D42DB%2DAB30%2DB5A52B202DE6%7D&uniqueid=%7BFAB8AC22%2DF79C%2D4D94%2DAC0D%2D53D2C29D6E57%7D&FolderCTID=0x012000A403C4B7373B46458DB1840E51DCA77D&id=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FHomm%2F1%5FIdentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Downloadable%20Digital%20Marketing%20Collaterals%2FHOMM%20CI%20Guideline%5FDigital%20Marketing%5FDec22%2Epdf&viewid=d9be7659%2D31a3%2D48b6%2D85db%2D7a5100b8de00&parent=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FHomm%2F1%5FIdentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Downloadable%20Digital%20Marketing%20Collaterals>

List of Properties with Active Tripadvisor Business Advantage (BA) Tool

- [https://groupbanyansharepoint.sharepoint.com/:x:/r/sites/BrandHQOps/\\_layouts/15/Doc.aspx?sourcedoc=%7BD1062979-6691-4E0A-9563-079CD071512F%7D&file=Banyan%20Tree%20Hotel%20BA%20Pricing%20List%2015Sep%202022.xlsx&action=default&mobileredirect=true](https://groupbanyansharepoint.sharepoint.com/:x:/r/sites/BrandHQOps/_layouts/15/Doc.aspx?sourcedoc=%7BD1062979-6691-4E0A-9563-079CD071512F%7D&file=Banyan%20Tree%20Hotel%20BA%20Pricing%20List%2015Sep%202022.xlsx&action=default&mobileredirect=true)

Tripadvisor Business Advantage (BA) Training Recording

- <https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FDigital%20Marketing%2FTripAdvisor%2FTripAdvisor%20Webinar%20%2D%20OCT%202022%2Epdf&viewid=33fd7205%2D77ea%2D4272%2Da53b%2D9d489ef213b1&parent=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FDigital%20Marketing%2FTripAdvisor>

Tripadvisor Business Advantage (BA) Training Deck or Manual

- [https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EUpYsE-u-8ZPgnLO\\_8YuJ4BNjsqt-SxXH18tm52OINg7g?e=hQssaA](https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EUpYsE-u-8ZPgnLO_8YuJ4BNjsqt-SxXH18tm52OINg7g?e=hQssaA)

Content Management System (CMS) Training Manuals

- CMS Training Recording
  - o Brand – Banyan Tree, Angsana, Cassia, Dhawa
    - <https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EcgPMNK-gfRFsNS5O3qx4e0BaeJ2oMUI2fG1WPm9IUkGg?e=i5WKAD>
  - o Brand – Garrya, Veya
    - [https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EURgDk\\_tW1FGlmtkJR4K0bgBNbef-XLmhBynr4ez4vR0vQ?e=HozA9f](https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EURgDk_tW1FGlmtkJR4K0bgBNbef-XLmhBynr4ez4vR0vQ?e=HozA9f)
- CMS Manual
  - o Brand – Banyan Tree, Angsana, Cassia, Dhawa

- [https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/SiteAssets/SitePages/E-Commerce%20%26%20Digital%20Marketing%20\(For%20Properties\)/Training%20Materials/BT%20AN%20CA%20DH%20Properties%20CMS%20Manual%20V2.0.pdf?csf=1&web=1&e=FitI4Q](https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/SiteAssets/SitePages/E-Commerce%20%26%20Digital%20Marketing%20(For%20Properties)/Training%20Materials/BT%20AN%20CA%20DH%20Properties%20CMS%20Manual%20V2.0.pdf?csf=1&web=1&e=FitI4Q)
  - Brand – Garrya, Veya
    - <https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ESSPF-0caRhEoltWkp7iICIB1KDrEKafJWKLemixLnPpPg?e=6jb6E7>
- Website Content Guide
  - Brand – Banyan Tree, Angsana, Cassia, Dhawa
    - <https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ER3qPvrhIjPlMNchYcynOgBcfC1TPHiTvR2IhdT9f49ew?e=rmPuuE>
  - Brand – Garrya, Veya
    - [https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ESxJ7osvcSRBvJaj\\_A5-9GIB7xsZ3Tq617ALHv6ZMBUWFQ?e=rw58tY](https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ESxJ7osvcSRBvJaj_A5-9GIB7xsZ3Tq617ALHv6ZMBUWFQ?e=rw58tY)

#### 2FA 2Factor Authentication Document

- [https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/ETfR9ekTeX5JnWzPAHu5KWAB0SyAha\\_6ojR5oqXi8UjBCw?e=w1Y4Pe](https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/ETfR9ekTeX5JnWzPAHu5KWAB0SyAha_6ojR5oqXi8UjBCw?e=w1Y4Pe)

#### Eat2Eat Table Management System Manual

- <https://groupbanyansharepoint.sharepoint.com/teams/BTHR/BRANDHQ/SiteAssets/Forms/AllItems.aspx?id=%2Fteams%2FBTHR%2FBRANDHQ%2FSiteAssets%2FSitePages%2FE%2DCommerce%20%26%20Digital%20Marketing%20%28For%20Properties%29%2FProject%20Nomnom%2FBTG%20Table%20Management%20System%20Manual%2Epdf&parent=%2Fteams%2FBTHR%2FBRANDHQ%2FSiteAssets%2FSitePages%2FE%2DCommerce%20%26%20Digital%20Marketing%20%28For%20Properties%29%2FProject%20Nomnom&p=true&ga=1>

#### Eat2Eat Table Management System Demo

- [https://groupbanyansharepoint.sharepoint.com/:v:/t/BTHR/BRANDHQ/ESQ8Xxbrl99Jo6-LIF51FkBwc8J9bfXNBQHMaLyFXt\\_0A?e=ODPxjv](https://groupbanyansharepoint.sharepoint.com/:v:/t/BTHR/BRANDHQ/ESQ8Xxbrl99Jo6-LIF51FkBwc8J9bfXNBQHMaLyFXt_0A?e=ODPxjv)