

What is the Digital Marketing Toolkit 2024 Link?

- https://groupbanyansharepoint.sharepoint.com/:p/s/BrandHQOps/EekT_Ot6xYtOvX0UFFmRXIlgBu5s4Ny7qw0pFqfz67GgZHw?e=dfAUgb

What are the schedule for Awareness Campaigns?

- BG30 Global Multi brand – May 2024 to December 2024
- Banyan Tree Awareness Campaign – September 2024 to December 2024

What are the schedules for tactical campaigns or 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

What are the schedule for advocacy and retention campaigns?

- Withbanyan (loyalty program)
- E-Gifting – November 2024 to December 2024

What are the always-on offers?

- Stay More Pay Less
- Advance Purchase

What is the Google Analytics GA4 Training Recording link?

- 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=AddessBarCopied%2EView

What is the Google Analytics GA4 Training Workshop Document link?

- <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>

What is the Banyan Tree Google Analytics GA4 Dashboard link?

- <https://app.powerbi.com/view?r=eyJrIjojNWwMwJlOTQtMmM1Ys00NGE4LWE4MjQtNGU1MTY1NjRjZTk3IiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOiEwfQ%3D%3D>

What is the Angsana Google Analytics GA4 Dashboard link?

- <https://app.powerbi.com/view?r=eyJrIjojZmJkNzczZWUtMDY3NS00MjhlLWE0NmQtMTE5NDEyNmlyN2RkIiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOiEwfQ%3D%3D>

What is the Cassia Google Analytics GA4 Dashboard link?

- <https://app.powerbi.com/view?r=eyJrIjojMTA0YzhhOGUtMzRiMS00YWNhLTk1MWMtZmNlNmM2NWRIj2I3IiwidCI6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLWUzNWVhMDA1MTM3NiIsImMiOiEwfQ%3D%3D>

[Digital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%2020%202816%20Sep%202022%29%2FGoogle%20Analytics%20Basics%2FGTM%5FNew%5FProcess%5FSOP%2Epdf&viewid=8fe47534%2Dcd4c%2D4501%2Da3e4%2D1d55d3c6893a&parent=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FAWS2022%2FDigital%20AWS%202022%2D%2015%20%26%2016%20Sep%202022%2FDigital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%2020%202816%20Sep%202022%29%2FGoogle%20Analytics%20Basics](https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/AWS2022/Digital%20AWS%202022%2DDay%2020%202816%20Sep%202022%29%2FGoogle%20Analytics%20Basics%2FGTM%5FNew%5FProcess%5FSOP%2Epdf&viewid=8fe47534%2Dcd4c%2D4501%2Da3e4%2D1d55d3c6893a&parent=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FAWS2022%2FDigital%20AWS%202022%2D%2015%20%26%2016%20Sep%202022%2FDigital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%2020%202816%20Sep%202022%29%2FGoogle%20Analytics%20Basics)

What is the Google Tag Manager User Access SOP link?

- [https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/AWS2022/Digital%20AWS%202015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%2020%20\(16%20Sep%202022\)/Google%20Analytics%20Basics/SOP004_Managing_GA_GTM_User_Access.pdf?CT=16703932632&1&OR=ItemsView](https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/AWS2022/Digital%20AWS%202015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%2020%20(16%20Sep%202022)/Google%20Analytics%20Basics/SOP004_Managing_GA_GTM_User_Access.pdf?CT=16703932632&1&OR=ItemsView)

What is the Google Analytics SOP link?

- <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%202022%2D%2015%20%26%2016%20Sep%202022%2FDigital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%2020%202816%20Sep%202022%29%2FGoogle%20Analytics%20Basics&viewid=8fe47534%2Dcd4c%2D4501%2Da3e4%2D1d55d3c6893a>

SEO Training

What is the SEO Advance Training Recording link?

- <https://apc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbanyantree.sharepoint.com%2F%3Av%3A%2Fs%2FBrandHQOps%2FEddwhmpwzHlkt6-OlhknBB0BNiOKS3GwHDYe4y3i-nix2A%3Fe%3DoyLi1B&data=05%7C01%7CAngel.Vong%40banyantree.com%7C8422d7faeea4497a93c408db67cee760%7C19a7be7adb694d2abcbed076c5206859%7C0%7C0%7C638217910619751834%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCQlIjoiV2luMzliLjBtIl6Ik1haWwLiCjXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=TREi8WPLB2W6W501DoF1%2BDX8LkBIQd3eo2x9IDwtU%3D&reserved=0>

What is the SEO Training Material link?

- https://apc01.safelinks.protection.outlook.com/ap/b-59584e83/?url=https%3A%2F%2Fbanyantree.sharepoint.com%2F%3Ab%3A%2Fs%2FBrandHQOps%2FEUs_bbuJcxEg3z9j5M4NUBha2IrvuFZciFLUIrNa0iSQ%3Fe%3D3vWZmF&data=05%7C01%7CAngel.Vong%40banyantree.com%7C8422d7faeea4497a93c408db67cee760%7C19a7be7adb694d2abcbed076c5206859%7C0%7C0%7C638217910619751834%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCQlIjoiV2luMzliLjBtIl6Ik1haWwLiCjXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9hS0sPFaZfjmXkPsh2gMvDOChdL%2BQqhlquihuVLH%2BY4%3D&reserved=0

SEO Keyword Strategy

What is the SEO Keyword strategy of Banyan Tree?

- <https://docs.google.com/spreadsheets/d/17Z2mMHUf8-Il6xWCQkHJ5QQdkqADsdcwKcsRg-01N8Y/edit#gid=1042160376>

What is the SEO Keyword strategy of Angsana?

- <https://docs.google.com/spreadsheets/d/1HgZVlhqje9HjznptiWQgGK6tTEly1gPbIVar1a23aBI/edit#gid=1042160376>

What is the SEO Keyword strategy of Cassia?

- https://docs.google.com/spreadsheets/d/1vWRRtB4aKliA2Y3EOxP89qKUL5i7vUC_MK6Dp7FMiRs/edit?usp=drive_web

What is the SEO Keyword strategy of Dhawa?

- <https://docs.google.com/spreadsheets/d/1EIA0jbJ5wx0schHVMeliNKNu3-3c5JeokuBliJw5avw/edit#gid=1042160376>

What is the SEO Keyword strategy of Garrya?

- <https://docs.google.com/spreadsheets/d/1zK9WMnyCiWCZYEPX998Pp0FieY-KwOOSRiEsZw87Mo/edit#gid=1042160376>

What is the SEO Keyword strategy of Homm?

- <https://docs.google.com/spreadsheets/d/1o-HDLjaf5fLyONaMTitIPNZGpnBlnAgKJ9DB16HvsU8/edit#gid=2028389843>

What is the SEO Keyword strategy of Escape?

- <https://docs.google.com/spreadsheets/d/10cxcpQAsMkv0B9XHWuY38uXCPE-GvGan8ueqM8Wwh3Q/edit#gid=1042160376>

What is the SEO Keyword strategy of Veya?

- <https://docs.google.com/spreadsheets/d/16nRdlwb-U7CGzOEFuf7khDoZbmweNa2eVI-gNJGrgK8/edit#gid=1042160376>

What is the SEO Dashboard link?

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

What is the SEO Dashboard manual link?

- <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>

What is the Digital Paid Media Training Recording link?

- <https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandCommercial/Ea9FrEi5WIBMtc4I0i6RX1wBqhtoRkFiU-gCUCbh-68LrA?e=he90tk>

What is the Digital Paid Media Training Desk link?

- <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%26%205F%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>

What is the brand persona of Banyan Tree, Escape and Veya?

- Connection Seekers

What is the brand persona of Angsana?

- Moment Seekers

What is the brand persona of Cassia?

- Community Seekers

What is the brand persona of Dhawa?

- Go-Getters

What is the brand persona of Garrya?

- Simplicity Seekers

What is the brand persona of Homm?

- Comfort Seekers

- <https://groupbanyansharepoint.sharepoint.com/teams/BTHR/BRANDHQ/Shared%20Documents/Forms/AllItems.aspx?csf=1&web=1&e=K1A3IV&siteid=%7B35D39681%2D8CCA%2D483B%2D9532%2D5E32759C1D53%7D&webid=%7BB64E1EBA%2D9506%2D42DB%2DAB30%2DB5A52B20DE6%7D&uniqueid=%7BFAB8AC2%2DF79C%2D4D94%2DAC0D%2D53D2C29D6E57%7D&FolderCTID=0x012000A403C4B7373B46458DB1840E51DCA77D&id=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FHomm%2F1%5FIdentity%20%28C1%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Digital%20Marketing%20Collaterals%2FHOMM%20CI%20Guideline%5FDigital%20Marketing%5FDec2022%2Epdf&viewid=d9be7659%2D31a3%2D48b6%2D85db%2D7a5100b8de00&parent=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FHomm%2F1%5FIdentity%20%28C1%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Digital%20Marketing%20Collaterals>

What are the 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-9563-079CD071512F7D&file=Banyan%20Tree%20Hotel%20BA%20Pricing%20List%2015Sep%202022.xlsx&action=default&mobileredirect=true

What is the Tripadvisor Business Advantage (BA) Training Recording link?

- <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

Content Management System (CMS) Training Manuals

What is the CMS Training Recording link of Banyan Tree, Angsana, Cassia and Dhawa?

- <https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EcgPMNK-gRFsNNS503qx4e0BaeJ2oMUi2fG1WpM9lUkGg?e=i5WKAD>

What is the CMS Training Recording link of Garrya and Veya?

- https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EURgDk_tW1FGlmtkJR4K0bgBNbef-XLmhBynr4ez4vR0vQ?e=HozA9f

What is the CMS Manual link of Banyan Tree, Angsana, Cassia and 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=FltI4Q](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=FltI4Q)

What is the CMS Manual link of Garrya and Veya?

- <https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ESSPF-0caRhEoltWkp7iICIB1KDrEKafJWkLeMixLnPpPg?e=6jb6E7>

What is the Website Content Guide link for Banyan Tree, Angsana, Cassia and Dhawa?

- <https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ER3qPVrhJpJIMNchYcynOgBcfC1TPHiTvR2lhdT9f49ew?e=rmPuue>

What is the Website Content Guide link for Garrya, Veya?

- https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ESxJ7osvcSRBvJAJ_A5-9GIB7xsZ3Tq617ALHv6ZMBUWFQ?e=rw58TY

What is the 2FA 2Factor Authentication Document link?

- https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/ETfR9ekTeX5JnWzPAHu5KWAB0SyAha_6ojR5oqXi8UjBCw?e=w1Y4Pe

What is the Eat2Eat Table Management System Manual link?

- <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>

What is the Eat2Eat Table Management System Demo link?

- https://groupbanyansharepoint.sharepoint.com/:v:/t/BTHR/BRANDHQ/ESQ8Xxbrl99Jo6-LIF51FkBwc8J9bfXNBQHMaLyFXt_OA?e=ODPxjv