



“Never stop testing because what worked **yesterday** may not work **tomorrow.**”

Lydia Yang  
Founder, Lydiascapes  
Digital Marketing Consultancy  
and Services Singapore





## OUR GOAL

To work alongside you to reach the young & independent online-savvy traveller. Inspire, engage and get them to book with you, through you.

Our Objective - To help you focus on the online marketing channels that matter most and help close the gap between a potential customer & your 'Book Now' button.



## EXPERTISE AND CREDENTIALS

- Digital Marketing Lead for Maldives Properties at Marriott International, Top Hotel Chain in the world, covering 30 Brands & 1.1+ Million rooms
- Expertise in Online Marketing Solutions/ Campaigns and Social Media for Travel and Hospitality Brands
- Established Travel Blogger and Speaker of Lydiascapes.com/ Influencer Marketing
- 8+ years of Marketing Experience in Leading MNCs in Travel, Retail and Consumer Goods



## DIGITAL MARKETING SERVICES AVAILABLE:

### ONLINE BRAND AUDIT & RECOMMENDATIONS

Review existing website/ domain authority, content and social media platforms. Provide a report on key observations and recommendations moving forward in the next 6-12 months.

## SOCIAL MEDIA AD MANAGEMENT

*Leverage on Facebook to drive business needs/ objectives:*

- Utilize Facebook Ad Manager to run customized Facebook/ Instagram campaigns to grow *fans and web traffic from key markets*
- Customize ad formats base on brand needs (video/ image and carousel posts)
- Run Tactical Online Offers/ promotions in line with Festive seasons/ key markets
- Keep up to speed with new Facebook formats/ tools to maximise platform engagement/ presence
- Content Creation – Creation of social media posts
- Kickstart Social Media Presence in China Market: WeChat

## SEO: SEARCH ENGINE OPTIMIZATION (INTERNAL/ EXTERNAL)

*Are you searchable on google for the things you want to be searchable for?*

- Internal SEO Audit
- Leverage on database of 400+ travel sites/ blogs to create written content directing to client's website
- Improve Google Domain Authority and Brand's Keyword Association in Key Markets
- Ensure all content created are SEO-friendly with proper tools used
- Strengthen brand's searchability on Page #1 of Google

## DIGITAL MARKETING PAID AD CAMPAIGNS

*Drive customers through the purchase funnel by engaging and reaching them at various touchpoints and platforms.*

- Google AdWords
- Remarketing through Facebook Audience Network
- Facebook Dynamic Travel Ads
- Ad Campaigns in China Market and Platforms

## WHO HAVE I WORKED WITH?



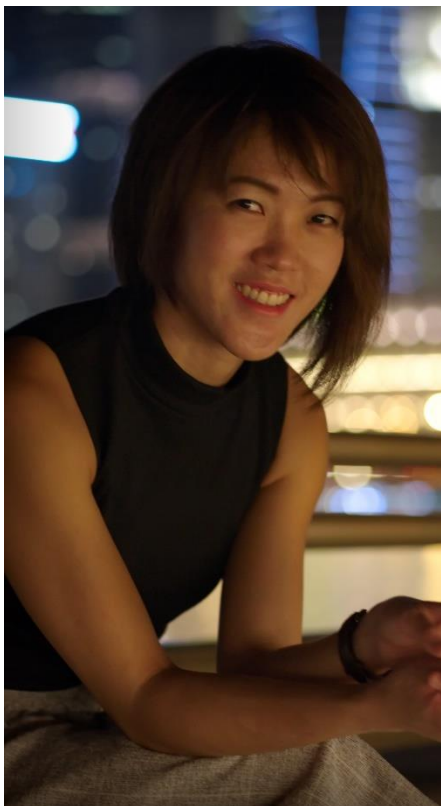
## WHY WORK WITH ME?

I don't just advertise travel, I am a traveller.

Given my diverse background and digital marketing expertise as a hotelier, a travel content creator and an avid outdoor adventure traveller, I can understand the critical digital touchpoints that are most important to win the online customer.

Let me and my team be your extended arm and digital support as you strengthen your brand presence online to thrive in this constantly evolving digital age.

Let's work together.



CONNECT:

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