

# HotelLobi

## Creative Content Writing and Translations.

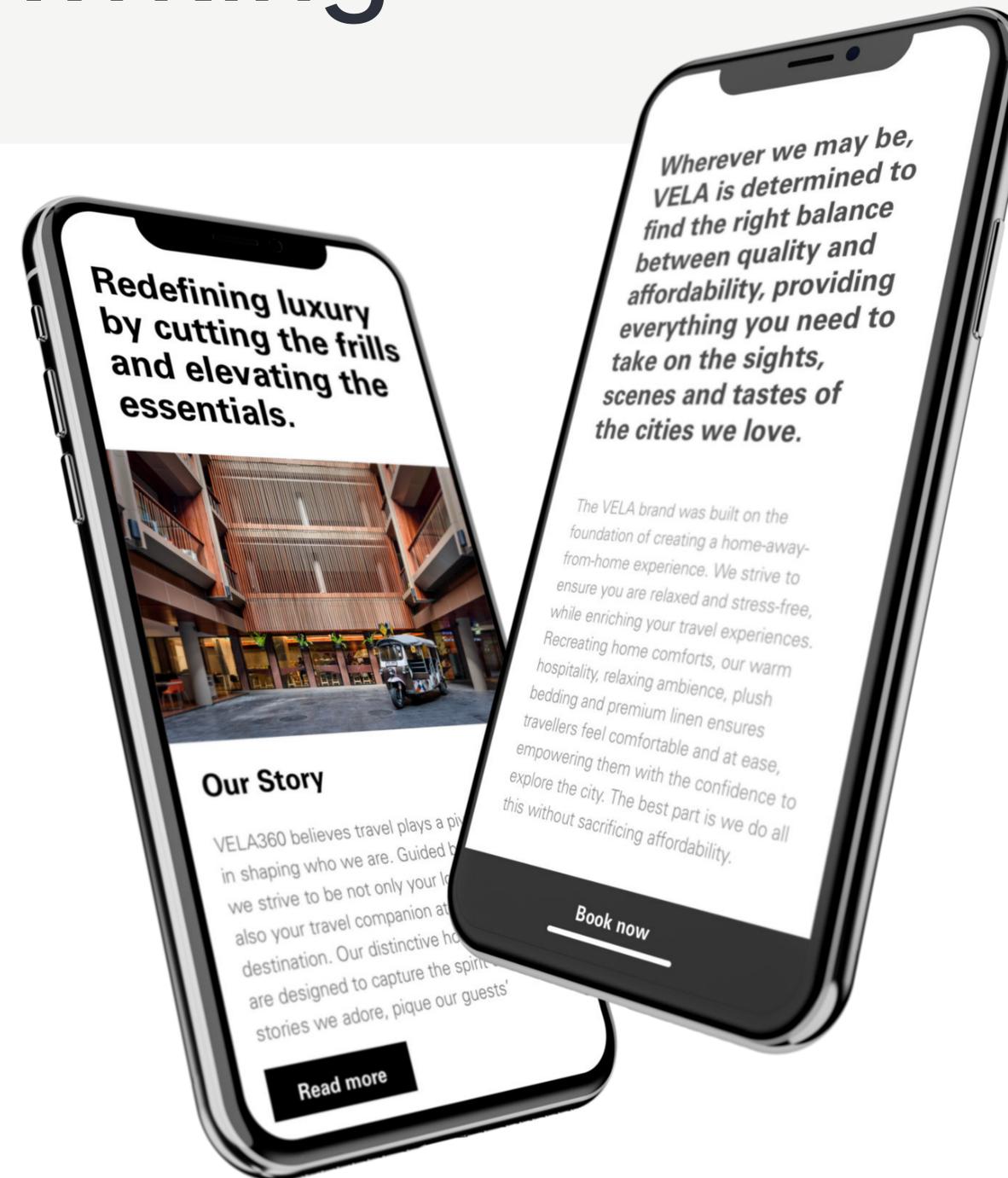
Engage your guests, convey your brand story and build loyalty with a carefully curated, and conversion-focused approach to your content strategy. Flawless, on-brand content supports and helps achieve your global marketing objective to reach and inspire guests, both old and new.



# Engaging your guests, old and new, with powerful copywriting

Our seasoned hospitality copywriters create compelling brand story and website content for our website design projects to maximise engagement and set you apart. Creative yet sales-led content writing captures and holds attention, highlights your brand and USPs, and expresses your message clearly and elegantly, ultimately driving your direct sales.

- ✓ Brand Development
- ✓ Room & Property Details
- ✓ Restaurant / F&B Copy
- ✓ Creative Story Telling
- ✓ Local Activities
- ✓ Sales-led Narrative



# Speak your guests' language to offer them an unforgettable user experience and booking journey

Translating your website into multiple languages gives your hotel extra marketing reach and gains booking trust among non English speaking guests. Our accredited and native language speakers are specialised in the hospitality sector with over 10 years experience, translating 100+ hotel websites.



Over 25+  
languages  
& counting



Accredited  
translations  
& speakers



Accuracy that  
approaches 100%  
every time



Translated  
directly into your  
website



No-fuss service  
from start to  
! nish

A man with dark hair and glasses is sitting at a wooden desk, focused on writing in a notebook with a blue pen. He is wearing a light-colored button-down shirt. In front of him is an open silver laptop. To the right of the laptop, a tablet is lying flat on the desk. The background shows a window with multiple panes, suggesting an office or studio environment. The lighting is soft and natural, coming from the window.

**Our copywriters work closely with the  
design team to achieve the perfect  
balance of form and function**

OUR PARTNERS

# Our Digital Partners

From independent hotels to big brand properties, our powerful digital platform will super-power your hotel's online performance

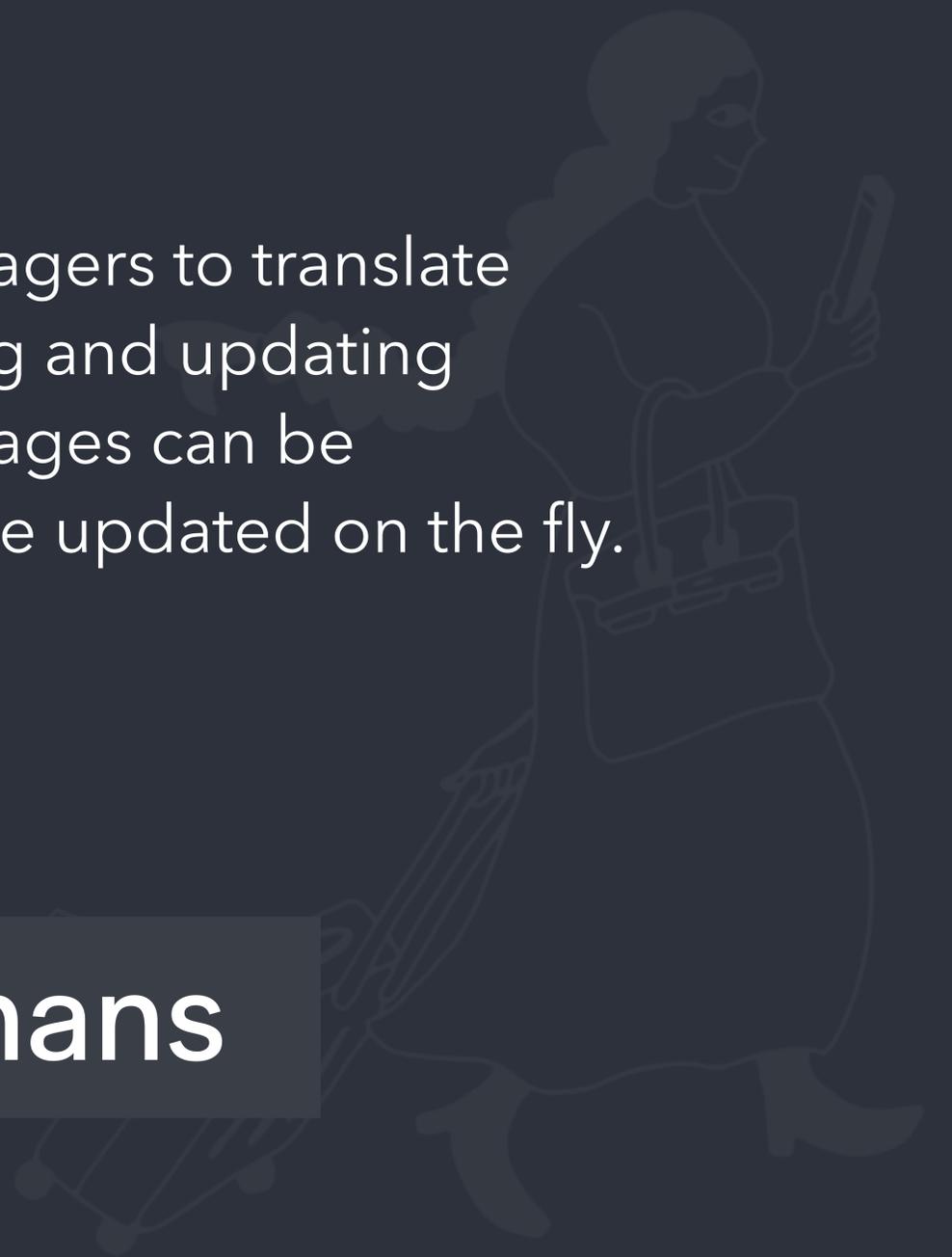


# Deliver your content correctly on all platforms, in any language with integrated translation

Our GRAVITY TECHNOLOGY© enables content managers to translate website content in just a few clicks, making translating and updating website content simple. With only a few clicks your pages can be translated into new languages and site content can be updated on the fly.

**High-grade Accuracy**

**100% Native Speaking Humans**



# Content Writing Service

Brilliantly articulated, sales led content writing

	Independent Hotel	Small Groups	Medium Groups	Large Groups
<i>*Per 1 website featuring one or more properties on that website</i>				
<b>Spend Budget</b>	Under 1000 USD	Under 3500 USD	Over 3500 USD	Custom
<b>No. Hotels</b>	1	2 - 6	7-9	10 +
<b>No. Pages</b>	Up to 15	Up to 15 per hotel	Up to 15 per hotel	Custom
<b>*Fee Per Hotel</b>	<b>900 USD</b>	<b>750 USD</b>	<b>650 USD</b>	<b>Contact Us</b>

- Media formats
- Hotel landing pages & website copy
- Travel guides, insights and updates
- Adverts for target demographics
- Emails & newsletters
- Social media
- Content calendars

- **Benefits**
- Enhance the guest experience
- Demonstrate authority within the travel industry
- Encourage guests to book directly
- Build your brand with engaging, stylised content

- **Our difference**
- Highly experienced travel industry writers
- Strategic approach
- Dedicated editing team
- High-value & ROI
- Unlimited revisions/quality guarantee

# Content Translation Service

Per property, per language

Independent Hotel      Small Groups      Medium Groups      Large Groups

*\*Per 1 website featuring one or more properties on that website*

No. Properties	1	2 - 5	6-9	10+
Set Up & Install	500 USD	900 USD	1350 USD	Custom

**\*Translation Approximation (No. Properties X No.Languages) X 1500 USD**

*\* Please note your website translation quotation is based on word-count - this document is a rough guide estimation only*

- Google Display Banners
- GDN & Remarketing
- Live Dashboard
- Monthly Optimisation
- Google tag Manager
- Quaterly Google Banner Refresh
- Monthly Meeting
- Keyword research
- Service / Product Selection
- Determine Goals - Cost Per Click (CPC)
- Create multiple Ads for each ad group
- Writing Ad Headlines
- Writing Ad Descriptions
- Sitelink Extensions
- Callout Extensions
- Recommendations for Landing Page amendments or creation
- Installation of Google Tag Manager & Setting-up tracking codes
- Google Display Banner creation
- Audience and insights research
- Define Goals - Cost Per Click (CPC), Cost Per Impressions (CPM),
- Cost Per Acquisition (CPA)

# Super-power your hotels revenue today with a high performance direct sales strategy

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Bangkok

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