



Coati Representative Company is your reliable and trusted provider in the buyers' market of Russia and the CIS.

We are happy to provide your business with a representative service, as well as digital & e-commerce solutions so that you could reach your customers and win your market share.

2022 digital proposal



Step 1 – Analytics

- ✓ Digital field presence (hotel's website, OTA, Metasearch, Google/Yandex, Social Media, third party websites)
- ✓ Customer profile audit
- ✓ Sales split audit
- ✓ E-commerce audit
- ✓ Competitors' audit

SWOT

- ✓ Digital field analysis (hotel's website, OTA, Metasearch, Google/Yandex, Social Media, third party websites)
- ✓ Online marketing activities



digital marketing and e-commerce strategy development



As a result, we will have:

- ✔ Information about hotels ' vital assets
- ✔ Define consumer profiles
- ✔ Optimise sales split
- ✔ Define areas for improvement and points of growth
- ✔ A shortlist of recommendations to start

These changes will help to improve the current situation and

increase online presence without significant budget investments.

It is an optimal way to start with before launching a complex digital marketing strategy to.



Step 2 – E-commerce strategy for B2C direct sales and B2B sector

Sales fuel
development

The product's CJM for
each stage of sales
fuel

Defining points of
growth for e-
commerce for B2C
and B2B sector

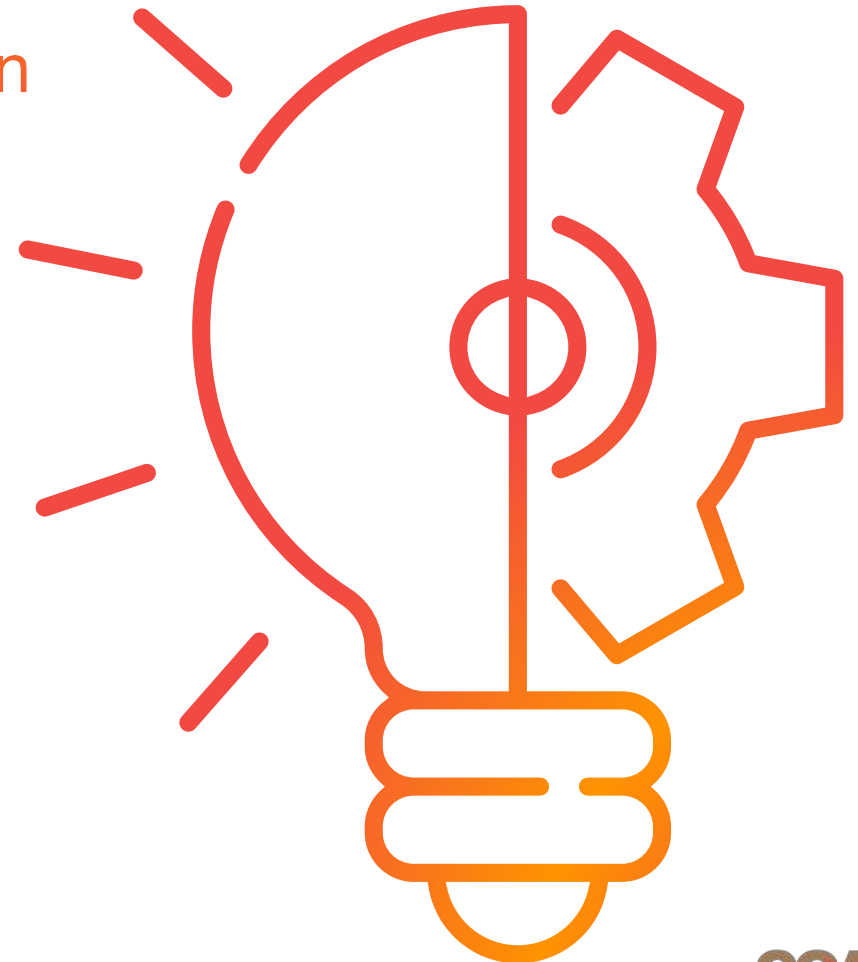
Setting marketing and
e-commerce KPIs for
B2C and B2B sector

Step 3 – Digital marketing and communication strategy based on business goals

- ✓ The main elements of the brand platform
- ✓ Brand Pyramid
- ✓ Defining communication channels

Performance marketing

- ✓ Google/Yandex target promotion (CPC, CPA)
- ✓ Paid Social Media (CPC, CPA)





Digital media campaigns

- ✔ Social media reach campaigns (CPM, CPC, CPA)
- ✔ Banners on Google and Yandex partners' websites (CPM, CPC)
- ✔ Video campaigns on YouTube and Yandex Video (CPM, CPC)

Content marketing and social media management

- ✔ Social media strategy Bloggers and influencers management
- ✔ SEO for hotel's website to improve organic positioning on Google and Yandex
- ✔ Travel blogs, guides, forums and websites
- ✔ Defining retention channels to increase returning guest ration
- ✔ Email
- ✔ Push marketing
- ✔ Sales/reservations department
- ✔ Online Reputation management guidelines



Step 4 – Success tracking plan development



Defining essential marketing and communication KPIs to achieve business goals



Developing standard reports to track digital marketing and e-commerce performance



Additional options:

Developing new hotel's website

01

Project management from planning to implementation

03

Searching and selecting an agency to build the website

05

02

Controlling the development team and website integration process

04

Developing and managing to outsource digital marketing team to maintain and improve marketing and e-commerce performance



PROJECT MANAGER

The project will be managed by Maria Gumenyuk. Maria is an experienced hotelier with significant practice in digital marketing and e-commerce strategy development. Since 2013 she have been developing digital marketing and e-commerce strategies for properties of JA Resorts & Hotels in Dubai and Seychelles, Capella Hotel Group and Accor Hotels in Russia. Among her portfolio are also Hilton and Shangri-La's Hotels. From 2017 for three years, she took a position for Digital Group Head in the corporate office of Savoy Seychelles Resort and Coral Strand Hotels. Successfully developed both official websites, created and integrated digital marketing strategy, which helped significantly improve online reputation positioning and increased online direct sales. For the past year, she have been taking the position of Marketing Director in Russian Aquaculture Company, the largest producer of Atlantic salmon and sea trout, where her top objective is creating and implementing a 360-complex marketing strategy for the INARCTICA brand, increasing product sales volumes and the Company's capitalisation. Maria graduated from IHTTI, School of Hotel and Tourism Management, in Switzerland and the University of Derby in UK as Bachelor of Arts.