

Case Study

Hotels, Travel & Tourism Industries

Charles Mann has worked closely with a variety of companies within the travel and tourism sectors. This area of business is a highly competitive one where reputation and high class service can make a huge impact with a brands image in the minds of the consumer.

With customer satisfaction a key priority for brands within this industry, negative perceptions need to be avoided at all costs and any bad PR must be rectified in a timely fashion. It is for this reason that some of the most well known names in this sector have approached Charles Mann to learn more about how online visibility and e-marketing tools can be used to further a business's aims and objectives.

Open and accessible channels such as Tripadvisor create an opportunity for consumers to express their opinions in a public fashion. This makes it imperative for brands to learn how minimising bad PR can be achieved by utilising all of the available tools, especially social media and Facebook.

Our Clients:



Tradewinds Corp understood the importance of enhancing visibility of their properties on the world wide web. With immense competition to attain high rankings in Google search results, Tradewinds Corp requested Charles Mann to train their marketing team to fully understand the methods and techniques that could be applied in ensuring the optimum search engine optimization (SEO) amendments needed on their websites.

By implementing the methods taught, Tradewinds was equipped to create a strong and powerful SEO strategy that would allow them to reach a targeted and very specific audience, by appearing highly in Google search results when specific keywords or key phrases were entered by users.



Melia Hotels & Resorts is a globally recognised premium brand that is well aware of the importance of engagement and interaction with existing customers and prospective new clients and visitors to their properties.

By learning the techniques of effective Facebook Marketing, Melia intended to improve and streamline its promotional strategies, by enhancing this particular method. By liaising with Charles Mann, the hotel group learnt the most efficient and effective methods of using the medium of email to reach out and keep in touch with its customers, thereby increasing the efficiency and impact of the message being transmitted.

E | EMPIRE HOTEL

By creating a modern and trendy boutique style image, **Empire Hotel** in Subang Jaya understood the importance of reaching out and connecting with the right type of consumer. They understood that matching offline marketing and promotions with their online presence was an important technique.

Charles Mann assisted Empire Hotel in understanding the methods of using social media, particularly Facebook, along with email marketing, to send out a uniform and synchronised message that would create the maximum impact at the recipients end.



Eastin Hotel has managed to create a very positive and highly regarded image to its customers, quickly attaining a dedicated client base. Due to its' positioning as being the ideal venue for business and corporate visitors, the hotel has established itself with a good reputation which the management was eager to maintain.

By learning some of the essentials of social media marketing, the marketing team is now equipped to create an online presence that will improve engagement and interactivity with it's' core clientele.

Other Clients Include:



Furama Bukit Bintang Hotel
Fraser Place Hotel

Recommended Courses for Hotels and Tourism Industries:

- **Social Media Marketing for Business** – Is Your Business Social Enough?
- **Effective Email Marketing** – Create Powerful Email Marketing Campaigns
- **Using Facebook in Business for Beginners** – A Beginners Course in Using Facebook
- **Advanced Facebook Techniques for Business** – Learn About the Powerful Tools in Facebook
- **Search Engine Optimisation (SEO)** – Improve Your Websites Search Rank in Google
- **Mobile Apps Development for Business** – Create Effective Custom Apps

Contact us today for a no obligation chat on how we can help you

Further details can be found on our website:

www.charlesmann.com.my