

# **“Excellent E-Marketing Training”**

## **Structural Paper**

The better **YOUR E-marketing,**

....the better **YOUR Revenues**

.... the better **YOUR Profits,**

....the better **YOUR Profits.**

Prepared by: Mai-BS (Thailand) Company Limited

[www.mai-bs.com](http://www.mai-bs.com)

[www.tourismdirectoryasia.com](http://www.tourismdirectoryasia.com)

[www.propertiesyouneed.com](http://www.propertiesyouneed.com)

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## **Preface**

### **“Internet, E-Marketing”**

**IT’s A FACT** that the Internet changed our world, life, work and how we do business.

**IT’s A FACT** that there are new “Rules” for sales and marketing.

**IT’s A FACT** that the majority of people do not understand yet the new ‘Rules’ of sales and marketing.

**IT’s A FACT** that people don’t accept the new ‘Rules’ of sales and marketing simply because those people **DON’T KNOW** yet how simple it is!

**IT’s A FACT** that some businesses and people take advantage of manager’s and business owners offering internet marketing services which are not sustainable as those people want you to hire **THEM** to do E-Marketing! We want **YOU** to lean and do it yourself!

**IT’s A FACT** that managers and business owners **WRONGLY** think e-marketing cost a lot of money!

**IT’s A FACT** that your own employees **CAN DO** E-marketing **EASILY** when trained properly with **SIMPLE** and **UNDERSTANDABLE ENGLISH!**

**IT’s A FACT** that we want **YOU** to understand how to do e-marketing for **SUSTAINABLE** results.

**IT’s A FACT** that that the Internet will be a even more **POWERFUL** tool in the years to come and that **NOBODY** can afford to be left behind!

***There is sufficient proof through numerous research and studies that there are is an fast increasing number of people who use the Internet to buy and sell products, services, book accommodation, do business etc. “online”!***

**We are sure the following are your goals!**

You want to your website to generate money!

You want a very high percentage of your revenues generated through YOUR own website!

You want a very high percentage of your guest/clients to book/purchase at YOUR website to avoid “middle man” and commission payments!

You want to advertise YOUR products and services better!

Do you want to save money on the very high costs of “traditional” marketing!

If the above are your goals and wish, you will need to accept that the “E-marketing” part must be trained effectively to YOUR employees to save AND generate revenue for your business..

**.... this is Mai-BS’s expertise.**

## **Mai-BS (Thailand) - E-Marketing Training**

**First thing first, your guest wants is a user-friendly website with valuable unique content! - Your website must simply good for the USER! – We teach you the importance!**

**Your Website must be free of any coding errors for the SEARCH ENGINE SPIDERS! We teach you how to check and advice!**

**Therefore, you will need to understand the BASICS of a Website and Web-Spiders! We teach you!**

**A Website is not enough; you must have an integrated and ACTIVE BLOG! We teach you the importance!**

**You must use Social Media, PR and Article writing! We teach you how to do!**

**You must LOVE your product(s) and business!**

**.... now we can start with E-Marketing!**

## Training Structure

<b>Suitable capacity:</b>	35 persons (maximum capacity)
<b>Duration of training:</b>	1 full day
<b>Timetable:</b>	09.00-12:00, 13:00-17:00 10:30 – 10:45 and 14:30 – 14:45 coffee break 12:00 – 13:00 lunch break

### Objectives:

- The participants will have a deeper understanding about “E-Marketing”.
- The participants will know the importance of “A good website”.
- The participants will be able to do “Sustainable E-Marketing” as a professional and know
  - Bad practices in E-Marketing.
  - Best practise in E-Marketing.

### Sample of the topics:

- “Not-performing” (bad) Websites and how to identify them!
- “Performing” (good) Websites and how to identify them!
- Understanding “Meta Tags” (keywords, title, description etc.) and content of websites!
- Blogging for results!
- Social Media
- FREE Public Relations (PR) work to generate links and exposure!
- FREE Article writing work to generate ‘hit’s, links and exposure!
- How to convert a website visitor to REVENUE and BUSINESS!
- Sending Newsletters and how to measure results!
- How to check and report on successful E-Marketing work!

**Target group:**

The topics could be adjusted to fit to employees entrusted to Sales and Marketing Work and to your type of business.

The training topics could be discussed with the trainer for more relevant training content that most fit with the specific target group.

**Remarks:**

The trainer may consider re-categorizing the training sequence for the best appropriate effective training event.

Training class are conducted in simple and UNDERSANDABLE English language.

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## A check-up – Are you satisfied?

### Questions to justify your training investment;

- Are you happy with the number of visitors to your website?
- Are you happy with the revenue generated through your own website?
- Are you happy with the exposure your website gives your business?
- Are you happy with the search engine ranking for your website using your keywords? (When searching, use your products and services, NOT your company name or website URL)
- Are you happy with the number of leads you got through your website?
- Are you happy with the facts you know about your website visitors?

### Hotels | Resorts:

- Are you happy with the percentage of bookings through your own website compared to total number of bookings?
- Are you happy with the commission you need to pay to 3<sup>rd</sup>. party internet agents and other agents or tour operators?
- Are you happy with the potential income you lose to others?

### Have you ever heard the following service sentences from your S&M Staff?

- We need to travel more overseas to visit more and existing agents to generate better business (Hundreds of thousands of Thai Baht every year!)
- We need to entertain our agents and tour operators more to generate bookings!
- We need to pay more commission to generate more revenue!
- We need to reduce our rates to generate revenue!
- We need to pay more for hard-copy advertising for better exposure!

**If you feel your website count generate more money for you, -  
Mai-BS can help you.**

## **Expected outcome from Mai-BS E-Marketing Training.**

### **(Sustainable E-Marketing!)**

1. The participants will have better attitude, understanding and acceptance of E-marketing in general.
2. The participants will have better understanding of the power of E-marketing , possibilities and results.
3. The participants will be able to know what is wrong/right with own business website.
4. The participants will be able to identify the differences between good and bad E-Marketing practices.
5. The participants will be able to understand what needs to be done to for 'sustainable' E-Marketing results.
6. The participants will be able to handle E-Marketing Tasks.
7. The participants will be able to 'measure' and 'compare' E-marketing results.
8. The participants will be able to use what they are trained in both professional and personal lives.
9. The participants will be able to support the organization in a more profitable and sustainable way.

**Traditional marketing and news does interrupt and annoy potential clients as they are forced to see it!**

**SUSTAINABLE E-Marketing delivers news, information and advertising to clients who actually WISH and WANT to see your news etc.**

**Others:**

- Air-conditioned Room.
- Class room style with working table.
- Every table must have one universal electric plug for computer.
- Every person must have a computer with Internet access.
- WiFi internet access.
- 1 Flip chart and 3 colour markers.
- LCD.
- Wireless microphone.
- Writing paper and pencil for participants.
- **EVERY participant will receive our copyright protected Mai-BS E-Marketing E-Book.**

**Trainer**

**Klaus R. Rauter**



Managing Director for Mai-BS (Thailand) Company Limited.



## Trainer's profile:

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## Short Curriculum Vitae

**Name:** Klaus R. Rauter

**Nationality:** Austrian / European Union

### Strengths, Skills, Character

- Expert in IT and E-Marketing.
- Leading position as a General Manager for several 4-and 5-star resorts.
- 15 hotel openings
- Strong experiences in F&B field both service and kitchen areas
- Expert in TOTAL budgeting to have best possible yield management
- Strong believer in people development and employee training.
- Up-to-date sales and marketing techniques (product growth)
- Flawless delegation and effective work follow up system
- Strong leadership skills, able to drive and motivate a large team.
- Flexible and adaptive to different cultural diversified clients and employees.
- Easily adapting to a new environment and culture.
- Assertive, smiling person and very polite.

### Working Experience from:

- Banyan Tree Hotel
- Six-Senses Hotels and Resorts
- Dusit International
- Astudo Hotels and Resorts (Sold to CENTARA hotels and resorts)
- and more....

### PERSONAL INTERESTS:

- Reading different types of books and articles e.g. cultural, philosophical, hotel and tourism related, world-wide news and trends etc.
- Understanding of health related issues and IT up-to-date trends.
- Interacting with people for example staff, guest and local people in the living community