




| ZANOBE

# Agency Portfolio

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At Zanobe,  
we believe in **change.**

Founded in 2021, we're a digital marketing agency dedicated to supporting clients with a new generation of consumers in mind.

The digital marketing industry is due for a refresh and we are committed to support innovative companies with executing forward thinking business ideas that are changing the world for the better.



## Delivering strategies that leads to **growth**

We build tailor-made strategies that bring your brand to life and expedite exposure to your target audience. A streamlined process and dynamic team makes our boutique agency a powerhouse of efficient results and big impact.

# Our Clients

From global hospitality chains to entertainment companies to international travel brands, we proudly support the growth for major industry players.



# Our Services



Google  
Ecosystem



Social Media  
Advertising



Search Engine  
Optimization



Content  
Creation



Social Media  
Management



Analytics  
& Reporting





# Google Ecosystem

We research, execute, and finely optimize search campaigns in order to **get you in front of untapped, high-intent driven audiences.**

Google Advertising

Tracking Implementation

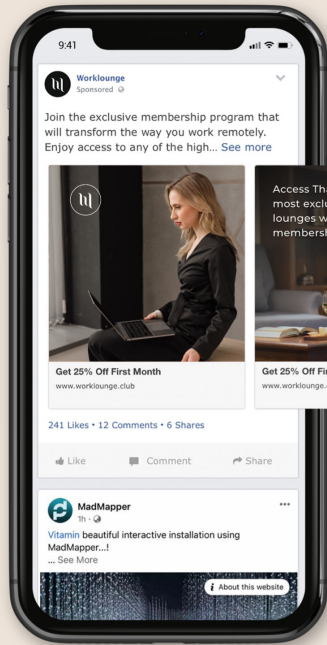
Keyword Analysis

Website Analysis

Conversion Optimization

Get ahead of your audience, get ahead of your competitors, and get closer to your consumers.





# Social Media Advertising

We are experts in funnel building, A/B experimentation, and work effectively to validate your concepts and hone in on the utmost winning strategy across all of your digital channels.

Audience Segmentation

Funnel & Campaign Setup

Reporting

AB Testing

Performance Optimization

Tracking



LinkedIn

FACEBOOK  
BUSINESS PARTNER



# Search Engine Optimization (SEO)

We want to get ahead of your competition and **strategically improve organic sessions** on your website, this in turn will not only increase audience awareness but conversions for your business.

*SEO Audit & Strategy*

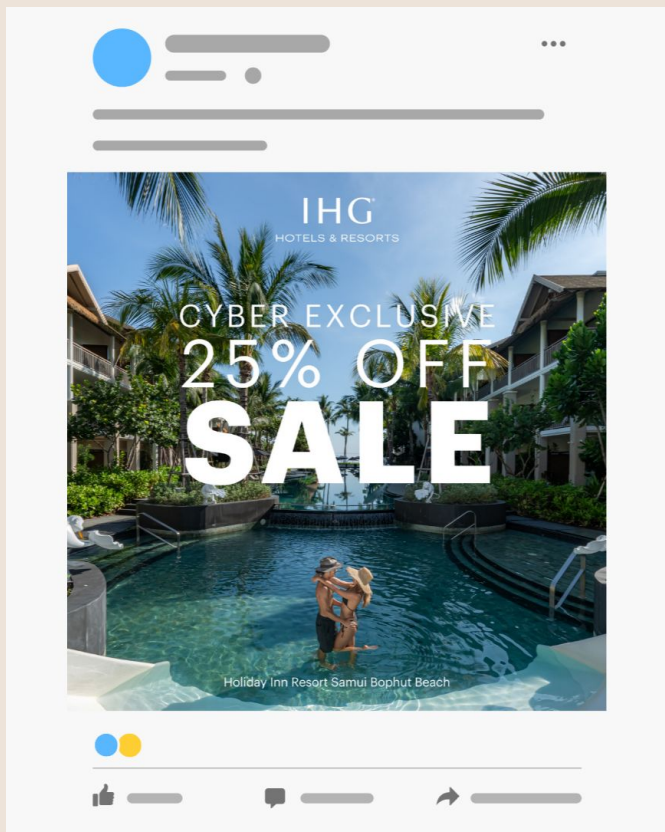
*Competitors Research*

*Keyword Research & Selection*

*Conversion Optimization*

*Reporting & Data Analysis*





# Content Creation

We combine advertising knowledge of industry best practices with experienced art direction to bring your brand to life, in the most effective way.

When creative formulas for results-driven campaigns are paired with a keen eye for art and design – the results are unstoppable.

*Graphic Design*

*Motion Videos*

*Photography*

*Videography*



# Social Media Management

A business' social media presence is a pivotal opportunity to tell your brand story and build long-lasting customer loyalty. We manage, nourish, and accelerate your social media profiles, extending your brand's reach far beyond physical locations.

*Social Strategy*

*Content Planning*

*Grow Awareness*

*Increase Engagement*

*Community Management*

*Reporting & Analytics*

# Analytics & Reporting

We will empower you to gain a holistic view of the marketing metrics that matter to you in **real-time**. With customized, easy-to-read omnichannel dashboards, you will effortlessly understand the impact that digital advertising has on your business, and be able to pivot as needed. Make **data-driven decisions**, headache free.

*Real-Time Data*

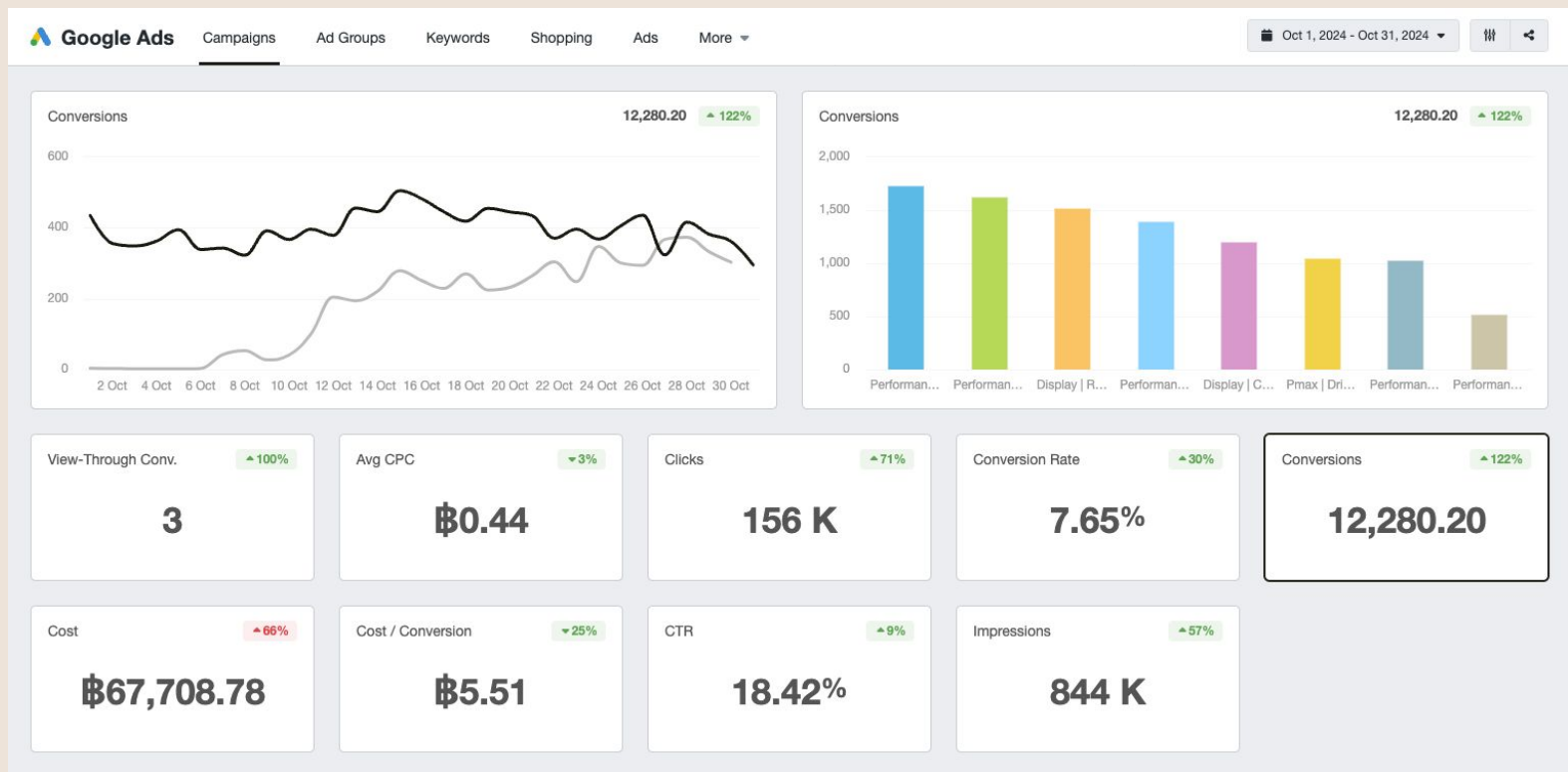
*Custom Dashboards*

*Effortless Reporting*

*In-Depth Analysis*



# Our Live Analytics Dashboard





# Case Studies

Our clients and track record

*Our Clients*

# Holiday Inn Express Soonvijai

*Hospitality, Bangkok*

## Key Metrics

- Conduct International targeting and adjustments based on Sales Trends
- Audience Testing & Learning
- Creative creation tailored to the Country Targeting
- Average CPC of ฿5 per "BOOK NOW" website link click

Google Ads

Creative Creation

Tracking Setup

Analytics





Our Clients

# Holiday Inn Express Soonvijai



**BOOK EARLY AND SAVE**  
2 rooms, 1 booking: enjoy a free room on us!

**SAVE UP TO 25%** for your stay

\* Terms and Conditions Apply



**SHOP AND STAY IN STYLE**

Enjoy FREE Breakfast and Shuttle Service to EM District, FREE BTS Day-Pass, 15% on F&B Offerings, and more!

Prices starting at 1,800+ per night (Best flex rate)

Book/Stay Period: Now - December 15



**STAY LONGER AND SAVE**

ENJOY UP TO **22% OFF**

\* Terms and Conditions Apply

Our Clients

# Holiday Inn Resort Samui Bophut Beach

*Hospitality, Samui*

## Key Metrics

- 83% increase in Conversion Rate this year compared to previous period.
- Achieved an average CPC of THB 1.93 per "BOOK NOW" website link click.
- Increased engaged website sessions by 690% through strategic ad placements.
- Independent Website design and optimization.

Google Ads

Meta Ads

Creative Creation

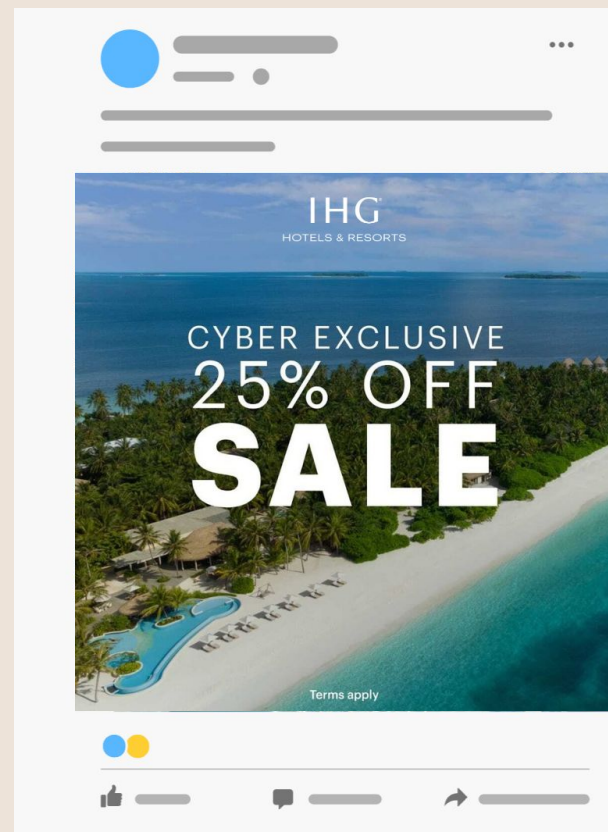
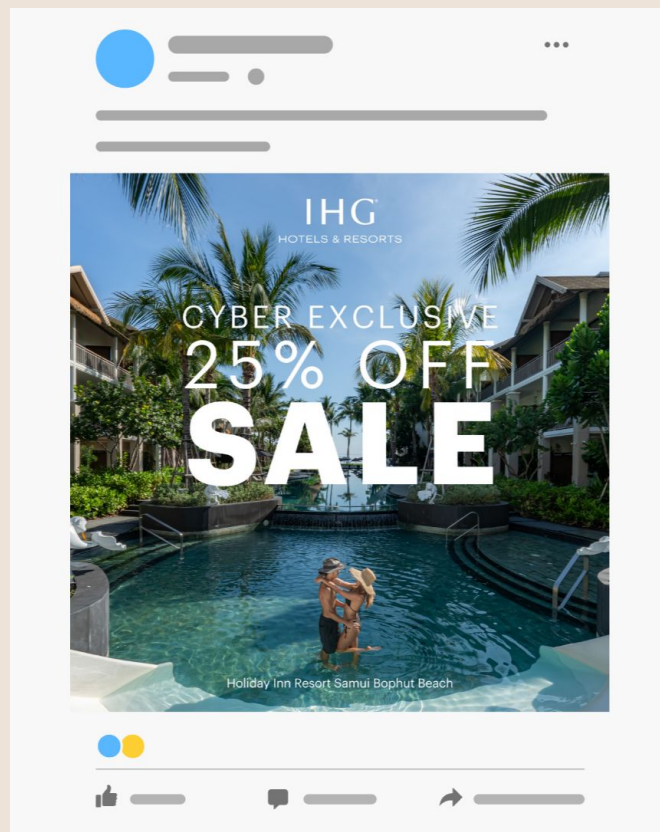
Tracking Setup

Website Design

SEO Audit









*Our Clients*

# Renaissance Bangkok Ratchaprasong Hotel

*Hospitality, Bangkok*

## Key Metrics

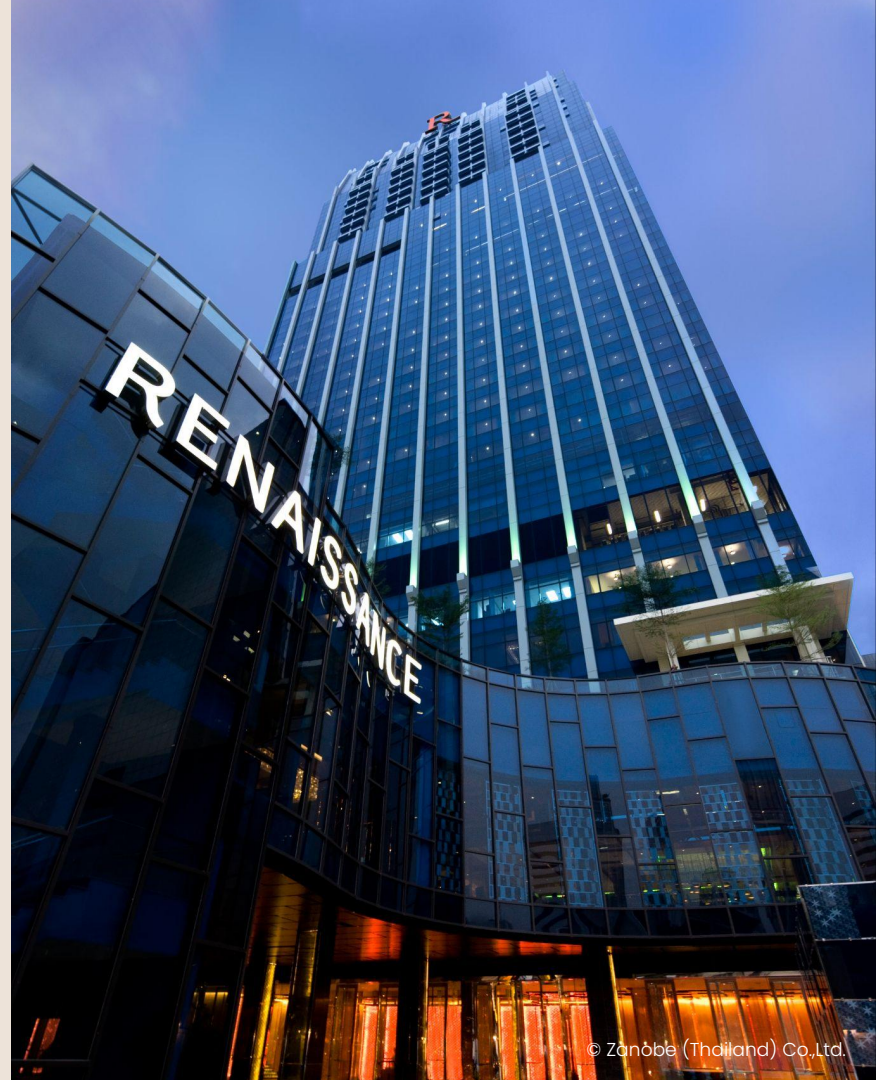
- Rooms and F&B outlet promotion strategy and optimization
- Achieved an average CPC of THB 3.62 per link clicks.
- 26% improvement in CTR (Clickthrough Rate) on Google ads.

Google Ads

Meta Ads

Creative Creation

Tracking Setup



Our Clients

# W Koh Samui

*Hospitality, Samui*

## Key Metrics

- Conducted a comprehensive SEO audit to improve search engine rankings.
- 47% increase in SEO-driven traffic to website, while competitors' stagnated.
- The Keyword 'Koh Samui wedding venues' jumped 5 places in search results, up to position #9.

SEO Audit



Our Clients

# Mercure Oxford Hawkwell House

*Hospitality, Oxford, United Kingdom*

## Key Metrics

- Targeted Meta and Google Ads campaigns optimised for domestic audiences
- Promoted both the hotel facilities and the events hosted at the hotel.
- Achieved an average CPC of £0.40 per "BOOK NOW" website link click
- Increased website traffic by 45% through strategic ad placements

Google Ads

Meta Ads

Creative Creation

Tracking Setup

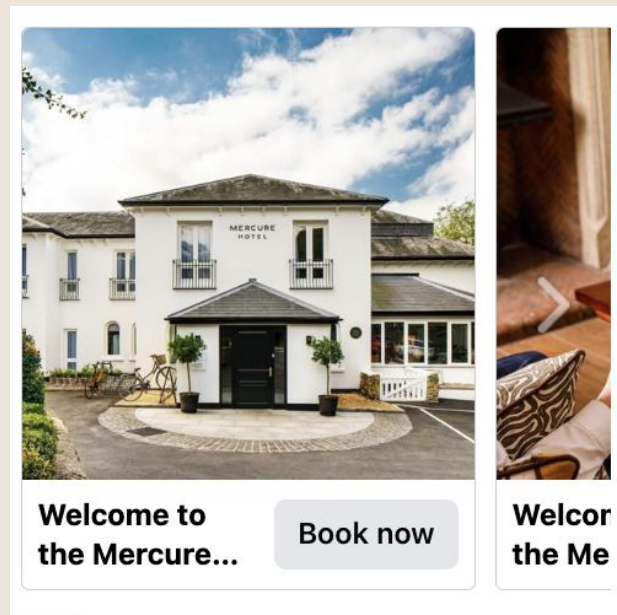
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# Mercure Oxford Hawkwell House



## Our Clients

# Buzzfeed Inc.

Media Company, Global

## Key Metrics

- Facilitate all branded content initiatives out of BuzzFeed International
- Met 100% of Objective Goal set forth by client 12.8M monthly unique users reached
- Over 68K clicks to Landing Page
- Awareness Campaigns \$0.95 CPM
- Video View Campaigns \$0.01 CPV

Facebook

Instagram

X (Twitter)

Tiktok

Pinterest

Snapchat







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Thank you! Reach out to us:  
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