

Digital Marketing Toolkit Additional Information on URL Links and Documentations FAQ

What is the Digital Marketing Toolkit 2024 URL link?

- https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EZFSUiAFmBNCowKNwJqRdTAB4oDw_TWwr3T-gkMWZKQWXA?e=K6NHZu

Global Campaigns

What are the schedule for Awareness Campaigns?

- BG30 Global Multi brand schedule is from May 2024 to December 2024
- Banyan Tree Awareness Campaign schedule is from September 2024 to December 2024

What are the schedules for tactical campaigns or destination marketing?

- Asia Part 1 (Indonesia, Malaysia, Vietnam, South Korea, China) schedule is March 2024
- Middle East & Europe, Mexico schedule is April 2024
- Asia Part 2 (Thailand, Laos, Maldives, Japan) schedule is from May 2024 to June 2024
- Anniversary Campaign BG30 schedule is September 2024 to October 2024

What are the always on offers?

- Stay More Pay Less is an always on offer
- Advance Purchase is an always on offer

Brand Personas

What are the different brand personas?

- The brand persona of Banyan Tree, Escape.
- The brand personal for Veya is wellness seekers.
- The brand persona of Angsana is moment seekers.
- The brand persona of Cassia is community seekers.
- The brand persona of Dhawa is style seekers.
- The brand persona of Garrya is simplicity seekers.
- The brand persona of Homm is comfort seekers.

Google Analytics (GA4) URL Links

What is the Google Analytics GA4 Training Recording URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EZ3jFvFS9pFPv3vHzHT7AkoBedqYBum-I0bEpM8W1RPncA>

What is the Google Analytics GA4 Training Workshop Document URL link?

- Make sure you have access to the company's Sharepoint drive and folders

- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EZlrBKHF-HtNu4xaatTSkoQB1iKvPMh8RshxEpZZUY5RA?e=rpmLae>

What is the Banyan Tree Google Analytics GA4 Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://app.powerbi.com/view?r=eyJrjoiNWlwMwJlOTQ0MmM1YS00NGE4LWE4MjQ0TGU1MTY1NjRjZk3liwidCl6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLUZzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

What is the Angsana Google Analytics GA4 Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://app.powerbi.com/view?r=eyJrjoiZmJkNzczZWUtdmY3NS00MjhjLWE0NmQ0MTE5NDY0NmlyN2RkIiwidCl6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLUZzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

What is the Cassia Google Analytics GA4 Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://app.powerbi.com/view?r=eyJrjoiMTA0YzhhOGUtMzRjMS00YWNhLTk1MwMtZmNlNmM2NWRjN2I3liwidCl6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLUZzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

What is the Dhawa Google Analytics GA4 Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://app.powerbi.com/view?r=eyJrjoiYjg2MmU3M2ltYTYyMC00YWE0LTk0ZGMtNiQ2YjUxNGYxODI4liwidCl6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLUZzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

What is the Banyan Tree Escape Google Analytics GA4 Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://app.powerbi.com/view?r=eyJrjoiY2EwN2E3NDMtODBmZS00NjRlTg1MwQ0tOTQ1ZDNIzWQxMzc4liwidCl6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLUZzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

What is the Garrya Google Analytics GA4 Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://app.powerbi.com/view?r=eyJrjoiZjIwMwY1NTktNzAwZC00YTA2LTg2MjltNDM2MwUxMjhhdGZg1liwidCl6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLUZzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

What is the Homm Google Analytics GA4 Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://app.powerbi.com/view?r=eyJrjoiZjg2MGE3ZDctY2VhNC00NDNkLTlhNictMmE2ODk4N2QwYWI1liwidCl6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLUZzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

What is the Veya Google Analytics GA4 Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://app.powerbi.com/view?r=eyJrjoiOTdkNzBmYjgtY2QxNC00N2Y2LTkwYzYzZlZlZjViZTAzMzI5liwidCl6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLUZzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

What is the Folio Google Analytics GA4 Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://app.powerbi.com/view?r=eyJrjoiOWlyMzhIN2EtYWZyS00MjhlTGYyTTEtMDkwY2RmNTIkdzDkxliwidCl6ImE5NmUxMDE5LTZlNWItNGYxMC1iMGFkLUZzNWVhMDA1MTM3NiIsImMiOjEwfQ%3D%3D>

What is the Google Analytics GA4 Dashboard Manual URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is
<https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EaP6ARu5WJlta2DzvIYQYBER706gm7q4d1nsiuazPMKA?e=vQ4Ofm>

What is the Google Analytics GA4 Dashboard Demo Deck URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is
https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EdU56fRiglluizng5qWm_0BVOrYOCgAEnvbaX9nulEGHw?e=MasYb2

What is the URL link of UTM links creation standard operating procedure (SOP) of tracking digital campaigns?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is
[https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%202%20\(16%20Sep%202022\)/Google%20Analytics%20Basics/SOP001_Creating_UTM_Urls%20-%20v1.pdf?CT=1670392687400&OR=ItemsView](https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%202%20(16%20Sep%202022)/Google%20Analytics%20Basics/SOP001_Creating_UTM_Urls%20-%20v1.pdf?CT=1670392687400&OR=ItemsView)

What is the url link of google analytics ga4 utm guide?

- <https://www.semrush.com/blog/utm-tracking-codes-google-analytics>

What is the UTM Builder URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is
https://groupbanyansharepoint.sharepoint.com/:x:/r/sites/BrandCommercial/_layouts/15/Doc.aspx?sourcedoc=%7B6F109E94-BD44-42EF-A4A4-F24EF1670D68%7D&file=BTG%20-%20Standardized%20UTM%20Builder-V1.xlsx&action=default&mobileredirect=true

What is the Google Tag Manager (GTM) SOP URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is
[https://groupbanyansharepoint.sharepoint.com/:b:/r/sites/BrandCommercial/Shared%20Documents/AWS/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%202%20\(16%20Sep%202022\)/Google%20Analytics%20Basics/GTM_New_Process_SOP.pdf?csf=1&web=1&e=yX7T8q](https://groupbanyansharepoint.sharepoint.com/:b:/r/sites/BrandCommercial/Shared%20Documents/AWS/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%202%20(16%20Sep%202022)/Google%20Analytics%20Basics/GTM_New_Process_SOP.pdf?csf=1&web=1&e=yX7T8q)

What is the Google Tag Manager User Access SOP URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is
[https://groupbanyansharepoint.sharepoint.com/:b:/r/sites/BrandCommercial/Shared%20Documents/AWS/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%202%20\(16%20Sep%202022\)/Google%20Analytics%20Basics/SOP004_Managing_GA_GTM_User_Access.pdf?csf=1&web=1&e=RjvTBo](https://groupbanyansharepoint.sharepoint.com/:b:/r/sites/BrandCommercial/Shared%20Documents/AWS/AWS2022/Digital%20AWS%20-%2015%20%26%2016%20Sep%202022/Digital%20AWS%202022-FINAL%20Presentations/Digital%20AWS%202022-Day%202%20(16%20Sep%202022)/Google%20Analytics%20Basics/SOP004_Managing_GA_GTM_User_Access.pdf?csf=1&web=1&e=RjvTBo)

What is the Google Analytics SOP URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is
<https://groupbanyansharepoint.sharepoint.com/sites/BrandCommercial/Shared%20Documents/Forms/AllItems.aspx?newT>

[argetListUrl=%2Fsites%2FBrandCommercial%2FShared%20Documents&viewpath=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FForms%2FAllItems%2Easpx&id=%2Fsites%2FBrandCommercial%2FShared%20Documents%2FAWS%2FAWS2022%2FDigital%20AWS%20%2D%2015%20%26%2016%20Sep%202022%2FDigital%20AWS%202022%2DFINAL%20Presentations%2FDigital%20AWS%202022%2DDay%20%20%2816%20Sep%202022%29%2FGoogle%20Analytics%20Basics&viewid=8fe47534%2Dcd4c%2D4501%2Da3e4%2D1d55d3c6893a](https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EddwhmpwzHlKt6-OlhknbB0BNiOKS3GwHDYe4y3i-nix2A)

SEO Training

What is the SEO Advance Training Recording URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EddwhmpwzHlKt6-OlhknbB0BNiOKS3GwHDYe4y3i-nix2A>

What is the SEO Training Material URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EUSs_bUicxEg3zZ9j5M4NUBha2IrvuFZcIFLUIrNa0iSQ?e=s1OV83

SEO Keyword Strategy

What is the SEO Keyword strategy of Banyan Tree URL link?

- Also known as keyword strategy for banyan tree brand website
- Make sure you have access to the Google docs file
- URL link or website link is <https://docs.google.com/spreadsheets/d/17Z2mMHUf8-II6xWCQkHJ5QQdkqADsdcwKcsRg-01N8Y>

What is the SEO Keyword strategy of Angsana URL link?

- Also known as keyword strategy for angsana brand website
- Make sure you have access to the Google docs file
- URL link or website link is <https://docs.google.com/spreadsheets/d/1HgZVlhqje9HjznptiWQgGk6tTEly1gPbIVar1a23aBI>

What is the SEO Keyword strategy of Cassia URL link?

- Also known as keyword strategy for cassia brand website
- Make sure you have access to the Google docs file
- URL link or website link is https://docs.google.com/spreadsheets/d/1vWRRtB4aKliA2Y3EOxP89gKUL5i7vUC_MK6Dp7FMiRs

What is the SEO Keyword strategy of Dhawa URL link ?

- Make sure you have access to the Google docs file
- URL link or website link is <https://docs.google.com/spreadsheets/d/1EIA0jBJ5wx0schHVMeliNKNu3-3c5JeokuBliJw5avw>

What is the SEO Keyword strategy of Garrya URL link?

- Also known as keyword strategy for garrya brand website
- Make sure you have access to the Google docs file
- URL link or website link is <https://docs.google.com/spreadsheets/d/1zK9WMnyCjWCZyZEPX998Pp0FleY-Kw0OSRiEsZw87Mo>

What is the SEO Keyword strategy of Homm URL link?

- Also known as keyword strategy for homm brand website
- Make sure you have access to the Google docs file
- URL link or website link is <https://docs.google.com/spreadsheets/d/1o-HDLjaf5fLyONaMTitIPNZGpnBlnAgKJ9DB16HvsU8>

What is the SEO Keyword strategy of Escape URL link?

- Also known as keyword strategy for escape brand website
- Make sure you have access to the Google docs file
- URL link or website link is <https://docs.google.com/spreadsheets/d/10cxcpQAsMkv0B9XHWuY38uXCP-E-GvGan8ueqM8Wwh3Q/edit#gid=1042160376>

What is the SEO Keyword strategy of Veya URL link?

- Also known as keyword strategy for veva brand website
- Make sure you have access to the Google docs file
- URL link or website link is <https://docs.google.com/spreadsheets/d/16nRdIwb-U7CGzOEFuf7khDoZbmweNa2eVl-gNJGrgK8/edit#gid=1042160376>

What is the SEO Dashboard URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://datastudio.google.com/u/0/reporting/8c081232-4d82-4960-99bf-6b55e290f384/page/OX8WB>

What is the SEO Dashboard manual URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EXJ5Co_u5M9Li4ZkrpQMI-8Bxr0du9l00h9bn9e11KpvYg?e=p1y37H

Digital Paid Media URL Links

What is the Digital Paid Media Training Recording URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/Ef0fpgsTCwxLqasd1eBGsCQBxPDJcvDjiVZ-DH9c4LrXdg>

What is the Digital Paid Media Training Deck or Manual URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/ESvBoliBiF1GiAUTi6NpAUBt0dtWa9tHWmzTqbRw3jkSw>

What is the digital advertising guidelines for Banyan Tree URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is [https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Branding%20Documents/Banyan%20Tree/1.%20Corporate%20Identity%20\(CI\)%20Guide/Digital%20Marketing%20Collaterals%20BT%202020/BT_CI%20Guideline_3%20Digital_Marketing%20Collateral_2022.pdf?CT=1671535554745&OR=ItemsView](https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Branding%20Documents/Banyan%20Tree/1.%20Corporate%20Identity%20(CI)%20Guide/Digital%20Marketing%20Collaterals%20BT%202020/BT_CI%20Guideline_3%20Digital_Marketing%20Collateral_2022.pdf?CT=1671535554745&OR=ItemsView)

What is the digital advertising guidelines for Escape URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is [https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Escape/1_Identity%20\(Logos,%20Guidelines,%20Fonts\)/CI%20Guideline%20-%20Digital%20%26%20Marketing%20Collaterals/BTE_CI%20Guideline_Digital%20%26%20Marketing%20Collaterals.pdf](https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Escape/1_Identity%20(Logos,%20Guidelines,%20Fonts)/CI%20Guideline%20-%20Digital%20%26%20Marketing%20Collaterals/BTE_CI%20Guideline_Digital%20%26%20Marketing%20Collaterals.pdf)

What is the digital advertising guidelines for Veya URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is [https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Veya/1_Identity%20\(CI\)%20Guide,%20Logos,%20Fonts,%20Stationery\)/CI%20Guide%20-%20Downloadable%20Digital%20Marketing%20Collaterals?csf=1&web=1&e=ed6XTm](https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Veya/1_Identity%20(CI)%20Guide,%20Logos,%20Fonts,%20Stationery)/CI%20Guide%20-%20Downloadable%20Digital%20Marketing%20Collaterals?csf=1&web=1&e=ed6XTm)

What is the digital advertising guidelines for Angsana URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EVADQAN-LuBBq8YnfMgQQQBfInzBXYN2Qfq9uflDvdjA?e=zZQHqV>

What is the digital advertising guidelines for Cassia URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/ERJViDqhKpBAhUpxxG2giX8BuubASB-Q9Cjpsdn0y_NZvw?e=BNvyBv

What is the digital advertising guidelines for Dhawa URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EYLuhBEQytVEhd4kG05-YpMBV56GXVlwYkQk9a5842fKOW?e=gireQC>

What is the digital advertising guidelines for Garrya URL link?

- <https://groupbanyansharepoint.sharepoint.com/teams/BTHR/BRANDHQ/Shared%20Documents/Forms/AllItems.aspx?csf=1&web=1&e=INvyXB&siteid=%7B35D39681%2D8CCA%2D483B%2D9532%2D5E32759C1D53%7D&webid=%7BB64E1EBA%2D9506%2D42DB%2DAB30%2DB5A52B202DE6%7D&uniqueid=%7BE1B3D11F%2D1980%2D42AF%2DB712%2D7103EA45A793%7D&FolderCTID=0x012000A403C4B7373B46458DB1840E51DCA77D&id=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FNew%20Brands%2FGarrya%2F1%5Fidentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Downloadable%20Digital%20Marketing%20Collaterals%2FGarrya%5FCI%20Guideline%5FSEP2022%5F5%20Digital%20and%20Marketing%2Epdf&viewid=d9be7659%2D31a3%2D48b6%2D85db%2D7a5100b8de00&parent=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FNew%20Brands%2FGarrya%2F1%5Fidentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Downloadable%20Digital%20Marketing%20Collaterals>

What is the digital advertising guidelines for Homm URL link?

- <https://groupbanyansharepoint.sharepoint.com/teams/BTHR/BRANDHQ/Shared%20Documents/Forms/AllItems.aspx?csf=1&web=1&e=K1A3IV&siteid=%7B35D39681%2D8CCA%2D483B%2D9532%2D5E32759C1D53%7D&webid=%7BB64E1EBA%2D9506%2D42DB%2DAB30%2DB5A52B202DE6%7D&uniqueid=%7BFAB8AC22%2DF79C%2D4D94%2DAC0D%2D53D2C29D6E57%7D&FolderCTID=0x012000A403C4B7373B46458DB1840E51DCA77D&id=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FHomm%2F1%5Fidentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Digital%20Marketing%20Collaterals%2FHOMM%20CI%20Guideline%5FDigital%20Marketing%5FDec2022%2Epdf&viewid=d9be7659%2D31a3%2D48b6%2D85db%2D7a5100b8de00&parent=%2Fteams%2FBTHR%2FBRANDHQ%2FShared%20Documents%2FHomm%2F1%5Fidentity%20%28CI%20Guide%2C%20Logos%2C%20Fonts%2C%20Stationery%29%2FCI%20Guide%20%2D%20Digital%20Marketing%20Collaterals>

What is the list of keywords that SG corporate or SG headquarter is bidding url link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://docs.google.com/spreadsheets/d/1TbhJAotPvjqlfYmV2IkGscPruBEA2wPv-POZep0YcdE/edit#gid=0>

What is the url link of Banyan Tree display banner templates for advertising?

- Also known as paid media banner template standard for banyan tree brand website
- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:f:/s/BrandHQOps/EujDyDsBQQdDnYD64zkKGYsBHzTYON7zaurnCFNLbQghRQ?e=nfyBCT>

What is the url link of Escape display banner templates for advertising?

- Also known as paid media banner template standard for escape brand website
- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is [https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Escape/1_Identity%20\(Logos,%20Guidelines,%20Fonts\)/CI%20Guideline%20-%20Digital%20%26%20Marketing%20Collaterals?csf=1&web=1&e=nWwaWz](https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Escape/1_Identity%20(Logos,%20Guidelines,%20Fonts)/CI%20Guideline%20-%20Digital%20%26%20Marketing%20Collaterals?csf=1&web=1&e=nWwaWz)

What is the url link of Veya display banner templates for advertising?

- Also known as paid media banner template standard for vey brand website

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is [https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Eva/1_Identity%20\(CI%20Guide,%20Logos,%20Fonts,%20Stationery\)/CI%20Guide%20-%20Downloadable%20Digital%20Marketing%20Collaterals/Online%20Banner?csf=1&web=1&e=kZ5BBR](https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Banyan%20Tree%20Eva/1_Identity%20(CI%20Guide,%20Logos,%20Fonts,%20Stationery)/CI%20Guide%20-%20Downloadable%20Digital%20Marketing%20Collaterals/Online%20Banner?csf=1&web=1&e=kZ5BBR)

What is the url link of Angsana display banner templates for advertising?

- Also known as paid media banner template standard for angsana brand website
- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:f:/s/BrandHQOps/EpybK5Q8Qp9MrxNRQSyqxAAB7LeUU1ftkTNNB_nFOERsIA?e=igNKRZ

What is the url link of Cassia display banner templates for advertising?

- Also known as paid media banner template standard for cassia brand website
- Make sure you have access to the Google docs file
- URL link or website link is <https://drive.google.com/drive/folders/1plZK6tuTXZjiAGvUmweAUdfic7soMIT3>

What is the url link of Dhawa display banner templates for advertising?

- Also known as paid media banner template standard for dhawa brand website
- Make sure you have access to the Google docs file
- URL link or website link is <https://drive.google.com/drive/folders/1plZK6tuTXZjiAGvUmweAUdfic7soMIT3>

What is the url link of Garrya display banner templates for advertising?

- Also known as paid media banner template standard for garrya brand website
- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is [https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Garrya/1_Identity%20\(CI%20Guide,%20Logos,%20Fonts,%20Stationery\)/CI%20Guide%20-%20Digital%20Marketing%20Collaterals/Online%20Banner?csf=1&web=1&e=BEVihU](https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Garrya/1_Identity%20(CI%20Guide,%20Logos,%20Fonts,%20Stationery)/CI%20Guide%20-%20Digital%20Marketing%20Collaterals/Online%20Banner?csf=1&web=1&e=BEVihU)

What is the url link of Homm display banner templates for advertising?

- Also known as paid media banner template standard for homm brand website
- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is [https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Homm/1_Identity%20\(Logos,%20Fonts,%20Stationery,%20Collateral\)/CI%20Guide%20-%20Digital%20Marketing%20Collaterals/Web%20Banners/HO?csf=1&web=1&e=vXIGuJ](https://groupbanyansharepoint.sharepoint.com/:f:/r/teams/BTHR/BRANDHQ/Shared%20Documents/Homm/1_Identity%20(Logos,%20Fonts,%20Stationery,%20Collateral)/CI%20Guide%20-%20Digital%20Marketing%20Collaterals/Web%20Banners/HO?csf=1&web=1&e=vXIGuJ)

Tripadvisor URL Links

What are the List of Properties with Active Tripadvisor Business Advantage (BA) Tool URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:x:/r/sites/BrandHQOps/_layouts/15/Doc.aspx?sourcedoc=%7BD1062979-6691-4E0A-9563-079CD071512F%7D&file=Banyan%20Tree%20Hotel%20BA%20Pricing%20List%2015Sep%202022.xlsx&action=default&mobileRedirect=true

What is the Tripadvisor Business Advantage (BA) Training Recording URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/sites/BrandHQOps/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsite%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FDigital%20Marketing%2FTripAdvisor%2FTripAdvisor%20Webinar%20%2D%20OCT%202022%2Epdf&viewid=33fd7205%2D77ea%2D4272%2Da53b%2D9d489ef213b1&parent=%2Fsites%2FBrandHQOps%2FShared%20Documents%2FE%2DCommerce%20%26%20Digital%20Marketing%2FDigital%20Marketing%2FTripAdvisor>

What is the Tripadvisor Business Advantage (BA) Training Deck or Manual URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EUpYsE-u-8ZPgnLO_8YUj4BNjsqt-SxXH18tm52OING7g?e=hQssaA

Metasearch URL Links

What is the Metasearch Training Recording url link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EVtrFj03-SFNqUXjrW1Z48EBD9bJTHc_CJ6y28powbY4dw?e=cF5HTF&nav=evJyZWZlcnJhbEluZm8iOncicmVmZXJyYWxBcHAI0iJdHJIYW1XZjWjBcHAI0CjYzZWZlcnJhbFZpZXciOiJTaGFyZURpYWxvZy1MaW5rliwicmVmZXJyYWxBcHQBqBGF0Zm9ybSI6IldiYiIsInJlZmVycmFsTW9kZSI6InZpZXcifX0%3D

What is the Metasearch or Triptease Training Deck or Manual url link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EWIAICx1TpRAkV9BzHz9KdQBpt0YW6dvKnbj71NIPJvbHg?e=AYIh3D>

What is the Hotelier's Guide to Metasearch url link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/EfKp-96Z93JFu3qRG79P75gB1861TanWeupTIn-ySx0nRg?e=MANQgW>

Content Management System (CMS) Training Manuals URL links

What is the CMS Training Recording URL link of Banyan Tree, Angsana, Cassia and Dhawa URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EcgPMNK-gfRFsNS503qx4e0BaeJj2oMUi2fG1WPm9IukGg?e=i5WKAD>

What is the CMS Training Recording URL link of Garrya and Veya URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:v:/s/BrandHQOps/EURgDk_tW1FGImtkJR4K0bgBNbef-XLmhBynr4ez4vR0vQ?e=HozA9f

What is the CMS Manual URL link of Banyan Tree, Angsana, Cassia and Dhawa URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is [https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/SiteAssets/SitePages/E-Commerce%20%26%20Digital%20Marketing%20\(For%20Properties\)/Training%20Materials/BT%20AN%20CA%20DH%20Properties%20CMS%20Manual%20V2.0.pdf?csf=1&web=1&e=FitI4Q](https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/SiteAssets/SitePages/E-Commerce%20%26%20Digital%20Marketing%20(For%20Properties)/Training%20Materials/BT%20AN%20CA%20DH%20Properties%20CMS%20Manual%20V2.0.pdf?csf=1&web=1&e=FitI4Q)

What is the CMS Manual URL link of Garrya and Veya URL link?

- Make sure you have access to the company's Sharepoint drive and folders

- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ESSPF-0caRhEoItWkp7ilCIB1KDrEKafJWKLeMixLnPpPg?e=6jb6E7>

What is the Website Content Guide URL link for Banyan Tree, Angsana, Cassia and Dhawa URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is <https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ER3qPVRhIjJlMNchYcynOgBcfC1TPHiTvR2IhdT9f49ew?e=rmPuuE>

What is the Website Content Guide URL link for Garrya, Veya URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:u:/s/BrandHQOps/ESxJ7osvcSRBvJaJ_A5-9GIB7xs3Tg617ALHv6ZMBUWFQ?e=rw58tY

What is the 2FA 2Factor Authentication Document URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:b:/s/BrandHQOps/ETfR9ekTeX5JnWzPAHu5KWAB0SyAha_6ojR5oqXi8UjB_Cw?e=w1Y4Pe

Eat2eat URL Links

What is the Eat2Eat Table Management System Manual URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is [https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/SiteAssets/SitePages/E-Commerce%20%26%20Digital%20Marketing%20\(FOR%20Properties\)/Project%20Nomnom/BTG%20Table%20Management%20System%20Manual.pdf?csf=1&web=1&e=vT0a4b](https://groupbanyansharepoint.sharepoint.com/:b:/r/teams/BTHR/BRANDHQ/SiteAssets/SitePages/E-Commerce%20%26%20Digital%20Marketing%20(FOR%20Properties)/Project%20Nomnom/BTG%20Table%20Management%20System%20Manual.pdf?csf=1&web=1&e=vT0a4b)

What is the Eat2Eat Table Management System Demo URL link?

- Make sure you have access to the company's Sharepoint drive and folders
- URL link or website link is https://groupbanyansharepoint.sharepoint.com/:v:/t/BTHR/BRANDHQ/ESQ8Xxbrl99Jo6_LIF51FkBwc8J9bfXNBQHMALyFXt_0A?e=ODPxjv