



# candy and the king

web developers  
content creators

Dear Avani+ team,

On Thursday, we had a meeting with Mr Thavinh Xayakhamphanh and constructed a needs analysis on how we can aid Avani+ with enhancing your online presence.

Three main areas were identified:

1. The need for digital content that captivates and appeals to your target audience. For your audience, this content should be in the form of lifestyle photography and videography, product photography and videography, as well as displaying all your amazing facilities and activities on various social media platforms.
2. After a brief discussion we saw that your Luang Prabang marketing team are very enthusiastic and eager to learn valuable social media marketing skills. We are able to train and develop the skills of the Avani+ Luang Prabang marketing team in operating and maintaining visually appealing social media accounts that stay on brand and generates greater interest in Avani+ Luang Prabang hotel.
3. After we create and provide your team with a foundation of brand specific photography and videos for your social medias, we will teach and provide strategy for your own in house staff to create similar content as well as how to source content creators that will enhance your brand.

In summary, my team and I – over the course of a few days – will create video and photographic content for your hotel as well as train staff to run efficient, visually appealing and on brand social media accounts.

As we were walking around the facilities, we saw so many opportunities to capture beautiful content. Your hotel is so gorgeous; inspiring really. You've got to show this off to the world! We can help with this and transform your social media platforms so that your luxurious and elegant brand is better represented through digital hotel.

As the tourism industry has been one of the hardest hit this year, we would like to offer our services for free as a way of helping the tourism industry recover as soon as possible.

Kind Regards,

Jonty King