

LOTUS ASIA MENU OF SERVICES

PR & EVENTS

Creation, implementation & management of communications campaigns
Proactive press coverage generation
Media analysis
Media trips and events
Crisis / issues / reputation management
Celebrity endorsement
Brand partnerships
Event management

SOCIAL

Content creation & calendars
Community management
Social media strategies
Social media audit and competitor analysis
Influencer marketing
Social reporting
Blog calendar and article development
Paid distribution management
Social media event amplification

REPRESENTATION

Trade travel representation
Travel agent training
Agent workshops and roadshows
Trade media campaigns
Content creation
Travel trade events
Product development
Fam trips
Educational visits and incentives



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