PLUS ALPHA

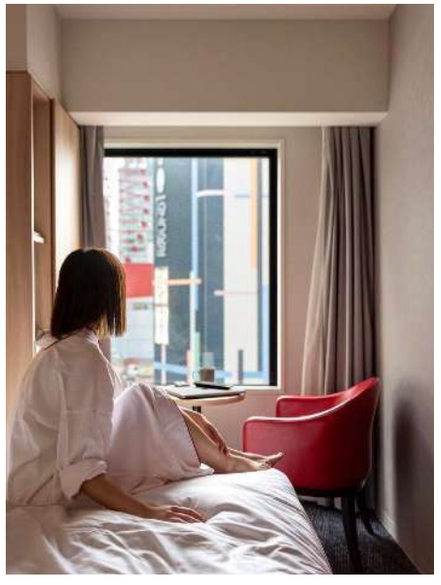
GLOBAL SOCIAL MEDIA FOR HOTELS

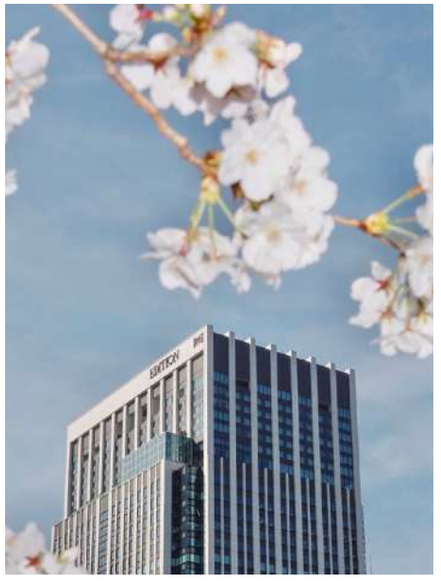
DRIVING BOOKINGS ACROSS META, CHINA, KOREA, JAPAN, RUSSIA, AND GLOBAL PLATFORMS












WHO WE ARE

Based in Tokyo, Shanghai, Singapore and Saigon, Plus Alpha is a **leading top-tier global social media agency** specializing in hotel marketing worldwide, with expertise in multiple languages. We are also an industry leader in China for handling Chinese social media channels for international hotels.

Led by the team behind CNN Travel Japan, our team of 65+ global professionals crafts exceptional strategies that enable hotels to effectively reach their target audience, elevate brand exposure, and drive revenue growth.

Having built up our own large social media audiences over many years, our team uses all of our knowledge of the fast-changing social media world to build accounts for clients, and help them communicate their message to new audiences.

We handle all aspects of social media management, including content creation using the latest cameras, underwater equipment, videos and drones, to engagement initiatives and partnerships with influencers to grow our client's accounts.

We make sure to stay on top of Meta's ever-changing algorithm to ensure our images attain maximum reach, and provide our clients with analytics reports to monitor their progress.









CLIENTS

Accor
- Corporate LINE for Japan
- Corporate Facebook for Japan
- Raffles Bali
- Fairmont Singapore
- La Veranda Phu Quoc
- Premier Village Phu Quoc
- Pullman Tokyo Tamachi
- Mercure Tokyo Haneda
- Mercure Hida-Takayama
- ibis Budget Osaka Umeda
- ibis Styles Kyoto Shijo
- ibis Styles Ginza East

Seibu Prince Hotels
- Prince Gallery Tokyo Kioicho
- Prince Park Tower Tokyo
- Grand Prince Hotel Hiroshima
- Manza Prince Hotel
- Naeba Prince Hotel
- Sapporo Prince Hotel
- Shimoda Prince Hotel
- Shizukuishi Prince Hotel
- Tokyo Prince Hotel

Shiseido
- L'Osier (Michelin* Restaurant)

Tokyu Hotels
- Capitol Hotel Tokyu

Mahogany Springs Resort
- Mahogany Springs Uganda

Minor Hotels
- Anantara Ubud Bali Resort

Millennium & Copthorne Hotels
- Grand Copthorne Waterfront Singapore

MyStays Hotel Group
- Art Hotel Ishigaki

Remy Martin
- Cointreau
- Remy Martin

Imperial Treasure
- Imperial Treasure Ginza

OneFive Hotels
- The Knot Fukuoka
- The Knot Hiroshima
- The Knot Sapporo
- The Knot Utsunomiya

Hilton
- Waldorf Astoria Osaka
- Conrad Osaka
- Conrad Nagoya
- Canopy Osaka Umeda
- Hilton Tokyo
- Hilton Hiroshima
- Hilton Okinawa Sesoko
- DoubleTree by Hilton Kyoto Higashiyama
- DoubleTree by Hilton Kyoto Station
- DoubleTree by Hilton Naha
- DoubleTree by Hilton Shuri Castle
- ZATTA Tokyo

Marriott
- Aloft Osaka Dojima
- Aloft Tokyo Ginza
- The Chapter by Tribute Portfolio, Kyoto
- Courtyard by Marriott Osaka
- Courtyard by Marriott Sapporo
- The Edition Tokyo Ginza + Punch Room
- The Edition Singapore + FYSH
- The Edition Toranomon + Jade Room + Gold Bar
- Hotel The Mitsui Halone
- JW Marriott Bangkok
- JW Marriott Hanoi
- JW Marriott Maldives
- JW Marriott Nara
- JW Marriott Phu Quoc
- JW Marriott Tokyo
- Le Meridian Maldives
- Moxy Kyoto
- Moxy Osaka Honmachi
- Moxy Tokyo
- The Naka Island, Phuket by Luxury Collection
- Prince Gallery Kioicho by Luxury Collection
- The Ritz-Carlton Abu Dhabi
- The Ritz-Carlton Bangkok
- The Ritz-Carlton Kyoto
- The Ritz-Carlton Maldives
- The Ritz-Carlton Nikko
- The Ritz-Carlton Okinawa
- The Ritz-Carlton Tokyo
- St Regis Osaka
- St Regis Singapore
- W Osaka
- W Singapore Sentosa

Hyatt
- Park Hyatt Busan
- Park Hyatt Kyoto
- Park Hyatt London
- Park Hyatt Seoul
- Grand Hyatt Seoul
- Hotel du Louvre by Hyatt, Paris
- Hyatt Regency The Churchill, London
- Hyatt Regency Tokyo
- Hyatt Regency Waikiki

Soho House
- Soho House Tokyo

Okada Manila
- Okada Manila

Giorgio Armani
- Armani Ginza (Michelin* Restaurant)

IHG
- ANA Crowne Plaza Kobe
- ANA Intercontinental Tokyo
- Garner Hotels Osaka
- Holiday Inn Kyoto Gojo
- Holiday Inn & Suites Sapporo Odori Park
- InterContinental Chiang Mai The Mae Ping
- InterContinental Sapporo
- InterContinental Yokohama Grand
- RIHGA Royal Hotel Osaka, Vignette Collection
- The Strings by InterContinental Tokyo

Centara Hotels & Resorts
- Centara Grand Osaka
- Centara Life Namba Hotel Osaka

CROSS Hotels
- Fukuoka

Banyan Tree
- Banyan Tree Kyoto
- Dhawa Yura Kyoto
- Garrya Nijo Castle Kyoto

Gate Hotels Japan
- Corporate Account

Miyako Hotels & Resorts
- Miyako Hotel Kyoto Hachijo
- Miyako Resort Okushima Aqua Forest

Wyndham Hotels & Resorts
- Club Wyndham Asia

OUR CORE SERVICES

Social Media Management

End-to-end management of global social channels—from strategy and content planning to publishing and community management.

Content Production

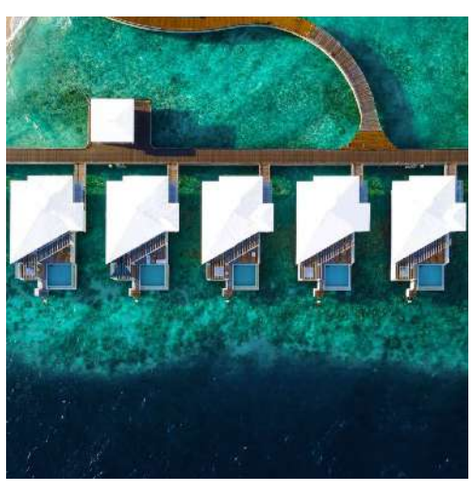
Premium, platform-native content including photography, video, and copywriting—designed to drive engagement and performance.

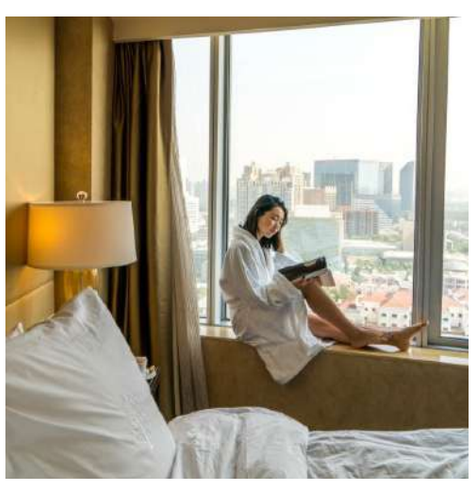
Paid Media & Performance

Strategic media planning and campaign execution focused on conversions, revenue, and measurable ROI.

Market-Specific Platforms (China, Korea, CIS)

Specialized management of Meta (Instagram and Facebook), Rednote, WeChat, KakaoTalk, and Yandex—reaching high-value audiences in closed ecosystems.







MULTI-MARKET PLATFORM EXPERTISE

We activate high-value travel markets through platforms most global agencies cannot operate in.

Global

Instagram
Drives global brand visibility and inspiration across international audiences.

Facebook
Supports paid media, retargeting, and community building at scale.

Japan/Korea

KakaoTalk
Direct communication channel to Korean travelers—driving promotions and repeat engagement.

LINE
Japan's primary CRM and messaging platform for campaigns, loyalty, and direct conversion.

Russia / CIS

Yandex
Exclusive access to Russia/ CIS travel demand via search, maps, and OTA integration.

China, Taiwan and Hong Kong

Weibo
Mass visibility and social amplification for brand awareness in China.

Xiaohongshu (Rednote)
High-intent discovery platform influencing travel decisions and bookings.

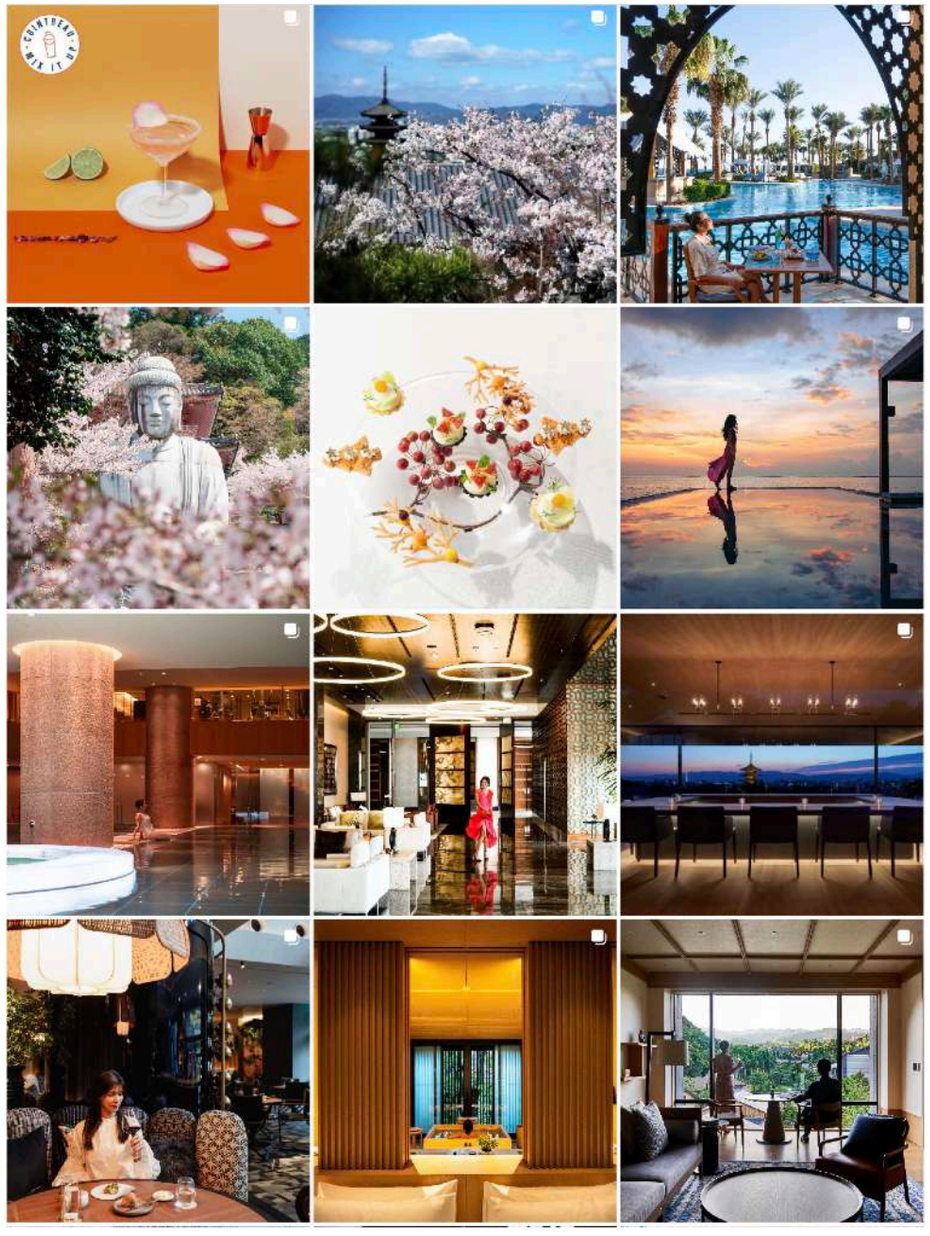
WeChat
Full ecosystem for CRM, content, and direct conversion within one platform.

These platforms are not optional – they are the primary booking drivers in their respective markets.

HIGH-PERFORMANCE CONTENT PRODUCTION

We create platform-first content designed to drive reach, engagement, and conversion across global and regional channels.

From luxury hotels to destination campaigns, our content is built to perform—not just look good.



What We Deliver

- **Platform-First Creative**

Content designed specifically for how Instagram, Rednote, and Meta platforms actually perform.

- **Premium Photo & Video Production**

Luxury-level photography and video tailored for hospitality, lifestyle, and travel storytelling.

- **Talent & Influencer Integration**

Access to curated creators and models to bring content to life and expand reach.

- **End-to-End Production**

From concept and shoot direction to editing and delivery—fully managed.

- **Consistent Content Pipeline**

Ongoing shoots and production planning to ensure your channels stay active and relevant.

FULL-SERVICE CREATIVE DESIGN

Our in-house design team supports a wide range of creative needs across digital and on-property touchpoints.

From social media and campaign visuals to in-hotel materials and brand assets, we ensure all design aligns with your brand standards and positioning.

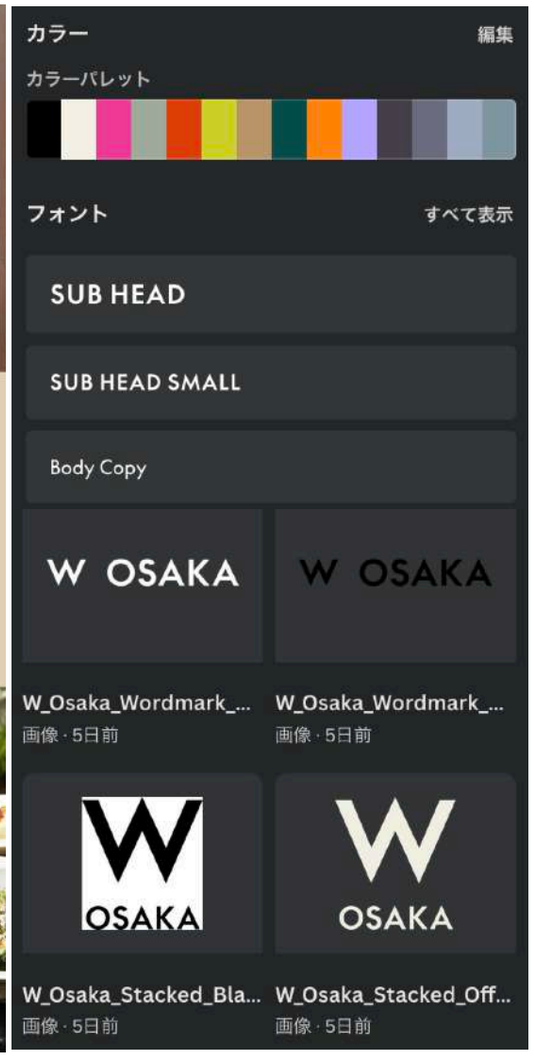
Social Media Content
Platform-native Stories, posts and campaign visuals.

Campaign & Promotional Assets
Seasonal campaigns, dining promotions, and launches.

On-Property Design
Posters, leaflets, signage, in-room materials, and collaterals.

Digital & Marketing Assets
Email visuals, website banners, and advertising creatives.











NEXT-GENERATION CONTENT WITH AI

We integrate advanced AI tools into our creative workflow to produce high-quality images, videos, and concepts—enhancing speed, scalability, and creative possibilities beyond traditional production.

This allows us to rapidly develop campaign visuals, test creative directions, and deliver content efficiently without compromising quality.

HOW WE USE AI

AI Image Generation

Create high-quality visuals, concepts, and campaign ideas without the need for full-scale shoots.

AI Video Production

Generate dynamic video content and motion assets for social media and campaigns.

Creative Concept Development

Rapidly explore multiple creative directions before final production.

Workflow Optimization

Use AI tools to improve speed, consistency, and efficiency across content creation and copywriting.



PAID MEDIA & PERFORMANCE

We plan, execute, and optimize paid media campaigns across global and regional platforms—focusing on conversions, revenue, and measurable ROI.

From Meta to Rednote (Xiaohongshu) Juguang Ads, we reach high-value travelers across key inbound markets.

PLATFORMS WE MANAGE

Meta (Instagram & Facebook)

Full-funnel campaigns including awareness, retargeting, and conversion-focused ads.

Xiaohongshu (Rednote) – Juguang Ads

High-intent targeting within China's leading travel discovery platform.

Google & Display

Search and display campaigns supporting direct bookings.

WHAT WE DO

Campaign Strategy

Audience targeting based on travel demand, seasonality, and market insights.

Creative That Converts

Ad creatives designed for platform behavior—not just adapted content.

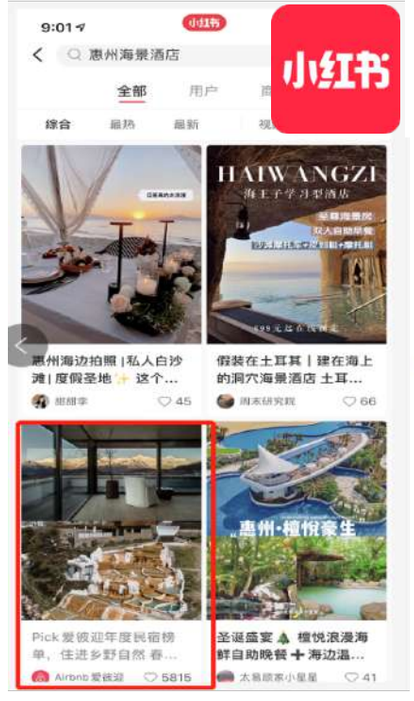
Budget & Performance Optimization

Continuous testing and optimization to improve CTR, CPC, and conversions.

Reporting & Insights

Clear performance tracking focused on ROI and revenue impact.





Results

Instagram profile visits	897
Cost per Instagram profile visit	¥33.44
Amount spent	¥30,000.00
	¥30,000 lifetime budget
Reach	21,049
Impressions	30,406
recommendations_guidance	--
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	¥36.95
Frequency	1.44
Unique link clicks	754

CHINESE SOCIAL MEDIA LEADERSHIP

PLUS ALPHA

WHAT WE MANAGE

- Xiaohongshu (Rednote), WeChat, Weibo, Douyin
- End-to-end strategy, content, and paid media (Juguang Ads)

INDUSTRY LEADERSHIP

- Trusted partner for Marriott and Hyatt properties globally
- Managing a significant share of top-performing hotel accounts on rednote

Top International Marriott Hotels on Rednote by April 2026		
Ranking	**Hotel**	**Followers**
1	Le Meridien Maldives Resort & Spa	9,191
2	W Osaka	6,797
3	JW Marriott Hotel Nara	6,244
4	JW Marriott Phu Quoc	5,567
5	The Ritz-Carlton Bangkok	5,118
6	W Kuala Lumpur	5,133
7	Perhentian Marriott Resort	4,239
8	Prince Gallery Tokyo Kioicho	3,937
9	St Regis Maldives Wommuli	3,769
10	JW Marriott Maldives	3,787
11	The Ritz-Carlton Maldives Fari Islands	3,615
12	Aloft Osaka Dojima	3,264
13	JW Marriott Bangkok	3,218
14	The Ritz-Carlton Osaka	2,927
15	The Ritz-Carlton Tokyo	2,629
16	JW Marriott Jeju Resort & Spa	2,297
17	JW Marriott Hanoi	2,458
18	Iconic Marjorie Hotel Penang	2,074
19	The Ritz-Carlton Nikko	1,947
20	The Singapore EDITION	1,287

Those in green are managed by us

小红书 · WeChat

W OSAKA

Weibo: 12,855 followers in 12 months

RED: 2,694 followers in 12 months

WeChat: 5,344 followers in 12 months

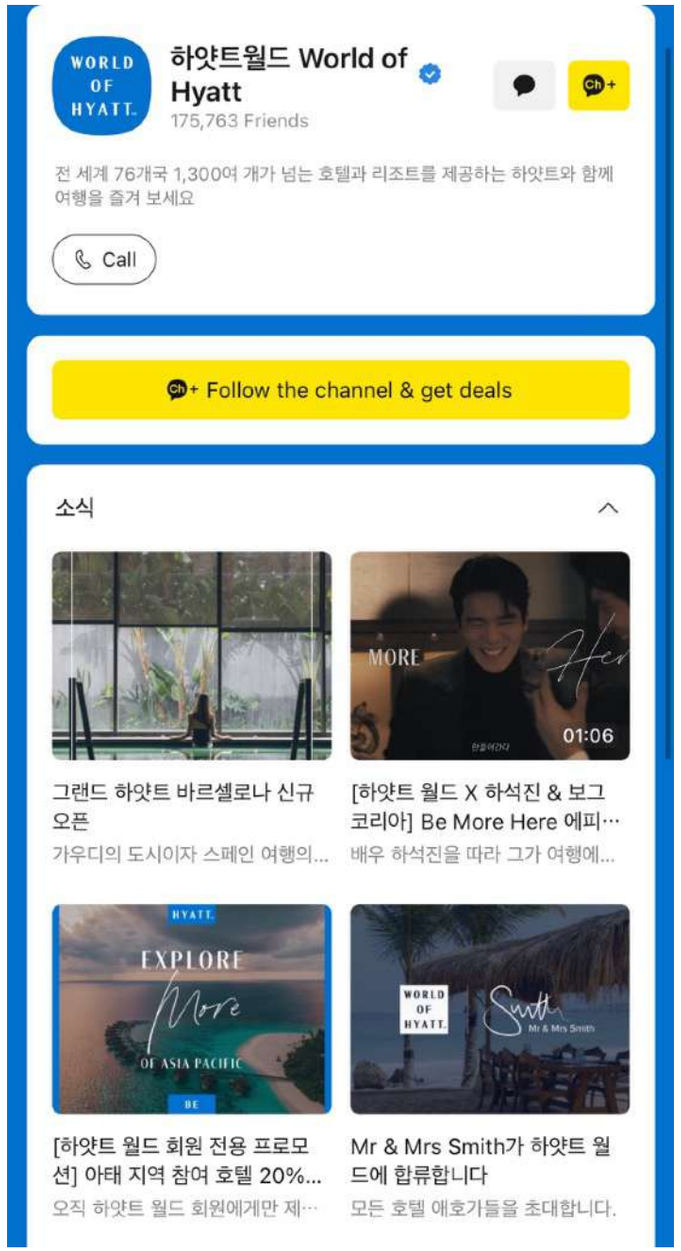


SOUTH KOREA: KAKAOTALK & NAVER

KakaoTalk is Korea's primary communication platform—not a social media channel.

Naver is the country's leading search and discovery ecosystem.

Together, they form the core of how Korean travelers discover, evaluate, and book hotels.



WHAT WE MANAGE

KakaoTalk (CRM & Guest Communication)

- Channel setup and management
- Content planning (offers, campaigns, updates)
- Guest communication and engagement
- Campaign execution to drive repeat bookings

Naver (Search & Discovery)

- Naver Place / Business listing optimization
- Content and keyword strategy
- Reputation and review management
- Visibility optimization for Korean search behavior

Key Points

- Direct communication with Korean guests through KakaoTalk
- Search and validation driven by Naver
- Strong focus on retention, repeat visits, and loyalty

INSTAGRAM → Discovery (inspiration)

NAVER → Search & validation (intent)

KAKAOTALK → Conversion & retention (CRM)

RUSSIA & CIS: YANDEX TRAVEL

Russia and CIS are among the fastest-growing inbound travel markets to Japan, with strong demand for luxury and resort destinations.

Plus Alpha is the exclusive **official Yandex Travel partner in Japan**—providing direct access to Russia's leading search engine and largest travel ecosystem.

Yandex is Russia's equivalent of Google—and its travel platform functions as the region's largest OTA.

WHAT WE DO

Yandex Travel & Maps Management

- Profile setup and optimization on Yandex Travel and Maps
- Content localization and visual optimization

Premium Placement & Visibility

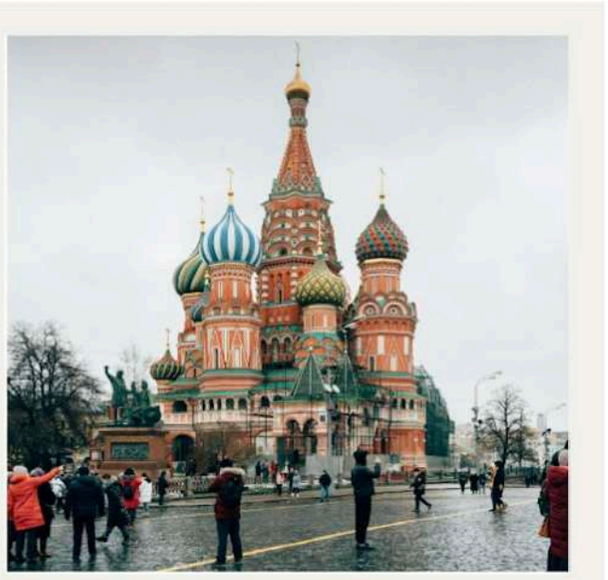
- Priority positioning in search and category listings
- "Recommended" placement to drive visibility

Yandex Direct Advertising

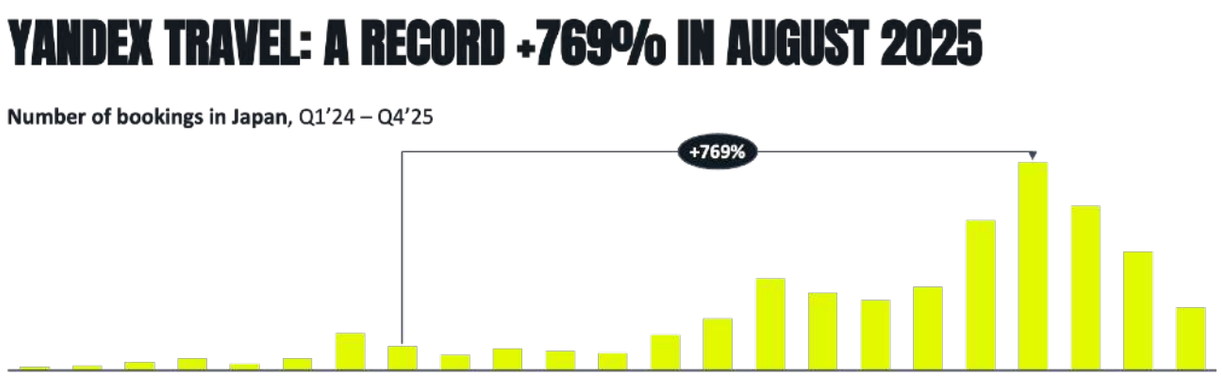
- Targeted campaigns across Yandex Search and partner network
- Traffic driven directly to booking platforms

Strategic Value (short bullets)

- Access to a high-value outbound travel market
- Strong performance in resort and luxury segments
- Less competition vs traditional global channels



RUSSIA (+35.9%)



COSMETICS & BEAUTY: YANDEX DIRECT

PLUS ALPHA

Building on our role as Yandex's partner for Japan and Korea, Plus Alpha now brings the same service to **Korean and Japanese cosmetics brands** that want to reach Russian and CIS consumers.

On Yandex, Russia's leading search engine, **Korean cosmetics are the most-searched origin of care products**—almost four times more than Russian domestic brands.

171.8M
Beauty search queries on Yandex.
(+9% YoY vs 158.3M in Jan–Aug 2025)

59% share
of all cosmetics queries + country.
#1 by far; Russian is next at 14%

+24% YoY
Search increase
+62% for display/reach formats.

92% female
Peak age band 35–44 (26–27%), then 45–54 (21–22%) and 25–34 (20%)

WHAT WE DO

Demand & Market Research

- Search-demand mapping by category, brand and ingredient
- Positioning against domestic and international competitors

Yandex Direct Campaigns

- Search, product-feed and ad-network campaigns optimised for sales
- Mobile-first creative, native Russian copy
  (89% of clicks are on smartphones)

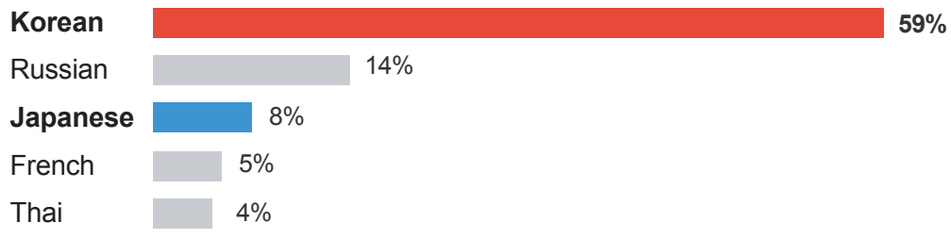
Collaborative Ads with Retailers

- Brands run Yandex Direct ads on retailer sites and marketplaces
- Product-level sales and conversion data reported back to the brand

One Partner from Asia to Russia

- Brief in Japanese, Korean or English; we execute in Russian
- Direct working relationship with Yandex

INTEREST IN COSMETICS BY COUNTRY OF ORIGIN



Most searched Korean brands
Celimax
D'Alba
Lador
Reborn
Medicube (+515% fastest growing)

Most searched Japanese brands
Shiseido
Elis
Lebel
Momi (+66% fastest growing)
L&L Skin (+74% fastest growing)

Yandex Direct benchmarks: Beauty & Care

$0.24	2.7%	$0.07	95%
avg. CPC in search	CTR in search	avg. CPC in ad network	of search clicks from text & product ads

YANDEX SEARCH → Demand
Shoppers researching Korean and Japanese beauty

YANDEX DIRECT → Conversion
Search and ad-network campaigns that drive sales

COLLABORATIVE ADS → Retail sales
Ads on retailer sites with product-level data

WHY LEADING HOTELS WORK WITH PLUS ALPHA

A global social media partner for hotels—combining strategy, content, and performance across key inbound markets.

Revenue-Focused Strategy

- Conversion-driven campaigns and KPI alignment
- Paid media optimization across Meta and regional platforms
- Clear reporting focused on revenue impact

Platform Expertise Across Global & Regional Markets

- Meta, Rednote, WeChat, KakaoTalk, Naver, Yandex
- Deep understanding of China, Korea, and CIS ecosystems
- Strategies tailored to each market's behavior

End-to-End Execution

- Content production, design, and localization
- Influencer and campaign management
- Ongoing optimization and client support

One partner to manage global and regional social media ecosystems

CONTACT US



@RobertMichaelPoole (284k)

A professional photographer, journalist, and influencer from UK. Has traveled to 167 countries and lived in Japan 20 years.

He works as a photojournalist for BBC, National Geographic, Wall Street Journal, Newsweek, Japan Times, United Airlines etc.

Acted as CNN Travel's Japan Chief and Editor-in-Chief for New York's Culture+Travel magazine.



Izumi Kohno/黄野いづみ

A graduate of Gakushuin University, Izumi studied in the US and interned in TV & media companies in Seattle, Washington. After working at a Japanese publishing company for 10 years, she is currently active as a writer and social editor.

She is Japan Manager at Plus Alpha KK managing 20+ staff, handling training and supervision of SNS operations.



@Marcy_Yu (100k)

A leading travel and fashion influencer from Taiwan/Costa Rica, whose content is produced in English and Spanish.

As Head of Marketing for Ralph Lauren for 9 years, she is an expert on social media communication strategy specialising in lifestyle and travel content.



Lychee Siting Dai (54k Weibo)

From Beijing, Lychee is a creative director and social media specialist, working on events and campaigns for major brands in China for 10 years.

She has also built up a significant following herself, with 54,000 followers on Weibo and 16,000 on Instagram.

Our **Tokyo, Singapore, Shanghai and Saigon** Teams include 60 staff handling translation, copywriting, editing, content creation, and account management for clients from Asia, Europe, US and Europe. We also have a team of photographers around the world, to support our international clients.

Contact us at enquiry@plusalphatokyo.com