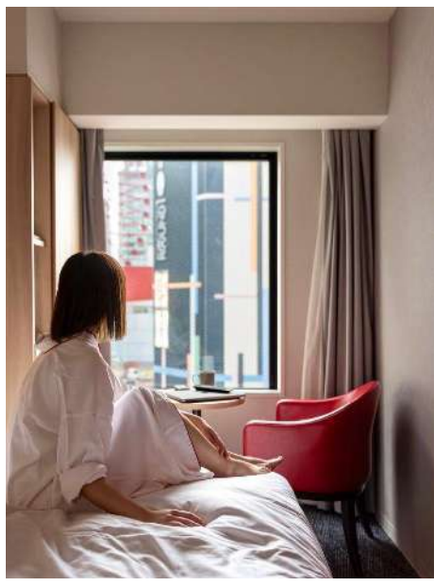
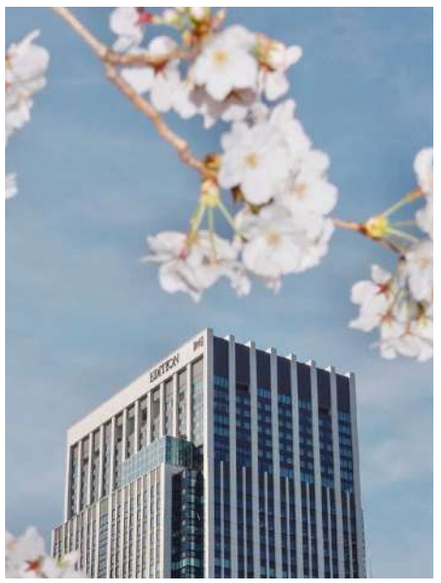
PLUS ALPHA













CREATIVE AGENCY DEDICATED TO SOCIAL MEDIA CONTENT CREATION AND ACCOUNT MANAGEMENT

WHO WE ARE

Based in Tokyo, Shanghai, Singapore and Saigon, Plus Alpha is **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 45+ 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.









OUR TEAM



@RobertMichaelPoole (301k)

A professional photographer, journalist, and influencer from UK. Has traveled to 167 countries and lived in Japan 12 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, Africa and Europe. We also have team of photographers around the world, to support our international clients.

PLUS ALPHA

CLIENTS

FOUR SEASONS

WESTIN HOTELS & RESORTS

PARK HYATT®

THE RITZ-CARLTON

pullman HOTELS AND RESORTS

MARRIOTT

moxy HOTELS

ACCOR

CONRAD HOTELS & RESORTS™

W HOTELS

JW MARRIOTT

THE LUXURY COLLECTION

Hilton HOTELS & RESORTS

INTERCONTINENTAL

GRAND HYATT

www.plusalphatokyo.com

INSTAGRAM PRO SERVICE

Creating Content

- Our photographers videographers can visit once each season, capturing 40-50 photos and 4-6 Reels.
- We also select the best UGC content and editing PR short to work with Instagram image ratios of 4:5, 4:3 and 9:16.
- We will create effective captions to increase engagement using brand guidelines and professional copywriters.
- Effective use of hashtags and tagging users checked by internal research.

Account Growth

- Active engagement on complimentary accounts to raise awareness.
- Campaigns and giveaways to boost growth.
- Influencer management to increase exposure.
- Paid Ads to reach new markets and demographics.

Evaluation & KPIs

- Set up KPIs for the account with regular analysis.
- A chat group to reach your dedicated account manager any time.
- We will provide you with monthly reports on all data.



FREQUENCY & TIMING

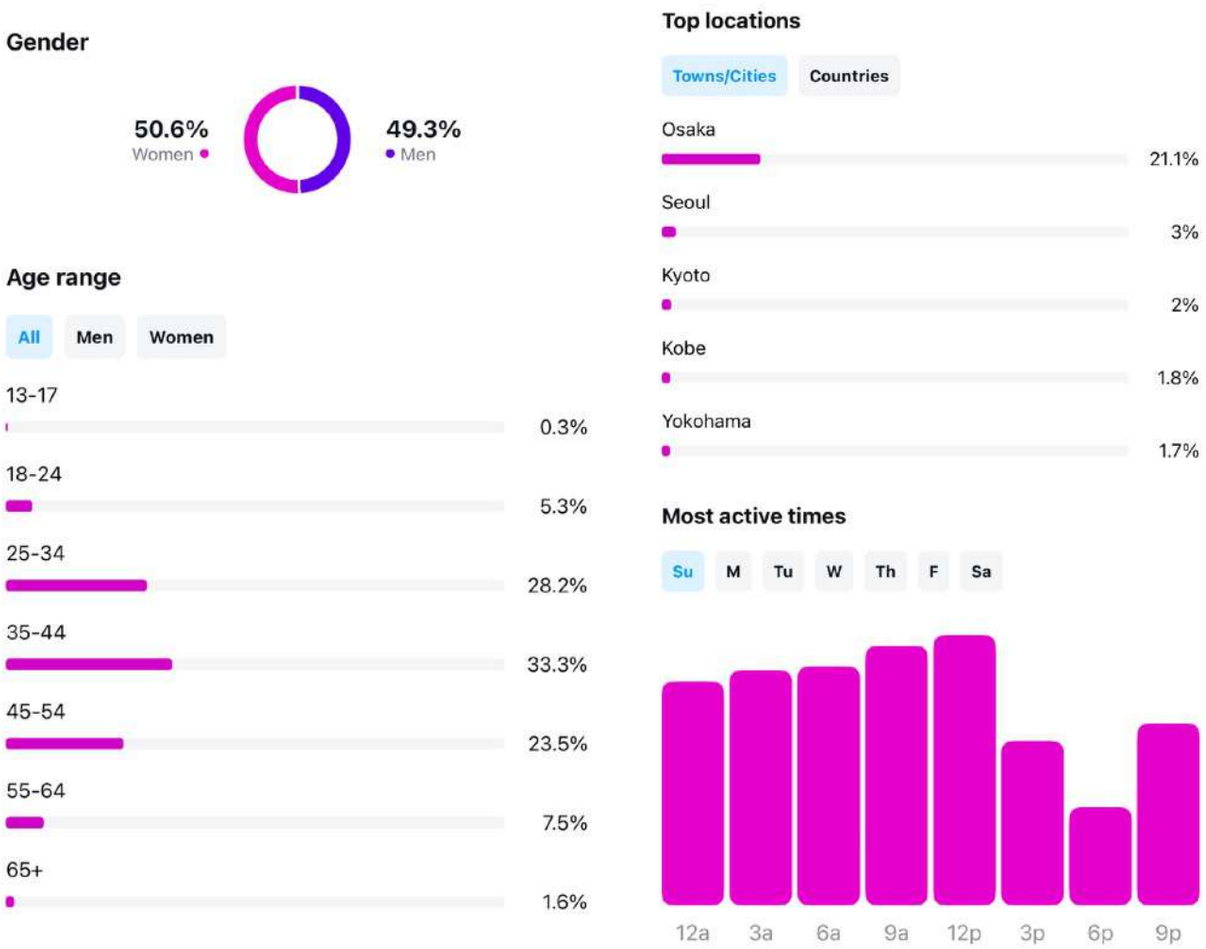
The best practice in 2025 for Instagram is to post 3-4 times per week with 2-3 reels per month. Carousel posts are the best performing content, especially mixed media with images and videos combined.

Posts should go up at peak times based on our performance data.

By creating a business account within Meta Business Suite, we can access the Insights Data of the account, and know where our followers are located - and therefore the best time of day to post each image.

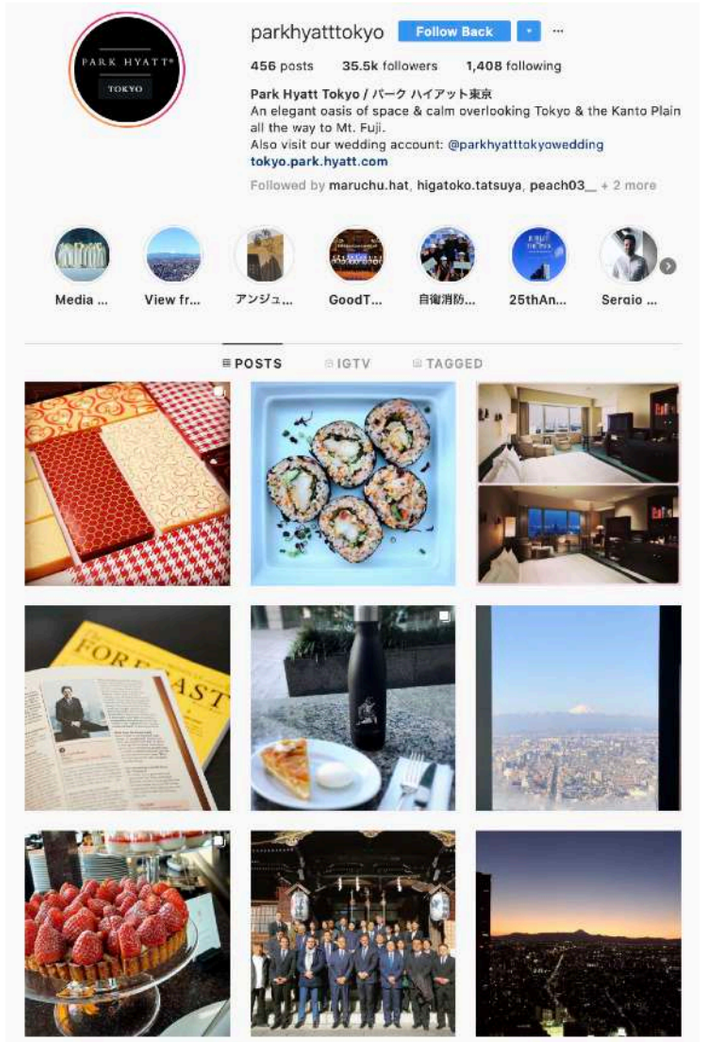
Insights Data includes:

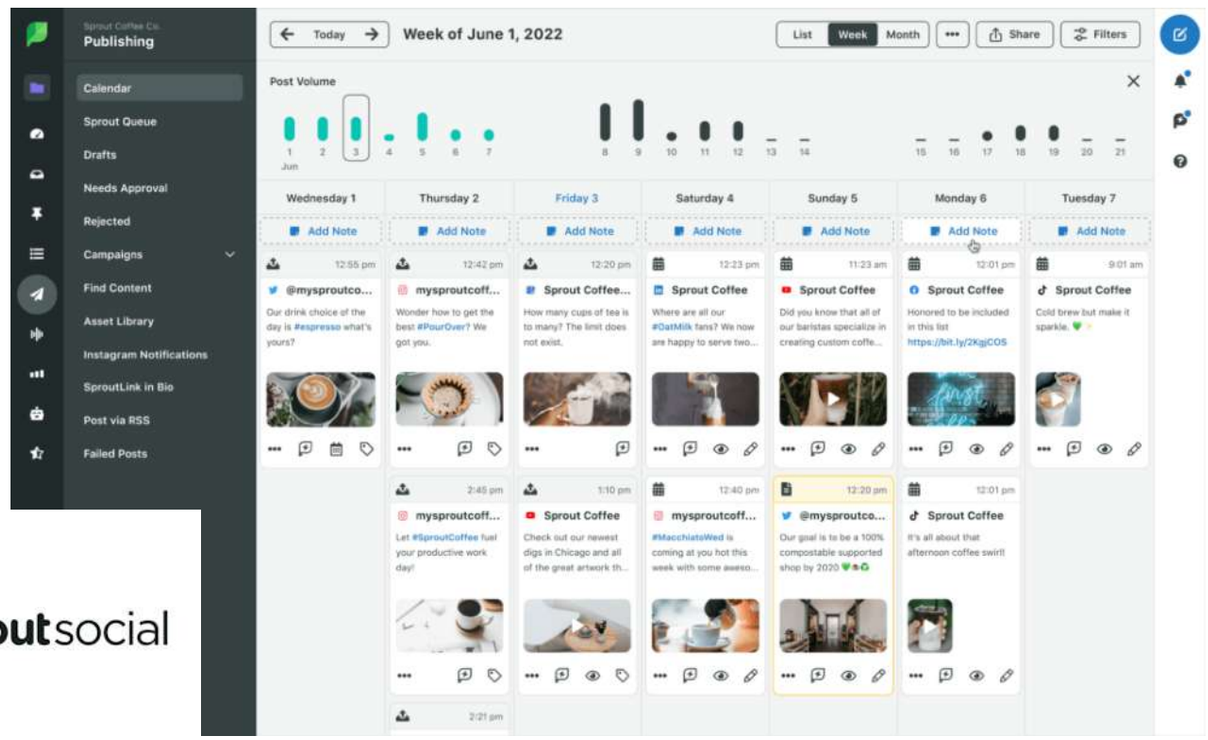
- Gender Balance.
- Age demographics by male and female followers.
- Top Locations of followers, by City and by Country.
- Best Days of the Week to post
- Best Times of the Day to post, each day, according to when our followers are most active.



PLANNING & CAPTIONS

- Before the month begins we create a grid plan, in which images can be moved around to balance the colours, tones and topics.
- Once approved we then create detailed excels for each post, preparing captions bilingually by natives in multiple languages..
- Clients can then check and approve with ease, ready for scheduling on Sprout Social.
- We also source and plan suitable hashtags for each and every post.

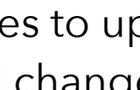




sproutsocial

LIVE EXCELS

- We work through clouds services to update **live excels** throughout the month to make sure we are flexible to new promotions and changes the client needs. Clients have full access so we can work together.
- **Captions** are planned out in advance with **Approval processes** for each client to review. To view a sample Live Excel click here.

PLUS ALPHA	October 2022														
	Conrad Tokyo Monthly Promotions					KEY OBJECTIVES						Key Dates			
						Driving brand awareness Escalating content volume via Stories						10th - Sports Day スポーツの日 20th - International Chefs Day 31st - Halloween*			
Date	Promotion	URL for IG Story	FB URL	LINE URL	Image	IG Story	LINE Message	Brand / Tag	Comments	Approved	Caption (JP)	Caption (EN)	Hashtags		
Week 1															
Monday	3/10/22	Xmas Restaurant promotions	https://conrad-tokyo.hiltonjapan.co.jp/restaurants/lp/christmas?utm_source=instagram.com&utm_medium=stories&utm_campaign=re	https://conrad-tokyo.hiltonjapan.co.jp/restaurants/lp/christmas?utm_source=facebook&utm_medium=post&utm_	https://conrad-tokyo.hiltonjapan.co.jp/restaurants/lp/christmas?utm_source=line&utm_medium=post&utm_camp		☑	☐			☑	コンラッド東京ではホリデーシーズンの贈り物やサプライズに最適な思い出に残る宿泊プランをはじめ、各レストランで開催する和・洋・中のクリスマスディナー、アフタヌーンティーなどをご用意します。 クリスマスデコレーションとホスピタリティでホリデームードが高まるコンラッド東京で特別なひとときをお過ごしください。	Conrad Tokyo offers various special accommodation packages over the holiday season that make for perfect gifts for friends and loved ones, or perhaps a pleasant little treat for oneself. The hotel will also be offering exquisite Christmas dinners at each restaurant that incorporate ingredients and traditions of Japanese, Chinese, and Western cuisines, as well as seasonal afternoon tea courses. Get into the holiday spirit while immersed in unparalleled elegance with the enchantingly festive decorations and world-renowned hospitality.	Share your own images with us by tagging @conrad_tokyo #コンラッド東京 #コンラッド #東京ホテル #ホテルレストラン #東京レストラン #新橋グルメ #汐留グルメ #和洋中 #チャイナブルー #風花 #コラージュ #セリーズ #トゥエンティエイト #クリスマスディナー #グルメ女子 #ホリデーシーズン
Tuesday	4/10/22	TwentyEight	https://conrad-tokyo.hiltonjapan.co.jp/restaurants/twentyeight	https://conrad-tokyo.hiltonjapan.co.jp/restaurants/twentyeight	https://conrad-tokyo.hiltonjapan.co.jp/restaurants/twentyeight		☑	☐	@photographer		☑	バー&ラウンジ「トゥエンティエイト」の開放的な空間で、目の前に広がるパノラマビューを眺めながら優雅なひとときを。	Enjoy phenomenal panoramic views of the city from Conrad Tokyo's open, airy, and sophisticated TwentyEight bar and lounge.	Share your own images with us by tagging @conrad_tokyo #コンラッド東京 #コンラッド #東京ホテル #ホテルバー #東京バー #ホテルラウンジ #ホテルからの景色 #トゥエンティエイト #バーホッピング #バー巡り #ConradTokyo #StayInspired #Conrad #tokyohotel #hotellounge
Thursday	5/10/22	Kazahana	https://conrad-tokyo.hiltonjapan.co.jp/restaurants/kazahana	https://conrad-tokyo.hiltonjapan.co.jp/restaurants/kazahana	https://conrad-tokyo.hiltonjapan.co.jp/restaurants/kazahana		☑	☐		2枚目も写真を入れています。こちらはLINEメッセージ以外（IG, IG story, FB）で使ってください。	☑	東京の煌めく夜景とともに堪能できる日本料理「風花」の鉄板カウンター。黒毛和牛や伊勢海老を贅沢に味わえるディナーコースを2種ご用意しています。	Gaze out over majestic views of the Tokyo cityscape glittering in the night while seated at Kazahana's teppan counter. Choose between two exquisite dinner courses, featuring either spiny lobster or Kuroge Wagyu beef.	Share your own images with us by tagging @conrad_tokyo #コンラッド東京 #コンラッド #東京ホテル #ホテルレストラン #東京レストラン #新橋グルメ #汐留グルメ #日本料理 #風花 #ディナーデート #記念日ディナー #鉄板焼 #ConradTokyo #StayInspired #Conrad #tokyorestaurant
Wednesday	6/10/22	Xmas Lunch Buffet	https://conrad-tokyo.hiltonjapan.co.jp/plans/restaurants/lunchbuffet/cerise-2211?utm_source=instagram.com&utm_medium=stories&utm_campaign=ce	https://conrad-tokyo.hiltonjapan.co.jp/plans/restaurants/lunchbuffet/cerise-2211?utm_source=facebook&utm_medi	https://conrad-tokyo.hiltonjapan.co.jp/plans/restaurants/lunchbuffet/cerise-2211?utm_source=line&utm_medium=		☑	☑			☑	シェフズ・トリート・クリスマスランチビュッフェが11月7日（月）よりスタート！ ホテル総料理長監修のもと各レストランのシェフ達が共演して旬の食材を和洋中にアレンジした料理から、煌びやかなホリデーシーズンにふさわしい豪華食材を使用した料理の数々が贅沢に並びます。	The Chefs' Treat Christmas Lunch Buffet starts next month, on November 7! Under Executive Chefs creative supervision, chefs from each of the hotel's restaurants have come together to present an exquisite spread of the finest seasonal ingredients that combines Japanese, Chinese, and Western cuisines in one luxurious feast. Enjoy a range of magnificent dishes that perfectly capture the magic and glamour of the holiday season.	Share your own images with us by tagging @conrad_tokyo #コンラッド東京 #コンラッド #東京ホテル #ホテルレストラン #ビュッフェ #ホテルビュッフェ #東京レストラン #ランチビュッフェ #セリーズ #新橋ランチ #新橋グルメ #汐留ランチ #汐留グルメ #ホリデーシーズン #クリスマス #クリスマス料理 #クリスマスランチ #ConradTokyo
Friday	7/10/22	Conrad Stay with Swarovski	https://conrad-tokyo.hiltonjapan.co.jp/plans/rooms/8535	https://conrad-tokyo.hiltonjapan.co.jp/plans/rooms/8535	https://conrad-tokyo.hiltonjapan.co.jp/plans/rooms/8535		☑	☐			☑	気分が高まるホリデーシーズンのご宿泊に、東京湾の煌めく夜景とともにSwarovskiの世界を体験する期間限定の宿泊プラン「コンラッドステイ with Swarovski」。 バー&ラウンジ「トゥエンティエイト」でSwarovskiのクリスタルがステムに輝くトースティンググラスでシャンパーニュをお楽しみいただける他、新作のボールペンにCONRADと刻印されたスペシャルギフトと、Swarovski® Crystalsのチャームが揺れるコンラッ	Elevate your winter getaway with the simply magical "Conrad Stay with Swarovski" accommodation plan. Admire shimmering views of the Tokyo Bay area from the hotel's TwentyEight bar & lounge while slowly sipping champagne from an ornate commemorative glass that sparkles with elegant Swarovski crystals. Guests will also receive a special edition Conrad Bear, complete with its own Swarovski Crystal charm, as well as a beautiful, sleek, and highly exclusive engraved pen.	Share your own images with us by tagging @conrad_tokyo #コンラッド東京 #コンラッド #ホテルステイ #東京ホテル #スワロフスキー #スワロフスキーボールペン #スワロフスキークリスタル #ホリデーシーズン #コンラッドペア #自分へのご褒美 #ConradTokyo #StayInspired #Conrad #Shiodome #Shinbashi #tokyohotel #conrad_tokyo #holidayseason
Week 2															
Tuesday	11/10/22	Winter Spa	https://conrad-tokyo.hiltonjapan.co.jp/plans/spa/8591	https://conrad-tokyo.hiltonjapan.co.jp/plans/spa/8591	https://conrad-tokyo.hiltonjapan.co.jp/plans/spa/8591		☑	☐			☑	水月スパオリジナルのアロマオイルをふんだんに使用したボディトリートメントと、毎年好評を得ているアロマセラピーアソシエイツのギフトボックスがセットになったお得なプラン。 今年のギフトボックスには3種類のエッセンシャルオイルが入った「エッセンシャルオイルコレクション」をご用意しました。一年間頑張った自分へのご褒美に、大切な方へのプレゼントに、ぜひご利用く	Mizuki Spa is offering a great-value and wonderfully soothing treatment plan that incorporates a generous application of the spa's own aromatic oils, as well as a special gift box from Aromatherapy Associates. This year's gift set contains three distinct types of essential oils from the brand's "Essential Oil Blends" collection and makes for the perfect, much-deserved reward for yourself, or the ideal little present for someone special.	Share your own images with us by tagging @conrad_tokyo #コンラッド東京 #コンラッド #汐留 #新橋 #銀座 #ホテルスパ #東京スパ #水月スパ #ボディマッサージ #アロマトリートメント #ホリデーギフト #自分へのご褒美 #ConradTokyo #StayInspired #Conrad #hotelstay #hotelspa
Wednesday	12/10/22	Halloween Afternoon tea	https://conrad-tokyo.hiltonjapan.co.jp/plans/restaurants/afternoon_tea/twentyeight-22097?utm_source=instagram.com&utm_medium=stories&utm_campaign=twentyeight_afternoontea_20221012	https://conrad-tokyo.hiltonjapan.co.jp/plans/restaurants/afternoon_tea/twentyeight-22097?utm_source=facebook&utm_medium=post&utm_campaign=twentyeig	https://conrad-tokyo.hiltonjapan.co.jp/plans/restaurants/afternoon_tea/twentyeight-22097?utm_source=line&utm_medium=post&utm_campaign=twentyeight_afte		☑	☑		2枚目も写真を入れています。こちらはLINEメッセージ以外（IG, IG story, FB）で使ってください。	☑	【10/31まで！】美容や健康に効果があると言われるいちじくとザクロを使用した上品なスイーツが並ぶ大好評の「フォービドゥン・ハロウィンアフタヌーンティー」🎃青中に羽根がついた限定ハロウィン・コンラッド・ベアも残りわずかです。残り少ない期間、ハロウィン気分高まる上品なスイーツをぜひお楽しみください。	The hugely popular "Forbidden Halloween Afternoon Tea" – only available until October 31! 🎃 Enjoy a divine spread of dark and delicious delights adorned with figs and pomegranates, said to be beneficial for both health and beauty. There are also available a limited number of Halloween-edition winged Conrad Bears, who look simply adorable in their seasonal getup and absolutely ready to celebrate the spooky season! 🖤 With little over two weeks left, come and experience the perfect Halloween feast while you can!	Share your own images with us by tagging @conrad_tokyo #コンラッド東京 #コンラッド #東京ホテル #アフタヌーンティー #コンラッドスイーツ #スン活 #コンラッドアフタヌーンティー #ハロウィンスイーツ #フォービドゥンハロウィンアフタヌーンティー #フォービドゥンアフタヌーンティー #コンラッドペア #ハロウィン #ハロウィーン #ConradTokyo #StayInspired #afternoontea #conradafternoontea #conradsweets

LIVE CLIENT SUPPORT



In addition to providing the live Excel, we enhance our collaboration with the hotel by assigning a dedicated **Account Manager** to ensure personalized support and streamlined communication.

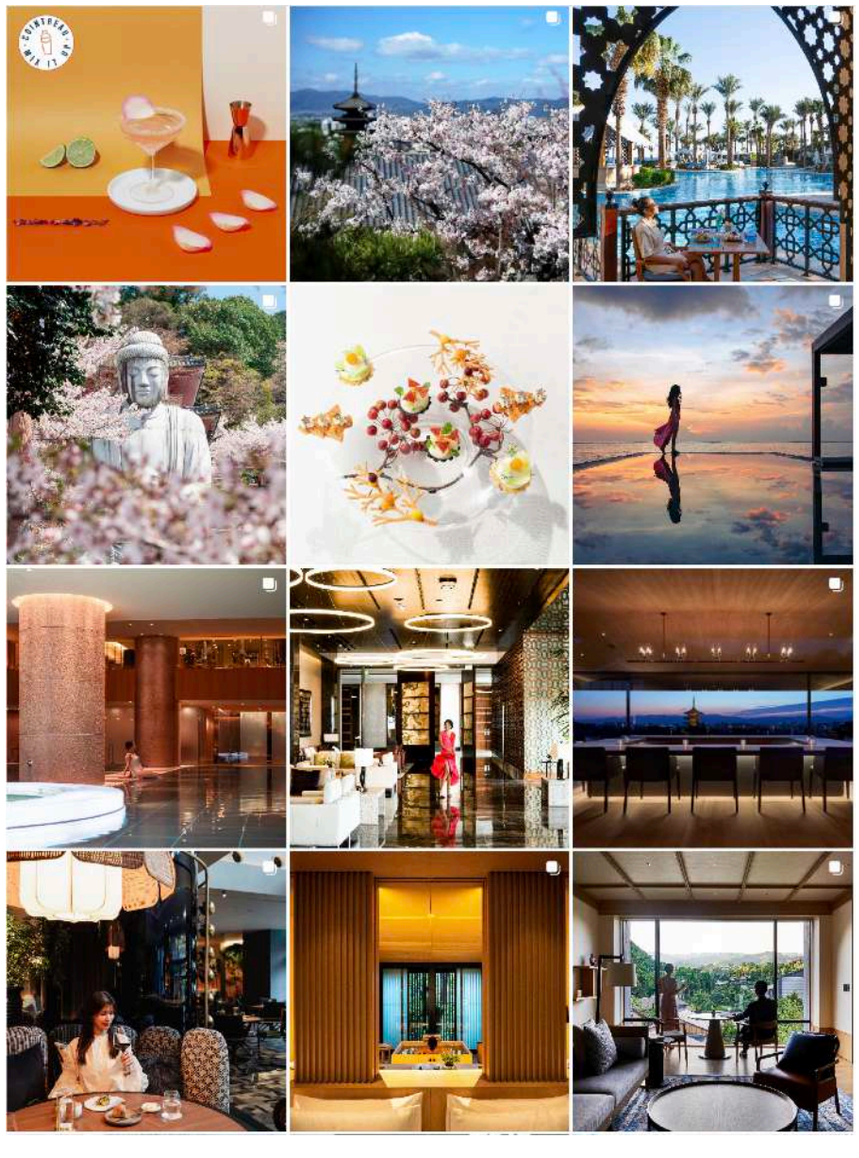
The account manager serves as the primary point of contact, addressing any questions or concerns promptly and facilitating a more tailored experience.

To further improve accessibility, we create a separate line or WhatsApp chat specifically for the hotel. This allows for quick and easy communication with our staff, ensuring that any urgent matters can be addressed in real time.

By combining these personalized support channels with our live updates, we ensure that our clients feel supported and informed at all times, fostering a strong and effective partnership.

CONTENT CREATION

Enhance your social media presence with our professional content creation services. We provide assistance with quarterly photoshoots, expert photographers and video editors to keep your brand fresh and engaging.



Why Choose Us?

- **Professional Photography:** High-quality lifestyle, product, and editorial shots tailored to your brand.
- **Nationwide Team**: We have photographers based all around Japan and Asia, able to reach any location.
- **Successful Influencers:** we have creative expertise with strong business acumen for impactful campaigns.
- **Quarterly Shoots:** Assistance with photoshoots every 3 months to keep your content up-to-date.
- **Social Media Optimization:** Content designed for Instagram and Facebook to maximize engagement.
- **Model Sourcing:** We help you find the perfect talent, from influencers to lifestyle models.
- **Expert Video Editing:** Our skilled editors can help create dynamic videos, ensuring your account stands out with eye-catching content.
- **End-to-End Service:** From concept to delivery, we can handle the creative direction, technical execution, and post-production.

IMPORTANT UPDATE

MUSIC LICENSING

We are committed to creating exceptional content with fully licensed music that is safe, professional and compliant for all social media platforms and advertising.

WHY EPIDEMIC SOUND?

FULLY LICENSED FOR COMMERCIAL USE
Covers social media, digital ads and boosted content across Instagram, Facebook, TikTok, YouTube and more.

SAFE & COMPLIANT
Protects our clients and their brands with proper licensing and usage rights.

HIGH QUALITY & CURATED
Access to a vast library of high-quality music for every mood, moment and message.

BUILT FOR AGENCIES & BRANDS
Trusted by leading brands and agencies worldwide, including Plus Alpha.



From now on, all music used in our content will come from **Epidemic Sound** or other approved licensed sources.

Better music. Better content. **Stronger protection** for our clients.

PLUS ALPHA AI STUDIO

As social media evolves toward more immersive storytelling, Plus Alpha AI Studio creates next-generation hospitality content designed to increase engagement, reach, and shareability. We support two core categories of AI-enhanced content:

Photorealistic AI

Authentic-looking visuals integrated seamlessly into real hotel environments — including enhanced photography, cinematic motion, lifestyle moments, and scalable social content.

Conceptual AI

Creative and visually striking storytelling designed to stop users scrolling — including surreal visuals, artistic concepts, and shareable campaign content.









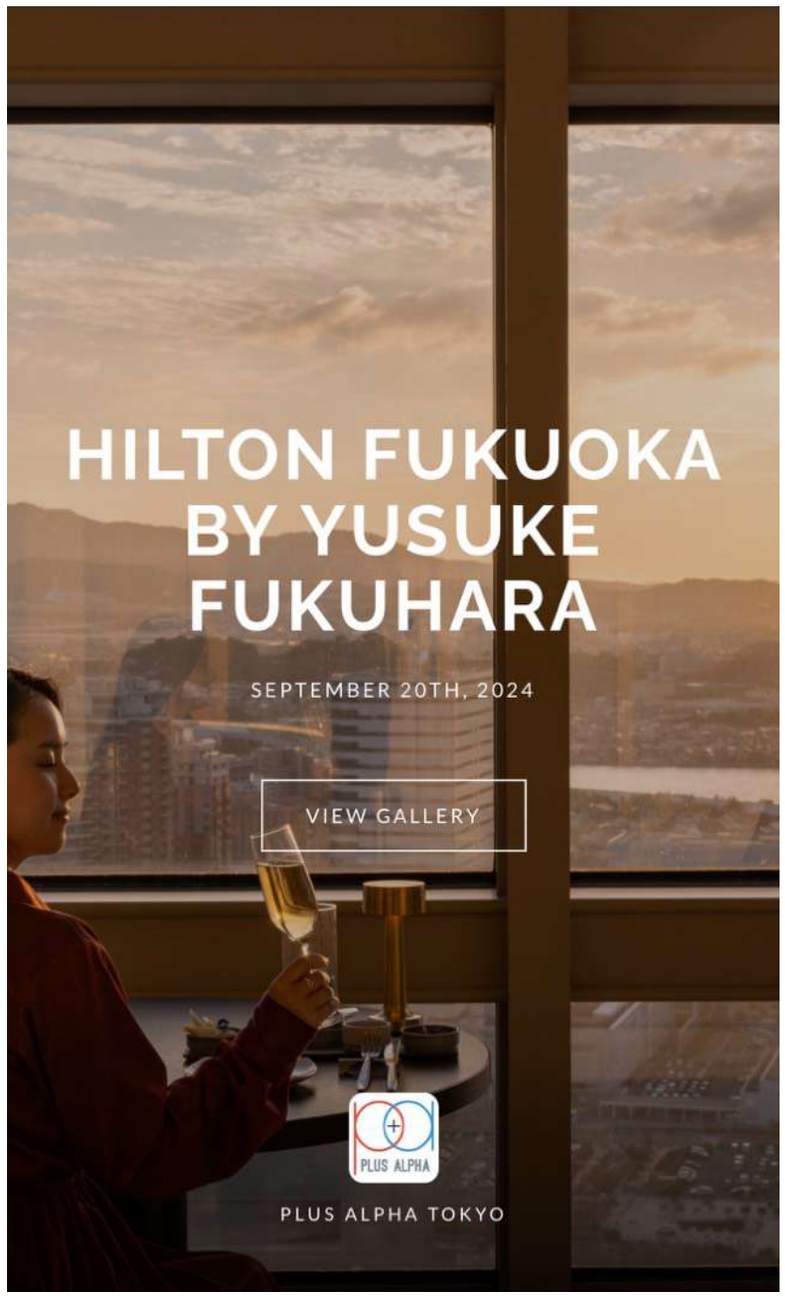
CONTENT DELIVERY

All your content will be delivered via our corporate Pixieset account, making it easy for you to access and share internally.

Photo & Video Delivery via Pixieset

- High-Quality Downloads: Get full-resolution images and videos.
- Instant Sharing: Effortlessly share your photos and videos or post them directly on your social media platforms.
- Mobile-Friendly Access: Download and manage your content from any device.

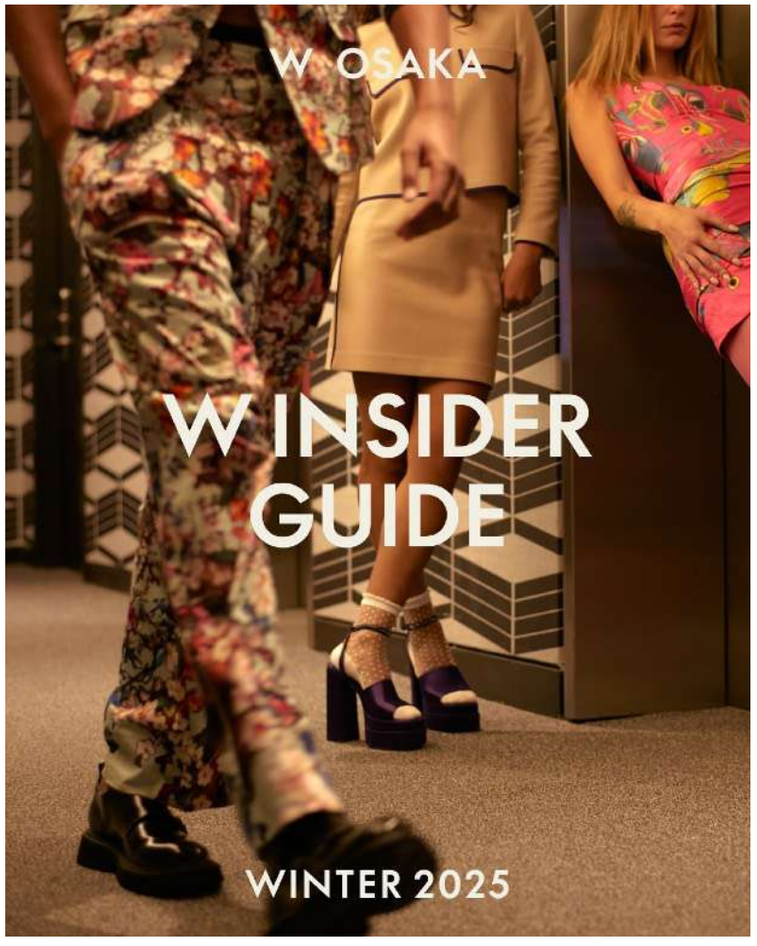


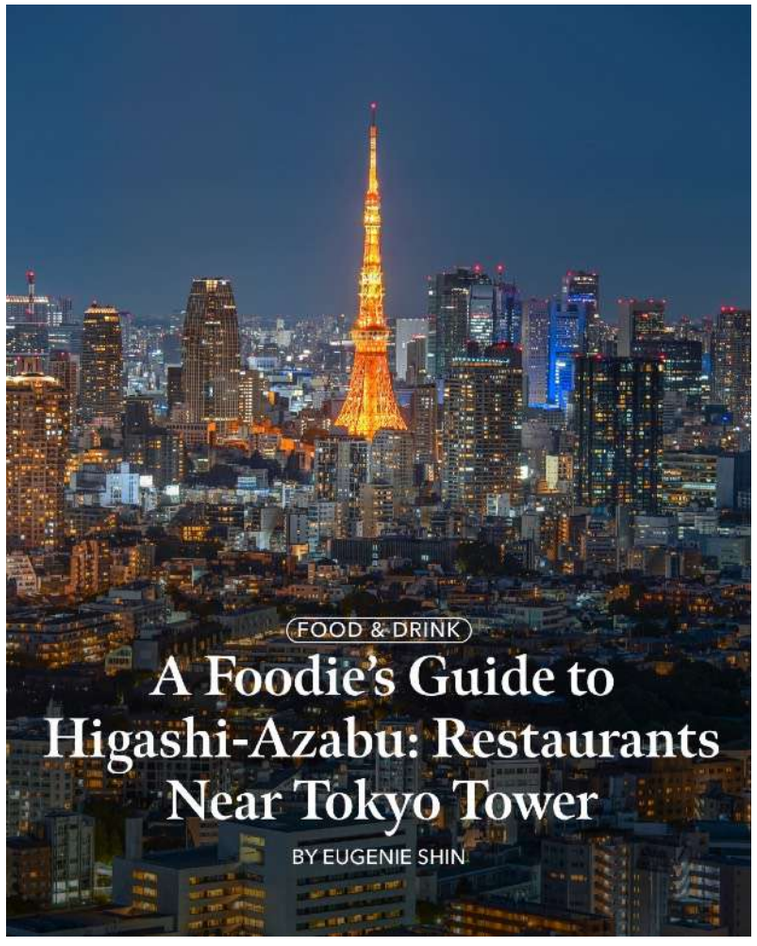


EDITORIAL POSTS

Our team includes the former Editor-in-Chief of CNN Travel, Robert Michael Poole, and Izumi Kohno who spend 10 years in publishing in Japan. We can craft editorial content for your accounts as below:







Examples:

1. Top 5 Cherry Blossom Viewing Spots in Osaka
2. Recommended Cycling Routes in Osaka
3. 3. Top 10 Souvenirs from Osaka

Examples:

4. Must-Try Street Foods in Osaka: A Local's Guide
5. Hidden Gem Cafés in Osaka: Unique Spots for Coffee Lovers
6. A Day in Osaka: Perfect Itinerary for First-Time Visitors

STORY DESIGNS

Using a corporate accounts on **Canva**, our **Design team** is able to create Stories and feed posts following the exact brand and style guidelines of every brand we work with.

We are able to match exact fonts, colours, font sizes and add brand logos to any design.





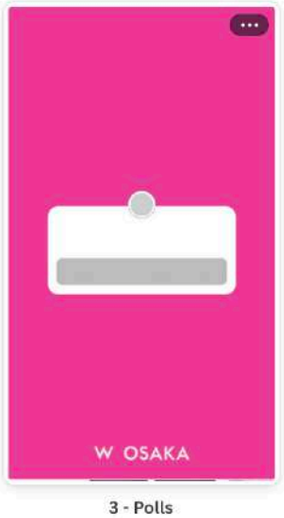


1 - This or That



2 - This or Tha





3 - Polls



4 - AFT

DIRECT BOOKINGS FROM LINKS

Stories allow us to use a “LINK” function to generate reservations and guide followers to URLs for bookings.
This is one of our key KPIs to ensure your social media drives business.

We also publish Stories on the account regularly throughout the week, sharing user content from tags, hashtags and more, to generate engagement.









CONVERSIONS

Accounts with designed and curated Stories can achieve dozens or hundreds of conversions per month. Links can lead to promotion URLs, bookings, restaurant reservations pages and more. It is our key metric.

W OSAKA

Instagram Statistics - @wosakahotel

Total Stories posted - 125
Stories with **Links to Book** - 14
Total **Link Clicks** to Book - 81



Engagement
10
Accounts engaged
100% Followers • 0% Non-followers

Story interactions	--
Likes	10
Shares	--
Replies	--
Link Clicks	9



Engagement
7
Accounts engaged
100% Followers • 0% Non-followers

Story interactions	--
Likes	7
Shares	--
Replies	--
Link Clicks	6



Engagement
11
Accounts engaged
100% Followers • 0% Non-followers

Story interactions	--
Likes	11
Shares	--
Replies	--
Link Clicks	13

ANA INTERCONTINENTAL ISHIGAKI RESORT

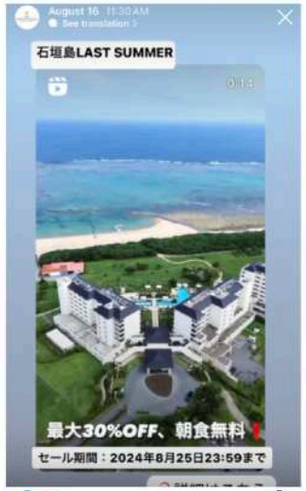
Instagram 統計 - @Ana_ic_ishigaki_resort

合計ストーリーズ数 - 65
リンク付きのストーリーズ数 - 18
リンクへの**アクセス数** - 338



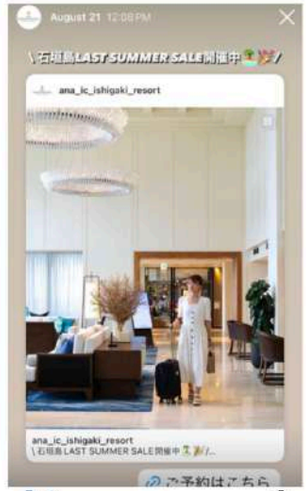
Engagement
--
Accounts engaged

Story interactions	--
Likes	8
Replies	--
Shares	--
Link clicks	33
Navigation	**1,211**
Forward	691
Next story	416
Back	188



Engagement
--
Accounts engaged

Story interactions	--
Likes	16
Replies	--
Shares	--
Link clicks	73
Navigation	**1,279**
Forward	922
Back	166
Next story	157



Engagement
--
Accounts engaged

Story interactions	--
Likes	10
Replies	--
Shares	--
Link clicks	29
Navigation	**1,543**
Forward	931
Next story	450
Back	240

PROMOTIONS & GIVEAWAYS

We regularly design giveaway and promotions such as as Photo Contests to help grow accounts.

We handle the Terms & Conditions, creation work, boosting, and winner selections all on behalf of the client to drive growth.

We also handle the post-giveaway slump with Thank You messages to maintain the community.

JW Marriott Stay Gift Giveaway



How to Apply



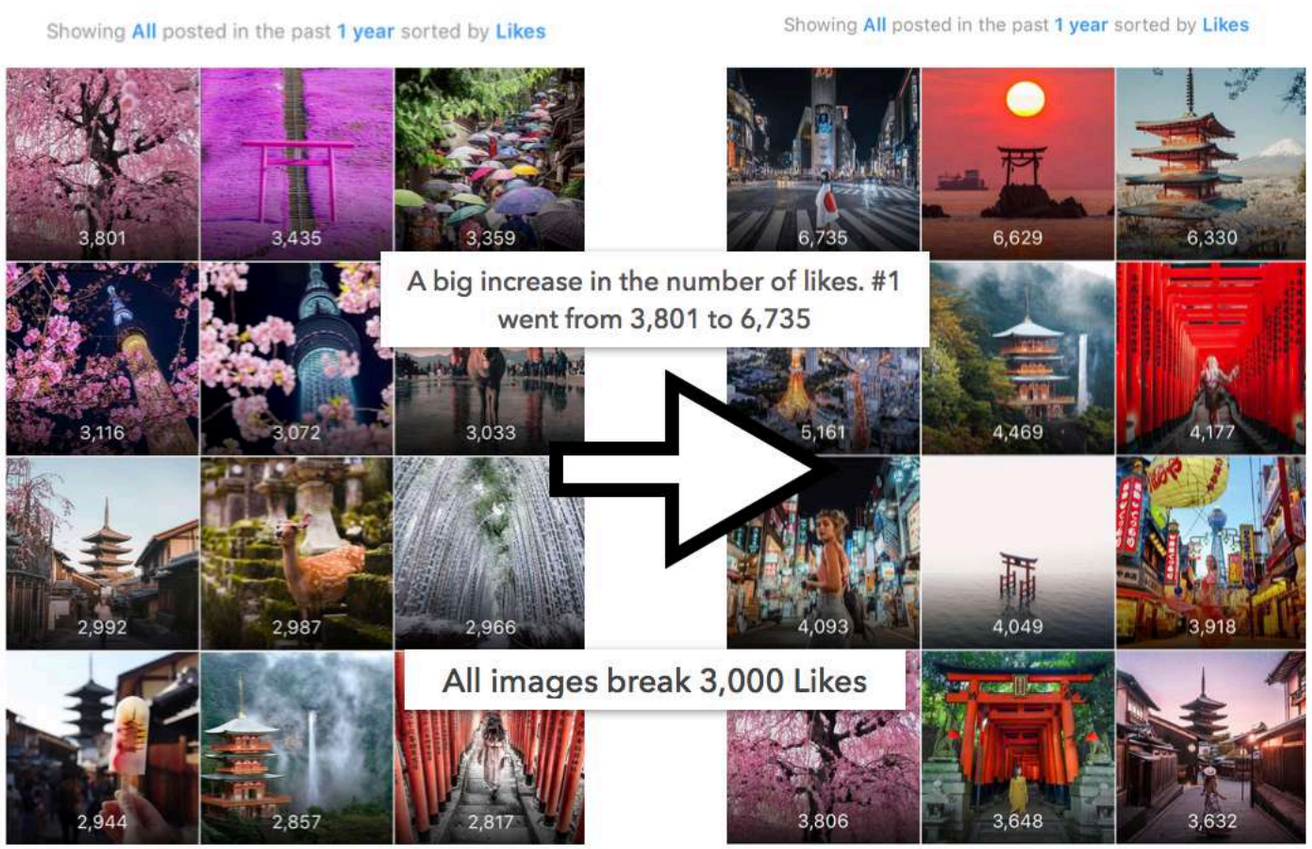
Post Giveaway "Thank You"



GROWTH & ANALYTICS

Growth

- We provide a monthly report detailing account growth and engagement rates.
- We monitor all rival accounts to compare success.
- Monthly Reports include examinations of our Likes, Impressions, Saved Images, Engagement, and much more.



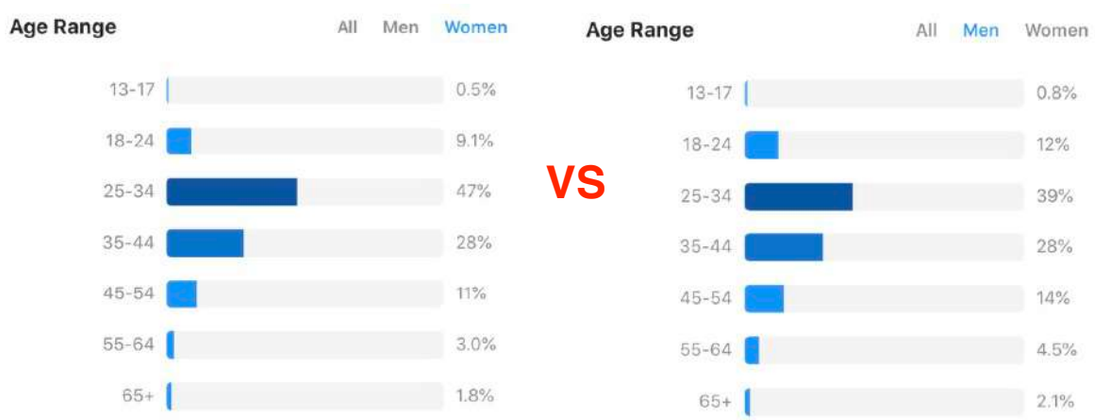
Top Tokyo Accounts

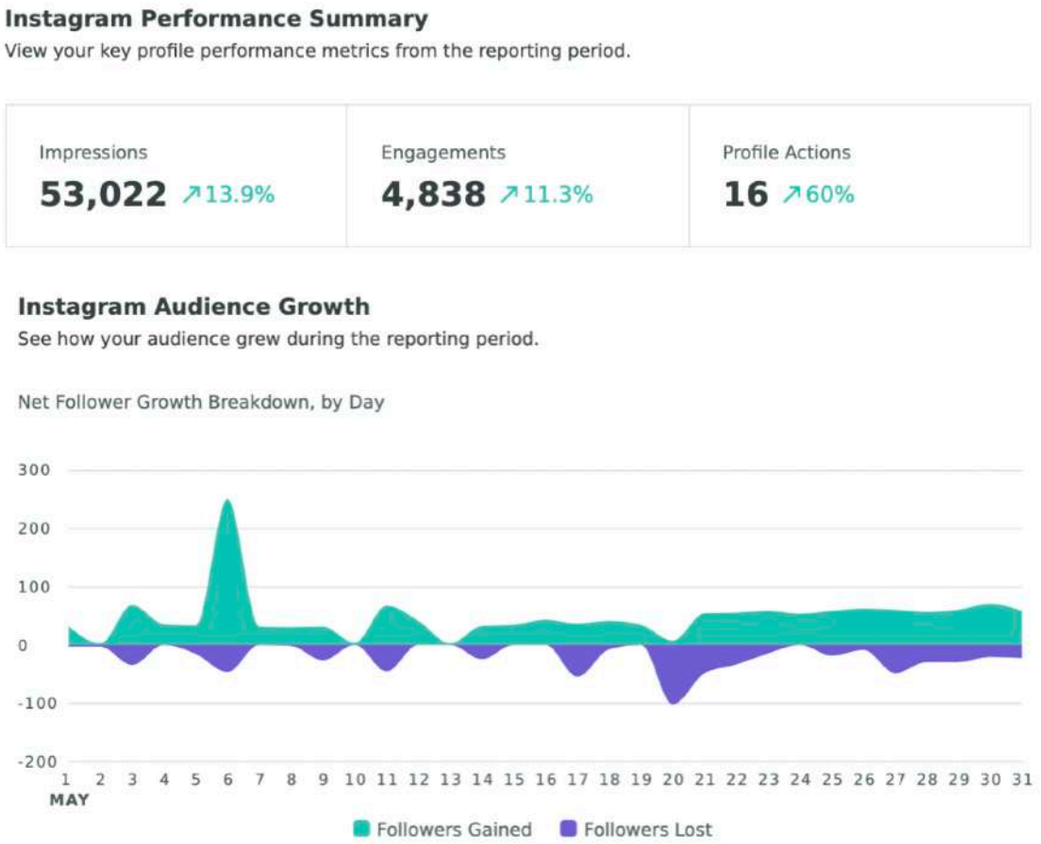
1. Aman Tokyo - 125k *(2k)*
2. Mandarin Oriental - 100k *(-1k)*
3. Imperial Hotel - 87.7k *(9k)*
4. New Otani - 80.6k *(200)*
5. Hotel Chinzanso - 73.8k *(500)*
6. Conrad - 71.6k *(400)*
7. Peninsula - 60.8k *(600)*
8. Park Hyatt Tokyo - 58.7k *(0)*
9. Prince Gallery Tokyo Kioicho - 57.6k *(300)*
10. Andaz - 54.8k *(3.8k)*
11. Palace Hotel – 53k *(500)*
12. **Prince Park Tower - 49,820 *(2.7k)***
13. Toranomon Edition - 44.5k *(300)*
14. Shangri-La Tokyo - 41.9k *(100)*
15. Tokyo Station Hotel - 41.5k *(400)*
16. Grand Hyatt Tokyo - 38.9k *(1k)*
17. Ritz Carlton Tokyo - 36.8k *(400)*
18. The Okura Tokyo - 34.8k *(100)*
19. Tokyo Prince Hotel - 34.6k *(-100)*
20. Four Seasons Otemachi - 34.3k *(700)*
21. Keio Plaza - 28.3k *(0)*
22. Hilton Tokyo - 28k *(100)*
23. ANA intercontinentaltokyo - 26.6k *(100)*
24. Westin Tokyo - 26.3k *(400)*
25. Prince Sakura Tower Tokyo - 21.2k *(-100)*
26. Hilton Tokyo Bay - 20.9k *(400)*
27. Hyatt Regency Tokyo - 20.7k *(500)*
28. Hyatt Centric Ginza - 18.2k *(800)*
29. Four Seasons Tokyo - 18.1k *(200)*
30. Intercontinental Tokyo Bay - 17.9k *(200)*

GROWTH & ANALYTICS

Analytics

- The monthly report also examines the account demographics and provides information useful beyond Instagram
- We examine changes in our audience location and can use this to target specific territories and countries.
- We can break down our audience Age Range in to Male and Female to know more about the kinds of people following us, and then create suitable content.



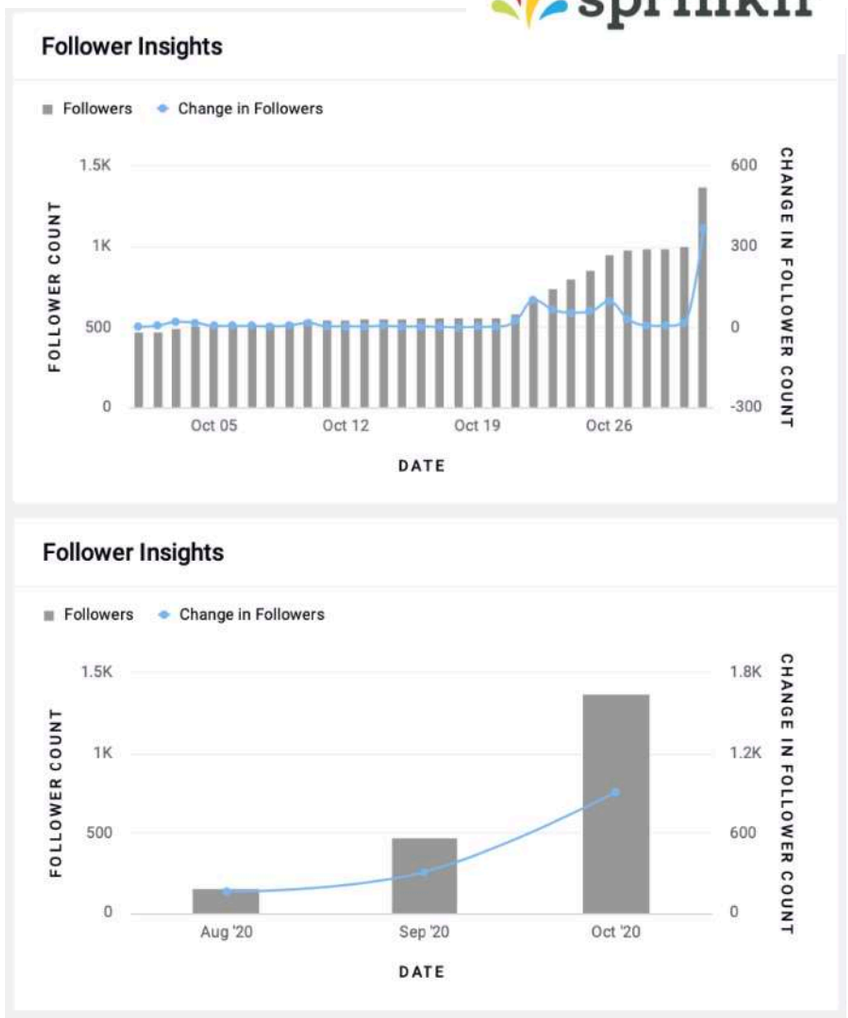


Audience Metrics	Totals	% Change
Followers	**4,724**	↗21.85%
Net Follower Growth	**847**	↗126.47%
Followers Gained	**1,496**	↗22.32%
Followers Lost	**649**	↘23.56%

GROWTH & ANALYTICS

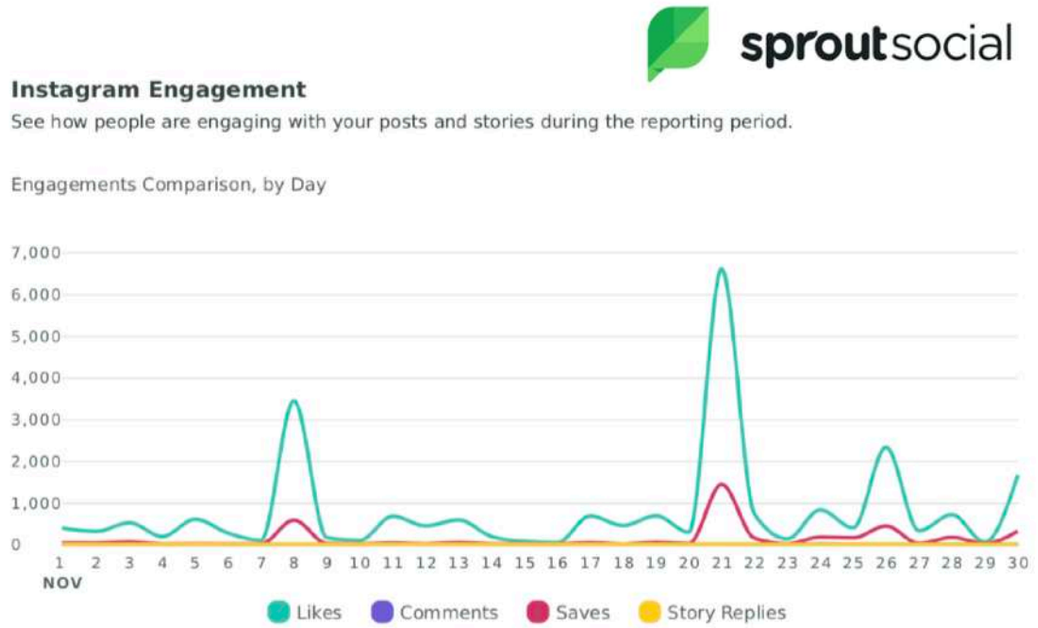
We use either Sprinklr and Sprout Social for reporting for our clients. Sprinklr we find to be better for long term comparisons, while Sprout offers a greater breakdown of elements.

sprinklr



VS

sproutsocial



Engagement Metrics	Totals	% Change
Total Engagements	**27,768**	↗115.62%
Likes	**23,923**	↗101.37%
Comments	**40**	↘25.93%
Saves	**3,805**	↗309.14%
Story Replies	**0**	↘100.00%
Engagement Rate (per Impression)	**3.7%**	↘15.79%

QUARTERLY ACTIVATION PLANS

As part of our strategic support, Plus Alpha produces bespoke quarterly Activation Plans for each property – combining platform intelligence, algorithm updates, trend forecasting, competitive benchmarking, and seasonal campaign planning.

These plans serve as a strategic framework for the coming months, ensuring content remains aligned with evolving Instagram behaviors, audience expectations, and hospitality marketing trends.

Included within each plan:

- Platform & algorithm updates
- Emerging content trends
- Competitive benchmarking
- Performance analysis
- Seasonal storytelling opportunities
- Strategic content roadmaps





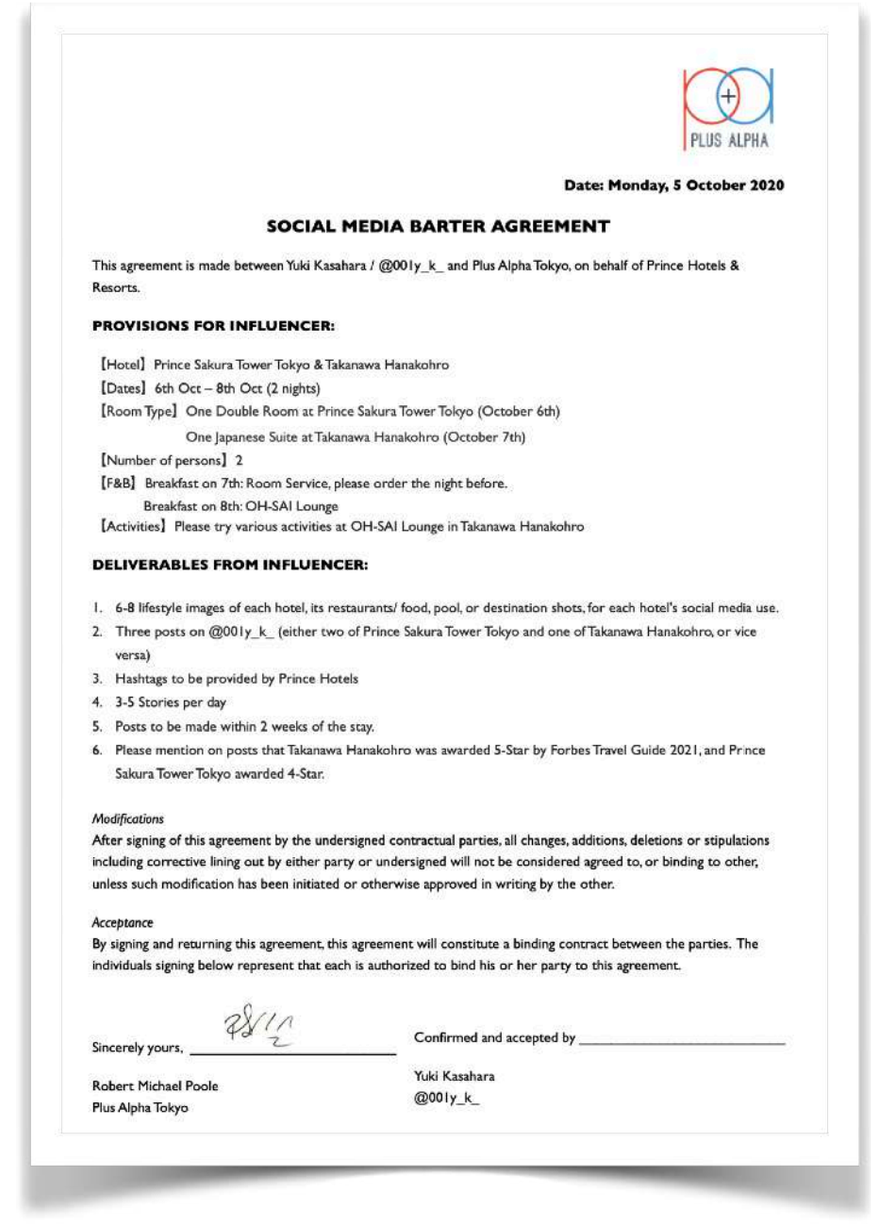


INFLUENCERS

Through our management of accounts for dozens of brands, and as members of influencer networks worldwide, Plus Alpha is aware whenever influencers are visiting specific countries throughout the year.

We made signed barter agreements with influencers and recommend:

1. Inviting 1-2 influencers per season as an exchange of services to promote the accounts on their own media.
2. Request them to capture by video and images a set amount of content for the client's own use.
3. We will select influencers from different countries (UK, US, Aus, Asia etc) to reach a different target audience.



PLUS ALPHA

Date: Monday, 5 October 2020

SOCIAL MEDIA BARTER AGREEMENT

This agreement is made between Yuki Kasahara / @001y_k_ and Plus Alpha Tokyo, on behalf of Prince Hotels & Resorts.

PROVISIONS FOR INFLUENCER:

【Hotel】 Prince Sakura Tower Tokyo & Takanawa Hanakohro
【Dates】 6th Oct – 8th Oct (2 nights)
【Room Type】 One Double Room at Prince Sakura Tower Tokyo (October 6th)
One Japanese Suite at Takanawa Hanakohro (October 7th)
【Number of persons】 2
【F&B】 Breakfast on 7th: Room Service, please order the night before.
Breakfast on 8th: OH-SAI Lounge
【Activities】 Please try various activities at OH-SAI Lounge in Takanawa Hanakohro

DELIVERABLES FROM INFLUENCER:

1. 6-8 lifestyle images of each hotel, its restaurants/ food, pool, or destination shots, for each hotel's social media use.
2. Three posts on @001y_k_ (either two of Prince Sakura Tower Tokyo and one of Takanawa Hanakohro, or vice versa)
3. Hashtags to be provided by Prince Hotels
4. 3-5 Stories per day
5. Posts to be made within 2 weeks of the stay.
6. Please mention on posts that Takanawa Hanakohro was awarded 5-Star by Forbes Travel Guide 2021, and Prince Sakura Tower Tokyo awarded 4-Star.

Modifications
After signing of this agreement by the undersigned contractual parties, all changes, additions, deletions or stipulations including corrective lining out by either party or undersigned will not be considered agreed to, or binding to other, unless such modification has been initiated or otherwise approved in writing by the other.

Acceptance
By signing and returning this agreement, this agreement will constitute a binding contract between the parties. The individuals signing below represent that each is authorized to bind his or her party to this agreement.

Sincerely yours, _____ Confirmed and accepted by _____

Robert Michael Poole
Plus Alpha Tokyo

Yuki Kasahara
@001y_k_







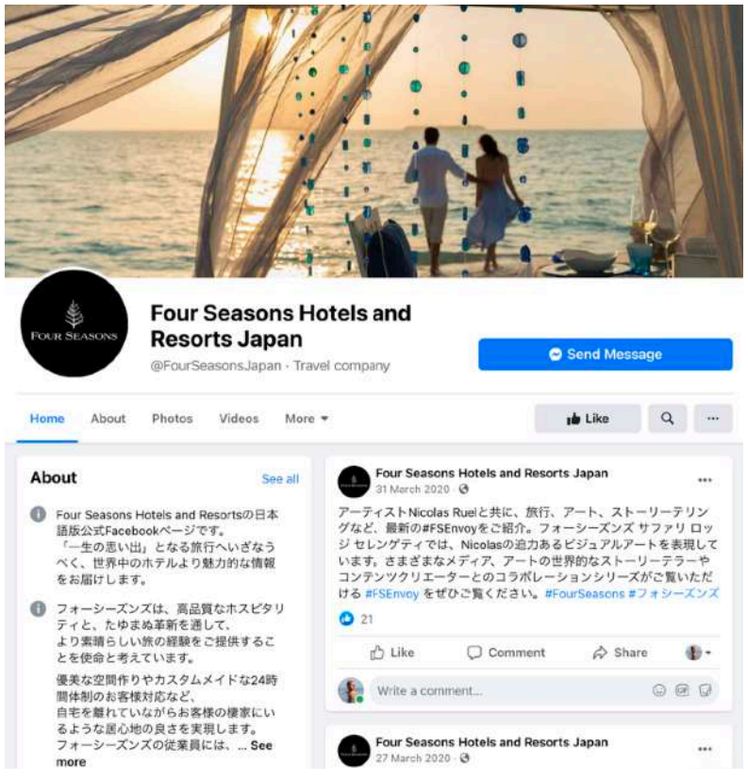
FACEBOOK MANAGEMENT

Managing a successful Facebook page is different to Instagram in several significant but complimentary ways which will allow us to overlap the two.

Facebook usage we propose to be more information driven, and content less frequent than Instagram, meaning the focus is on more comprehensive coverage, varied content, and most importantly, community management.

Key points to any Facebook strategy will include

- Post Japanese versions of relevant content from English FB Pages.
- Create original Japanese content, timed to match periods in which the audience is considering regional or long-travel.
- Post 2-3 times per week at peak time in Japan.
- Target growth of the account via # and boosted posts.
- Make long-term improvement goals of 10% increase in engagement.
- Create a report on competitors to evaluate best practises.
- Provide a monthly report on account performance.
- Work with ad management to extend post reach.



PAID PROMOTIONS

Meta Business Suite has developed in to an extremely complex but increasingly effective system for advertising, which allows for very specific targeting, multiple ad groups, varying ad placements and more.

We have our own official Plus Alpha Business Suite account, running ads for all clients.

This allows for the boosting of posts or creation of independents ads, both to reach a wider audience.

We have found both methods to be very successful, the first in giving a return on investment through purchase conversion, and the second in boosting engagement levels and following of accounts we manage.

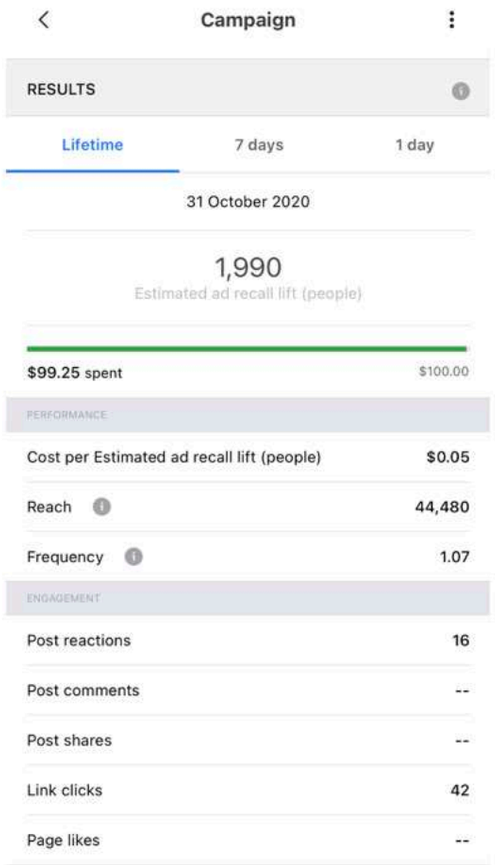
Managing Paid Promotions is a service we offer to clients as an additional service, creating the content for ads, and managing the ROI. We work with each client based upon their budgets to determine their targets and monitor and report on their effectiveness after ad completion.

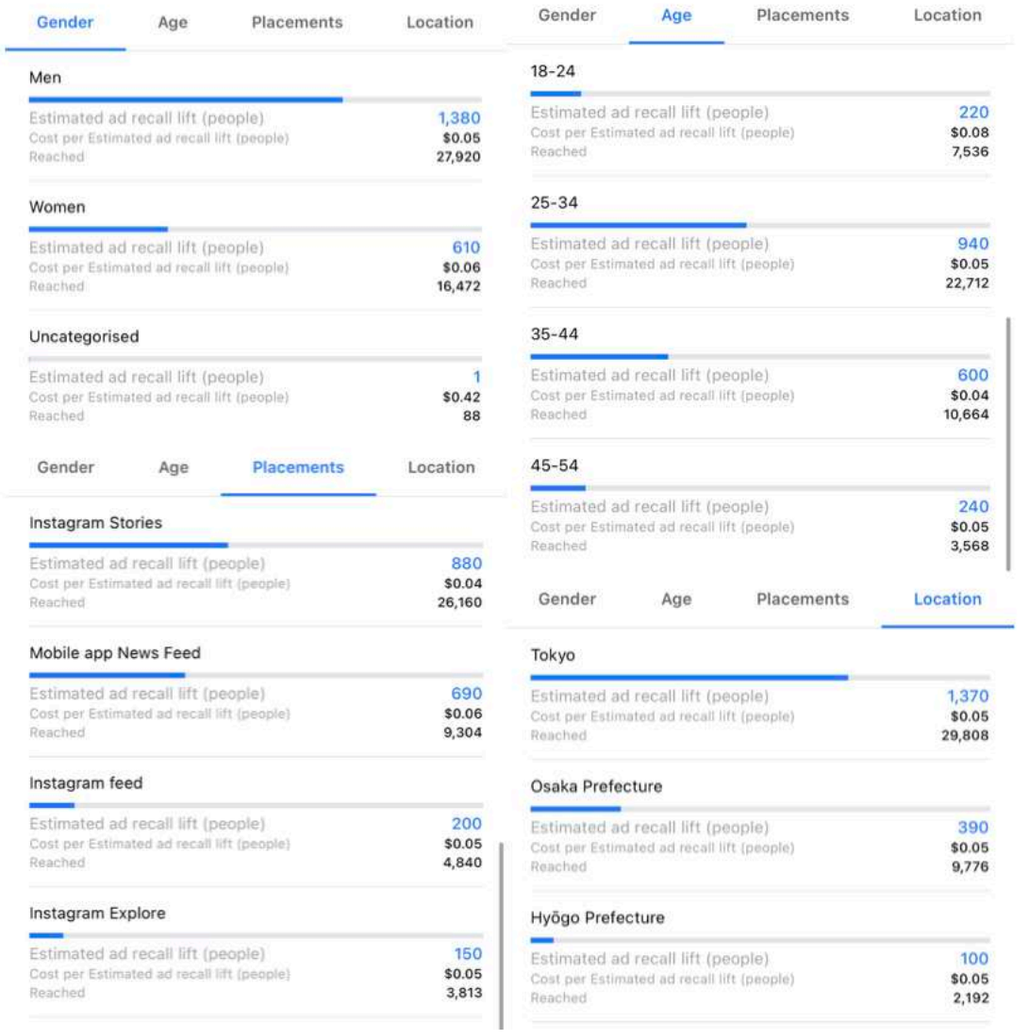
Ad name	Budget Ad set	Ends	Relevance score	Website purchases	Amount spent	Completed subscription conversion	Purchases Conversion Value
 Didier course - traffic - pixel	£250.00 Lifetime	31 Jan 2019	6	7	£249.49	£1,000.00	£3,269.59
 PREP EVO - traffic - Pixel visitors - instant experie...	£350.00 Lifetime	31 Jan 2019	5	5	£100.58	£1,250.00	£1,250.00
 PREP EVO - traffic - Pixel visitors - video	£350.00 Lifetime	31 Jan 2019	7	9	£234.94	£2,000.00	£2,240.00
 Event: PREParation _EVOlution (London) 22 and ...	£50.00 Lifetime	31 Jan 2019	10	—	£48.96	£0.00	£0.00
Results from 4 ads				21 Total	£633.97 Total Spent	£4,250.00 Total	£6,759.59 Total

PAID PROMOTIONS REPORTING

We regularly post targets ads for our clients, and then provide them reports on the ads, breaking down the followback ratios, link clicks and post reactions, and the locations and age ranges of those who interacted.







SOCIAL MEDIA MANAGEMENT FEES

Instagram Management	STANDARD US$2,000/month	PRO US$2,800/month
Content Management	Editing & Localization of existing Content	Full shoot of 30-50 images + 4-6 Reels once per 3 months w/ one model
Posting Frequency	8 Posts & 12 Stories per month	15 Posts & 25 Stories per month
Native English copywriting	○	○
Professional Design work for all Stories and Promotions	○	○
Full Community Management	○	○
Quarterly Activation Plans, Collaborations & Giveaways		○
Influencer Management		○
Facebook Management (12 Posts tailored to local audience)	+US$500	
LINE Management	+US$900	

ROBERT MICHAEL POOLE

CEO

EMAIL - RMP@PLUSALPHATOKYO.COM

JAPAN

TEAM MANAGER

IZUMI KOHNO

ACCOUNT MANAGERS

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HARUNO ENDO
KHULAN ENKHBAYAR
REMI FUKAMACHI
KASUMI FUKUOKA
SACHIKO HABUKA
HINATA HYUGA
AZUSA HONDA
YURIKO IWASAKI
MAKO KOISHI
NATSUKI KOSAKA
YUMI MAO
SAYA NAGATA
RIE NAMAI
MINA OTSUKA
ARISA SETO
PRIYA SHARMA
RINA SUGAI
HARUNA SUZUKI
YUKA SHINOHARA
HITOMI TOUBOKU
HITOMI TOMASHINO
ANNA YOSHIMOTO
NAHO YOSHIOKA

OPERATIONS MANAGER

KATE NAZARENKO

DESIGN TEAM

YURIKO IWASAKI
JIA TUNG

KOL MANAGER

GABRIELA KUSSABA

CASTING DIRECTOR

MISAKI NAGANOMA

COPYWRITERS

TIM HIORNS
JOSH BERTUNA

CONTENT CREATORS

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KAZUHA HIRAIWA
SUMIT KUSALKAR
ARISA SETO
FUKIKO SUGA
YUUKI TADOKORO
NAGISA UMEZU
YUCO USHIODA
ASUKA YANO

INTERNATIONAL

ACCOUNT MANAGERS

MIYU MINTY (SEA)
CSILLA MARTON (AFRICA & UK)
BOLOR BAYARKHUU (Global Accounts)
AYJAH MONTGOMERY (Collaborations)

DIRECTOR OF STRATEGY

MARCY YU

REPORTS & ANALYTICS

SERENE ONG
KHULAN ENKHBAYAR

ADS MANAGER

TANNIA VERA
PRIYA SHARMA

DIRECTOR OF FINANCE

YOSHINOBU OGAWA

SINGAPORE

ACCOUNT MANAGERS

NAWWARAH LI

VIETNAM

TEAM MANAGER

TU ANH THI LE (BONEE)

CHINA

TEAM MANAGER

LYCHEE SITING DAI

ACCOUNT MANAGERS

CHLOE CAI
ROSE CHEN
SOPHIA CHEN
MEREDITH CHENG
CLORIS HUANG
ISMAIL LI
OLIVIA LI
SERENE LI
MICHELLE QI
IVY WANG
HAILIE XIE
CAROLINE YANG
LILA ZHANG
MIA ZHANG
OLIVIA ZHANG
KUN ZHENG
EDEN ZONG

SOUTH KOREA

ACCOUNT MANAGERS

AZZAYA SUKHBAATAR

CONTENT CREATORS

ANDY SAMA