



3PMedia  **ECCIL**
xreac ANNIVERSARY EuroCham Laos

Boosting Laos Tourism and Hospitality Sector with Google Ads





Official Sales Representative for Google Ads in
Sri Lankan, Laos and Brunei





Official Sales Representative for Google Ads in Laos, Sri Lanka and Brunei

We offer strategic and creative business solutions leveraging on technical expertise and experience, to help enhance your Google campaigns.

We serve all Lao agencies and businesses, sharing best practices for all Google's tools and platforms, and guiding them as their campaigns are executed.
Best of all, **it's completely free.**



An opportunity to educate and grow the market

Laos stands out as a beautiful country, showcasing a combination of stunning natural landscapes, a rich cultural heritage, and a welcoming atmosphere. These qualities make it a captivating destination for travelers seeking a unique and off-the-beaten-path experience. Consequently, numerous small and medium-sized enterprises (SMEs), restaurants, and hotels have established themselves in the Lao economy.

The 'Tourism and Hospitality' sector globally relies on Google Ads, a prominent platform known for its ability to understand market demand, provide effective ad solutions, and measure return on investment (ROI). Google Ads helps businesses enhance their bottom line. Recognizing a significant missed opportunity in the Lao market, we aim to address this immediately.



In Partnership with ECCIL

In collaboration with the European Chamber of Commerce and Industry in Laos (ECCIL), 3P Media Laos, the official sales representative for Google Ads in Laos, is excited to conduct a full-day workshop designed to equip attendees with the Google Ads knowledge and tools needed to elevate their marketing strategies for upcoming seasons.

This workshop offers a unique opportunity for businesses in the Tourism and Hospitality sector to harness the vast potential of online advertising through Google Ads. Attendees will gain practical skills, market insights, and personalised assistance, positioning them to attract more tourists and promote their properties effectively.

We are confident that this workshop will be a transformative experience for participants, and we look forward to contributing to the success of businesses in the Lao Tourism and Hospitality sector.



The primary objectives of this workshop are to:

- Empower businesses in the Tourism and Hospitality sector with the knowledge needed to effectively use Google Ads.
- Provide hands-on assistance in setting up Google Ads accounts.
- Equip attendees with market insights to make informed advertising decisions.
- Foster a collaborative learning environment through practical campaign set-up exercises.

Workshop Overview and Trainers

1. Introduction to 3P Media and Service Offerings:

- An overview of 3P Media Laos and the range of services we provide to facilitate businesses in achieving their marketing goals.

2. Google Ads Account Setup Assistance:

- Practical guidance on setting up a Google Ads account, with hands-on assistance during the workshop to ensure participants leave with a fully functional account.

3. Market Insights - Lao Tourism Sector:

- In-depth analysis and insights into the current landscape of the Lao Tourism sector, offering valuable information to inform strategic advertising decisions.

4. Selecting Google Ad Products for Objectives:

- Guidance on choosing the most suitable Google Ad products based on specific business objectives, ensuring a tailored approach for maximum impact.

5. Sample Campaign Set-Up:

- Practical examples with the creation of sample campaigns, allowing participants to apply their newly acquired knowledge in real-time.

6. Case Studies for Inspiration:

- Show some of the recent case studies from similar markets to inspire and help the audience understand the possibilities with Google Ads.



Jayne
Regional Account
Manager
(English Trainer)



Vira
Senior Account
Manager
(Lao Trainer)

Workshop Agenda

Coffee & Registration	9.00 AM
Introduction to 3P Media & Service Offerings	9.30 AM
Google Ad Account Set Up - Assistance	10.00 AM
Market Insights - Lao Tourism	11.00 AM
Lunch Break	12.30 PM
Selecting Google Ad Solutions Based on Objectives	2.00 PM
Sample Campaign Set-Up	2.45 PM
Evening Coffee Break	3.30 PM
Case Studies for Inspiration	4.00 PM
Networking Session	5.00 - 5.30 PM

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