



MAKE MONEY FROM ONLINE PLATFORM

Keep your business alive with online marketing during this economy downturn, online platform is one for the solution that many success businesses use as their strategy. This seminar brings together the gurus about online platform and the success user.

HIGHLIGHT TOPICS

- What is online platform, why is it important?
- How will it benefit your wellness and beauty business
- What are the concerns on using online platform
- How to get started?



Pakin Ployphicha
CEO of Oasis Spa



Samir Cherro
Co-founder & CEO
GoWabi

MONDAY 23rd JANUARY 2017

1.00 - 4.00 PM

At Dusit Thani Silom, Saladang Room, Mezzanine Floor.

BOOK NOW! LIMITED SEATS, Call 02 3814441 or 086 378 6889

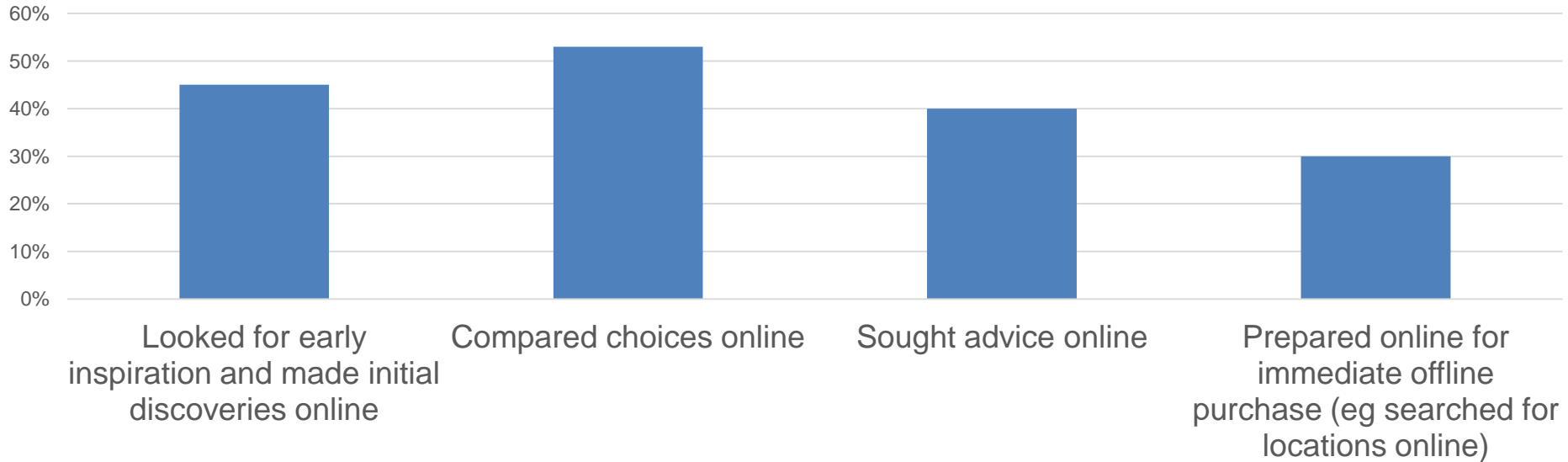
FREE for TSPA member or for non-member, Early Bird ticket 950.- from ~~1,200.~~

Internet penetration increased to 62% (2016) from 39% (2013)

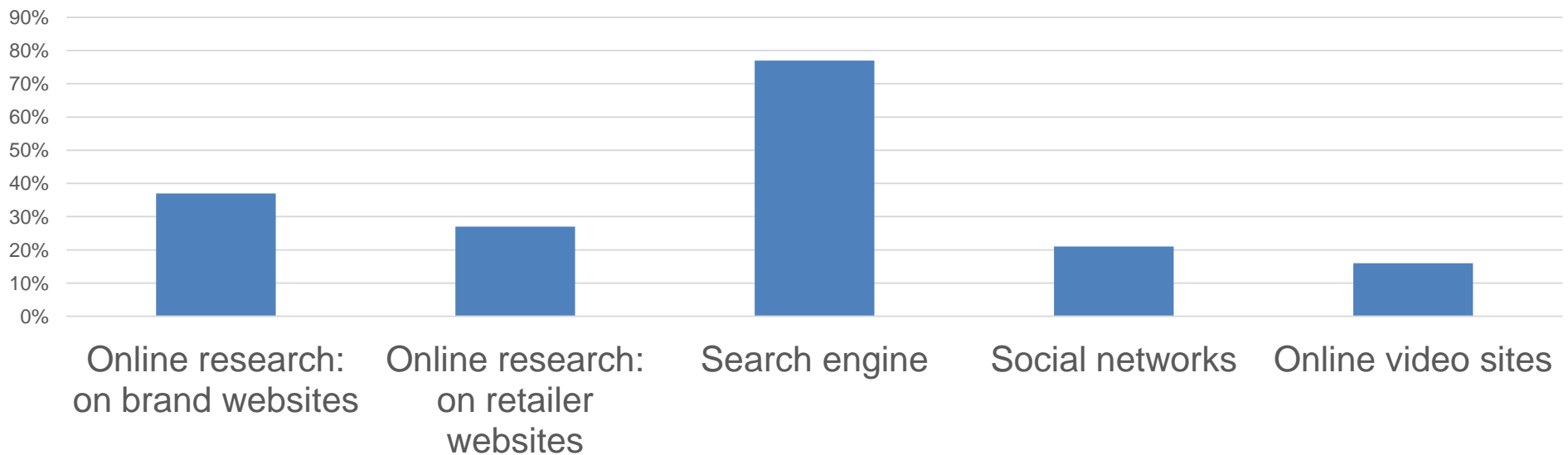
Percentage of people who use a smartphone increased to 70% (2016) from 31% (2013)

Market and Industry Trends

In which part(s) of the purchase process did people use the Internet?



What online sources did people use to make a purchase decision?

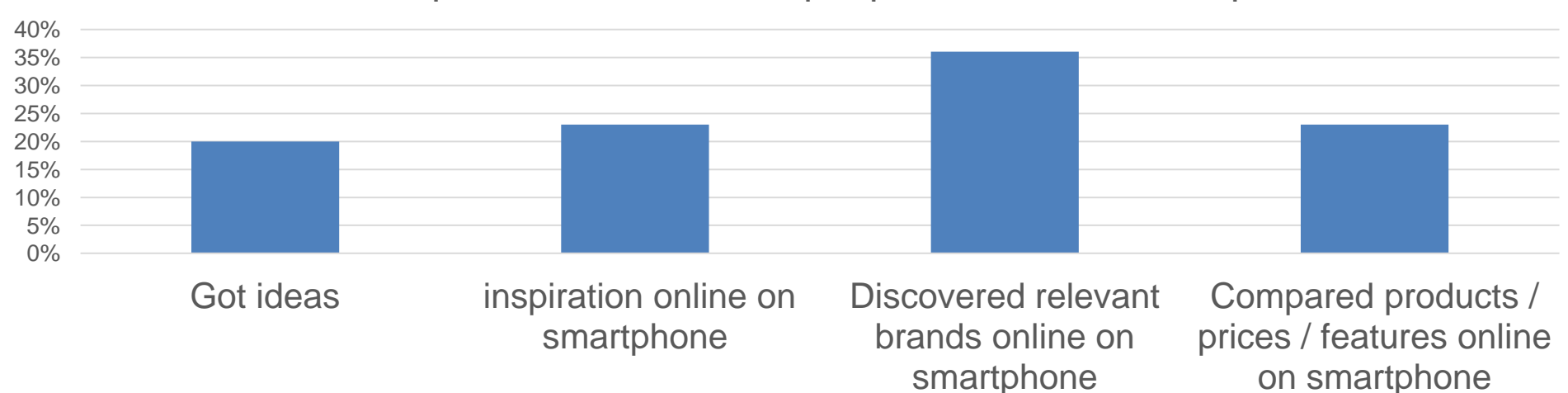


Evolving eCommerce Trends

How did people use the Internet to help make their purchase decision?

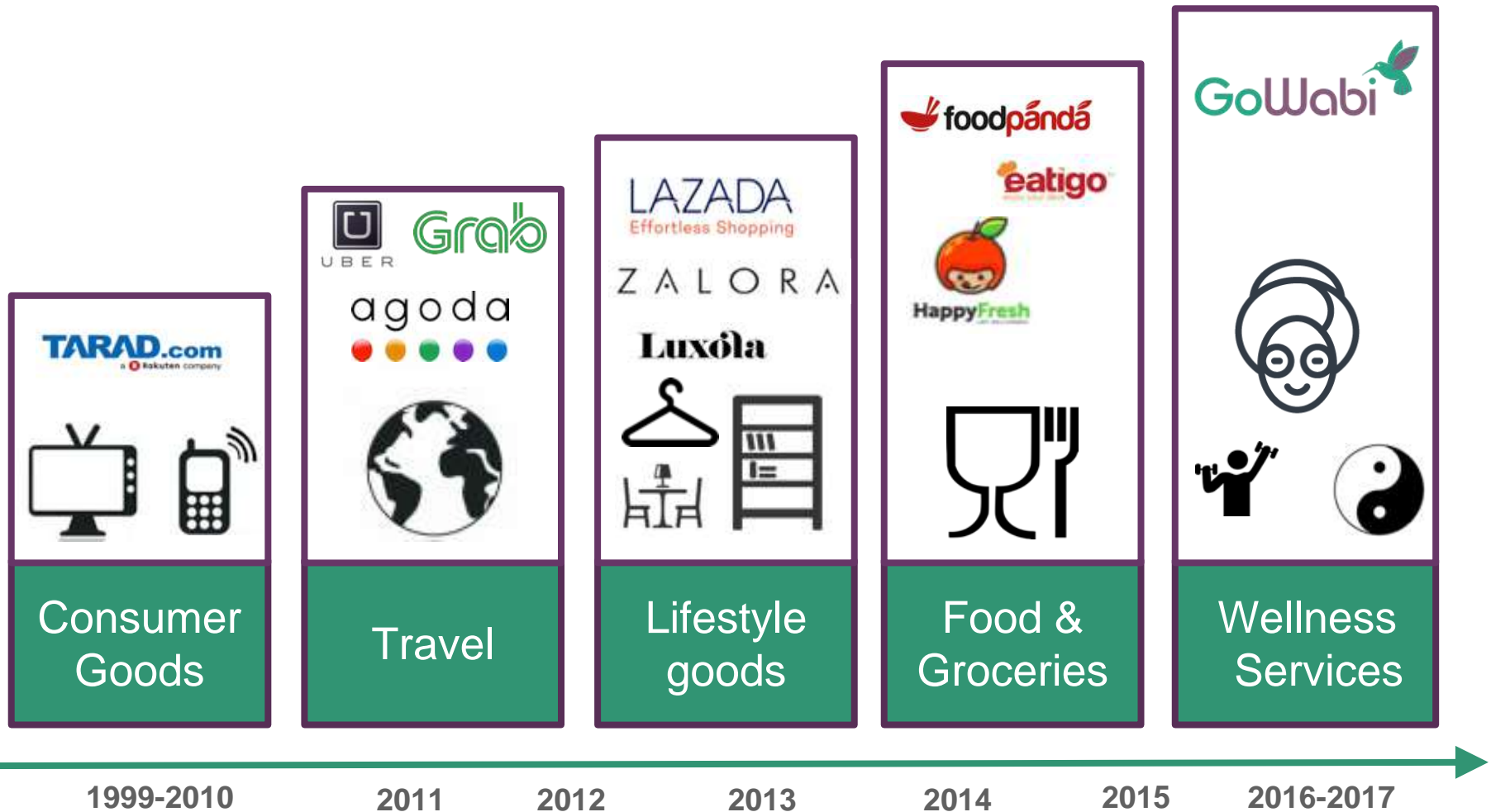


What kind of product research did people do on their smartphones?



Evolving eCommerce Trends

From basic needs to more sophisticated goods and services



Consumers used to online shopping

Easier and more cost efficient to access
more potential customers

Instant Customer Engagement

Multiple payment options

Benefits of automations

Compare prices, services, quality, location

Convenience & Simplicity

What is available **now**?

Can I pay online?

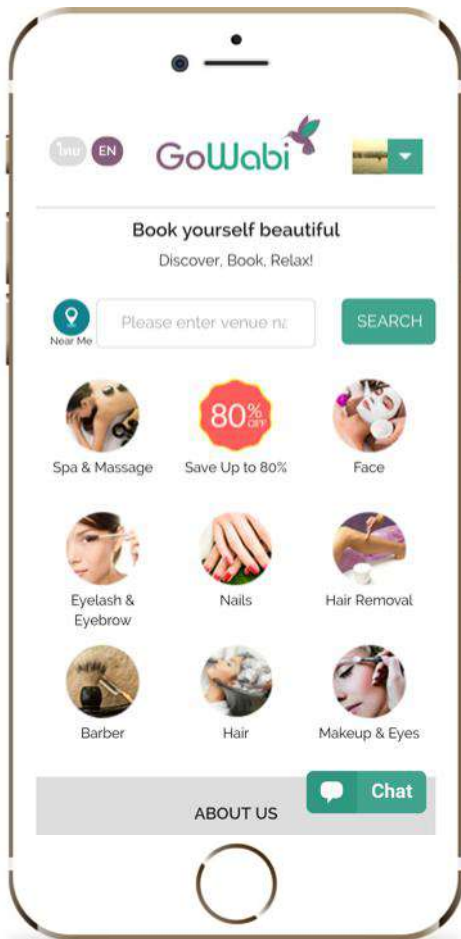


Online booking platform with off-peak management

**How can I discover and
book premium venues
conveniently at the best
price?**

How can I **fill my empty slots** and keep capacity during **peak hours**?

Online booking platform offering **off-peak** discounts on **empty seats**



Off-Peak Discounts (Smart Discounting)

Shops offering off-peak discounts on empty seats



Location Based Discovery

Find the best Beauty & Wellness services around You



Book Anytime, Anywhere

Convenience book your services on the go 24/7



Cashback & Loyalty

Receive cashback on each booking to be redeem for next booking

Seamless **Discovery** and **Booking** process



1. Choose **Location, Category** or **Service**

2. **Shop listings, Filter** or **Sort** by

3. **Select Date & Time**

4. **Pay by credit card** or **by cash at shop**

Marketing and booking journey



Booking made! ✓

Website + App

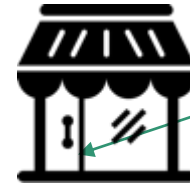


Facebook + Instagram
Instant Line
and Email



Shop receive payment
every month

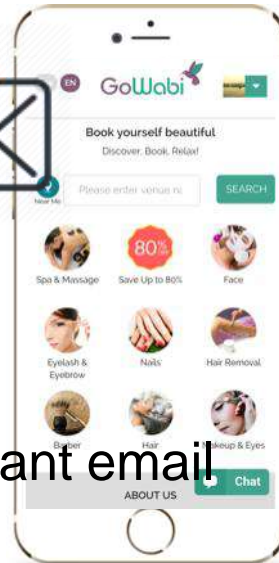
Email Marketing



Partnership



Google SEM + SEO



Instant email



Offline Presence



Influencers / Blog
Auto-reminders



Flyers / Magazine

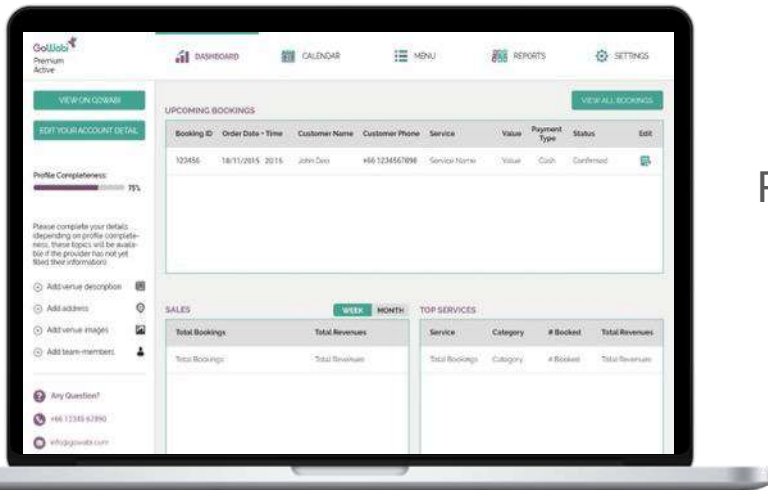


Review!

Venues Benefits



You focus on the services, we focus on bringing you customers



Marketing Support

Promote venues on SEO, SEM, Social Media, Magazine, and other channels



Fill empty seats

Discount your off-peak hours while keeping your busy hours with full prices



CRM

Manage your own clients, with booking history, customer information and contact details



Online Bookings

Receive instant bookings with a link you can attach on Facebook or your website

“

Since we joined GoWabi, we started to see new groups of customers booking through the platform.

The platform is very **easy to use** for booking management and alerts.

It is also a great **marketing tools** as it is directed at the right group of customers. Unlike other online marketing tools, the **cost only incurs when the service is delivered**.

The new smart discount feature is brilliant. We are able to provide discount at the time that we choose, helping us to **fill empty slot at off peak time** and be able to service more customers at the peak time. This allows us to **utilize our resources efficiently**.

”

Owner

Top reputable Waxing & Eyelash shop

“ GoWabi has multiple channels for bookings, easy to manage and control for schedules in advance. Prompt support and **flexible for the payments** and finance. Back-end system is also very helpful for us, we can manage and update our information by ourselves. **Good guest clienteles with GoWabi marketing support**, and we have guest contact details in order for us to **communicate direct to guests** when we need to discuss more for further booking details. Also, thank you GoWabi to give us this intelligent **online booking system** to make our lives much more fantastic.

Spa Manager
5* Hotel Spa

LEVERAGE THE POWER OF ONLINE



Q & A

Samir CHERRO
Co-founder & CEO
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Appendix