



Inbound Marketing's Human Resource Challenge

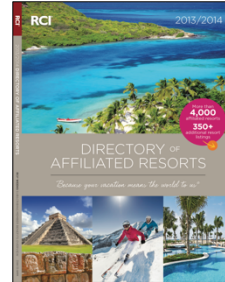
THE INBOUND MARKETING PLAYBOOK

Damien Del Porto
MARKETING DIRECTOR
KHIRI GROUP

WYNDHAM
WORLDWIDE

WYNDHAM
DESTINATION NETWORK

RCI®



KHIRI
GROUP

KHIRI
TRAVEL




Banteay Chhmar
Tents


GROUND

3 FULL TIME
STAFF
+1

0 SUBSIDIARY CO.
MARKETING STAFF

9 AREAS OF
PROFICIENCY

WEBSITE MANAGEMENT
SOCIAL MEDIA MARKETING

BRAND MARKETING
PRODUCT MARKETING

PUBLIC RELATIONS
INFORMATION TECHNOLOGY
EVENT MARKETING

DIGITAL ADVERTISING
CONTENT CREATION

1

OUTSOURCE FOR **QUALITY**, NOT COST.

2

THE PEOPLE WHO KNOW YOUR CUSTOMERS BEST, ARE YOUR OWN **PEOPLE**.

3

AN INBOUND MARKETER IS A **SCIENTIST** FIRST, AN ARTIST SECOND.



1



2



3



7



6



5



4



Happy Valentine's Day! #anuraklodge #experiences #love #khaosok #thailand



Enjoy a relaxing afternoon at the Romanee Nam Ron hot spring, where you will be surrounded by jungle hills while soaking in the warm healing waters. #anuraklodge #experiences #hotspring #khaosok #nature #jungle #thailand



What better way than to end the evening with a campfire party! #anuraklodge #experiences #campfire #khaosok #thailand

#experiences



Koen Olie
Shared publicly

What to do with old televisions? Most end up on a garbage dump... But in Chiang Mai at Wat Huan Kan they found a better use for...[read more](#)

3 photos in this album



Trang Khiri Vietnam

Khiri's tour guides at Tan Son Nhat airport 10 Nov 2015



3 photos in this album



Leap Phun
Shared publicly

Merry Christmas to You all Too :)



Our clients really enjoyed their biking trip in Khao Sok on 28 October 2015

2 photos in this album



Florencia Allo Moreno shared Nhi Nguyen's post with you.

Great pictures! Nhi and Duyen travelled to Phu Quoc to inspect new hotels and search for seafood restaurants :)



Nhi Nguyen

35 photos in this album



Willem Niemeijer
Shared publicly

At the PATA New Tourism Frontiers Forum, Legazpi, Philippines 2015.



Wildland Aventures debuting in Sri Lanka!





Thank you!