

## Digital marketing tools in hospitality

Digital marketing is the promotion of products or brands through online. In recent days the demand of digital marketing in hotels has become increasingly high with Social Media Marketing (SMM) which works with social networking sites and Search Engine Optimization (SEO) making the website to appear in search results with advertisement on Google and online magazines by search engine marketing (SEM), **video marketing** through youtube and websites are types of digital marketing.

### Social Media Marketing (SMM)

In hotel industry social media has become a source of marketing their products like, rooms, breakfast, lunch and dinner buffet, Spa and further more facilities to the consumers. Social media acts as a bridge between users and visitors or viewers also helps in interacting with each other through online for sharing their information and opinions about the hotel.

### Search Engine Optimization (SEO)

Optimizing a hotel website will be helpful in getting a better hotel business. It is a technique of getting the website in search engine results and this process works with the key words and about the website frequency in search engine listings. The higher ranked website is by the number of visitors, visited the website frequently on the search results page, and how many times frequently a site appears in the search results list, It will help in getting more visitors to your website, and these visitors will be turned in to hotel guest. SEO may focus on different types of search, including word search, local search, video search, Image search, institutional search, In hotel the location, facilities and some news related with the hotel will generate the traffic to a hotel web site and also with the help of SEM tools in order to improve web site traffic. Every hotel need to have a website and it is becoming necessary for making the hotel visible through online and the main aim of that website is to attract the traffic to a specific hotel web site with the help of online tools.

#### 1-On-page SEO

On-page SEO focuses on optimizing parts of your website that are within your control, while off-page SEO focuses on increasing the authority of your domain through content creation and earning backlinks from other websites.

On-page SEO (also known as “on-site” SEO) is the act of optimizing different parts of your website that affect your search engine rankings. Where your website appears in search

engine results pages is determined by a number of ranking factors including site accessibility, page speed, optimized content, keywords, title tags, etc. On-page SEO is about optimizing the stuff that you have control over and can change on your own website.

### **1.1-Title Tags**

Put your targeted keywords in the title tag of each page on your site.

### **1.2-Headings (H1)**

Headings are usually the largest words on the page, and for that reason, search engines give them a little more weight than your other page copy. It is a good idea to work your target keywords into the headings of each web page but make sure you accurately reflect your page's great content.

### **1.3-URL structure**

Put keywords into your URLs if possible. However, do not go changing all of your current URLs just so they have keywords in them. You shouldn't change old URLs unless you plan on redirecting your old ones to your new ones.

### **1.4-Alt text for images**

Any content management system should allow you to add something called "alt text" to all images on your website. This text isn't visible to the average visitor.

### **1.5-Fast-loading pages, or page load speed**

Google has a tool called PageSpeed Insights that will analyze your site on both mobile and desktop. and then suggest tips to optimize page speed. There are also several quick fixes to eliminate whatever is bogging your site down and slowing your page load time.

### **1.6-Mobile Friendliness**

In recent years, Google has prioritized mobile page loading speed as a key ranking metric. How do you know if your website is mobile-friendly?

### **1.7-Page Content**

The content on your pages needs to be useful to people. If they search for something too specific to find your page, they need to be able to find what they're looking for.

### **1.8-Internal Linking**

Linking internally to other pages on your website is useful to visitors and it is also useful to search engines. Here's an internal link to another blog post on our site that talks more about internal linking. Very meta.

### **1.9-Schema Markup**

Adding structured data helps Google better understand the content of a page. Google also uses certain types of structured data to display "rich results" in SERPs such as a recipe with

start ratings or step-by-step instructions with an image carousel. These rich results often appear at or near the top of SERPs and generally have higher click-through-rates than normal organic listings.

### **1.10-Social Tags**

Having your content shared on social tells Google that people find your content relevant, helpful and reputable.

### **1.11-Core Web Vitals**

User experience is key to a website's long-term success. Google unveiled Core Web Vitals, a common set of signals that they deem “critical” to all users' web experiences.

The purpose of these signals is to quantify the user experience with a website.

### **1.12-Page Experience**

## **2- Off-page SEO**

Off-page SEO focuses on increasing the authority of your domain through the act of getting links from other websites.

There are several factors that influence your off-page SEO rankings. While each one is tackled with different strategies, they share an overarching goal of building the trust and reputation of your website from the outside.

2.1-Inbound links

2.2-Social media marketing

2.3-Guest blogging and guest posting

2.4-Unlinked brand mentions

2.5-Influencer marketing

## **Search engine marketing (SEM)**

It is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs). While the industry term once referred to both organic search activities such as search engine optimization (SEO) and paid, it now refers almost exclusively to paid search advertising.

With an increasing number of consumers researching and shopping for products online, search engine marketing has become a crucial online marketing strategy for increasing a company's reach.

In fact, the majority of new visitors to a website find it by performing a query on a search engine.

In search engine marketing, advertisers only pay for impressions that result in visitors, making it an efficient way for a company to spend its marketing dollars. As an added bonus, each visitor incrementally improves the website's rankings in organic search results.

Since consumers enter search queries with the intent of finding information of a commercial nature, they are in an excellent state of mind to make a purchase, compared to other sites such as social media where users are not explicitly searching for something.

## **Video marketing**

To make an effective Video marketing, it is required to identify through which media you want to focus. The more routes you prefer to share them on online the more exposure it will get. It is better to share these videos on social media network then through email. The best part is adding videos into the hotel's website in order to highlight and boost, online visitors will always prefer to stay on website for long time only when a website have a video related with their search and it also enhance website's quality, Hotels will not have proper interactions with the guest on providing accurate and timely information without website and will also miss a potential and prospective guest without having proper photos and videos of hotel. Hoteliers would be well served with videos on networking sites to advance their position for a better appeal to guest and receive a phenomenal benefit out of that. Hoteliers can produce a video with their unique facilities, decor, ambience and specialities. The videos created by hoteliers need be updated on every year; which will improve the status of hotel in regard with digital marketing trends and also in formulating marketing strategies.

## **Property management systems (PMS)**

PMS, it is a comprehensive software application used to cover some basic objectives of hotels. These property management systems are not only storing and sharing the data's of hotel, it also acts as a bridge in digital marketing for hotel by taking reservation through website with discounts and offers and sending automated confirmation mails to the guest. It is an important tool in developing hotel business with the help of global distribution systems which work remotely (GDSs), the other one is Internet distribution systems (IDSs) which represents your website, and central reservation systems (CRSs) helps in reserving the rooms of hotel rooms across the globe. GDSs, this software helps in collecting, processing and forwarding the information generated by the guest to Hotel, tour operators. Sabre is the best and largest known worldwide GDSs, international Amadeus Galileo, and world span. The most influencing and representing the hotel website are IDS and sell accommodations by overnight on a commission basis. It also helps in collecting guest details on bookings and connects directly with property management system through GDSs.

Most importantly an effective property management system is becoming even more useful in accessing data from an increasing number of sources for hotel. The large amounts of data generated on social media's like Facebook, Instagram, Whatsapp and Twitter can reveal

priceless insights into customer attitudes and preferences towards their product. Hotels can utilize Big Data analytics to categorize data and gain valuable knowledge of consumer sentiments toward their firm and competitor organizations. By having a property management system (PMS) that integrates KM, social media, and Big Data technology better positions businesses to extract, store, and utilize knowledge more effectively.

## References

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