

Major Research Project on

Digital Marketing Tactics & Strategies for Hotel Industry- To Convert Third Party Business to Direct Channel

Submitted by

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I also take this opportunity to convey sincere thanks to all the faculty members for directing and advising me during the course.

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Certificate

This is to certify that the project entitled “**Digital Marketing Tactics & Strategies for Hotel Industry- To Convert Third Party Business to Direct Channel**” has been successfully completed by **Deepak Chaudhary (2K17/EMBA/514**

This is further certified that this project work is a record of bonafide work done by him under my guidance. The matter embodied in this report has not been submitted for award of any degree.

Mr. Chiranjeev Singh Bedi

Delhi School of Management (DSM)

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ABSTRACT

Digital marketing has become one of the most important aspect for all businesses. With digital marketing the organizations are becoming more powerful in terms of “reach” or “deeper penetration” and customizing the search result as per the customer preferences.

Online travel agents (OTA’s) have successfully implemented digital marketing techniques, due to which they have become one of the powerful business source in the hospitality industry. Bookings from online travel agents are increasing year on year which is directly impacting the hotels direct channel and affecting the bottom line.

Questionnaire were made using the “Likert” scale to understand the purchase intention from online travel agents & survey was conducted to collect the data using the simple random sampling technique.

This project will help us to understand the key things that Online travel agents were able to implement through digital marketing and identifies the gaps where these strategies can be implemented in the direct booking channels of hotels, so that de-growth on the direct channels can be arrested.

Project is concluded with the recommendations that can be used for the direct booking channel so that de-growth can be arrested.

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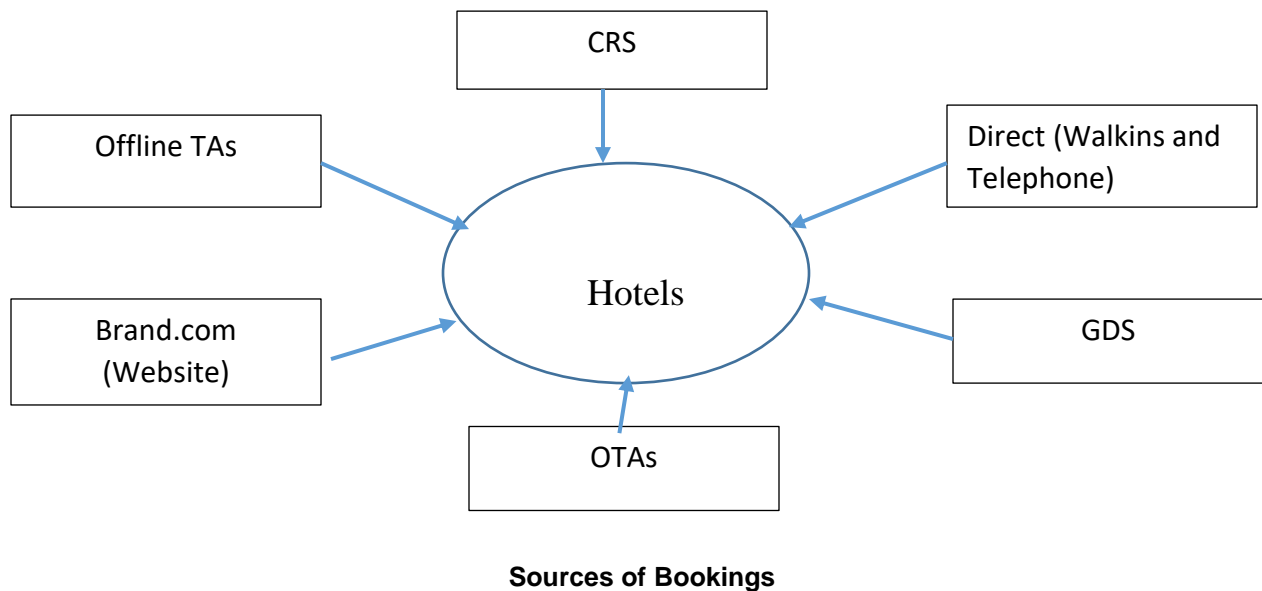
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INTRODUCTION:

Hospitality industry is growing year on year so the source of bookings, OTAs over the past few years has become the limelight as it allows not only to book the hotel for traveler but also helps the traveler to book flights, car rentals and day trips.

Earlier booking was directly done over the phone, person to person or via offline travel agent but now there are various platforms available to the guests.

Now a day's hotel inventory is distributed through various channel and transient bookings can be grouped in the following five categories:



The OTA segment is getting a powerful contender to the individual booking segment and distribution channels; it has effectively taken significant share from conventional contracted booking channels.

Around 20 years back, nobody had even known about OTAs. The idea was gradually creating with Microsoft propelling Expedia Travel Services in 1996 in the USA, trailed by its European partner, Priceline, in 1997. The two stages enabled clients to book their occasions on the web. First saw as a questionable device for booking, the pattern immediately advanced, with booking administrations extending from at first lodgings just to autos, flights, travels, cafés and occasion bundles. In 2013, travel deals created by OTAs represented around 45% of all out European travel deals income (Euromonitor, 2013), of which 76% was produced by the two noteworthy players,

Priceline and Expedia (82% and 18%, separately, accentuating the considerably more grounded market nearness of Priceline in Europe inferable from its solid nearness with Booking.com). Be that as it may, this improvement occurred to the detriment of direct appointments and conventional travel office appointments.

Therefore, this project is selected to understand how Online travel agents (OTA's) are creating their brand among the consumers and on the other side it is impacting hotels bottom line in a big way. Especially in luxury segment, the demand is limited and how OTAs has successfully diverted the traffic on to their platform.

Over a period of time consumers are becoming more comfortable booking through OTAs as they can easily compare, view different hotel brands with price and at the same time can book the flight of their choice without toggling into different website.

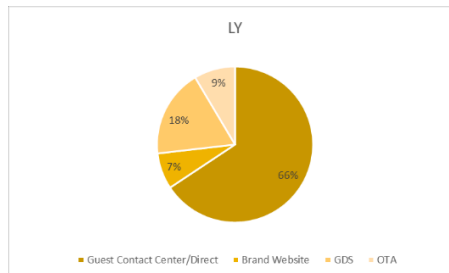
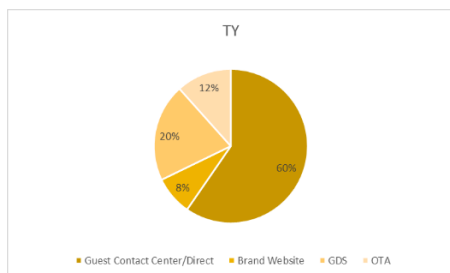
This work will also help us to understand the consumer behavior towards the OTAs and how marketing strategies are helping them to become stronger than the direct channels.

Let us understand some of the facts that will help us to understand the hotels booking trends:

- Currently 60-65% of bookings are done online.
- Bookers spend a normal of 53 days visiting 28 websites over a time of 76 online sessions.
- 50% of the bookers use different social media to check the reviews or various other feedback.
- Today's smart traveler look for various pictures, videos and stories mentioned on the several portals do decide where to go and what to book.
- Travelers (almost 69%) highly depend on search engines for their trips as they easily get the facts.

Source wise Bookings Received for one of the Indian Hotel Chain:

Source	RPD				ARR				REV in Lacs			
	LY	TY	VAR	GOLY	LY	TY	VAR	GOLY	LY	TY	VAR	GOLY
Guest Contact Center/Direct	1,533	1,513	-20	-1%	7,282	7,475	193	3%	27,233	27,589	355	1%
Brand Website	148	169	21	14%	8,591	9,195	604	7%	3,107	3,786	679	22%
GDS	388	473	85	22%	8,007	8,233	227	3%	7,576	9,505	1928	25%
OTA	168	255	87	52%	8,654	8,647	-8	0%	3,543	5,383	1839	52%
TOTAL	2,237	2,410	173	8%	7,597	7,868	271	4%	41,460	46,262	4802	12%



The major reason for the rise of OTAs is Digital Marketing.

Now let us have a look what is digital marketing and what are the various Tactics of Digital Marketing in OTAs:

Marketing in which digital technology is used to reach the customer with the use of internet, social media or mobile.

Tactics are used to gain the objective for the short term and some of the tactics that are used in the digital marketing are:

1. Content marketing

Content marketing is all about the content that you want to feature on your portal, key for the content marketing is to deliver the true, valuable, consistent and significant content to the targeted audience so that they get convinced and make purchase from your website.

In particular, there are three main key reasons/ benefits for organization to use content marketing

- To increase the sales
- Savings on cost
- To attract clients who have more loyalty

This is the most fundamental, yet compelling technique that works fine, especially for lodging industry. It includes photographs, recordings, articles, and online life posts that creates an interest among consumer and ultimately helps in promoting the business. This also helps the organisations to connect with customers and keep them about all latest things happening in your business.

To get this right, focus is to get the content right and trending. Any wrong information can bring the brand image down, content has to be appealing and enthralling so that it attracts the audience.

Example of content Marketing:

“**The Four Seasons** Magazine which is one of the best hotel magazine which represents the high quality writing (valuable information) & inspiration for guests staying in their hotels across the world”.

FOUR SEASONS MAGAZINE

[MAKE A RESERVATION](#)

A LOCAL'S GUIDE TO MEXICO CITY




Writer and Mexico City resident Brooke Porter Katz takes us on a tour of her favourite neighborhoods and shares the local spots every visitor should experience.

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The first time I visited the bustling metropolis of Mexico City, I was shocked by how green it was. I was constantly stumbling upon parks, often filled with sculptural fountains, native plants, and serene walking paths. It's also the most colorful place I've seen, with buildings painted shockingly bright hues and vibrant food markets hawking produce in every shade of the rainbow. Now that I live here, I'm lucky enough to walk its streets every day. There's no denying the sprawling city can feel a bit overwhelming. My advice is to tackle it one area at a time—and the following four neighborhoods are a good place to start.




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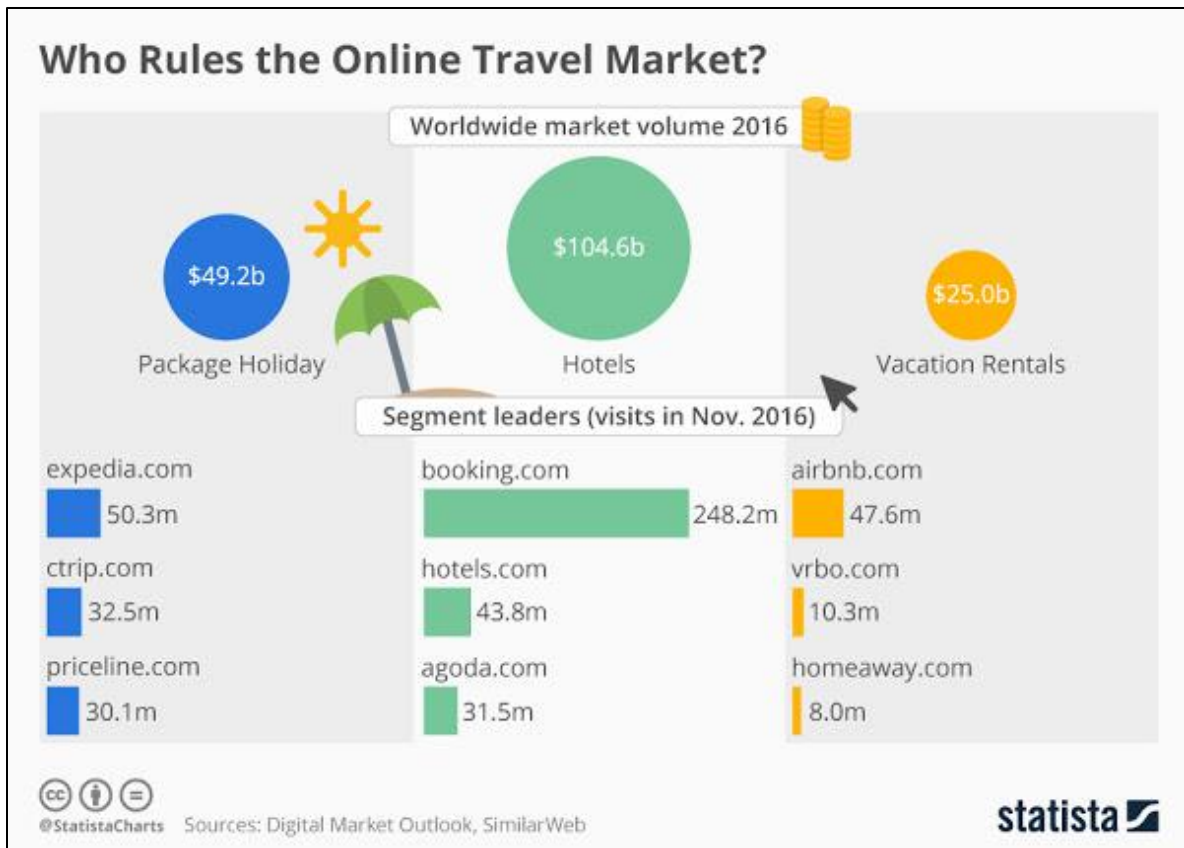


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“Source: Google”



“Source: Google”

2. Search Engine Optimization (SEO)

SEO improve your ranking on search engine result pages. Over 80% of web traffic begins from web searches. As per the various test conducted online, it is observed that most of the people book the hotels appearing on the first result page of the search. If your hotels ranks on the first page then only hotel seems to get the traffic, & possibly convert this customer to a paying customer

SEO needs expertise in terms of technical mechanism, expert needs to know the most used keywords by the consumers using your service so that these keywords can be incorporated to the content. SEO expert also needs to utilize headings and subheading and include meta-content that makes it simpler for web engines to connect to your website with those keyword/keywords.



“Source: Google”

3. Search engine advertising (SEA)

SEA helps you to directly display your brand or product featuring among the top search pages. It is time consuming task but helps in achieving this almost immediately. Whenever consumer search on the internet with specific keyword, there is organic result and paid result that features on the result page. In order to enable this on search pages, organization needs to pay fees to the search engines like google, yahoo etc.

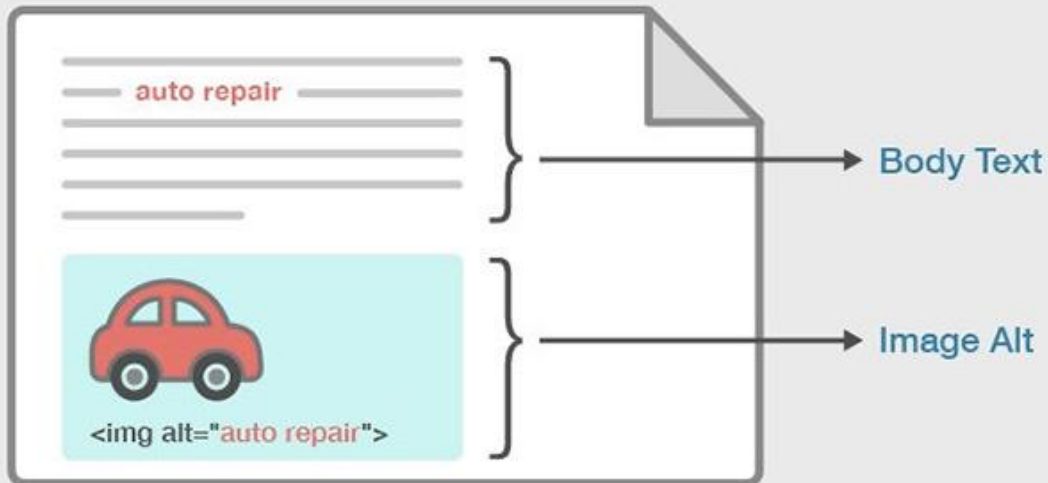
SEA requires technical skills similarly to SEO as one need to identify the right key search words used by consumers searching the internet such as “best restaurants in town B”.

It’s not easy to feature on the search pages as search engines bid for this marketing activity. One needs to ensure that they win the bid to have better visibility of their business as to outperform your rivals.

Keyword Phrase: "Auto Repair"

"Tom's Auto Repair" → Title Element

http://tomscars.com/auto-repair/ → URL



Keyword Usage

Keywords used in text and strategically within certain elements may provide clues as to the context of the page. Overusing this technique is known as keyword stuffing and is considered spam.

MOZ

4. Expand your social media presence



"Source: Google"

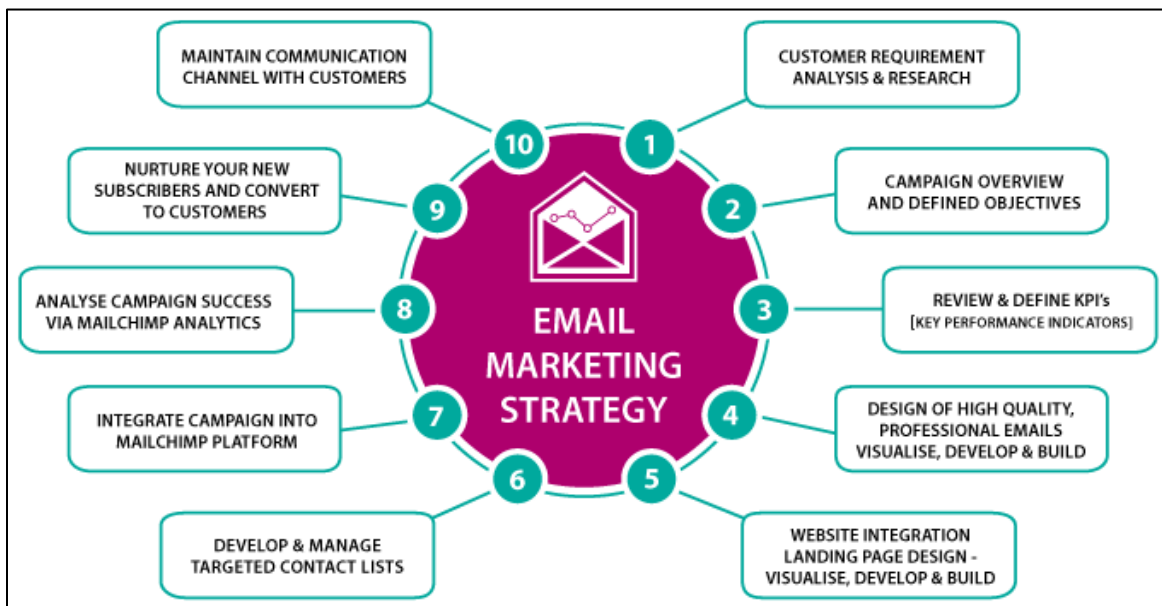
Social media is the most used platform by the most internet surfers. On an average 30% of their online time is spend on social media as people wants to keep them updated for everything happening in and around. Social media is ideal place to do advertising as customer often use these platforms to share their experience and fun memories of their holidays and tours.

Businesses needs to focus on all social networking websites (Facebook, Linkedin, Twitter, Instagram, Pinterest, Snapchat) to reach the customers and promote their brand or product through these mediums.

5. Email marketing

Email marketing is one of the oldest technique but it is still effective especially for bedding and lodging industry, through emails organizations can reach out to the customers and update them about new products, offers, services or any specific event that organization may be conducting in the near future. This way organizations can easily retain clients.

This activity can be done weekly or monthly in forms of newsletters which needs to be crisp, informative and appealing so that customers tempt to buy your services.



6. e-Reputation-

Is a new keyword and has become the latest trend for the consumers in last few years . Consumers ensure that they check all the online reviews, ratings, opinions about the product or service before making an purchase.

Every customer review or feedback helps in improving or spoiling the image of the organization. Organisations needs to deal appropriately with every negative feedback as it can easily spoil the

reputation of the organization hence every organization needs the strategy to handle the e-reputation.

7. User experience

Digital marketing helps to get customers to your business website however, user experience of your website matters a lot in order to make the purchase or even visit your website again. More easy the website functions, more better the user experience, more better the customer will revisit the website and make purchases.

8. Pay-Per-Click

Pay per click is digital marketing technique that is used to direct people to your website through a different source. Each time advertisement is clicked, owner or publisher get the fees. Most recognized pay per click (PPC) is google AdWords. Different platforms where you can utilize Pay-per-click are “**Facebook ads**”, promoted tweets on “**Twitter**” & sponsored messages on “**LinkedIn**”

9. Affiliate Marketing

It's a sort of marketing technique where you get commission for promoting other brand products or services on your website basis on the performance.

10. Marketing Automation

With help of technology, there are software available that can automate basic marketing operations which use be done manually in old time eg: Email newsletters, social media post, campaign tracking etc.

2. Objective of the Study:

Now a days, the share of OTAs in terms of bookings is going up whereas the direct no. of bookings at brand.com has reduced. Hotels can't live in isolation to these OTAs but they need to have a check of the increasing dependability on OTAs. Although OTAs brings business to the hotels, but at a cost. This cost is increasing with the time and hence the profitability of the business for Hotels from OTAs is on a decline. But the main question is to find why the customers want to book through OTAs instead of booking through brand.com. So the objective of the study is to find out the reasons why customers prefer OTAs vis-à-vis Brand.com and then on the basis of the study, give useful suggestions which can be implemented in hotels to decrease the dependability on OTAs and increase their profitability.

3. Conceptual Model

Is a representation of a system based on conceptual model, it's a composition of concepts which are used to help and understand a subject that model represents. This model consists of following 6 main components:

- Brand Credibility
- Brand Quality
- Perceived Quality
- Information Cost Saved
- Perceived Risk
- Purchase intention

Brand Credibility:

Brand credibility is defined as trustworthiness of an organization. Brand credibility consist of two parts trustworthiness and expertise.

Organization has to be honest or truthful so that person (who uses a product or service) perceive that the brand has willingness (trustworthiness) and ability (expertise) to continuously deliver what has been promised to the consumer.

Brand credibility helps in several important business benefits:

- Curtails sales cycle
- Substitute online recommendation and word-of-mouth
- Helps in growing & generating web traffic
- Brand awareness is increased among vital audiences
- It also helps to seek attention of media, bloggers and analysts.

Brand Quality:

Brand quality is the quality awareness that brand achieves with its customers. Quality is meeting the expectation of the customers for eg: customer may expect budgeted hotel chain to have clean and comfortable rooms, such hotels may not have high star rating but they can still be perceived as high quality due to the customer's expectations comparative to price.

- Build trust with customers
- Word of mouth and social media recommendations
- Less customer complaints
- People care about aesthetics
- Helps in better return on investment (ROI)

Perceived Quality:

This refers to the consumer trust on the product, service or brand's capability to fulfill his or her prospects. This trust may or may not have to do with the actual quality of the product and is purely based on the brand's or firm's image with the consumer's experience with the other products of the same brand.

Information Cost Saved

It is the expense of time and money that are required to obtain information. This term is often used in relation to research, due diligence, problem solving & decision making.

Perceived Risk:

“According to Arrow (1950), **Humphreys and Kenderdine** (1979) and **Taylor** (1975), Perceived risk “represents an uncertain, probabilistic potential future outlay”. In simple terms, perceived risk is the ambiguity that consumers have before purchasing any product or service. a term that is used in Marketing and sales, Perceived Risk refers to the customer's perception of the risks associated with any purchase and is mostly associated with products that are expensive such as houses or cars or products that are complex and have many features such as Computers or laptops”

Types of Perceived Risk

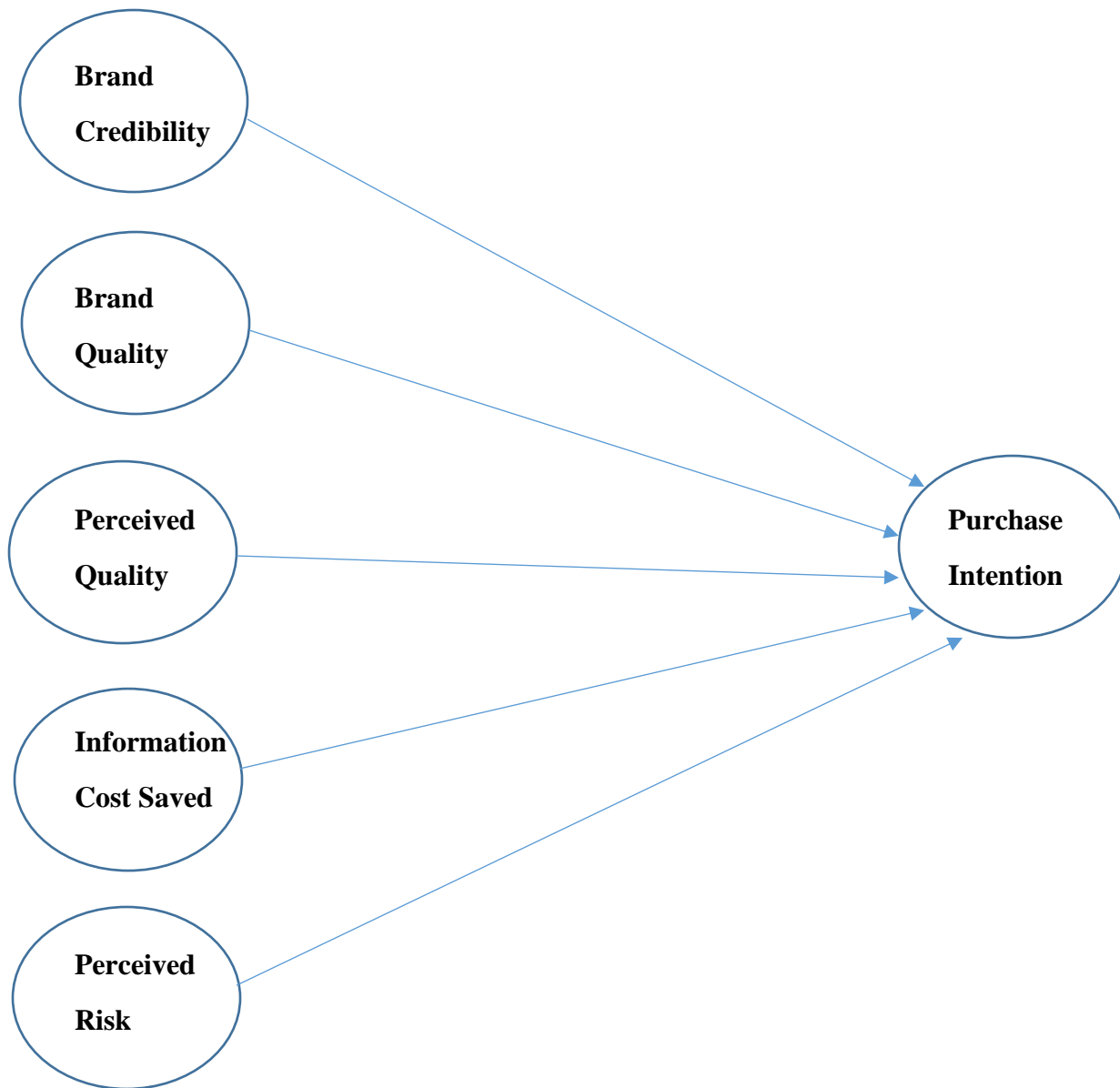
1. **Functional Risk:** Refers to the risks related to the functioning of the product. These kind of risk can be easily addressed by the parent firm as it is associated with the product features. This risk can be easily mitigated by providing adequate information about the product and addressing every query of the consumer.

1. **Physical Risk:** This risk is related to the doubts about the safe usage of the product. This risk can be easily addressed by the parent company by providing them information about safety of the product.
2. **Financial Risk:** This arises when the customer thinks about the ROI of the product. Consumer assess the product before purchase whether it is worth its price and it is going to compensate more than the investment that is going to incur.
3. **Social/ Psychological Risk:** One of the most critical risk which makes strong impression on the mind-set of the consumer. Brands works hard to create image and identity among the customers so that their customer can identify with. Customers while purchasing particular brand hesitate to buy newer or lesser price product or service.
4. **Time Risk:** This risk states consumer's concern about the time consumption when purchasing a new product. This risk worries the consumer that how much of his time and efforts will take to purchase the new product or service.

Purchase Intention:

It is related to the likelihood of a customer buying the particular product or service again in the future based on their purchase history.

- It is one of the favourable factor and can ensure longevity of any business
- It is a dependant variable and it can change to support you or against your business with the smallest of changes in any of the elements that influence it.



4. Hypothesis: The following list of hypothesis were considered at the starting of the project

- H1: Brand Credibility has a positive correlation with Purchase Intention
- H2: Brand Quality has a positive correlation with Purchase Intention
- H3: Perceived Quality has a positive correlation with Purchase Intention
- H4: Information Costs Saved has a positive correlation with Purchase Intention
- H5: Perceived Risk has a positive correlation with Purchase Intention

5. Research Methodology

5.1 RESEARCH DESIGN:

The research design used would be Descriptive Design. Survey research method (Questionnaire) would be used for research design.

5.2 SAMPLING PROCEDURE:

Unit of Population : Individuals

Sampling Unit : Customers

Sample Size : 75

Sampling Technique : Simple Random Sampling

Data Collection Method: Online Questionnaire

5.3 DATA COLLECTION:

Online Questionnaire was sent to customers.

SCALES: **“Reference: Marketing Scales Handbook by Gordon C. Bruner II”**

“Likert’s scale was used to get the questionnaires filled. It is a psychometric scale. When responding to a Likert questionnaire item, respondents specify their level of agreement or disagreement on a symmetric agree/disagree scale for a series of statements.”

The format of 5 level “Likert” item used is:

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Brand Quality, Brand Credibility, Perceived Quality, Information Costs Saved, Perceived Risk and Purchase Intention are measured using “5-point Likert scale” (e.g., 1 = strongly disagree and 5 = strongly agree).

Variables	Questionnaire	Items	Variable Type
Brand Credibility	Erdem and Swait(2004)	The OTAs delivers what it promises.	Independent
		Product(Hotels Services) claimed from the OTAs are believable.	
		“Over time, my experiences with the OTAs, led me to expect it to keep its promises”	
		This OTAs has a name you can trust	
Brand Quality	Erdem and Swait(2004)	OTAs website are easier to navigate	Independent
		It is easier to book all of your travel in one place through OTAs	
		It is easier to cancel or make amendments in the bookings through OTAs	
		OTAs gives personalised offers and recommendations	
		OTAs give better first time offers	
Perceived Quality	Erdem and Swait(2004)	The quality of the OTAs are very high	Independent
		“In terms of overall quality, I am satisfied with the bookings made through OTAs”	
Information Costs Saved	Erdem and Swait(2004)	“This brand gives me what I want, which saves my time and effort trying to get better”.	Independent
		It is easier to compare the hotels at one place	
		I know I can count on OTAs for my future bookings	
Perceived Risk	Erdem and Swait(2004)	All the important information required for booking is accessible on OTAs	Independent
		OTAs provide a sense of security by providing both positive and negative reviews of different brands	
Purchase Intention	Erdem and Swait(2004)	I would prefer booking through OTAs rather than brand.com	Dependent
		I will only be dependent on OTAs for my future bookings	

5. **Results and Analysis:** Correlation was used as the tool to analyze the relationship between dependent variables and independent variables.

	<i>Brand Credibility</i>	<i>Purchase Intention</i>
Brand Credibility	1	0.465440281
Purchase Intention	0.465440281	1

Correlation coefficient is 0.465 which means that there is a *moderate positive correlation* between Brand Credibility and Purchase Intention. Hence, H1 is accepted.

	<i>Brand Quality</i>	<i>Purchase Intention</i>
Brand Quality	1	0.423131075
Purchase Intention	0.423131075	1

Correlation coefficient is 0.423 which means that there is a *moderate positive correlation* between Brand Quality and Purchase Intention. Hence, H2 is accepted.

	<i>Perceived Quality</i>	<i>Purchase Intention</i>
Perceived Quality	1	0.434644157
Purchase Intention	0.434644157	1

Correlation coefficient is 0.434 which means that there is a *moderate positive correlation* between Perceived Quality and Purchase Intention. Hence, H3 is accepted.

	<i>Information Cost Saved</i>	<i>Purchase Intention</i>
Information Cost Saved	1	0.39980958
Purchase Intention	0.39980958	1

Correlation coefficient is 0.399 which means that there is a **moderate positive correlation** between Information Cost Saved and Purchase Intention. Hence, H4 is accepted.

	<i>Perceived Risk</i>	<i>Purchase Intention</i>
Perceived Risk	1	0.269708679
Purchase Intention	0.269708679	1

Correlation coefficient is 0.269 which means that there is a **weak positive correlation** between Perceived Risk and Purchase Intention. Hence, H5 is accepted.

Among all these independent variables, the most impacting variable is Brand Credibility followed by Perceived Quality, further followed by Purchase Intention, further followed by Information Cost Saved. The least impacting variable is Perceived Risk. On the basis of these results the following recommendations are advised for the hotels.

6. Recommendations:

As per the result of the research, the following recommendations can be made:

1. In order to improve the Brand Quality, the following measures can be taken:

a) Create elite content for each platform & Attack a decline

The content needs to be specially designed for every stage in an exemplary manner; which ensures that you are not a victim of vocabulary norms required for various platforms. Besides this don't market your content again and again as audience might become obsessive about everything that your brand needs to say.

Facebook: Posts in your News Feed will rank with loved ones first, data second and recreation third For a additional elaborate information on what the Facebook has to offer, you can have a look at The "[The Facebook Algorithm: What You Need to Know to Boost Organic Reach](#)".

Instagram: The application sorts out pictures and video recordings in your feed on the basis of how likely is it that you'll have an interest in the content, your relationship with the person posting the post and for the duration for which the post will be displayed.

Twitter— Your feed is centered around serving you to catch up to the most relatable Tweets that you have missed when you are not using the application. The twitter algorithm continuously works to figure out the tweets that make the most sense also called the "best Tweets" and features them on the top of the user feed.

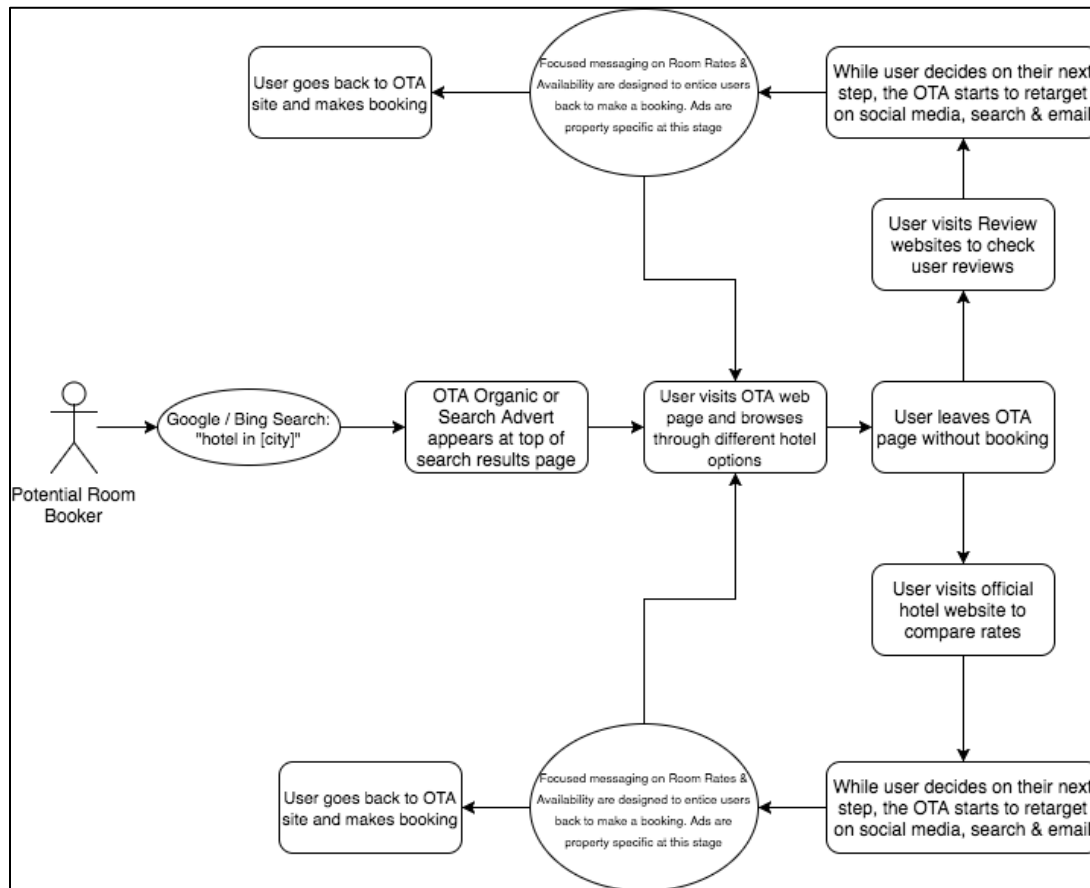
Hotel advertisers should focus on making more superior and relatable content together that can be sponsored for bigger business impact and evident ROI from your target market.

Beat the OTAs at their own game and create loyalty while doing so

Every hotel wants to reduce their dependence on online travel agencies (OTAs) and significantly increase number of the direct bookings as direct bookings mean additional income for the hotels. The major hurdle for many hotels is that they don't have enough resources, spending budgets or on-line advertising experience that are present with the OTAs, hence this becomes the reason why OTAs like Booking.com and Expedia keep growing in size of income at the expense of hotels which are compelled to pay a commission to confirm that their rooms are occupied.

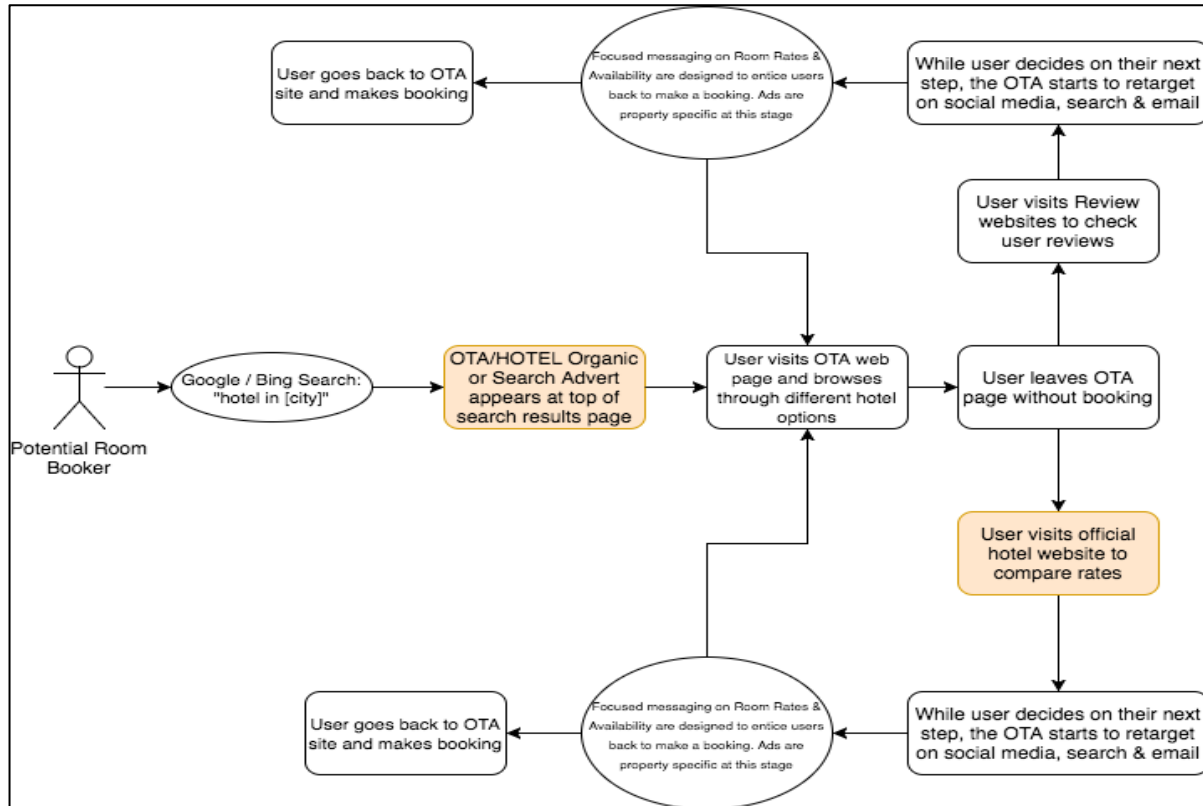
So, now what all happens and what can we do...

“Flowchart that OTA’s use to tempt bookers to make booking”:



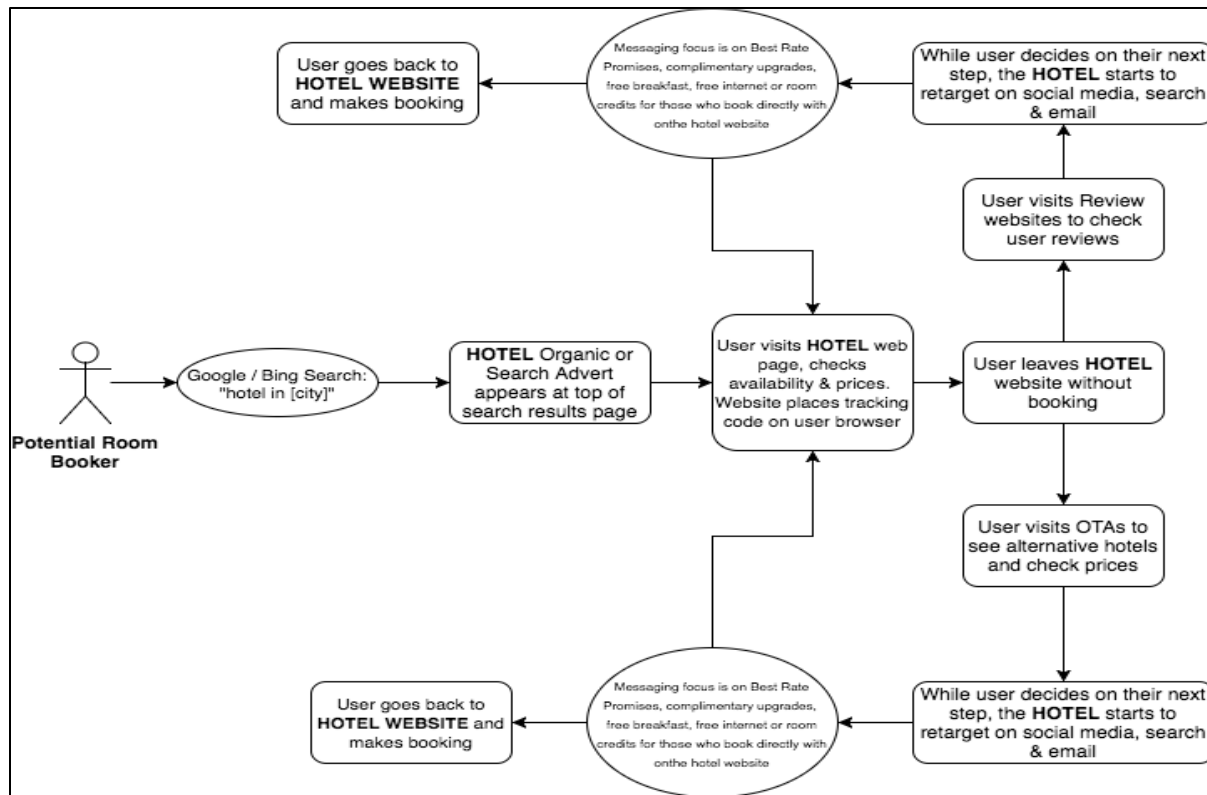
“Flowchart 1 - Classic user journey originating from Google / other search engines”

While the above situation is extremely fundamental in its approach, a huge proportion of bookings taken by OTAs will pursue fundamentally the same as path. The above helps us in distinguishing potential times for the hotels to challenge the OTAs booking stream. It's clearly hard for the hotels to assume a job in the booking procedure unless they can comprehend what a booker is hoping to make a booking for. We've spotted the 2 regions where hotels can impact the booking procedure (in orange in picture 3 beneath):



“Flowchart 2 - Opportunities for hotels during the booking process”

In the event that the hotel is able to figure out how to get a potential booker to their site amid any of those 2 stages, the hotel then can begin to convey its own user experience or booking process like the following model (flowchart 3):



“Flowchart 3 Explaining how Hotels can dislocate the online user booking journey”

Above flowchart, demonstrates how the intention of a booker to search and his booking purpose integrates into advertising opportunities that include email, social media and online hunt.

However, there's still one major benefit that the OTAs have over the hotels, particularly if that booker has never stayed at the filtered location before. The approach that OTA's use to track the behavior of the guests using their database is the most recent innovation and gives them genuine bits of knowledge about how the normal explorer books hotels. For instance, if a client as of now exists on the OTAs database (including hundreds or a huge number of different travelers), almost certain that every activity including site visits, searches (areas and dates), email (opens and clicks) are tracked by a combined and modern CRM tool. Furthermore, other touch-points, for example mobile sites and application visits, phone calls and even SMS communications are tracked using a similar instrument. This information is then examined and controlled so that the guests can be timely communicated and maximum revenue can be derived.

This is a noteworthy benefit for OTAs as most (not all) hotels don't have access to such kind of data. Subsequently, regardless of whether the booker is looking for a hotel inside a city for the first time, in this event even if they arrive on the OTAs site (and are a part of the OTA's client database), even then this client can be followed and conveyed to in a very customized manner by means of mobile app notification, email and social media - regardless of whether they did finish the booking or not or have added personal data amid the procedure. Hotels mostly don't have databases of such big size and not to mention only, tracking is able to initiate such kind of personalized information and also on such a mass level.

What hotels can do to level up with OTAs?

Two things that hotels can do to redirect the business from other platforms to their site
The first is to license a marketing automation platform that enables the hotels to begin following and acting like an OTA when focusing on customer's booking behavior.

The second is to spend on information gathering sources. OTAs have the benefit of owning huge databases purely out of past guest booking behavior however hotels need to work harder unless if your hotel is a part of a large group of hotels which has a global reach, even then, it is quite difficult that you have a database that will enable you to draw attention of new bookers.

Content should be the focus but hotels still overlook this:

The expression "content is king" however surprisingly, this is generally ignored by most of the hotels. The reason is that 'content' as a term is very broad to comprehend in meaningful sense. Today, we refer content as site text, pictures, recordings, Facebook posts, Instagram pictures, stories however even in this data should be ordered and classified so that it can be of maximum significance to the guests and most effective for them.

Let's bring this back to the old-school booking situation. Once you or a possible guest visits the hotel web site and what choices that guest should ordinarily get:

- Book now or check availability
- Watch a video or view a picture gallery of the hotel
- Browse different pages of the website (e.g. rooms or leisure)
- Subscribe to a newsletter

A hotel in 2019 should think about forming a relationship with each guest to their site. The modern bookers have the access and search for more data (e.g surveys and reviews) before making decision. The present hotel site situation essentially overlooks who is going to make booking on their site for the very first time.

How the hotel can get a change?

- Simple loyalty system which gives member only discounts
- Social Media Re-targeting
- Email Marketing

With the technological assistance the hotel's site can have modern user behavior tracking tools which further help in providing user with more personalized information and hence produce more marketing opportunities which can be classified in the following manner-
Social Media/Google advertising that appears:

- Lucrative images of the particular room types
- Date specific prices
- Special events at the hotel

Email Marketing Campaigns highlights:

- Updated price for special event dates
- Other offers - connected to a booking code included inside the email
- Member-only deals

As the hotel has the information about the travel dates of the booker they can launch promotional campaigns that the booker can relate to and the hotel is able to trigger its sales.

This technique is completely mechanized and is based on basic principles or work processes utilizing a mechanized promotional tool. Different tools, for example, SMS and Mobile Push notification can be used for these kinds of campaigns. This can also include computerized messages or other correspondence that can be activated if the visitor comes back to your site (either previously or in the wake of booking) to make new deals and up-selling opportunities.

Requirements for setting such a plan:

The standard procedure of making a solid support system isn't difficult. However, it requires a big investment and a culture that that supports such kind of things. Best part of this venture is that Return on investment in terms of user data is remarkable. The initial segment of this investment of innovation and technology can be produced using just US\$ 10,000-12000 every year, which will arm your hotel with the devices you need.

Hotels are paying out OTA commissions and if there is only a 1% move in bookings it will directly impact into a huge amount of savings for the hotel.

Data:

There's a typical topic with a considerable focus above mentioned information. We as a whole live in the age of technology and a result of this is we have openness to more data and information in comparison to any other time in recent memory. It's hence, more significant that hoteliers perceive this and begin and showcase their hotels in a more content driven manner.

Lamentably, numerous hotels are showcasing themselves as they did a decade ago however the times have changed. Almost certainly, a large number of the hotels inside your competitive set are still continuing with the old-school marketing and advertising tools for lower cost however this can benefit your hotel if you start using modern tools.

- In order to make your client trust that he would saving the time as well as cost by booking through Brand.com, Contextual selling techniques ought to be tried
- The increase in prominence of Programmatic Advertising channels in the course of the most recent 3 years has provided hotels new client focusing opportunities. Numerous hotel chains have utilized these and have been impacted to a great extent however there

are several hotels which are yet to explore the advantages of this. In 2018, a lot of efforts were made using such tools to advertise and attract the potential bookers.

- So to reduce the notion of Possible Risk in minds of the customer, the hotels need to build an effective personalized contact at all the points of interaction:

With changes in technology, the line between the offline and online universes is getting both thinner and clearer but what's important is the way in which the hotels perceive this. Bookers today invest a tremendous amount of energy and time in online than the offline world, hotels really comprehend the art of hospitality as how to welcome guests and make them feel special. In an ideal situation, this should be replicated in the online world and accordingly, must be the objective for any hotel with true modern and technical aspirations.

In this day and age, bookers have bigger desires from the brands they get in touch with, than before and it is pivotal that hotels consider this when planning for communicating techniques in the computerized world. The times when simple "Dear Guest" type messages and emails were sent are gone. In addition to the fact that guests want to be addressed by their names they only want data which is relevant to them. Yet, note, this isn't constrained to simply email messages but is significant at all the times when ever guest is contacted by any means.

To begin with, hotels need to identify all communication points and jot these with client data. Shockingly, numerous hotels gather next to no information about every client, so this may impose restrictions on serving guest with a personalized touch. Considering all things, if the hotel's CRM network collects information contributions from cafés, spa and booking groups which have explicit guest requirements can create enormous opportunities for communication with the guest.

In order to increase the Brand Credibility, a close look on the Influencer is necessary.

Influencer advertising can tremendously improve the company image if the mission and plans of the company are completely lined up with the execution, narration as well as circulation and reach provided by the influencer. Numerous companies and influencers talk about the requirement for original data, however it may be contradictory if the matter is created in lieu of a benefit.

For hotels, there's simply a task that influencers can perform to bring issues to light for the brand as well as the room types, restaurants and bars, spa contributions just as the location or the destination. So if your hotel engages with influencers, it's significant that the below mentioned steps are taken:

- Spot the main influencer whose profile and posts are focused towards the main interest group
- Discuss with the influencer the type of data that can be created and customized and how the target market will connect with the idea
- Agree to a set of possible arrangements and an action plan for the plan.
- Determine execution methods connected to income, wherever possible.

In order to improve the quality, Email advertising can be an inconceivably useful tool - if used effectively

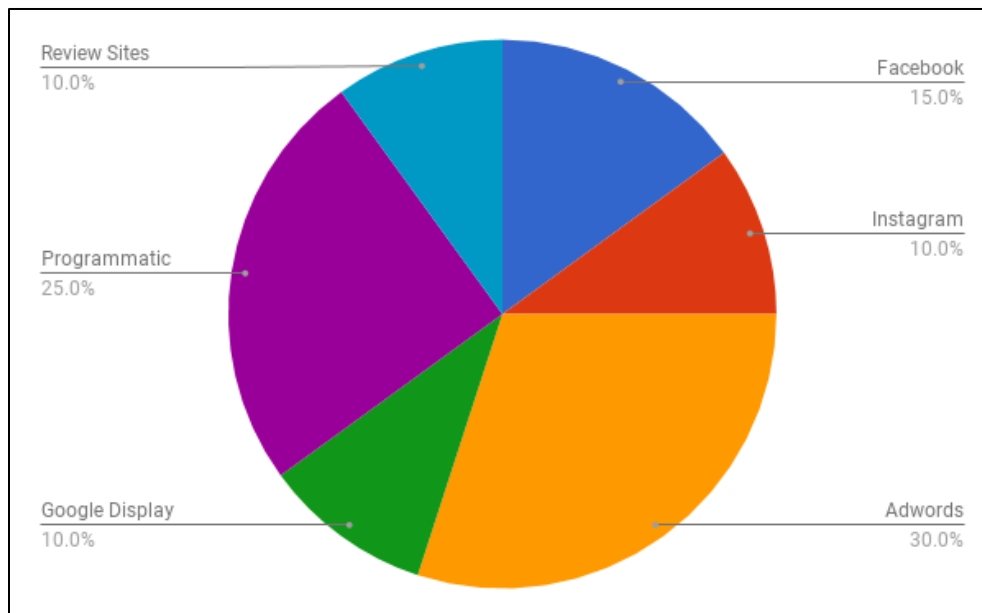
There is a typical miss-conception of numerous advertisers that the webmail advertising technique is an incapable advertising tool however the fact of the matter is altogether different. For a long time, email has been a frequently over-utilized advertising channel that has been badly handled at a large extent by some advertisers who have utilizing systems to spam the mass market. An outcome of this is webmail open rates are declining and keep on declining. Yet, that doesn't imply that emails still can't be utilized in a productive and viable manner by hotel advertisers. All things considered, email is a tool for communicating in both our business and personal lives. The time spent inside our inboxes is increasing and positively not reducing. It's subsequently significant that showcasing messages are composed expertly, planned and sent so that it is relevant to the recipient.

Nowadays, email beneficiaries just need messages which make sense to them and relate to their needs and expect the sender to understand to send only that matter which is genuinely relatable to them. Hotels, along these basic principles need to try to (a) understand the necessities of their clients and (b) construct this information in such a way that the information with the goal that it is usable for promoting purposes.

This includes the execution of a CRM and following framework that is connected all computerized contact-points for bookers that include the website, e-mail advertising, social media and solicitations which characterize each need. The quick effect of this was streamlined web based advertising exertion, large volumes of client data collected and the ability to create a straight line between showcasing movement and direct revenue produced from this activity.

Correct budget allocation is the key to success:

“Recommended Budget allocation for hotels, Source: Google”



Conclusion:

Digital marketing is becoming imperative for all businesses these days. With help of digital marketing, organization can make their strategy for every platform (social media & E-commerce etc.) and can gain traffic to their own brand portal. Digital marketing is necessity more than showcasing luxury for any business.

Online travel agents are using this tool extensively and utilising every opportunity to reach the customer and trying to fill the gaps between the customer and their requirement. They have understood the importance of digital marketing opportunities much better than hotels hence they are becoming more powerful. Traditional businesses should adopt these strategies so that they can stand up again and make their brand stronger and change the game in their favour from the third parties.

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