

THE POWER OF INTERNET MARKETING: HOTEL

Hospitality industry is one of the superficial industry I have known, since it's the only sector that is based on the perfection of everything from the building to the employees to the service delivered to the guests.

Hotel is an establishment that provides meals, accommodation and recreation facilities to its customers and as we look into the marketing aspect we see it involves all the four marketing mixes which are the product, price, and place and position aspects being implemented to achieve the goal of marketing set by each hotel.

Marketing is a form of communication between you and your customers with the goal of selling your product or service to them and communicating the value of your product or service is a key aspect of **marketing**.

Based on the four marketing mixes on internet hotel marketing we look at the **product / service**:

Let's start with our main focus on being on what the customer wants or needs from the type of service /product you are offering and does it really satisfy their needs. Looking at the needs we look at the features that meet the needs based on the present ones and the missing ones. And are you involving costly features that won't be used by the customers or are they going to be used. We also look on the issue of the place and how the feature will be used by the clients and how does it look like and experience it , the features sizes, color , prices , its brands and the names of the feature what value do they add to your hotel.

The other market mix is the: **place**: Here we look into the particular location of the product / service offered in the establishment, how can it be accessed, and what are the right channels to follow. All these will depend on the location since the hotels success relies on the patronage of the guests, out bound guests depend on the reviews of other clients on the internet and since 2000 the internet has increasing income revenue source from the millennials who are the gigantic internet users who rely on the clicks of a button and the overwhelming use of internet access.

The price aspect is where we look into the value of the product to the customer and are the price points you have set available in the area , is the price sensitive to the customer thus will a

small decrease of price or increase affect the flow of customers or will it affect the profit margin in the hotel. Based on the target segments what type of the discounts will be offered to the clients. Are the prices competitive with the competitors in the area?

The last one is the **promotion**: here we look into the right timing to where and when is the target market will have access to the marketing styles and based on which style to be used, and compare it with your competitors style of promotion .

The hospitality industries are also highly benefited by using Internet Marketing profiles in their businesses, such a platform has become one of the most critical tools for a business as it is the best mode for customer interaction.

The use of mobile app has increased the use of Internet Marketing platform drastically. You will find that the number of brand-named hotel chains and resorts are significantly benefiting by using this marketing style to promote their business. Predictably, these hotels have been able to improve their revenue and popularity not only at a regional level, but also at an international stage. In case you haven't discovered the use of internet marketing through Internet Marketing is not going anywhere anytime soon and for us to stay ahead of the curve and penetrate through the confusion on the hands on of Internet Marketing efforts that spreads faster than the traditional methods due to the mobile apps created in most luxury hotel brands Worldwide.

Let's look at the internet marketing the modes of marketing used include electronic business magazines, in-house videos uploads either YouTube, Camtasia, LinkedIn , Facebook, Mass media, trip advisor ,snapchats Twitter, Pinterest, tumbler, Instagram, and with all the means of Internet Marketing ,Where the use of advertisement in the Internet Marketing offers impressive and growth to the hotels guests.

Hotels should not be cautious with investment in websites and online marketing, at the end getting something low-cost can turn out quite expensive as you are missing on un-captured business, needing more indirect bookings and paying more commission to online travel agents.

The importance of Internet Marketing continues to grow as most businesses, companies, and individuals have realized the easiest way to promote their services and products through such a platform. The internet marketing for your hotel is to remind your customers to share their experiences online. Guests who have already stayed at your hotel can share their reviews and

feedback. In short, the aim of your page should be all about helping the consumers to learn more about other customer's experiences about your hotel at a broader level.

By using simple Internet Marketing such as a Facebook fan page, these hotels have successfully promoted their hotel deals in the past few years. More importantly, these hotels are able to connect with millions of consumers worldwide. Probably, half of their followers may not be the potential customer, but they may lead you to reach your target audience apparently.

Website:

The first point of contact between the hotel and guests online is the website and since it's the focal point a lot of attention should be put into website creation, its updates and its content.

The website acts as the business card between the client and the business, your own website is your best friend and you should treat it with care and attention to detail!

Clients go to the website to gather all the relevant information they need for the hotel before they go ahead and do their booking despite the referrals they receive either by word of mouth or through reviews clients would always want to verify all the information told by checking what is on the website and this brings me to the key points when it comes to your **website**:

- Let your website be real to the latter whatever you post and say you have let be exactly that in reality.
- Do a frequent website audit: Have your website updated on a daily, monthly, quarterly and yearly basis with the promotions and discounts you have.
- Let the website be mobile friendly since most people have phones have the same information in an app form.
- Look at the website from the client point of view and see if it has all the crucial information and is it responsive and secure. The Content allows you to pull customers to you rather than push your message onto them. Even though the term "content marketing" may be old hat by now, there is a continual shift in maximizing its potential
- Look your website is it generating high value bookings and revenue , is it making measureable impacts to the business, how by allowing your website drive the traffic to you by converting those clicks and views into actual bookings leave money on the table .because guests prefer helpful, relevant and compelling content over ads
- Look at it from the sales point of view which should include easy to find calls to action and internet market links and the social proofs in terms of testimonials and reviews

from the clients , is it fast to load and how about the quality of the contents and pictures uploaded on the website?

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