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Digital Marketing For Hotels Driven By Online Promotion

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Abstract. The article reveals the possibilities of effective use of the Internet as a tool to popularize beauty industry enterprises and their services. The methods of increasing user interest in the hotel's Internet project and increasing the conversion rate by tracking unproductive sections of the website and their effective changes based on experiments are considered.

Keywords: Internet marketing in the hotel industry, web analytics, Internet solutions for hotels.

Introduction

Modern hospitality Internet marketing is a heart-to-heart conversation with a guest on the sidelines. When a couple of years ago, Internet marketers themselves announced that even the once-fashionable SMM had completely outlived itself, because it was exhausted as a new tool and moved from improvisation to standard promotion schemes, experts again started talking about social marketing, only online. Mass marketing no longer works, just like dry SEO text on sites doesn't work, mass following - on social networks and SPAM. Internet marketing has gone deep into the psychology of relaxation. Now the guest wants to get not just information about the hotel, he wants to see an expert online who will solve all his problems on behalf of the institution, showing flexibility and loyalty.

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Advantageous positioning of a hospitality company on the Internet is one of the most important components of its success. Moreover, the absence of a web project at a hotel or a hotel is perceived by the target audience as an indicator of the low level of the enterprise, regardless of the real quality of the services provided. This forces all modern hospitality companies to create Internet projects. At the moment, every hotel has a website, regardless of its class and degree of comfort. And it has a certain impact on the level of popularity of the hotel among potential visitors.

Main part

The Internet can become a tool for the effective promotion of services for the hotel business only if the site is a sales channel, it presents in a favorable light the products and services that are offered at the hotel, the hotelier is constantly working to improve sales through the site.

A correct approach to website development and the organization of a rational marketing campaign involving specialists in the field of web analytics will allow you to choose the right methods to popularize the company, increase the interest of the target audience in this Internet project in particular and the hotel as a whole.

The site is an advertising tool designed to promote hotel services. Like any other advertising tool, it can be effective, ineffective or completely useless. The goal of each hotelier is to achieve maximum resource efficiency. For this, a number of tools are provided in Internet marketing, the most popular among which are the following:

1. SEO (from the English. Search engine optimization) or search engine optimization;

2. Contextual advertising;

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3. Yandex.Addresses and Google places - special services of search engines;

4. SMM (from the English. Social media marketing) - promotion in social networks;

5. Thematic mailings or email marketing;

6. Thematic platforms - thematic blogs, forums, etc.

The most common, effective and at the same time expensive are search engine promotion and contextual advertising. Their combination provides coverage of the maximum target audience. Other Internet marketing tools are most often used as additional. Analytics allows you to track the performance of each specific promotion method and correctly distribute financial investments in promotion. Let us consider in more detail what role each of the listed ways to attract traffic plays.

According to statistics, about 450 million people enter approximately 11 billion queries into the windows of search engines every month. Up to 90% of visitors come to web resources from search engine sites. At the same time, about 70% of users use exclusively links from organic issuance for this, ignoring contextual advertising. At least 40% of buyers of modern online stores come from search engines. Approximately 46% of users learn about the emergence of new Internet projects thanks to the results of search results. This confirms the importance of search engine optimization in the hotel's marketing campaign, aimed at increasing traffic from the Internet and increasing the number of real customers.

According to research by the NPD Group, Yandex and Google search engines drive about 55% of customers to a website [3]. At the same time, the conversion rate of visitors to the Internet project to customers is 15 times higher than the conversion of any other traffic sources, and the conversion across the entire site is 7-8 times. Thus, among modern methods of Internet marketing, search

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engine promotion gives the highest return on investment (ROI) in 42% of cases (this is despite the fact that, for example, banner advertising provides the highest return on investment in only 4% of cases) [2].

When engaging in search engine promotion, it is important to correctly compare your own financial capabilities, in accordance with which to deliver the achieved result. It is necessary to take into account the data from the Compaq study, which showed that 68% of users see only the first page in search engine results and only 7% of visitors go beyond the third page. However, reserving space on the first page guarantees an increase in the conversion rate or influx of the target audience only if the request is targeted. It follows from this that it is better to get a site on the second or third page for a targeted request than on the first for a key request that is useless for the site and can become a source of extremely disinterested visitors.

A high-quality hotel Internet project, according to search engines, should have:

- original (unique), structured, concise, truthful, content (this applies to any content - texts, photos, video files);

- thoughtful design that matches the theme of the site;

- convenient navigation for efficient data retrieval and quick transition to the necessary section;

- a well-thought-out structure, which must include the following pages: Contact information, About the hotel, Special offers / Promotions.

Thus, optimization covers a wide range of works related not only to promotion in search engines as such, but also to improving usability (usability of the site), attracting targeted traffic and increasing the interest of the target audience in the promoted web project and the services provided to it. In the process of

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competent search engine optimization, gross errors in the work of the site, deficiencies in content, structure, design are revealed. In addition, SEO provides ample opportunity to search for new unoccupied niches in a particular field and their use in order to improve the Internet project and increase its attendance and conversion rate.

In the modern hotel industry, a number of problems can be identified that are the reason for the low popularity of the hotel site among potential buyers. Among them, it is worth highlighting 2 main problems:

1. The bulk of modern site owners do not take into account the fact that any Internet project is created for the end user and should be customer oriented. Vladimir Dolgov The head of the Russian representative office of Google says in his interview the following: “The best advice I can give to anyone is to have a good website that provides high-quality services to end users. If the user is looking for a commercial site, then the products should be available for purchase. If he is looking for information, then it should be easy to find and be accessible for viewing and navigation. To be honest, good quality sites are what our editors will always find ”[4]. This gives us the right to say that with the correct organization and the correct design of the Internet project, it will occupy the forefront in the issuance of search engines. This will ensure that the site is accessible to the target audience and will have a beneficial effect on traffic. And the latter, as you know, is one of the main indicators of the success of a web project.

2. Among the huge number of modern hoteliers, only a few regularly and correctly work with statistical data - they use the analysis of the hotel industry enterprises websites, competitors' offers and services, the capabilities of their projects in order to identify ineffective and most effective means of website

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promotion and promotion. This allows them to initially create a new or reconstruct the old site to meet the needs of the client in order to get their own benefit.

Thus, the site is the best tool for promoting hotel and hotel services. However, he is able to provide the desired result only if he is customer-oriented and meets his needs. In order to find out how it performs its functions, it is necessary to use methods of web analytics. Using special analytical services, you can learn about the degree of effectiveness of the ongoing marketing campaign and the performance of each specific section of the web project. In addition, web analytics offers great opportunities for improving both the entire site in a comprehensive manner and its individual elements.

The impact of a web analytics site on hotel site performance

Website owners often encounter a problem - an Internet project is operational, specialists are constantly promoting it, traffic is increasing, and the number of customers remains unchanged - the conversion rate does not change or is getting worse. This indicates that at the beginning of the work of advertising specialists, the goals were set incorrectly. The main goal at any stage of the reconstruction of the hotel website into a source of income is to attract buyers. If this goal is not achieved in the process, significant changes to the site are necessary. In order to determine which of the elements of the Internet project are implemented incorrectly, you need to use specialized tools: Google Analytics and Yandex Metric. Technology Webvisor.

There are several proven marketing strategies that have always given hoteliers a good result, but today, in the digital-media era, a constant rotation of hotel promotion methods is needed.

Here are a few new techniques that you can apply along with traditional marketing strategies.

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1. Use videos and online broadcasts to attract potential guests.

If photographs played a priority role during the formation of Social Media platforms, today users are more attracted to video content and online broadcasts. Use social media videos wherever appropriate. This will allow you to attract the target audience and keep it as long as possible.

2. Collect data and personalize your hotel's marketing campaign.

Big data gives big results. More and more travelers choosing a hotel for their next trip expect to receive personalized service. With a significant amount of information about what your client prefers, you can create a personalized marketing strategy. Make targeted promotional offers that meet the interests of your potential audience and stimulate them to book. On social networks, create content that visitors to your page will willingly share with their friends and subscribers.

3. Develop a mobile app to encourage customers to direct bookings.

Even if the hotel's website is well adapted for mobile devices, having a mobile application can help increase the potential customer's affection for your brand. For example, offer the person who resides via the app any additional benefits: the ability to select a specific room, order a room service from a smartphone or tablet, etc. Additionally, the mobile application is best viewed for a hotel chain or a hotel with a wide range of services.

4. Use virtual technology so that the guest can test the product before purchase.

Technology "virtual reality" today quickly captures the tourism industry, so hoteliers should not put off its application. Offer a visitor to the site a virtual tour of the selected number. Virtual reality technology provides the full effect of

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presence: the guest will be able to evaluate how the room is planned and what it is equipped with, what additional amenities it has.

5. Invest in the "marketing of the moment."

Real-time marketing can produce excellent results, especially in a field such as the travel industry. The essence of “marketing of the moment” is to provide the consumer with information at the most appropriate time. There is such a thing as a “micro-moment”: a situation where the user wants to immediately learn or acquire something. Usually he acts quickly, and when making a decision, he uses a mobile device.

Deliver useful content to the customer on time. For example, you know the dates of your guest’s planned trip. Offer him a “hot offer” the day before. The client is likely to be interested in taking advantage of your discounts. Or, at a late check-in, the hotel’s application may remind the guest of the possibility to order food and drinks in the room.

6. Launch a content marketing campaign to create an informational background.

Content marketing is an incredibly effective way to promote your brand. But in order for users to share content posted on the hotel’s pages on social networks, creative ideas are needed. This may be the creation of a tourist guide around the hotel, the publication of interesting biographies of employees or guest stories. In a century when digital technologies are constantly changing approaches to marketing, hoteliers need to create strategies that, on the one hand, will give a guaranteed result, on the other hand, will be relevant and viable. And remember that the advertising campaign should work both to maintain the fame of the hotel among regular customers, and to attract those who have never used its services.

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