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INNOVATIVE MARKERS OF DIGITAL MARKETING IN THE HOSPITALITY INDUSTRY

The modern world is full of technology and none of us can even imagine life without the internet, phones, computers, laptops etc. Thus any of our actions closely related to gadgets. In the 21st century, every man has made some bookings or reservations for hotel or restaurant via mobile phone, laptop or other types of gadgets. The first things that the customer meet through surfing the internet in search of his/her purpose are the searching system, the website page, personal app, feedback of other customers, ratings of hotels, restaurants, billions of photos, videos and other media etc. All of these things are part of one of the most popular and useful market tool that is called Digital Marketing.

The question is – how Digital Marketing influenced the hospitality industry and what benefit does it have? DM has many tools/markers and every of them performs its role. Here are some examples of Digital Marketing markers- SEO (search engine optimization), SMM (social media marketing), Content creation, Website creation, Website analytics, Customer service and a lot of others. Personally, for me, the most valuable tools of digital marketing in 2019 year would be SEO, SMM and the powerful Website (superior design with the high-quality Content creation). These three have the most profitable feedback if they work correctly and are being used in the right way.

SEO or search engine optimization is the digital marketing tool whose goal is to increase your rankings on search result web page. Nowadays, over 80% of the internet traffic originates from search engines. When a potential client searches for some hotels/restaurants in a specific place, there are just a few chances that the customer will make a click exactly on your website among the others of the results appearing on the first results page. If your business site ranks anywhere on the first result

page in this range, you will most likely get that traffic, and possibly convert the individual to a paying customer. That shows how important SEO marketing is. Furthermore, SEO should be a top priority in digital marketing for hotels. It is one of the largest organic drivers of awareness towards a hotel brand. From that point, it comes down to selling the experience to a well-versed and informed traveler looking to make a booking decision. The strategy itself involves a lot of technical works. First of all, there should be made market research on the keywords used by customers seeking your service. The next step is to incorporate the keyword appropriately into the site's content. It is also necessary to use headings and subheadings and include content that makes it easier for searching engines to associate the site with that keyword. Additionally, SEO requires quality content: text, pictures, videos, and even music. It is a task that often needs digital marketing expertise. SEO is good for large hotel business and a restaurant chain and other similar stuffs to it. It's too expensive for small companies to enter this market into their business.

The next digital marketing marker that has a big influence on the hospitality business is a Website. It is the second thing after the SEO what the customer meet during his searching process for the current purpose. Statistically, a powerful website in hotel business increases the number of customers more than 10% each year. What is the meaning of the «Powerful Website»? It means that the website has to have some key points to work correctly and to involve the customers: stylish website design, SEO (was mentioned previously), colorful photos and videos of the product, there has to be all necessary information in addition if the client will need it, modern and easy to use interface, all contacts, etc. If there is already a good website but it doesn't do his tasks or do it not enough for current purpose then there are a few things that to make it goes right.

The first thing is to add visuals and media to the website to engage the audience and to improve bounce rates. Also, it would be good to add links and functional navigation to other pages within the website. The next step is to connect all relevant social media pages to the website to add to the external link collection and it would be a smart decision to make sure the website is responsive and mobile friendly. Hospitality is a business about selling the experience and also selling a location. Spruce up your website with a wealth of content, so that your prospective guests can see what you have to offer. The one thing I will recommend to add to any hospitality industry business is the Virtual Reality Tour through the restaurants or hotel. This tool is an innovative market from international hotels/restaurants and is highly in demand among countries like USA, China, Germany, and others.

Let's talk about SMM. Social media marketing is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Nowadays, a business that doesn't participate in social media may not even exist to a corner of the market. Hundred millions of people use social media every day for hours. Besides, the average screen time that we spend surfing through SM apps or website amount nearly 2 hours per day. It's about 60 hours per month and about 30 days per year. This information looks terrible because we spend about a whole month per year on social media and other stuff like that. Anyway, this statistic tells how important SMM for people in the 2019 year is.

There is a little difference by using SMM for big businesses in comparison to small companies. The main reason is about the expenses for using different markers os Social Media Marketing. For big corporations like hotels, restaurant chains, resorts it would acceptable to use every tool especially it would be good for them to use social media tools like TripAdvisor, Airbnb, Booking and other websites which the main purpose is booking and reviewing different places, and of course the great tool would be the advertising like Google Adwords. Here is an example of just a few ways that a hotel should be using social media to increase its reach: to test all platforms to see what works best, to engage with the audience because it does not only build credibility, but it also increases brand loyalty and encourages others to participate, to make sure to link the website to the social media and vice-versa.

For not such a big businesses like bars, restaurants, hostels etc, it would better to use SMM like Instagram, Facebook, and other social networks and a new in recent years tool for increasing the popularity and for reaching more customers- the promotion or PR by famous people in these social networks. Using Instagram and Facebook as a part of marketing is a very effective and cheap tool for attracting new customers. Nowadays, if you don't have enough time to deal with your webpage there are even the agencies whose job is running a social network page for different businesses like bars, cafes, restaurants. A key to success in that type of SMM consists of some key points, for example, colorful pictures and photos, different special offerings that upgrade from time to time, attractive profile picture and description, to make posts systematically, to have own style in running the page, etc.

Another smart strategy for attracting customers is to run promotions during certain times of the year, usually when business is slower. Usually, the promoters are famous people like bloggers, singers, businessmen and

other people with a big audience. The prices for that type of promotion vary from 50\$ to 1,000,000\$ but the engagement is also different. For example, the PR in Ukrainian blogger with an audience nearly 100,000 subscribers will cost nearly 500\$ and it can attract nearly 1–2 thousands of subscribers who are also potential customers. This is a great tool for all type companies especially this is acceptable for medium and small size businesses to promote their product and to attract new customers.

Digital Marketing is a great tool for businesses in the hospitality industry that can increase sales, attract new customers, make your product to be in demand among the clients and a lot of other things. It has different markers each of them has its own purpose. SEO and Website creation are suitable for all businesses in the hospitality industry whether it's Hilton Hotel Corporation or it's just a small bar. When we're talking about the SMM it is also suitable for all type of businesses but if you want to get the maximum of feedback and to run your company as best as you want you should understand a difference between its markers for different types of businesses. For hotels, restaurant chains, resort, and other huge enterprises it would be acceptable to use all type of tools but for not such a huge businesses like bars, cafes, hostels, foodcourts it would be too expensive to use everything of SMM. The solution for them is to make an accent on social networks like Facebook, Instagram, etc and to run the webpage there. Besides the PR of famous people in their networks would be a good key point for promoting your product and attracting new customers. Digital Marketing is just a part of a huge world of tools and markers that help to run your business better and for maximum success, it would be better to establish an interaction between all of them. That is a key to success.

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