



Successful Hotel Digital Marketing and Social Media Strategies



ONLINE COURSE



Length

5 weeks



Effort

8 hours / week



Language

Taught in English

Course Content

WEEK 1

Seeing the big picture of digital marketing explores the digital marketing landscape and terminology needed to be an effective digital marketer. Participants will learn how to use digital channels to benefit marketing approach and identify mistakes that are made when implementing digital marketing strategies in the hotel industry.

WEEK 2

Building a strong brand with content marketing looks at different types of content and online media and explores why it is important to build a hotel's brand online, whether it is a budget, mid-market or luxury hotel. Participants will explore different types of online media, how to build an engaging Brand. com, Search Engine Marketing (SEM), Search Engine Optimization (SEO) and branding: the science of storytelling.

WEEK 3

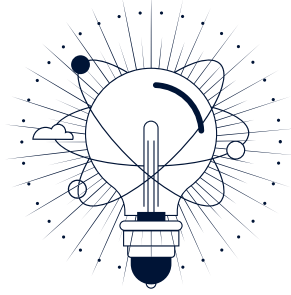
Social media, user-generated content, and digital performance looks at social media and what it includes and what users do on it and with it. Participants will discover social media best practices and location-based social media as well as user generated content and peer interaction.

WEEK 4

Digital Marketing challenges and what's next welcomes HeBS Digital, a company that has been helping US hotels and hotel groups to design and build direct booking strategies for 15 years. Recently, they have expanded into Europe and Asia Pacific. They will share their expertise and insights to help participants learn how to boost direct booking, which is one of the most profitable channels for hotels

WEEK 5

Week five is dedicated to the final assessment. To successfully pass the assessment, a minimum of 60% of the total points available need to be obtained. The type of assessment may range from multiple choice quizzes (MCQ) to more open response evaluations, like a case study.



Learning objectives

1. Categorize consumer expectations and behavior across digital platforms

2. Apply market segmentation techniques

3. Interpret digital marketing analytics to distinguish customers

4. Develop strategies for customer relationship management

5. Explain the key issues and challenges of digital marketing

6. Integrate digital marketing with traditional marketing activities