

Chapter 7

The Role of Social Media Marketing for the Hospitality Business

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ABSTRACT

Understanding the social media landscape is essential for crafting effective marketing strategies. This chapter analyses major social media platforms—Facebook, Instagram, Twitter, LinkedIn, and emerging networks like TikTok and Threads. Each platform’s unique features and user demographics are examined to illustrate how hospitality businesses can tailor their content and engagement approaches to maximize impact. For instance, Facebook’s broad reach and advertising tools support community building and event promotion, while Instagram’s visual emphasis allows for showcasing the aesthetic appeal of hospitality offerings. Twitter’s real-time updates facilitate customer interaction and feedback management, and LinkedIn serves as a platform for professional networking and B2B opportunities.

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1. INTRODUCTION

Social media marketing (SMM) has become a crucial instrument for the growth of many businesses in today's environment. However, many organizations exhibit uncertainty regarding the effective utilization of social media marketing to their advantage (Sohaib et al., 2022). Likewise, the role of social media has transformed from a simple means of communication to an essential commercial tool. This transformation is particularly evident in the hospitality industry, where SMM has become a key marketing strategy. Social media is a powerful resource for hotels, restaurants, and resorts to enhance client experiences and foster brand development.

1.1 The Paradigm Shift: From Traditional to Digital Marketing

While traditional advertising methods like print media and television are still in use, modern online promotion techniques have also gained prominence. Likewise, firm communication patterns have transitioned from a one-to-many model to a dynamic, interactive, and personalized one-to-one paradigm. This trend has altered social media by enabling consumers to communicate irrespective of geographical or temporal limitations (Safeer, 2024). Social media networks enable direct engagement with a larger audience while providing highly personalized and engaging content. Today's consumers actively respond to surveys, provide feedback on posts, and share their experiences, indicating that traditional marketing approaches may no longer be sufficient. Effective strategies are needed to cultivate customer loyalty.

1.2 The Hospitality Business

The hospitality industry encompasses accommodations, food services, organized conferences, travel, and tourism, which must adapt to changing technological trends and consumer behaviors. Exceptional customer care remains a vital competitive edge and offers opportunities for creativity. In this chapter, readers will discover strategies for managing operations, customer service essentials, digitalization's impact, and future developments that stakeholders can leverage to address challenges and seize new opportunities.

1.3 The Social Media Landscape

Successful SMM strategies depend on understanding each platform's unique features and audience demographics. Each social media platform offers distinct advantages:

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