

# Chapter 8

## Crafting Digital Destinations via Effective Social Media Strategies for Hospitality Industry

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### ABSTRACT

*The chapter under discussion is devoted to analyzing social media and its impact on managing brand image, improving customer involvement, and growing the hospitality industry. The last concerns how Marriott International and Four Seasons Hotels and Resorts develop channel-specific strategies, content created organically by platforms' users, brand ambassadors, and high-quality visuals to build incredible digital experiences. Four significant strategies are explained: crossover, community, creative, and measuring success using analytics. This chapter also looks at issues like branding synchronization across the global markets, the question of consumer heterogeneity, and brand image degradation in places of globalization. Thus, analyzing the examples of Marriott and Four Seasons' SMM initiatives offers valuable*

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*recommendations and best practices for organizations interested in hospitality and willing to create compelling social media marketing strategies for engaging customers and enhancing relationships.*

## **1. INTRODUCTION**

Social media is integrated into the sphere of the hospitality industry as it determines the formation of this type of economy at the contemporary stage. This is because advocacy can be said to be the most area that social media is being used for by hotels, resorts, restaurants and other similar businesses for advertising, customer relationship management and brand image. Besides this, in this chapter, detailed aspects of creating right social media strategies appropriate for the hospitality industry will be discussed along with useful and real-world recommendations for persons responsible for social media marketing in their companies (Liu et al., 2024).

## **2. CHAPTER OBJECTIVES**

This chapter assists the professionals, managers and marketers of hospitality business to acquire adequate knowledge on social media marketing and basic working strategies that will enable them to design and implement efficient strategies. The chapter will cover Four broad areas to provide information on using social media in hospitality for marketing. Understanding social media uniqueness in the hospitality industry, choosing the most appropriate social media platform that can be suited to hospitality segments, Developing and posting the right social media content on the right platform that can attract the right hospitality segment, and Social Media metrics; This is the process of analyzing the data collected from visits to the social media platform for the improvement of the efforts of the hospitality firm This also looks at the examples of good practices of integrated social media communication to hospitality businesses.

## **3. IMPORTANCE OF SOCIAL MEDIA IN HOSPITALITY**

### **3.1. Historical Perspective**

In the past, the hospitality industry used information and word of mouth, newspapers and magazines, and travel agencies. Although these methods useful in their application, they had some drawbacks concerning the extent of their coverage and

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