

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Languages



Bachelor Thesis

**Leveraging Digital Marketing Channels in Travel, Leisure, and
Hospitality Industries**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

Mitali Patel

Business Administration

Thesis title

Leveraging Digital Marketing Channels in Travel, Leisure and Hospitality Industries

Objectives of thesis

The main aim of the bachelor thesis is to determine outstanding digital marketing strategies in the crowded travel, leisure and hospitality industries using modern marketing channels.

Methodology

The work consists of two parts – theoretical and practical. The theoretical part will be based on the study of secondary sources. The empirical part will be compiled on the basis of outputs from quantitative/qualitative research.

The proposed extent of the thesis

30 – 40 pages

Keywords

Digital marketing, Hospitality, Travel, Modern Marketing, Services, Consumer Interest, Advertising

Recommended information sources

- CHERYL, Nakata. *Beyond hofstede : culture frameworks for global marketing and management*. Basingstoke: Palgrave Macmillan, 2009. ISBN 978-0-230-20239-9.
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Expected date of thesis defence

2023/24 SS – PEF

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Electronic approval: 16. 6. 2023

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Declaration

I declare that I have worked on my bachelor thesis titled "Leveraging Digital Marketing Channels in Travel, Leisure and Hospitality Industries" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 03.02.2024

Acknowledgment

I would like to thank **Ing. Kristýna Kučírková, MSc.** and all other persons, for their advice and support during my work on this thesis.

Leveraging Digital Marketing Channels in Travel, Leisure, and Hospitality Industries

Abstract

This thesis explores the optimal digital marketing strategies for the Travel, Leisure, and Hospitality (TLH) industry to enhance online visibility and accessibility for potential customers. It is split into two parts: theoretical and practical. The theoretical segment draws from secondary sources to understand the TLH industry, digital marketing, and various digital channels. The empirical part comprises SWOT analysis and implementing a digital marketing strategy in selected companies: Travel Hub Indore, Bounce Up Ahmedabad, and Botel Marina Praha.

As a result, Travel Hub Indore experienced a remarkable 42% revenue growth, while Bounce Up Ahmedabad observed a surge in social media engagement, with average post likes soaring from 30-40 to 700-800. Additionally, Botel Marina Praha witnessed an improvement in online visibility, with their website ranking higher in search results and generating increased interest among potential guests through social media event advertising.

Keywords: Digital Marketing, Hospitality, Travel, Modern Marketing, Services, Consumer Interest, Advertising

Využití digitálních marketingových kanálů v oblasti cestování, volného času a pohostinství

Abstrakt

Tato práce zkoumá optimální strategie digitálního marketingu pro odvětví cestování, volného času a pohostinství (TLH) s cílem zlepšit online viditelnost a dostupnost pro potenciální zákazníky. Je rozdělena na dvě části: teoretickou a praktickou. Teoretický segment čerpá ze sekundárních zdrojů, aby pochopil průmysl TLH, digitální marketing a různé digitální kanály. Empirická část obsahuje SWOT analýzu a implementaci digitální marketingové strategie ve vybraných společnostech, konkrétně Travel Hub Indore, Bounce Up Ahmedabad a Botel Marina Praha.

Výsledkem bylo, že Travel Hub Indore zaznamenal pozoruhodný 42% růst tržeb, zatímco Bounce Up Ahmedabad zaznamenal nárůst zapojení do sociálních médií, přičemž průměrný počet lajků u příspěvků vzrostl z 30-40 na 700-800. Botel Marina Praha navíc zaznamenal zlepšení online viditelnosti, kdy se jejich webové stránky umístily výše ve výsledcích vyhledávání a vyvolaly zvýšený zájem mezi potenciálními hosty prostřednictvím reklamy na akce na sociálních sítích.

Klíčová slova: Digitální marketing, pohostinství, cestování, moderní marketing, služby, spotřebitelský zájem, reklama.

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1. Introduction

Over the years, it has been seen that the way marketing works has evolved to keep pace with the market and its trends. In the digital age of today, a significant shift has been observed in how customers connect with businesses. It has been opened by the evolution of technology, a new way for companies and consumers to interact. With the progression of online businesses, an increase in competition to attract more customers has been observed.

Therefore, in response to this advancement, the best digital marketing strategies for the Travel, Leisure, and Hospitality industry will be explored in this thesis by reviewing literature. Literature reviewed in this thesis is mainly focused on developing an understanding of TLH Industry, understanding Digital marketing, and discussing various digital marketing Channels.

In today's era, various methods are available to online businesses for attracting and acquiring customers, such as Search Engine Optimization, Social Media Marketing, Pay-Per-Click, Influencer Marketing, and Email Marketing. Using these digital marketing channels, a strategy will be developed for companies in the travel, leisure, and hospitality industries.

A SWOT analysis was conducted for each company per industry to identify its strengths, weaknesses, opportunities, and threats, followed by the strategy for Travel Hub Indore (India) from the Travel Industry, Bounce Up Ahmedabad (India) from the Leisure Industry, and Botel Marina (Czech) from the Hospitality Industry was planned.

This thesis intends to identify the best marketing strategies using the above-mentioned digital marketing channels and to evaluate the outcomes once the strategies have been applied to these companies.

2. Objectives and Methodology

2.1 Objectives

The primary objective of this bachelor's thesis is to determine how the Travel, Leisure, and Hospitality (TLH) industry can effectively utilize digital marketing channels to enhance their online visibility and accessibility for potential customers.

To meet the primary goal, it is essential to create smaller, specific sub-goals, including:

- Providing a brief overview of marketing and the TLH industry.
- Review important literature about what digital marketing channels are helpful for the TLH industry.
- Building a strategy that includes all important digital marketing channels for the TLH industry.
- Collecting data from well-established brands for our strategy.
- Interviewing company founders after implementing the strategies for evaluating results.

2.2 Methodology

The work consists of two parts - theoretical and practical. The theoretical part is based on the study of secondary sources. The empirical part is compiled based on outputs from quantitative/qualitative research. In the practical part, the focus is on building a relevant digital marketing strategy.

Importantly, the bachelor thesis methodology also involved collecting data from well-established brands and analysing their strategies. Standardized Interviews with company founders were conducted to identify and analyze the effects of the implemented strategy. By interviewing them, we understood the decisions made, the problems faced, and the results achieved. This helped us analyze whether the strategy we have made and learned through theory works for real-world problems.

Through research, analysis, and interviews, we have managed to offer useful advice and practical strategies to Travel, Leisure, and Hospitality businesses trying to succeed in today's digital world.

3. Literature Review

The chapter provides an overview of the theoretical framework directly pertinent to the topic of the bachelor's thesis.

3.1 Overview of Travel, Leisure, and Hospitality Industry

3.1.1 Travel Industry

- **What It Is:** The Travel industry covers everything related to travel, like flights, cruises, trains, travel agencies, and companies that plan trips. It helps people who are traveling for fun, work, or health.
- **What is Happening Now:** Changes in Technology, people's wants, and the world economy affect this industry. Current trends are eco-friendly travel, making travel experiences more personal, and using Technology more in planning and managing trips.

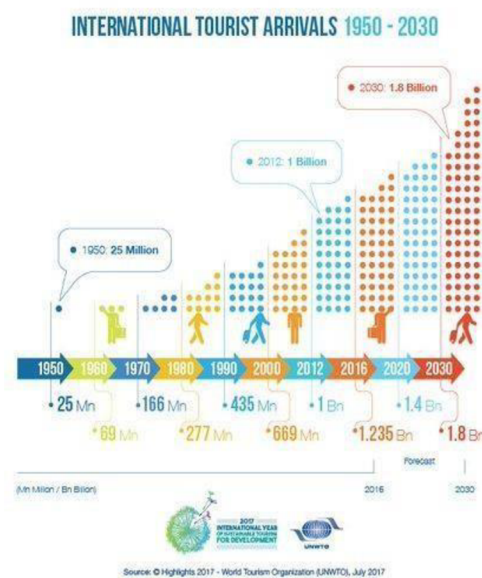
3.1.2 Leisure Industry

- **What It Is:** The Leisure industry is all about activities and services for fun and relaxation. This includes sports, hobbies, parks, and cultural events like art shows.
- **How It Works:** This industry depends on how much money people choose to spend on fun activities and can be affected by changes in the economy. It is always trying to come up with new things to match what people are interested in, like more activities for health and fitness.

3.1.3 Hospitality Industry

- **What It Is:** The Hospitality industry deals with places to stay and eat. This means hotels, resorts, small inns, restaurants, cafes, and bars.
- **What is Happening Now:** The focus is ensuring customers have a great experience. Current trends are being more environmentally friendly, offering local experiences, and using technology in providing services. Challenges include finding enough staff, keeping up with customers' wants, and maintaining high service quality.

Figure 1: International Tourist Arrivals 1950 – 2030



Source: (UNWTO, 2017)

The word 'hospitality' originally comes from the Latin word "hospes" (Wich, 2019), which means welcoming guests. It is also related to the French word "hospice," which means caring for or sheltering travellers (Walker, 2017). Long ago, there were no hotels, so travellers stayed in private rooms offered by locals or camped. Hotels started to become popular in the 18th century with better transportation.

Today, there is more international travel, and the number of travellers has increased significantly. This growth shows how vital the tourism and hospitality industries are, with each point in a graph representing 25 million visitors, doubling roughly every decade.

This graph shows that travel research is getting more critical. The UN's World Tourism Organization thinks that from 2010 to 2030, global travel will grow by about 3.3% every year. They expect around 1.8 billion people to travel worldwide by 2030 (Hudson, 2017).

3.2 Digital Marketing

3.2.1 Concept

Hafiz defined Digital Marketing as a “modern trading style that seeks the common need between the firms, dealers, and consumers to minimize costs and increase the goods efficiency as soon as possible” (Hafiz, 2008).

In Sabri’s view, digital marketing is “The ability to use the internet to achieve the marketing goals within new advantages and possibilities.” (Sabri, 2008).

According to the authors' definitions, Digital Marketing is a process of Using the Internet as a platform for selling products and services efficiently and cost-effectively. It uses the unique opportunities of the Internet to reach the needs of businesses and consumers.

The landscape of Digital Marketing is constantly evolving and developing. Therefore, it becomes more difficult for us to summarize and describe all its forms. Nowadays, we already know a lot of digital marketing tools and concepts of digital marketing. So, let us look at the most important ones stated by the Author.

(Bhatia, 2017) suggests the following digital marketing types:

- Internet-Based Search Marketing
- Display and Digital Advertising Brand Marketing
- Website, Blog, and Native Content Marketing
- Social media and Business Community Marketing
- Affiliate Marketing, Sponsorships, and PR in Partner Marketing
- Email, Messaging, and SMS Communication Channel Marketing
- Mobile, Video, Media Platforms, Kiosks, and In-App Platform-Based Marketing.

3.2.2 Benefits of Digital Marketing

In this Digital Era, Digital Marketing is not a subtype of traditional marketing but a revolutionized way of marketing. It is about creating content that is easy to spread and personalized to achieve marketing goals. Thanks to Technology, marketing has changed. This evolution is all user-focused. It is also about being more interactive, accessible, and trackable. An Amalgamation of healthy thought strategies and digital marketing can do wonders for Companies.

In 2016 (Piñeiro-OTERO, 2016) , the potential benefits of digital marketing were mentioned. Which is as follows:

- **Visual Communication:** Using pictures and videos is a strength of digital marketing because people quickly remember visuals. This makes marketing more effective by attracting and targeting audiences with personalized visuals to increase the visibility and sales of brands and products.
- **Relevant Marketing:** Digital marketing is not limited to traditional marketing. There are infinite ways to make advertising more creative, appealing, and personalized according to the audience. It helps to target a specific audience group for better conversions.
- **Viral Capacity:** As the saying goes, "Word of Mouth travels faster than anything." Digital marketing can spread information fast. The content of digital marketing spreads quickly because it is easily shareable.
- **Branding:** Branding is essential for businesses to relate to their customers and keep them loyal to the brand. Digital marketing helps build a brand's image on the internet and allows brands to interact with their customers constantly and effectively.
- **Usability–Functionality:** Digital marketing seems to be a very complex field. However, it is very user-friendly, meaning it is easy to use for all kinds of audience

segments. It helps businesses by improving users' experience in interacting with customers smoothly.

- **Interactivity:** According to the author, the best feature of digital marketing is interactivity. This feature allows businesses to interact with their customers to create a base for talking and building long-term relationships. This feature can benefit from simple product reviews or more in-depth interactions, leading to a customer-focused experience that satisfies consumers (Piñeiro-OTERO, 2016).

3.3 Digital Marketing Channels for TLH Industry

3.3.1 Search Engine Optimization (SEO)

SEO is a technique for improving website structure and content to improve its position in search engine results pages (SERPs) and increase the number of website visitors organically (Chaffey & Smith).

The SEO process involves various techniques such as:

- On-Page Optimization
- Link Building
- Keyword research
- Mobile Optimization

SEO is an integral part of digital marketing because it plays a vital role in increasing businesses' visibility online to reach a larger audience. As BrightEdge Study Mentions, Organic search brings 53.3% of website traffic, making it the most important source (BrightEdge, 2021).

The techniques of SEO can be broadly divided into on-page SEO and Off-page SEO:\

- **On-page SEO:** This refers to the changes made in HTML source code, such as title tags, meta descriptions, headers, graphics, and internal links. It also refers to optimizing the website's content.

- **Off-page SEO:** This refers to building backlinks from other websites to increase relevancy and authority for the brand's website. Other examples of off-page SEO strategies include link building, social media marketing, and influencer outreach.

SEO plays an impactful role in website ranking. Search engines use complex algorithms to rank websites based on content quality, relevance, and authority. Businesses can rank higher in SERPs by optimizing their websites, generating more leads and revenue. As stated in Baclinko's study, the top-ranking websites in Google SERP get 31.7% of clicks, which makes SEO very important for businesses to rank high on SERPs (BRIAN, 2023)

SEO is an integral part of digital marketing because it plays a vital role in increasing businesses' visibility online to reach a larger audience. As BrightEdge Study Mentions, Organic search brings 53.3% of website traffic, making it the most important source (BrightEdge, 2021).

3.3.2 Social Media Marketing (SMM)

Social Media Marketing is another crucial component of digital marketing that offers usability and functionality through social media platforms like Facebook, Instagram, LinkedIn, and Twitter (Chan, 2011).

Social Media is self-explanatory; "social" means interaction and relationship, and "media" means a communication channel. All social media platforms have these standard features:

- User Profiles
- News Feed
- Posting
- Reaction
- Comment areas

According to a report from Statista, over 3.6 billion people will use social media by January 2022, and it is expected to increase to 4.41 billion by 2025, which is a clear indication that social media is the most extensive advertising resource globally. Creating engaging content that attracts many audiences is the way to the audience's heart (Statista, 2022).

People are so obsessed with their social media that the first thing they check in the morning is right after they wake up, and it is the last thing they check right before bed.

Therefore, it is essential to understand and utilize the power of placing appropriate content and advertising on social media (Ryan, 2014).

Channels with the maximum usage for advertising and promoting are as follows:

- Facebook
- Instagram
- Snapchat
- Pinterest
- Twitter
- LinkedIn

The crucial characteristic of social networking sites is setting a precisely targeted audience. Advertisers can specify their customers' avatars, such as gender, age, place of residence, interests, education, etc. This can help them find and target the right audience at the right place at the right time (GOLBECK, 2015).

Social Media is very beneficial if used in the right way. Some of the advantages of social media marketing include:

- Boosting Website Traffic
- Developing actual followers
- More leads
- Increased Exposure
- A Medium to convey your message.

3.3.3 Influencer Marketing

A brand and an influencer establish a connection wherein the latter endorses the former's products to their audience through mediums like YouTube and Instagram. An influencer must be a well-reputed figure in the industry with a loyal and responsive following. Moreover, they should properly know the product or brand they are promoting (Mathew, 2018).

By 2022, the influencer industry had reached \$16.4 billion. Over 75% of the brands had dedicated their budget to influencer marketing (LEUNG, 2022).

To continue the research on how effective influencers in marketing, the authors have collaborated with an international influencer marketing agency; we analyzed over 5,800 influencer marketing posts posted on the widely used Chinese social media platform, Weibo (The research focuses on the Chinese market because it is the home of one of the world most sophisticated influencer marketing industries. However, it applies on other global markets too.)

In the dataset, the posts of 2,412 influencers wrote about 861 different brands across 29 product categories, and the cost of the post ranged between \$200 and almost \$100,000 per post. Moreover, their findings revealed that, on average, a 1% rise in influencer marketing expenditure resulted in a 0.46% increase in engagement. They indicated this strategy can deliver a positive return on investment (ROI) (LEUNG, 2022).

3.3.4 Pay-per-click Marketing (PPC)

PPC which refers to Pay Per Click. It is a form of digital marketing and an online advertising technique involving two parties. Advertisers and Publishers: Advertisers are the ones who want their content to be advertised, and publishers are those who provide a platform to advertise and publish. In this type of advertising, advertisers pay the public for each time an advert link is “clicked” on.

It enables businesses to reach their potential customers through paid advertising. Once PPC has been added to the organic search result algorithm, it provides an extra layer to SEO-ranked results.

PPC is considered a potent tool:

- Tracks multiple kinds of website visitor behavior.
- Targets multiple ad networks.
- Targets users with a variety of devices
- Detailed Reporting
- A growing network of a variety of Ad types and channels (Kerschbaum, 2010).

Travel, leisure, and hospitality need to have a presence on metasearch engines like Trivago, TripAdvisor, and Google Ads. Hotels can make themselves more noticeable on these search tools by using a channel manager. This tool lets hotels add a direct link to their website. Unlike Online Travel Agencies (OTAs), which charge a fee for each booking, these search tools use a Pay-per-click (PPC) system. Hotels only pay if someone clicks their link and goes to their website.

3.3.5 Email Marketing

This form of digital marketing is about sending advertisements or commercials. information through emails. Whether acquiring new customers or maintaining brand loyalty to existing ones, email is a fantastic marketing and communication tool to keep the flow going. In this era of digitalization, email is one of the web tools that can adapt to changes quickly.

Hence, email marketing is considered the most used tool in digital marketing for companies (The Radicati Group, 2015).

Email marketing is becoming a hot favourite internet and marketing tool, as it allows users to tailor emails with precise targeting and tracking.

Besides the advantage of low cost, companies can send out vast emails at a click. This tool is used as push marketing, which is used to acquire and retain customers (Venugopal, 2012).

As explained (Hussain, 2015), there could be numerous email marketing goals. All of them can be divided into four predominant goals:

- **Diversion of Traffic to the Website:** You can divert the traffic or your “Potential customers” to the website or a targeted page. You can link your email advertisement to any strategies you want to implement.
- **Promotion:** Any type of promotion could involve newly launched or existing products. It is also widely used to promote exclusive discounts, sales, and application downloads.
- **Cost Effective:** It efficiently provides information to customers and customer support services at minimal financial implications compared to other communication platforms.
- **Brand Image:** Another function of Digital Marketing is email marketing, which is also used to build brand image, brand popularity, and awareness among customers.

4. Practical Part

The following chapter of the bachelor thesis concentrates on discovering the most suitable strategy for the company, establishing a budget for the proposed strategy, and evaluating its impact.

4.1 SWOT Analysis

SWOT Analysis is a strategic planning tool for evaluating **S**-strengths, **W**-weaknesses, **O**-opportunities, and **T**-threats. It helps look at the company's bigger picture by identifying internal and external business analyses.

To conduct the analysis effectively, the researcher must understand the customers' needs, as competitive advantage comes from meeting those needs (Zehle, 2009).

Figure 2: SWOT Framework



Source: (Zehle, 2009)

- **Internal Factors: Strengths and Weaknesses**

These factors are called internal factors because they are fully controlled by the business and their origins within the organization.

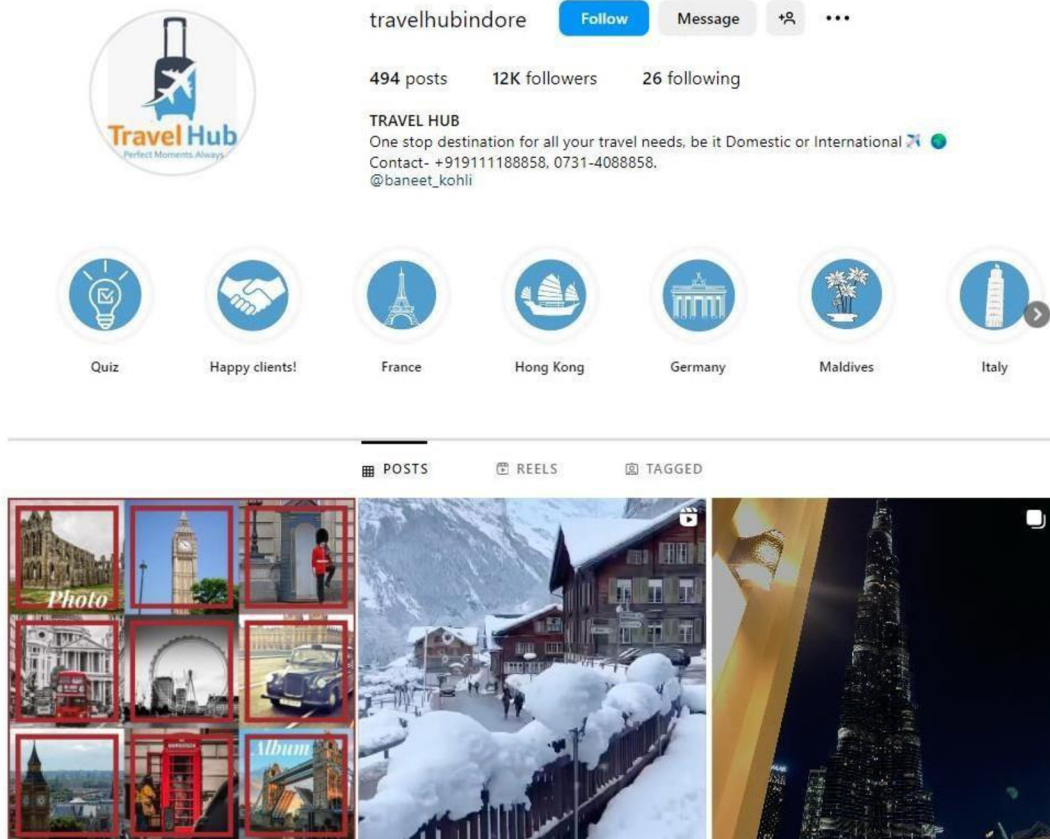
- **External Factors: Opportunities and Threats**

Similarly, these factors are called external factors because they originate from the external environment and are beyond the organization's control.

4.1.1 Travel Hub Indore

Travel Hub Indore is a travel agency based in Indore, India, specializing in providing various travel-related services for individuals, families, and businesses.

Figure 3: Instagram Profile of TravelhubIndore



Source: Instagram 2024

Internal Strengths:

- **Innovative and Informative Content on social media:** As a travel agency, showing the beauty of places is crucial. Making Attractive and informative content is a core strength of the company, and it impacts attracting customers.

- **Good Number of Followers:** A good number of followers builds trust for the 3rd person checking the social media profile. It shows the legitimacy and good customer base of the company.
- **Diverse Service Portfolio:** Every customer wants something new to explore in this Era. And Diverse Services targets every segment of customers.

Internal Weaknesses:

- **Limited Reach:** From a marketing point of view, having a good number of followers is awesome. But that is not it; followers should give enough reach so that the content reaches more people. However, from travel hub Indore the post reach and interaction with customers is very low compared to the followers.

Figure 4: Likes on post(Travel hub Indore)



Source: Instagram, 2022

- **Competitive Pricing:** These days, with inflation and geopolitical conflicts, traveling is getting expensive. Thus, price is a very important differentiator. Thus, being price competitive is a weakness of the company, which can be resolved.

External Opportunities:

- **Digital Marketing Expansion:** A shift in focus on effective digital marketing is a big opportunity for the business. Being seen by the right audience is the company's main task, and it can be resolved with a balanced digital marketing strategy.
- **Specialized Travel Packages:** Specialization is the key to a customer's heart. Customers feel included and special when their customization is made especially for them, and it can be a very unique selling feature.
- **Collaborations and Partnerships:** Collaborations and partnerships with influencers and customers help to attract customers through their fanbase.

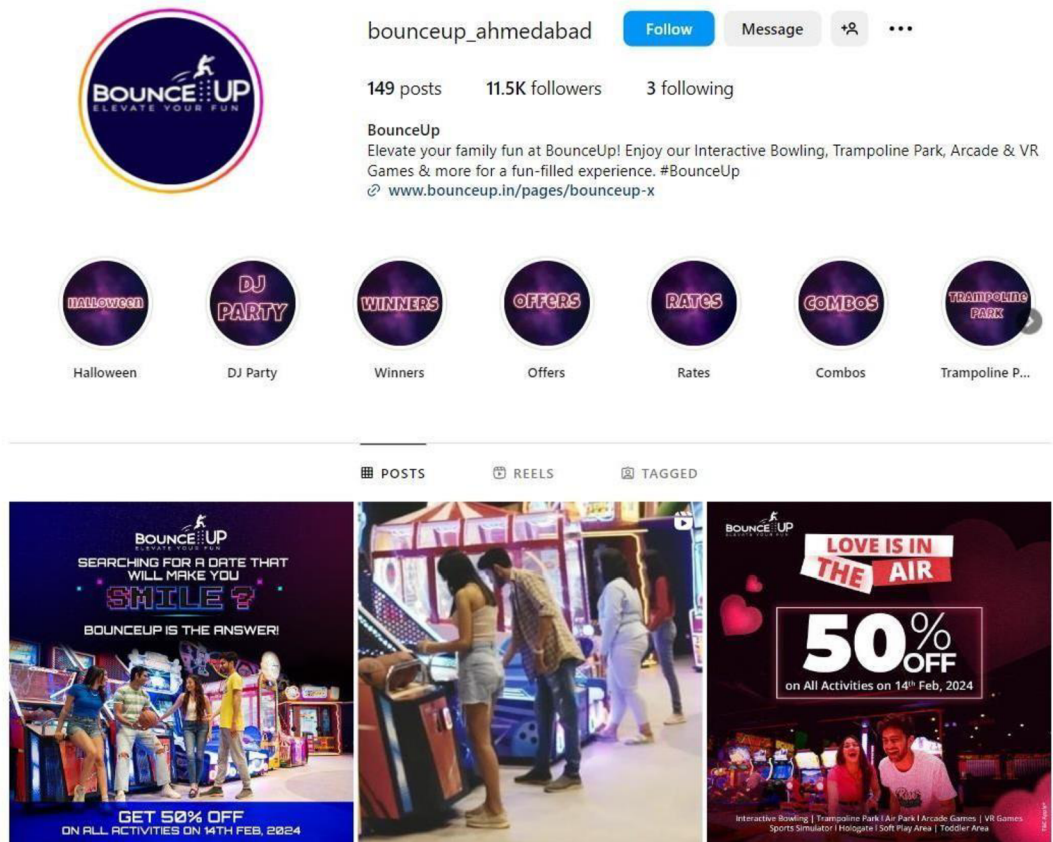
External Threats:

- **Dependency on Suppliers:** The company's reliance on external suppliers for services such as flights, accommodations, and transportation may pose a risk regarding availability, quality, or pricing.
- **High Competition:** For the Company, the competition is other travel agencies and customers developing an understanding of booking and managing themselves.

4.1.2 Bounce Up Ahmedabad

Bounce UP Ahmedabad is an entertainment center located in Ahmedabad, India, that offers various activities and services to provide fun and engaging experiences for individuals, families, or groups. The focus is on promoting active lifestyles and leisure pursuits, and attractions such as trampoline parks, indoor playgrounds, or other recreational activities may be featured.

Figure 5: Instagram Profile of Bounce Up Ahmedabad



Source: Instagram, 2024

Internal Strengths:

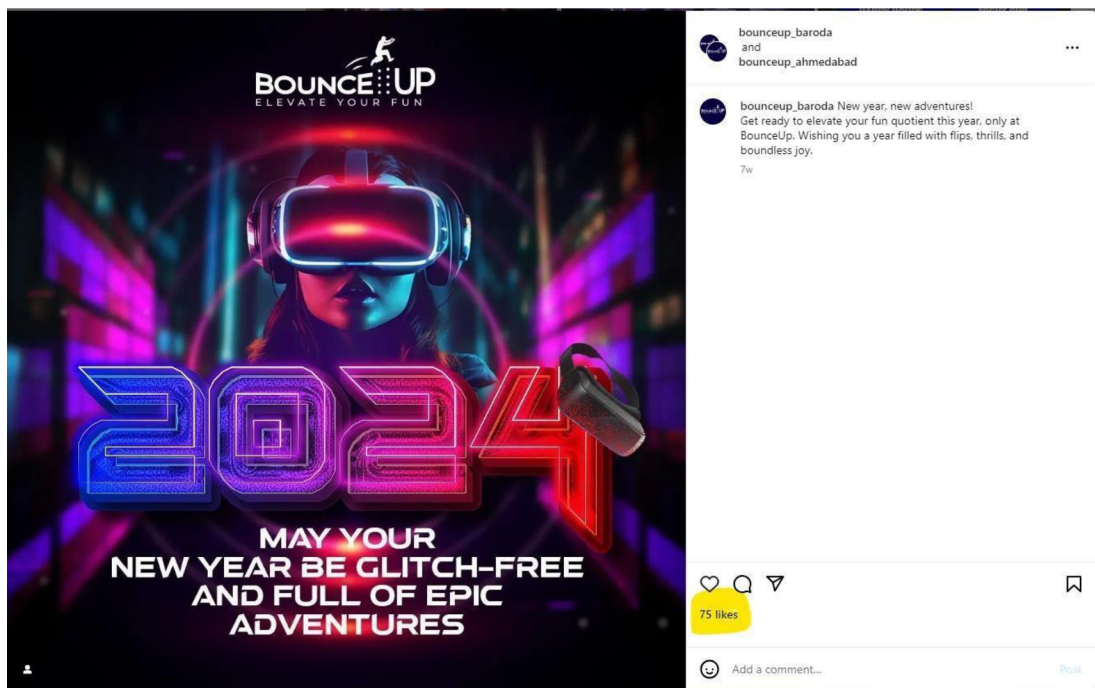
- **Unique Social Media Content:** Social media platforms such as Facebook and Instagram are utilized to maintain a fun and interactive connection with customers. This includes sharing user-generated content, running promotions, and posting engaging content to keep customers engaged and interested.
- **Variety of Activities:** A diverse range of activities and attractions, such as trampoline parks, indoor playgrounds, obstacle courses, and interactive games, are provided for everyone to enjoy. These options cater to a broad spectrum of interests and age groups, ensuring something fun for everyone to experience.

- **Good Google Reviews and Rating:** The customer's first impression is excellent, with a rating of 4.7 at 1.3k reviews. Attractive socials and good Google reviews are solid ways to start any marketing strategy.

Internal Weaknesses:

- **Low Customer Reach Through social media:** Although having many followers is excellent, it is about more than just the numbers; those followers should help spread the content to reach more people. Unfortunately, the posts from the travel hub in Indore are not going as many people or generating much interaction with customers despite having many followers.

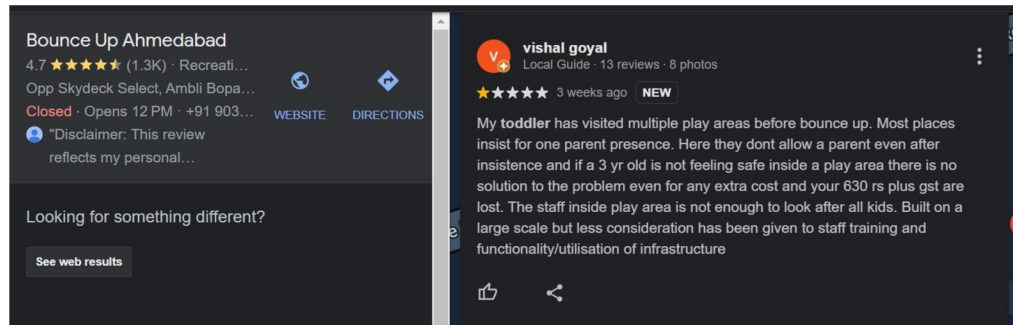
Figure 6: Likes on post (BounceUp)



Source: Instagram, 2023

- **Mismanagement:** The only one-star review is about how the staff is not cooperative sometimes and does not allow parents to the area where toddlers are playing and charge extra for that, which brings us to our next point.

Figure 7: Google Review



Source: Google, 2023

- **Unsuitable Environment for Toddlers:** A bad impression made on the customers is hard to change. Thus, the wrong environment for toddlers leaves a bad impression on the brand image and can lead to fewer new customers with toddlers visiting.

External Opportunities:

- **Marketing Campaigns:** Variety in marketing campaigns can lead to reaching a larger audience. The topic and motive of the campaign should be highly related to the targeted audience, and it is an excellent way to convert creative marketing into purposeful and innovative marketing.
- **Diversification:** Opportunities for expansion and diversification can be explored, such as adding new attractions, introducing themed events or parties, or offering additional services like catering or event planning, which can help Bounce Up Ahmedabad enhance its competitive position and appeal to a broader audience.
- **Collaborations:** Influential people bring more people. Collaborations with influencers or other influential personalities can cause a craze or excitement among the people to join them and enjoy the experience.

External Threats:

- **Changing Consumer Preferences:** With time, new trends and sets of activities come with the possibility that consumer preferences can change, too. And this is not within the control of the brand. Thus, it can be a threat to the business.
- **High Competition:** Tough competition from other entertainment spots, indoor play centers, and recreational places nearby could affect our market share, our income, and our overall success in the long run.
- **Public Health Concerns:** Events like pandemics or disease outbreaks can hurt places like Bounce Up Ahmedabad. They might have to close for a while, have fewer people coming in, and lose money.

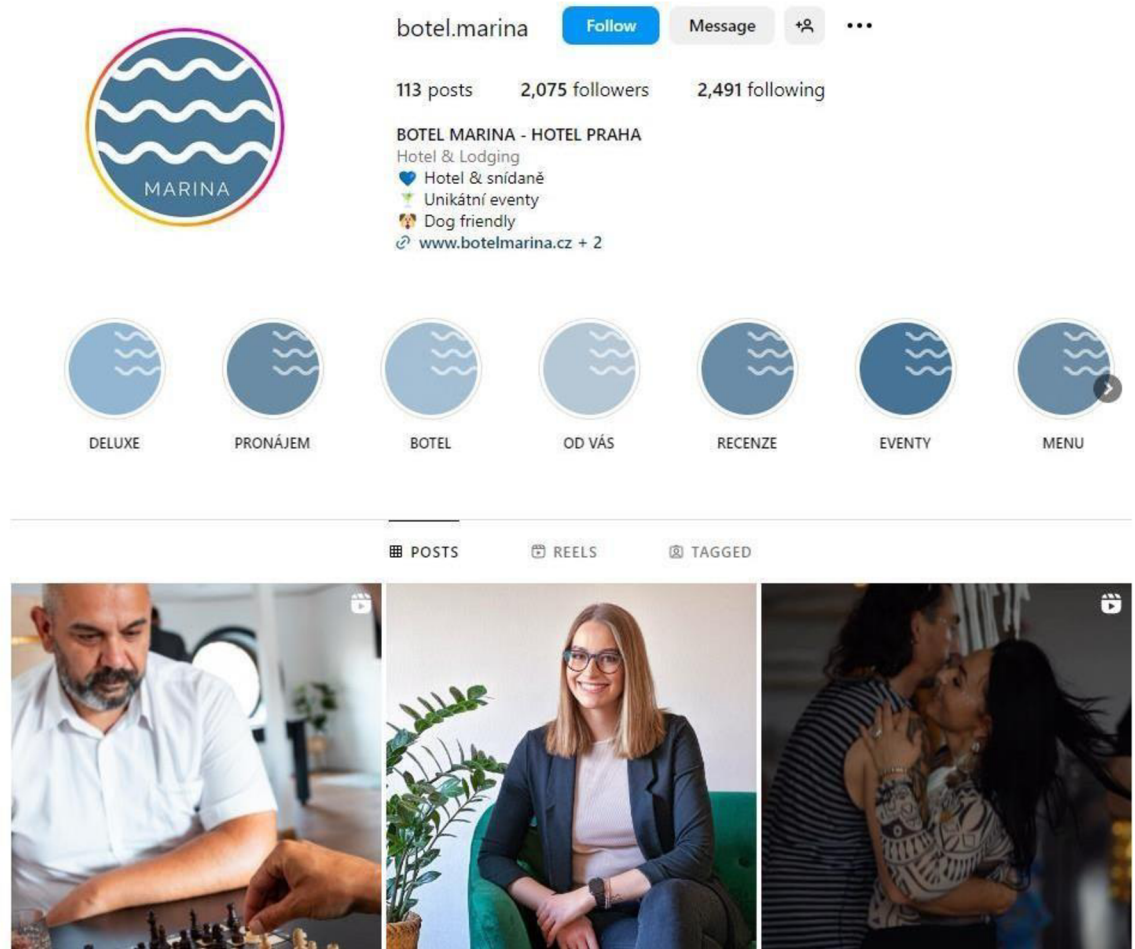
4.1.3 Botel Marina

A distinctive and memorable lodging experience in the heart of Prague is offered by Botel Marina Praha, situated on the Vltava River. As a 'Botel,' it combines a boat's charm and character with a hotel's comfort and convenience.

Internal Strength:

- **Unique Accommodation Concept:** A special kind of stay is offered by Botel Marina Praha, where guests get to stay on a boat hotel (Botel) right on the Vltava River in Prague. Unforgettable memories for travellers are made through this one-of-a-kind experience.
- **Buzzing with Events:** Unique event spaces for weddings, conferences, and other special occasions are provided by the property's setting on a boat hotel (Botel). This attracts event planners and organizers looking for memorable venues that stand out.

Figure 8: Instagram Profile of Botel Marina Praha



Source: Instagram, 2024

Internal Weaknesses:

- **Less Convenient:** As a Botel, Botel Marina Praha may offer fewer amenities compared to traditional hotels. This could include smaller rooms, fewer dining options, and limited recreational facilities. As a result, it may not appeal to guests looking for a wide range of services and amenities.
- **Mismanagement in cleanliness:** Google Reviews has mentioned that unclean rooms were assigned to guests due to staff mismanagement.
- **No food options available on the site:** One of the drawbacks of Botel Marina is that there is no option for restaurants or food on site. This makes it difficult

to find food at odd hours. Additionally, since it is a less remote location, it is also hard to find restaurants nearby.

External Opportunities:

- **Hotel with a restaurant possibility:** The biggest opportunity is to establish a restaurant on site for the hotel customers and attract new customers by offering an appealing place to dine in, which can lead to organic traffic to the hotel.
- **Online Presence Enhancement:** Hotel Marina Praha can broaden its reach to more potential guests by enhancing its online presence. To achieve this, the hotel can invest in creating a user-friendly website, engaging actively on social media, and offering convenient online booking options. This approach can also lead to increased direct bookings, as guests will find it easier to make reservations through the hotel's website or other online platforms.

External Threats:

- **High Competition:** Hotel Marina Praha competes with other hotels, hostels, and alternative accommodations in Prague, as well as online booking platforms. These competitors may offer lower prices, more amenities, or more convenient locations, which could affect Hotel Marina Praha's market share and profitability.
- **Less Remote Location:** The location can be an attractive and unattractive thing to different consumers as it makes the hotel less convenient to reach restaurants and emergency places like hospitals.

4.2 Comprehensive Digital Marketing Strategies

The thesis will suggest digital marketing strategies across the channels to increase the reach of the business in the crowded industry after conducting a SWOT analysis of the chosen companies. The chosen business owners adopt these strategies to experiment and increase their business reach.

Using five critical digital marketing strategies tailored specifically for the travel, leisure, and hospitality industries, this section will explore SEO (Search et al.). Strategy, Social Media Marketing Strategy, Influencer Marketing Strategy, PPC (Pay-Per-Click) Strategy, and Email Marketing Strategy. Each strategy offers unique opportunities for companies in this sector to enhance their online presence, engage with potential customers, and drive bookings and revenue.

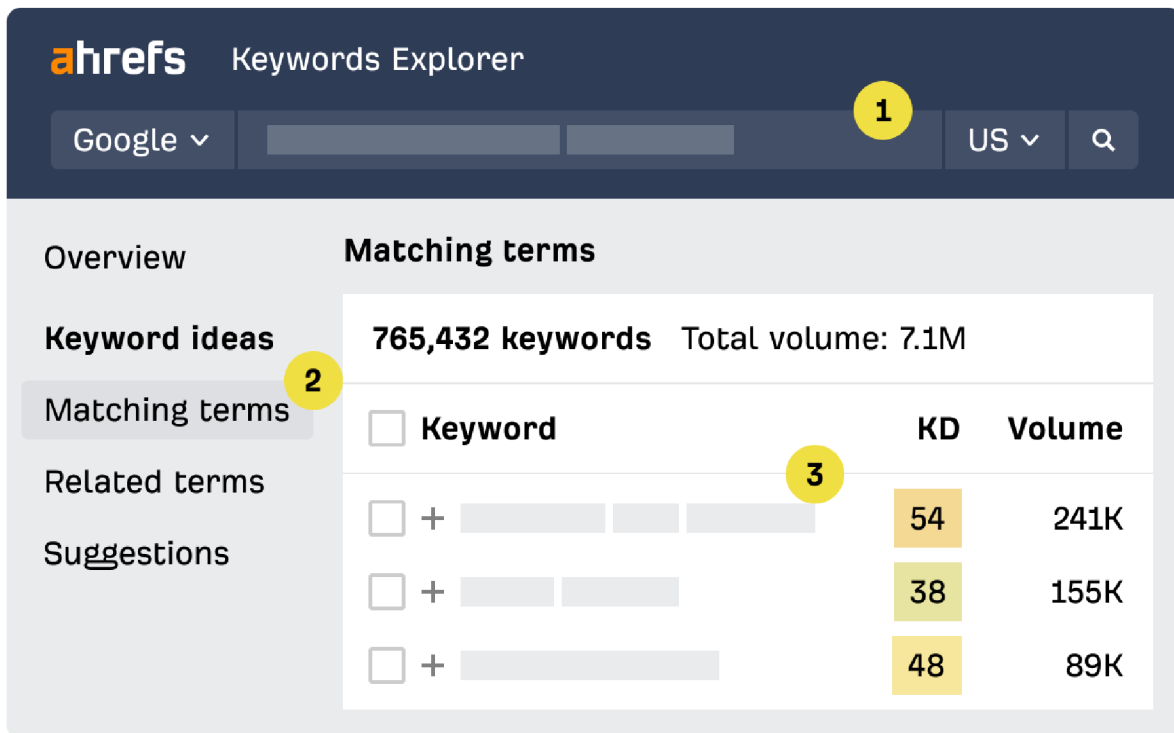
Surprisingly, the businesses already did the basic setup to implement these strategies, like websites, social media accounts, YouTube accounts, and email addresses. Consequently, implementing the strategies outlined in the thesis can now be proceeded with.

4.2.1 SEO Strategy

Keyword Research:

What people are searching for related to travel can be found using tools like Ahrefs' Keywords Explorer, which helps in ranking well for different search terms. It gives ideas for keywords, estimates how often they are searched monthly, and shows other important information for improving website visibility in search results.

Figure 9: Ahref Keyword Research tool



Source: (Ahref, 2024)

Optimizing Website:

The primary and essential element of the SEO strategy is the website. Just making a website is not enough. Boosting the website's visibility on search engines involves various strategies. One crucial aspect is enhancing the site's security by obtaining SSL certificates. These certificates ensure that data exchanged between the website and its visitors is encrypted, making it more secure.

Focusing on user experience (UX) is considered essential. This entails ensuring that the website is easy to navigate, loads quickly, and provides valuable content to visitors. A well-designed and user-friendly website is more likely to be ranked higher in search engine results.

Furthermore, optimizing the site's structure plays a vital role. This involves logically organizing the content, using clear and descriptive URLs, and implementing proper internal linking. It becomes easier for search engines to crawl and index the pages when a website is well-structured, thereby improving the chances of ranking higher in search results.

Off Page SEO & On Page SEO:

Boosting the webpage's visibility means getting other websites to link to it and linking to it from other pages on the site. This is called off-page optimization. It can be done in three main ways:

- **Backlinks:** These are links from other websites to the webpage. The better-quality and relevant websites that link to the page, the more respected and trustworthy the page looks to search engines. Getting links from trustworthy sites can rank the page in search results.
- **Internal Linking:** This means linking to the webpage from other pages on the site. It helps search engines understand how the site is organized and can spread authority and ranking power. Internal links also make it easier for people to navigate the site.
- **Reputation:** The website's reputation, or how much trust it has, is essential. It is based on how good and relevant the content is, how engaged users are with the site, and how trustworthy the brand is. If the website has a good reputation, other sites will likely link to it naturally.

4.2.2 Social Media Marketing Strategy

Defining Social Media Objectives:

Before jumping directly into social media strategy, it was essential to identify what would be achieved from the efforts. There were numerous ways to use social platforms, but knowing the overall objective was necessary for risk and mistakes to be made by many companies.

- **Getting Noticed:** We attracted the target audience by infusing brand personality into posts and utilizing hashtags and promotions to reach them as they scrolled.

- **Keeping Them Engaged:** Interaction with guests was done by sharing quality content and crafting compelling captions. Their comments were responded to to foster engagement.
- **Directing Them to Your Website:** Website content, such as blog posts, was shared to entice followers to visit the site. Links were provided for those interested in learning more.
- **Generating More Bookings:** Calls-to-action (CTAs) were used strategically to prompt users to take the next step, like booking a trip. Clear CTAs motivated users to follow through on their interests.

Social Media Posts Tailored to Each Stage of the Purchase Cycle:

- **Awareness Stage:** Stunned visuals of popular tourist spots and activities captured the audience's attention. Informative blog posts and videos unveiling the destination's unique features and hidden gems were shared. Curiosity was sparked, and interaction was encouraged through engaging polls and quizzes. Visibility was boosted through hashtag campaigns centered around travel and the destination's attractions.
- **Interest Stage:** Testimonials and user-generated content (UGC) from happy travellers sharing their experiences were showcased. Behind-the-scenes looks at local culture, cuisine, and events were provided. Interactive maps highlighting points of interest and travel routes were offered. Collaborations with influencers and travel bloggers were made to offer insider tips and recommendations.
- **Consideration Stage:** Comparison guides and infographics highlighting why the destination was the best choice were presented. User-generated content contests were held, inviting followers to share their travel photos or stories to win prizes. Virtual tours and live streams allowed viewers to experience key attractions from their homes. Common travel concerns were addressed, and reassurance was provided through FAQs and Q&A sessions.

- **Retention Stage:** Post-trip surveys and feedback forms were conducted to gather insights and enhance future experiences. Loyalty programs and referral incentives were offered to encourage return visits and word-of-mouth recommendations. Follow-up content like throwback photos was shared to evoke nostalgia and keep engagement high. Personalized recommendations and special offers tailored to past travel preferences and behavior were provided.

4.2.3 Influencer Marketing Strategy

Strong Brand-related Influences were identified: The personality influence was aimed to be used effectively. Thus, the influencers that related more to our ideal customers and could create experiential posts for our customers were sought out. To start, the influencer scene in our destinations was scoped out. Our destinations were searched on Instagram or TikTok to see what photos or videos popped up first and who was talking about experiences in our region. Also, which travel influencers tagged our DMO, tourism board, and competing activities or tours were checked, and then their accounts were explored.

Innovative Collaboration Ideas were Explored: The objective was not a boring post or video. Thus, influencers were partnered with for a barter. They were offered an experience at our properties and, in exchange, asked for a post or innovative video of their expertise practiced at our property. An event was also hosted to invite their audience for an experience.

6.2.4 Pay-per-Click Strategy

- **Goals were set:** What was desired with the ads, like getting more visitors, leads, sales, or just spreading the word about the brand, was figured out.
- **The Right Keywords were Found:** Words or phrases people used when searching online that related to the business were looked for. This helped the ads show up when people searched for those terms.

- **Attention-grabbing ads were created:** Ads that caught people's interest and made them want to click were made. What made the business special, and were any deals or promotions discussed?
- **Website Pages Were Made Awesome:** When people clicked on the ads, they landed on pages that made it easy to do what they wanted, like buy something or sign up.
- **The Right People Were Reached:** Those who saw the ads were chosen based on where they were, how old they were, what they were interested in, and what devices they used.
- **Results were Kept Track of:** Tools were used to see how well the ads were doing, and changes were made based on what was found.

4.2.5 Email Marketing Strategy

- **A-List was Built:** The Focus was on growing the email marketing customer list. More subscribers were attracted by placing subscription forms on social media and the website. Ensuring the forms were inviting, not pushy, was ensured. As the list grew, subscribers were engaged with promo codes and updates on travel destinations.
- **Personalized Newsletters were Created:** Newsletters were tailored to the customers, making them feel special. Each newsletter was personalized to their interests and preferences. By doing this, they were kept engaged and interested in the updates.
- **Mobile-Friendly Emails were Ensured:** Email content was ensured to be mobile-friendly since most subscribers accessed it on their phones. Scaling content to fit mobile screens, keeping copy concise, and using short subject lines and pictures

were done. Scaling images and using faster-loading designs improved the mobile experience.

- **Strong Headlines were Crafted:** Focus was put on crafting headlines that compelled people to act and open the emails, ultimately boosting conversions. Starting with solid sales copy, such as special sales events or promotional offers, sets a strong foundation. For instance, titling emails around Easter for family-friendly destinations encouraged quick bookings. Implementing limited-time discounts and promotions helped grow the open rate without overusing them.

As urgent headlines were experimented with, which language resonated best with the email lists was learned. Incorporating humour or catchy hooks proved powerful in improving open rates and strengthening the headlines. Our retention experts advised testing emails on small audiences first to determine what worked best.

4.3 Interpersonal Interview

After one and a half months of applying the strategies discussed in the prior chapter to these three businesses, Interpersonal Interviews were conducted with the marketing managers. This interview served as the latter part of the practical analysis conducted.

Table 1: Insights of given Strategies

Channels	Metrics	Travel Hub Indore	Bounce Up Ahmedabad	Botel Marina
SEO	Keywords Focused	-	Indoor Play Area Ahmedabad, Trampoline Park Ahmedabad	Botel Prague, Floating Hotel Prague
	Website Ranking	-	Position 4-10	Position 6-8
	Website Visitors per day	-	approx. 800	approx. 750
	Monthly Traffic Volume	-	21937	3000
SMM - Instagram	Likes on post	Approx. 1000	Approx. 777	Approx. 580
	Views of Reels	Approx. 5k	Approx. 1269	Approx. 2k
	Shares	Approx. 500	Approx 300	Approx. 250
IMS- Influencers Post on Instagram	Likes	13k	122k	3k
	Comments	300	177	-
PPC - Google Ads	Clicks	300	300	350
	Cost	5000 Kc = 17700 INR	5000 Kc = 17700 INR	5000Kc
EM	Website Traffic from Emails	-	250 - 350 visitors/month	400 - 600 visitors/month
	Instagram Traffic from Emails	500 visitors /month	200 - 300 visitors/month	200 - 300 visitors/month

Source: Own Processing.

The purpose of the interpersonal interview was to apply and assess the effectiveness of the marketing strategies outlined in the thesis. Interviews were considered the most suitable method for gaining comprehensive insights into these strategies' implementation and impact.

The overall impact of the strategies will be further discussed in the subsequent chapter on Results and Discussion. However, the table above summarizes the most noteworthy insights from the implementation process.

5. Results and Discussion

This Chapter Provides a comprehensive summary of the Results derived from the practical part of this thesis. Moreover, it evaluates the effect of the strategies by taking feedback from the respective company's representatives.

5.1 Evaluation

As we can see the insights in the table mentioned above. The strategies did make a difference in the overall performance of marketing and the performance of businesses.

5.1.1 Travel Hub Indore

Before applying the strategies proposed by the thesis. Travel Hub Indore's employees were doing generic marketing, not targeting their audience specifically. And Our proposed Strategies gave them a detailed roadmap on finding and targeting the right audience. Unfortunately, they couldn't apply SEO strategy because they don't have a website and most of their business is carried over phone calls or in-person visits. Let's see what the company owner says about the difference.

Analysis of the Interview: The company owner expressed gratitude towards the strategies provided, recognizing them as an "amazing experiment" and appreciating the efforts put into devising them. They admit to feeling lost in marketing before implementing the strategies, indicating that they provided clarity and direction, particularly in the digital age. One significant insight gained is identifying the target audience, enabling tailored approaches for customer attraction and retention. Notably, there was a substantial increase in revenue (42% growth) after implementing the strategies, demonstrating their tangible impact on the business's bottom line. The complete interview transcript is available in the appendix section of the thesis.

5.1.2 Bounce Up Ahmedabad

Bounce Up is such a cool place with a lot of activities. But after covid, it was hard for them to bring people back to the business. And regardless of having a lot of followers on Instagram. There was not enough reach and that was the main issue they faced from a marketing point of view. Because it important to show people how fun this place is, it is crucial to reach enough people with their creative content and well thought strategies. Here's the manager of the bounce up Ahmedabad have to say few words on the effectiveness.

Analysis of the Interview: In this interview, the person talked about how tough it was to get people to trust their business after COVID-19. They were struggling with their old marketing methods, feeling like they were going around in circles. But when they tried out the new strategies, things changed. They noticed more people liking their posts on social media, jumping from around 30 or 40 likes to 700 or 800 likes per post. Customers even said they liked the fun content and were interested in trying out their business after seeing emails. So, overall, the new strategies made a big difference, helping the business connect better with customers and get more attention online. The complete interview transcript is available in the appendix section of the thesis.

5.1.3 Botel Marina Praha

Botel marina is a unique location to stay for the travellers seeking some unique options to stay. However, Prague has a lot of competition regarding botels and hotels. There is high competition for Botel Marina to stand out. Here's how one of the receptionists responded on our question.

Analysis of the Interview: The person talked about their experience working in different hotels in Prague, but what makes Botel Marina special is its natural touch and stunning views. They admitted that they hadn't done much marketing before, mainly due to not having a proper team. However, after trying out the new strategies, they noticed a significant change. Their website started showing up at the top of search results when people looked for accommodations in Prague. Also, their event promotions on social media

caught people's attention and made them see Botel Marina as a beautiful place to visit. This success was mainly because more people could now find them online.

5.2 Recommendations

Based on feedback provided by each business. Here are some recommendations for each case.

- **Travel Hub Indore:** As Bright edge study shows Organic search brings 53.3% of website traffic, creating a website is crucial for Travel Hub Indore to increase their visibility online and attract more customers. Without a website, they're missing out on using SEO strategies, which can help them show up in online searches. With a website, they can showcase their services and provide important info to customers. They can also use social media, email marketing, and online ads to engage with customers and reach a wider audience beyond phone calls and in-person visits. This mix of digital strategies can complement their existing efforts and help them grow their business, especially since organic search brings in a significant portion of website traffic (BrightEdge, 2021).
- **Bounce Up Ahmedabad:** Keep making cool and fun content to show off the awesome experiences at Bounce Up. Creating regular, engaging content keeps people interested and brings in new customers. Get customers involved by asking them to share their experiences on social media. This builds trust and makes your business seem more authentic, which helps keep people engaged and coming back for more fun (Ryan, 2014).
- **Botel Marina Praha:** SEO is super important website ranking. Keeping the website updated to make sure it's easy for search engines to find, helping you stay visible online and easier to discover by potential customers (BRIAN, 2023). Encourage happy guests to share their positive experiences on sites like TripAdvisor and Google Reviews. This boosts your credibility and attracts more people to check out your business. And to Create the influence of the business, influencers are the right person to opt for. A barter collab with influencer can really boost the traffic (LEUNG, 2022).

6. Conclusion

To conclude, the thesis explored how different businesses in travel, leisure, and hospitality can use digital marketing to grow. It looked at each company's strengths, weaknesses, opportunities, and threats, then suggested a marketing strategy for them.

These strategies included improving their website's visibility on Google, posting engaging stuff on social media, working with popular influencers, using online ads wisely, and sending interesting emails to customers.

The results of implementing these strategies were significant across all businesses. Travel Hub Indore witnessed a remarkable **42%** growth in revenue, attributing it to a newfound understanding of its target audience and effective marketing tactics. Bounce Up Ahmedabad experienced a surge in engagement on social media, with average post likes increasing from **30-40 to 700-800**, indicating improved reach and customer interest. Botel Marina Praha saw an enhancement in **online visibility**, with their website ranking higher in search results and increased intrigue among potential guests through social media event advertising.

Implementing these digital marketing strategies proved instrumental in driving business growth, enhancing online presence, and fostering customer engagement. By leveraging the power of digital channels, businesses in the travel, leisure, and hospitality sectors can effectively navigate the competitive landscape and connect with their target audience meaningfully.

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8.3 List of abbreviations

INR - Indian Rupee

CTA - Call to Action

DMO - Destination Marketing Organization

FAQ - Frequently Asked Questions

OTA - Online Travel Agencies

ISBN - International Standard Book Number

PPC - Pay-per-click.

PR - Public Relations

SEO - Search engine Optimization

SERP - Search engine result pages

SMS - short message service

SSL - Secure Sockets Layer

SWOT - Strengths, Weaknesses, Opportunities, and Threats analysis

TLH - Travel, Leisure, Hospitality

URL - Uniform Resource Locator

9. Appendix

9.1 Questionnaire

1. Answers given by company representatives:

What are your thoughts on the overall outcome of implementing the given strategies?

Travel hub Indore – *First of all, thank you for this amazing experiment. In this era of internet, I was totally lost what to do and what not to do for marketing. These strategies were very well thought out and detailed. However, about the effectiveness of it, I didn't know before that who are my targeted audience. Now I know who they are how to attract them to the business and how to keep them coming back to us regardless of having such high competition. The results of our business revenue before and after applying the strategy is spectacular and resulted into 42% of overall growth in revenue after adapting the strategies. Truly honored. Thank you!*

BounceUp Ahmedabad – *After covid, it was hard for us to gain the people's trust in visiting us. We were doing the same things for marketing as before COVID-19, but it doesn't seem to work anymore. We were stuck in the never-ending marketing black hole. However, these strategies made a surprising difference in response of our customers we had a lot of followers but not enough likes. Before the likes was about 30 to 40 on average on a post and after it went up to 700 to 800 on average. I got to know that people actually sees out social and emails when a customer said that our content is so much fun to watch and they are interested in experiencing us by seeing our email newsletter.*

Botel Marina Praha – *I have worked across most of the hotels in Prague but what sets botel marina apart is its very touched by nature and the scenic view is very interesting however people online cannot find it easily because we made very low marketing efforts, because of lacking a proper team. However, after applying the given strategies, people could see our website on top when they*

search for accommodation in Prague. Our event advertising on social media intrigued people and made them think this place was beautiful. This can happen only because people can see and find us online.

What was the main difference you noticed after adapting the strategies?

Travel hub Indore – We dont have website, thus instagram was our main medium for marketing. And at first these strategies seems to be all for different mediums but i noticed that its all linked. How after applying this strategies i could attrract customer to my instagram account and then finally make a booking.

How do you think these strategies helped you gain more customers?

Botel Marina – Despite of lacking a proper team for marketing we could pull off this amazig results is commendable. Earlier our customers couldnt find us becuase they had a lot of options in prague. However, now amazed that this property near the nature is so much more than just a boat. This is all becuase we could make a place in front of our right customers.

Do you find this strategies overall effective for your buisness?

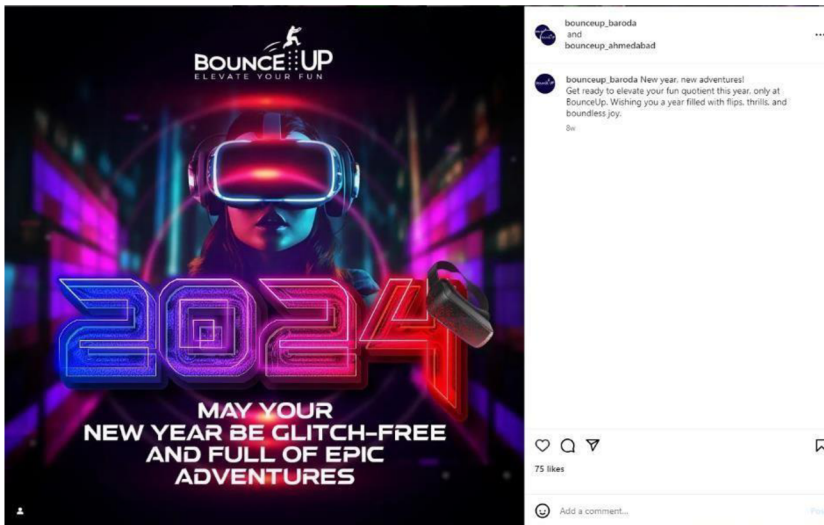
Bounce Up – Yes, it is effective. A good kickstart for us.

Would you like to continue following the same marketing strategy as before or you will stick to the new one?

Bounce up – We would like to stick to new one but we a little changes here and there according to our needs. But we recommend.

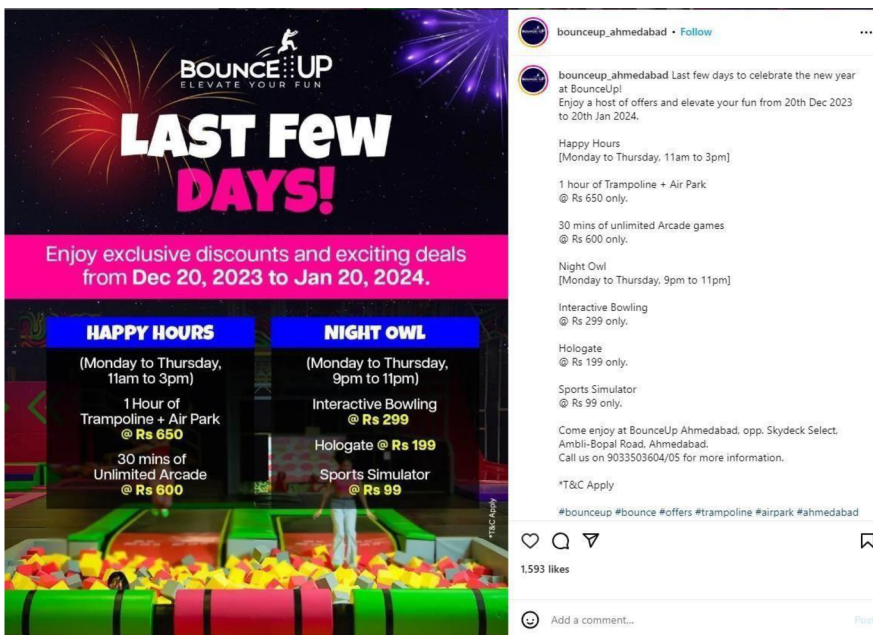
Before and after results of the startegy for Bounce up ahmedabad.

Figure 10: Before



Source: Instagram,2024

Figure 11: After



Source: Instagram,2024

Source:(Own Processing)