Innovative Digital Marketing Strategies to Increase Demand in a Hotel Company

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Abstract: In recent years, there are still companies which have not opted yet to diversify, boost or develop the promotion of their range of services in the hotel industry, focusing the vitality of their sales in seasons of high tourist flow, but their level of demand is declining in regular periods. This is due to among other factors, to changes in the behavior of today's customers, who place their trust in verified and licensed channels which are part of digital marketing. Therefore, digital marketing has gained great relevance in business, which is originated by the technological advance of media, positioning digital marketing as a strategic and a necessary tool to publicize a service and significantly increase customer demand. In this case, the objective of this research is to determine the digital marketing strategies to increase demand in a hotel company in a country with an emerging economy. The methodology used in the research is a mixed type, because the information was collected through a qualitative and quantitative approach, the sample is non-probabilistic and intentional, a questionnaire was applied to customers and also interviews to administrative staff. The data was processed through Ms Excel software and presented in frequency tables and figures for interpretation. The results show the great importance of the use of digital marketing strategies such as Search Engine Optimization (SEO), Social Media Marketing (SMM) and Pay per Click, which present applications with great flexibility to acquire services, a great scope of visibility in search engines and all web content updates. Finally, it is concluded that the digital marketing strategies identified were decisive in increasing demand in the hotel industry.

Key words: Hotel Service, Demand Growth, Social Networks, Services, Peru.

1. Introduction:

For a long time, telecommunications have been playing a very important role in forging an upstream perspective of a service or product. Indeed, if development were to be established in a progressive manner of human capabilities, "knowledge is one of the main ones and ICTs a privileged means for the production and dissemination of this" (Rivoir, 2019, p.300). The problematic reality is the impact of social networks in terms of

the message that is disseminated which can immediately take on a positive or negative relevance. The presence of companies in social networks has meant that, if they used correctly, they have greater opportunities for positioning in relation to such brand identity. In fact, Cotrina (2018) specifies that the purchase of a good or the acquisition of a service is not an action that can be performed immediately, because it is a process that depends on several factors which influence the consumer to make a decision.

Digital dissemination as a tool, is vital for progress in a hotel business, since it is the main pillar to actively maintain demand; thus, through the great history of effectiveness, popularity and innovation, there are different ways to be carried out. Vargas (2017), for example, expresses that as a consequence of this globalized and digital age, it becomes almost essential to use new media which adapt to new communications, and it is almost mandatory to carry out other marketing strategies which have the help of technological tools, for such reason digital marketing is beginning to be mentioned. Thence, this research seeks to solve the following general problem: What digital marketing strategies will allow the increase of demand in a company of hotel industry located in the south of Lima?

Méndez (2018) argues that social networks are environments, links and meeting places, where people gather to share information of any kind. Along the same lines, Abuín (2014) indicates that consumers are immersed in a digitalized market; therefore, they require advertising strategies applied in social networks which help the search for information, since companies define them with the sole purpose of generating sales and making a

profit.

Valarezo (2020), at that time, mentioned that the third outstanding block of analysis refers to the visibility that the companies under study have considering a SEO search engine positioning level, it can be highlighted that the companies studied (essentially the four companies that have a presence in social networks), manage their content considering those keywords and hashtags that allow them to be classified correctly among the online search results, causing consumers to find their profiles in a quick way. What the author mentioned is related to the determination of the services offered in the hotel where it appears in search engines and all web content updates through applications such as booking, which, despite its increase in commissions when compared to profits, the use of strategies with Search Engine Optimization (SEO) is beneficial to the company.

On the other hand, López (2018) states that the use of electronic banking and use of financial services in medium and small enterprises is wide, at 78.2% and 68.5%, respectively, but among microenterprises its use is intermediate, as only 51.1% of those ones use it. There is little use in staff training and internal and external contracting. However, for sending or receiving mail, it is widely used by an average of 99.1% in the three types of institutions.

Finally, Oñate (2020) monitored the social networks of Hotel Roka Plaza Boutique, and found that the Instagram fanpage has a better level of interaction compared to Facebook and Twitter, with a weekly evolution of 6.12% and an interaction of 6.02% with only 13 publishing, therefore, Instagram is a purely visual social network which attracts young audiences and generates a digital community related to the tourist services offered.

This research is academically justified as it will allow as a methodological basis for future research on digital marketing strategies in the hotel sector, it is also justified in a practical way as digital marketing is recommended as a tool of vital importance in the decisions of entrepreneurs in the tourism sector, and is that digital marketing can solve various problems that any company of emerging economy, regardless of the item, currently due to technological advances companies especially those in the hospitality industry use digital media as the main marketing mechanism that allows them to interact with customers.

The general objective is to determine the digital marketing strategies to increase demand in a hotel company in an emerging economy country. The digital marketing strategies of the hotel industry post-pandemic managed to improve sales rates and reactivate the development of operations; however, it has not yet achieved the expected results at the pre-pandemic level of Covid-19 despite the reactivation in the tourism sector. Therefore, we are going to propose improvements in the digital marketing strategies that the hotel industry already has in order to increase the demand for its services.

2. Literature Review

Digital marketing refers to the use of electronic media carried out by marketers to make their services recognized in the market with the purpose of attracting customers and consenting the interaction with the brand through digital technologies (Yasmin et al., 2015; Cordova-Buiza et al., 2022). Similarly, it refers to targeted and interactive marketing that employ digital technologies, in order to advertise brands, create preferences and boost sales, so that they can reach potential users and thus convert and retain them into customers (Todor, 2016). Consequently, the digital marketing approach is based on how to use digital resources, such as competitive advantage, resources from which value can be derived and customers can be attracted (Herhausen et al., 2020). To sum up, these authors consolidated that digital marketing refers to varied promotional techniques which are executed to acquire customers through digital technologies that mainly use the Internet. Companies can create competitive advantages by managing internet platforms.

On their behalf, Mkwizu (2019) noted that digital marketing encompasses on the use of electronic mechanisms for products to be perceived in the desired market, and thus, to attract new customers and consent that they know the brand and interact through digital media. The opportunities presented in digital marketing exist in terms of social media marketing, content and mobile marketing that are driven by citizens, Internet and mobile users, as well as the ability of social networks such as Facebook subscribers. Therefore, Melović (2020) expressed that social networks are the digital marketing media that companies use regularly, which encompasses that digital marketing, social media marketing, creative content and mobile advertising work as trends to develop the number of customers. Also, social and digital networks contribute to achieving business objectives at low cost, which makes them an essential factor in digital marketing plans (Dwivedi, 2020; Rocha-Vallejos et al., 2022; Riofrio-Carbajal et al., 2023).

There are several precedents on the topic under study. For example, Fernández (2020) in his research on digital

tourism marketing for the reinvention of museums in Lima, Peru, at the Covid-19 impact, the study is based on the threat to the survival of museums in the face of the crisis generated by Covid-19 in Peru. In a more digitized market, these cultural institutions have to produce a certain interaction and digital interest to remain relevant to their visitors. Through the qualitative approach, information was collected through the interview technique, i.e., surveys were conducted with the users of digital media and an observation of the selected museums. All of this, in order to identify how the use of Digital Tourism Marketing can achieve the reinvention of museums before the impact caused by the Covid 19 that caused the closure of its doors, concluding that museums could achieve a full experience in each visit, if they are properly focused with tourism marketing strategies that grant their loyalty and produce a greater number of visitors to their facilities.

Diaz and Rivas (2018) in their study on hotel digital marketing strategies that affect the choice of accommodation by foreign tourists in Cusco, Peru, in this research it was determined how tourists in Cusco are influenced by digital marketing campaigns to achieve this end, a descriptive-correlational methodology was designed, in addition, 384 tourists were surveyed, finding that there are 3 types of tourists, and that a type of strategy should be designed for each tourist profile.

Valarezo et al. (2020) conducted a research with the purpose of analyzing the level of influence of social networks on business success, it has been developed through two research tools. The research approach, the sample was composed of 114 individuals, the instrument applied was the survey. The results derived were that the third outstanding block of analysis refers to the visibility of the companies under study considering a level of positioning in search engines SEO, it can be highlighted that the companies studied (essentially the four companies that have a presence in social networks), manage their content considering those keywords and hashtags that allow them to be classified correctly among the online search results, causing consumers to find their profiles in a fast way. Finally, they concluded that the management of social networks in a company does not have a significant influence on profits; there is a low frequency of publications in companies with higher profits.

Finally, Oñate et al. (2020) investigated with the main objective of proposing the online reputation as an ethical digital marketing strategy for the hotel sector Tungurahua-Ecuador, the methodology was descriptive - exploratory, the technique used was the survey and the instrument was the questionnaire. The results show that the social networks of the Hotel Roka Plaza Boutique were monitored, and it was found that the Instagram fanpage has a better level of interaction compared to Facebook and Twitter, with a weekly evolution of 6.12% and an interaction of 6.02% with only 13 publishing, therefore, Instagram is being a purely visual social network which attracts young audiences and generates a digital community related to the tourist services offered.

3. Methodology

The present research is of a mixed transversal type, because the information was collected through a qualitative and quantitative approach. Also, a descriptive cross-sectional methodological design was applied because variables were observed and measured in a hotel company in the south of Lima, the capital of Peru. Likewise, after having collected this information, we established the actions to be taken to improve the digital marketing strategies that the establishment already has, in order to increase the demand for its products and services. We consider that both the type and the design of this research are optimally suited and this will allow us to achieve the objectives previously outlined.

In order to carry out the present investigation, there were two populations: regular clients and the management and administration of a hotel company in Ica, 6 executives of the hotel company. There is no exclusion criterion. For the qualitative section, the technique was the interview and the instrument was an interview form where 5 open questions were applied for the section.

The hotel company during the year 2020 has obtained a total demand for hotel guests of 1428, obtaining an average of 119 per month, which will be used as the objective population in this research. For our sampling, we chose to use the non-probabilistic-intentional type: non-probabilistic because we are going to define the variable number of people, who will go according to our population; and intentional.

The partial sample obtained to carry out the present research is 52 people to whom we have applied the data collection instrument.

4. Data collection

In order to determine the technique and instrument to be used, an analysis of the scientific literature was carried out. As a result, we selected the most suitable one for the quantitative study, which in turn allows us to determine the ideal digital marketing strategies in order to develop a design proposal for the implementation of SEO, Pay Per Click, Email Marketing and Social Media Marketing strategies in a company in the hotel industry.

In this research, the survey was used as a data collection technique. It was carried out thanks to the information provided by the general management and administration of a company in the hotel industry. These sessions were carried out by means of zoom conferences or in some cases in person.

The questionnaire was used to find out whether digital marketing strategies are currently used in the establishment, and the survey had a simple structure with 90% closed questions on an attitude scale and 10% open questions, applied to the sample, to find out their tastes, preferences, opinions, attitudes and some additional suggestions that may increase demand.

The data (dispersed and individual) extracted from the population under study were processed through the application of the instrument, resulting in grouped and sorted data; after that, the analysis was carried out taking into account the purpose of this research. For the process or requirement of data, the inn's own software, called ERP, was used. Alternatively, descriptive statistics were used to process the data. Finally, the ethical aspects that we handled for the elaboration of the work were the APA norms, scientific articles, respect, trust and confidentiality.

5. Results and discussion

In order to carry out this research, two populations were used: regular customers and the manager and administrator of a company in the hotel industry, located in the south of Lima. Therefore, there is no exclusion criterion.

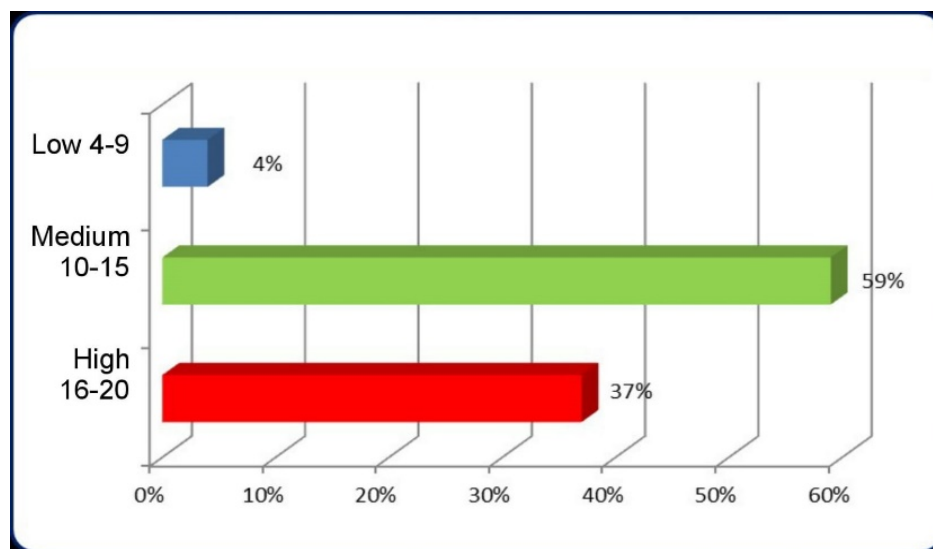### 5.1 Quantitative results

5.1.1 SEO dimension results

Figure 1: Results of the Search Engine Optimization (SEO) dimension

Figure 1 shows that 37% of the respondents' state that the Search Engine Optimization (SEO) dimension is at a "high level". While 59% of respondents stated "Medium level" and 4% stated "Low level". Therefore, it is deduced the presence of the Search Engine Optimization strategy in the company, in addition to the services offered appear in search engines and all web content updates through applications such as Booking.
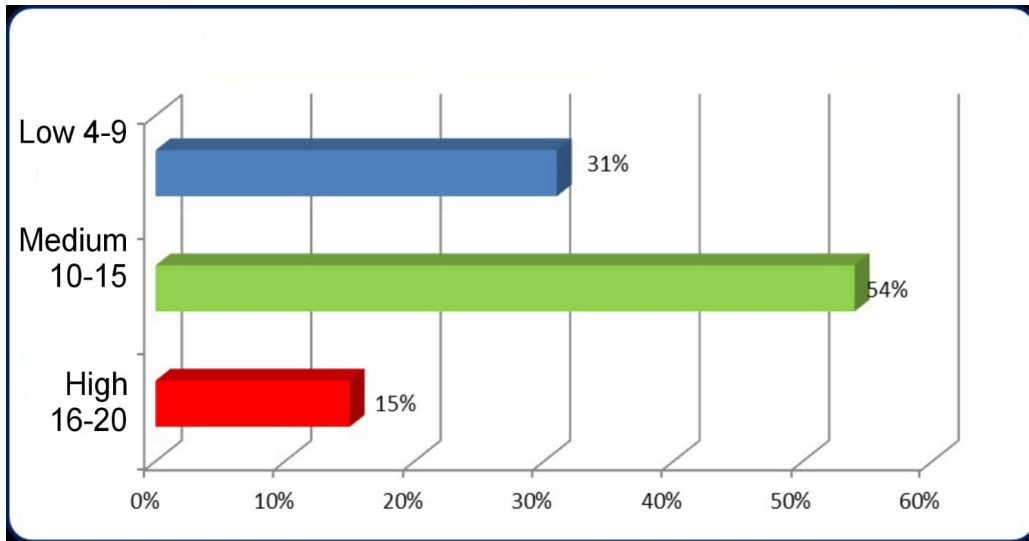
5.1.2   Results of the Pay Per Click dimension

Figure 2: Pay Per Click dimension results

Figure 2 shows that 15% of the respondents believe that the Pay Per Click dimension is at a "high level". While 54% of those surveyed considered it to be at a "medium level" and 31% at a "low level". Therefore, the presence of the Pay Per Click strategy is inferred, the company does not have a specialized department, but it does carry out constant training.

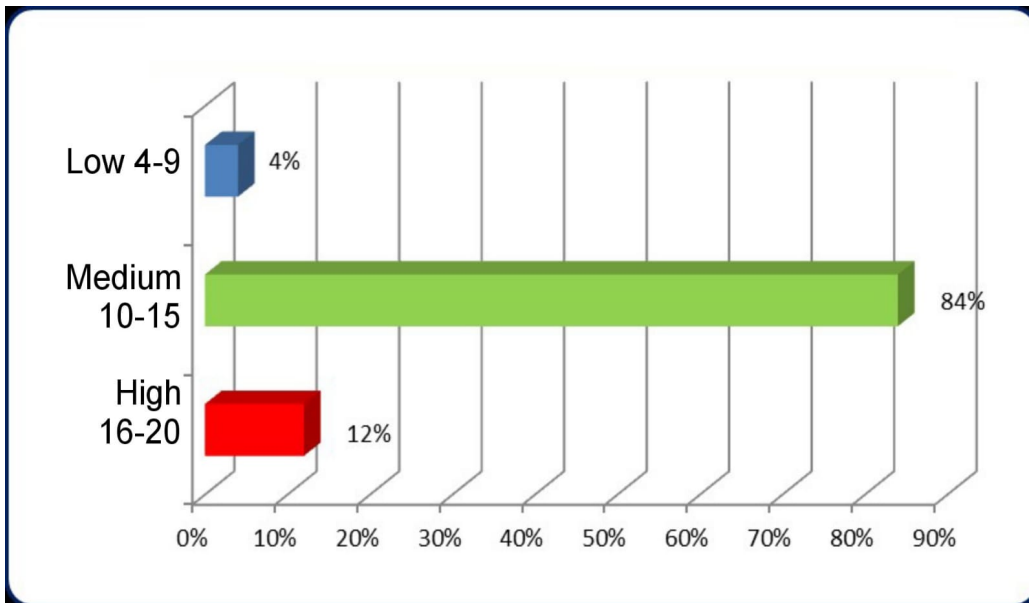*5.1.3   Results of the Email marketing dimension*

Figure 3: Results of the Email marketing dimension

Figure 3 shows that 12% of the respondents' state that the Email Marketing dimension is at a "high level". While 84% declared "Medium level" and 4% declared "Low level". Therefore, it is deduced the existence of the Email Marketing strategy in the company and the use of applications such as Google Business, the application that is the most important showcase.

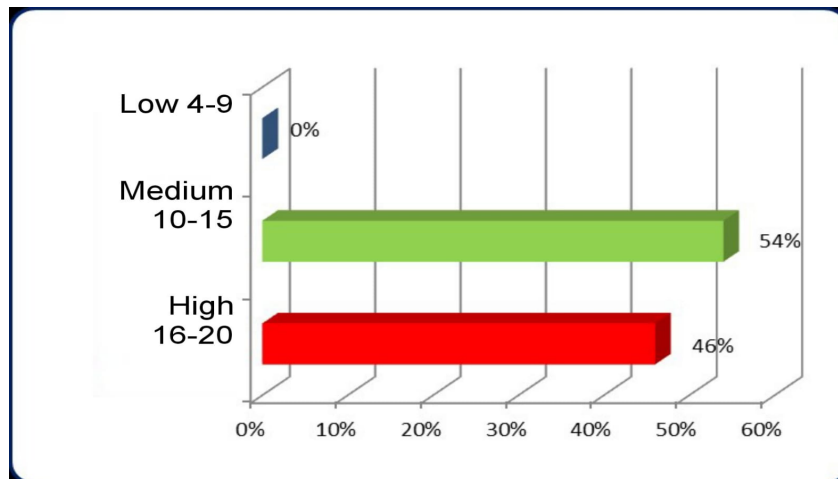*5.1.4   Results of the Social Media Marketing dimension*

Figure 4: Results of the Social Media Marketing dimension

Figure 4 shows that 46% of respondents believe that the Social Media Marketing dimension is at a "high level" and 54% believe it is at a "medium level". In effect, the presence of the Social Media Marketing strategy in the company is shown, it should be emphasized that it is the strategy that generates the greatest demand due to the campaigns in Google Adwords, Facebook and WhatsApp Business.

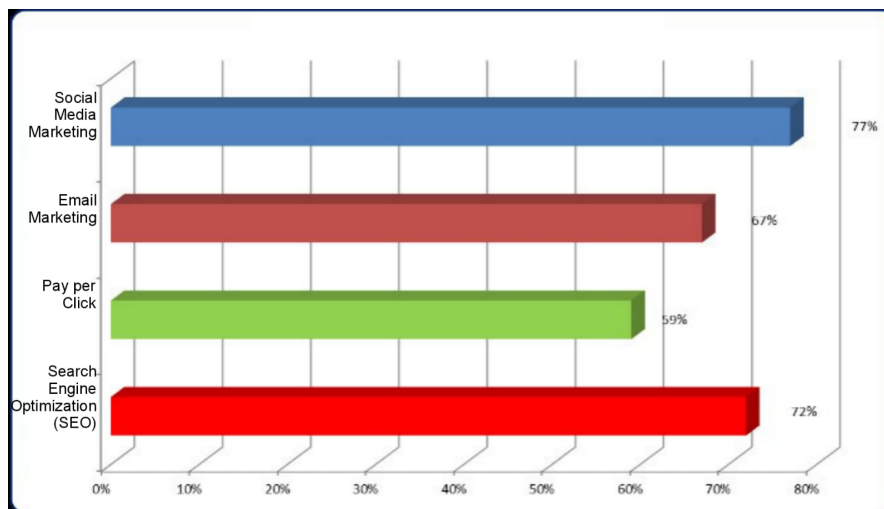*5.1.5   Comparative results by dimensions*

Figure 5 : Comparative results by dimensions

It is observed that 72% of the "Search Engine Optimization" dimension is a determining factor at the digital marketing level. While in 59% the dimension "Pay Per Click", in 67% the dimension "Email Marketing" and in 77% the dimension "Social Media Marketing". It should be noted that the most influential strategy is Social Media Marketing, since, as the general manager of the hotel company, located in the south of Lima, says, it is a very fundamental strategy because many customers are obtained through applications such as Google Adwords, Facebook and WhatsApp Business, thus generating greater demand for the company. In this way, it has been determined which are the digital marketing strategies in the hotel industry.

5.2 Qualitative results

In order to obtain the results of the interview about the lodging establishment, the management and administrative staff of this company were interviewed, obtaining the following results: According to the general manager's statements, the services offered by the company, appear in search engines and all web content updates through applications such as Booking, which, despite its increased commissions when compared to

profits, proves to be beneficial to the company. The administrative staff assured that they do not have a specialized department for the development of advertising (Pay Per Click), but they have trained the company's receptionists in digital marketing. The management staff assured that they use e-mails only in the use of applications such as Google Business, an application that is the most important showcase, since it has a reputation above the competition and that sells more than other marketing options, especially for corporate clients, where customers are loyalized through Gmail e-mails.

According to the administrative staff; the digital marketing strategies that allowed the increase in demand were Search Engine Optimization (SEO), Pay Per Click, Email Marketing and Social Media Marketing. Therefore, it has been demonstrated through the figures and tables presented in previous paragraphs that social networks play an important role in increasing demand, because many customers are obtained through applications such as Google Adwords, Facebook and WhatsApp Business.

5.3 Discussion

This thesis has determined which are the most used strategies in digital marketing to increase demand in a hotel company, in the south of Lima, the capital of Peru between 2020 - 2021. This article is related to the results derived from the research, as the hotel company has traditional and digital marketing; however, it has been determined that the digital marketing strategies Search Engine Optimization (SEO), Pay Per Click, Email Marketing and social, and Social Media Marketing, have been transcendental in increasing demand.

It was obtained as a result that in 59% the "Pay Per Click" dimension is a conclusive factor in digital marketing level; this coincides with Villa (2018), since, in his study on the feasibility of investment in business hotels and travelers in Medellin, Colombia, this first type of digital technology is fundamental for the hotel operation, especially for the management distribution channels, including central reservations, hotel websites, OTAs (Online Travel Agencies), GDS (Global Distribution System) and Third Party Agencies. Traditionally, bookings were made directly through the hotel or through a physical agency. However, the trend in the sector points to digital platforms, and the use of Big Data together with an effective CRM (Customer Relationship Management), which can provide a personalized experience for travelers (e.g. PPC - Pay Per Click, Private Offers, Remarketing, Geo-Targeting, among others). In the present study, it has been shown that there is a lack of more diffusion in the use of Pay Per Click, this can be explained by the fact that the company does not have a specialized department for the development of this advertising, however, it has trained and has trained the company's receptionists in digital marketing.

Regarding of the use of Social Media Marketing, it was found that 77% of the "Social Media Marketing" dimension is an important factor in digital marketing. This coincides with the study of social media marketing conducted by Polo (2015), which takes a more integrated, holistic view of marketing, oriented to put the customer at the center of the organization. Also, the result coincides with Damnjanoviæ (2020), who in his study expresses the digital marketing strategy for different target segments of Accor Hotels, which has as a result that Accor hotels has as a traditional marketing strategy channel, combined with digital marketing, brand sponsorship search engine marketing and partnership with metasearch engines. The most important strategy for this hotel is personalized email campaigns because they are popular and drives the hotel company to a better growth, in addition to obtaining customer data that are a very fundamental aspect in your company.

Regarding of the use of Email Marketing, it was obtained as a result that 67% of the "Email Marketing" dimension is an essential factor in digital marketing; that is, the strategies in the use of Email Marketing do allow to increase demand in a company in the hotel industry and allow customer loyalty through Gmail emails. This coincides with Dodson (2016) considers Email Marketing as one of the most successful digital channels to send personalized messages to subscribers.

It was obtained as a result that 72% of the "Search Engine Optimization" dimension is a determining factor in digital marketing level, this coincides with Valarezo (2020) since in his research he mentioned that the third outstanding block of analysis concerns the visibility that the companies under study have considering a SEO search engine positioning level, in which it can be highlighted that the studied companies manage their content considering those keywords and hashtag, causing their profiles to be found in a fast way.

It has not been possible to interview people to answer the questionnaire in person for reasons of covid-19 prevention protocols, since they were carried out between 2020 and 2021. On the other hand, an additional limitation has been that some people agreed to answer the questionnaire only if there were additional facilities in the service of the hotel company. For future research it is proposed to study on new forms of digital marketing

in the hotel sector. Likewise, it is considered that this research methodology can be applied to other business areas within the service sector such as travel agencies, casinos and restaurants.

6. Conclusions

The overall objective of this research has been to determine the digital marketing strategies to increase demand in the hotel industry, in the south of Lima, the capital of Peru. Therefore, it has been corroborated that digital marketing strategies do allow to increase demand in a company in the hotel industry. Finally, we conclude that the strategies in the use of Search Engine Optimization (SEO) do allow to increase demand in a hotel company, since it is a determining factor in increasing demand by 72%; Likewise, strategies in the use of Pay Per Click also increase demand in a hotel company, since it is a determining factor in the increase of demand by 59% ; in addition from above, strategies in the use of Email Marketing also increase demand , because it is a determining factor in the increase of demand by 67%. In addition, the strategies in the use of Social Media Marketing generate an increase in demand, since it is a determining factor in the increase of demand by 77%.

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