

Research on the Influence of Digital Marketing on Modern Hotels and Countermeasures

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Abstract: As people's lives become more and more abundant, people will travel a lot when they are pursuing a better life, and they will put higher requirements on hotels when they go out to travel. Hotel products use mobile client bookings to reach an unprecedented scale, and it accounts for a very large proportion of the total hotel bookings. This article analyzes the impact of digital marketing on modern hotels, and proposes countermeasures to improve the operating efficiency of the hotel.

1. Introduction

As the scale of hotels becomes larger and larger, the pressure that hotels face in the fierce market competition will also increase. The traditional hotel marketing model has not adapted to the development of the society. Currently, hotels make extensive use of digital marketing and mobile Client-side bookings have brought hotel marketing to a new level. It is also an aspect of marketing innovation management. Only by continuously deepening digital marketing can modern hotels achieve certain results in their operations and benefits.

2. The characteristics of digital marketing

For modern hotels, digital marketing has three characteristics. First, the interactive nature of digital marketing is very strong. At the same time, personalization is also a feature of digital marketing. Digital marketing can also help hotels control costs. In the digital marketing of hotels, hotels can easily communicate with customers well. The most important manifestation of digital marketing is interaction. At present, most hotels still have the thinking of one-way information dissemination. This thinking is the single policy and single preferential treatment of the hotel to the customer, so that the customer is in the active position.^[1] Only by strengthening the use of the characteristics of digital applications, through smooth communication and interaction with customers, so as to look at the hotel's products and services from the perspective of the other party, in this way can the hotel's influence be maximized. The hotel conducts digital marketing through various marketing methods and models, communicates with customers through various platforms such as corporate QQ, etc., as well as various multimedia platforms such as WeChat and official accounts, and actively listens to their voices. Improve the quality of services. In the interaction, we can truly understand the needs of customers, so as to continuously improve our own shortcomings according to the needs of customers, improve the service quality of the hotel, and achieve good benefits. Another feature of digital marketing is personalization. In the hotel management process, different customers will meet and put forward different requirements. The hotel must meet these personalized needs in order to develop better, especially for some high-end customers. The requirements of the hotel are quite special. This requires the hotel to tailor tailor-made services to these high-end customers according to the individual requirements of the customers and use the advantages of the network to quickly and accurately solve the individual requirements of the customers. Improve the brand effect of the hotel. Digital marketing can also develop customer-related products by collecting and tracking customer buying habits and customer

preferences, making digital marketing more humane. When the hotel shares customer information, customers can enjoy the same service in any hotel chain under the corporate group, making customers stickier. Digital marketing also has certain advantages for the cost control of enterprises. The current rapid development of social economy has led to a sharp increase in advertising costs. Digital marketing can provide another way of propaganda when propagating hotel products, thereby helping the hotel to proceed. Reduced costs during publicity.

3. The impact of digital marketing on hotel companies

When staying in a hotel, the traditional way of ordering meals is that customers look through the recipes, and then communicate with the catering department through the phone. Finally, the side dish department delivers the meals to the guest's room through the guest's order. With the continuous advancement of digitalization, the Internet The traditional hotel ordering mode is no longer suitable for the development of society. The current digital ordering system is applied to the hotel's ordering system. Guests can use the high-speed and developed network system, as long as the remote control is used in the hotel to point to the TV screen in the room. You can choose the food you like by choosing the corresponding meal. When the system receives the order, it can send the order directly to the relevant distribution department. At the same time, the order amount is directly linked to the guest's housing bill. In the process of choosing a hotel, use the high-speed developed Internet and mobile client to select the corresponding hotel, and check the room layout in the hotel through the Internet, as well as the price and location of the hotel, the usual service quality, etc., all of which can be done online Check, so that consumers have a general understanding of the hotel.

There are two main aspects of digital marketing's current impact on hotel operations. The first is to make sales managers face more challenges. The second digital marketing will bring more revenue to the hotel. Digital marketing is a standard for hotels to measure the marketing capabilities of enterprises. With the advent of the information society, digital information has been widely used in the society. In the course of the operation of enterprises, the proportion of the application of digital information has become more and more. Digital marketing is a means of propaganda for enterprises and a marketing strategy for hotels. And management income has a very large impact. Digital marketing must be carefully considered in the design process. To make digital marketing programs successful, it requires not only the publicity work of a certain department, but also the overall system and requirements of the enterprise, and not only the sales department. Relevant requirements also require other departments to work together to support and ensure that digital marketing can achieve specific performance in planning, operation and evaluation.^[2] Enterprises should strengthen the construction of their corporate team. The information team is a team that uses professional skills to conduct marketing, thereby creating a lower cost advantage and allowing enterprises to obtain more economic benefits in the context of the current environment. Digital marketing also brings more considerable benefits to the hotel. It is mainly due to the rapid development and convenience of the Internet. Customers can propose personalized services that match their personal preferences and consumption characteristics on the Internet, thereby increasing customer loyalty. So that the frequency of customer consumption has increased, and it will also increase the efficiency of the enterprise. Digital marketing methods can also draw on celebrity effects for publicity, comprehensively analyze the psychology and consumption habits of most consumers, and conduct corresponding publicity through relevant media, so that the hotel brand has a good image.

4. The countermeasures of digital marketing for modern hotels

The response strategy of digital marketing to modern hotels requires a professional team first. Only a professional team can use professional skills to make the hotel play its best advantage in online marketing. Hotel management should pay more attention to the introduction and training of network talents, and for marketers, they should strengthen their awareness of network marketing

and train and train network talents. The hotel marketing and sales department should set up a network marketing team to keep up with the times, select the functions of network marketing, and appropriately introduce relevant talents to make the hotel network marketing team more professional. In the process of online marketing, the hotel should further improve the official website of the hotel, so that customers can find the location of the hotel and the hotel's characteristic services through a simple search, so that the hotel has a full competitive advantage in the promotion process. The hotel's official website must shape the brand effect and the transmission of information.^[3] The network marketing team should redesign the official website, expand the marketing function of the official website and strengthen the release of hotel information on the official website, so that customers can understand the hotel's real-time information at the first time and review relevant content. It needs to be updated, some outdated news needs to be removed, etc., so that customers can fully understand the hotel's services through the hotel's news, so that customers can have a comprehensive understanding of the various services they enjoy after staying in the hotel. When the hotel adopts marketing methods. Most hotels will passively accept guests instead of taking active marketing. When hotels use internet marketing, they should take the initiative to communicate with guests, so that guests can have more loyalty and hotels take more initiative. To develop the hotel's marketing strategy, when communicating with customers, we must use more communication tools such as WeChat QQ search engine, etc., these will become a new method of hotel marketing, so that the hotel has more advantages in the market competition.

5. Conclusion

There are two aspects to the impact of digital marketing on modern hotels. One is that digital marketing can pose more challenges to hotels and at the same time bring more sales revenue to the hotel. In terms of coping strategies, hotel digital marketing should form a professional team. Only the team can gain a firm foothold in the fierce market competition and use the advantages of the network marketing professional team to achieve the purpose of hotel marketing. At the same time, it is necessary to further improve the information on the hotel's official website, so that customers can understand the relevant information of the hotel in the first time, so as to meet individual needs, and have a general understanding of the management of the hotel. The hotel adopts a proactive approach for hotel marketing, and timely uses communication tools such as WeChat QQ and other platforms to communicate with customers. To improve the hotel's network marketing, the hotel's senior management must have a certain advanced concept, attract enough attention, and cultivate professional talents to create better services for customers, so as to win customers' affirmation. Digital marketing is not a panacea. It requires joint management of all aspects in order to make the marketing plan bring better benefits to the hotel.

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