

A Strategy of Using Facebook for Digital Advertising in All of the Hotels across India

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Abstract:Indian hotels need to focus on global marketing as they mainly fly for leisure. In the global hospitality e-marketing industry, Facebook has a big market. Research in six hotels in India has shown the entire life of Facebook and how eMarketing functions on the site. The research has shown. Variable results have been created by different ways of using Facebook's features. Although hotels could advertise their neighbours on Facebook, their scale was very small. Language is hard to use as a medium of contact with non-native English speakers in this area because it cannot take root. They enhanced international hotel e-booking efforts by selecting language support available on Facebook for English and other languages.

Keywords:e-Marketing, International e-Marketing, Viral marketing, Social networking, Facebook marketing, Indian hotel.

Introduction:

Social networking is a medium that enables companies to enter the market, learn about customer preferences, and connect in a way that can translate into market share and income. In July 2009 Facebook became the largest social networking platform with 350 million active users, and in 2010. This is an incredible 42.86% rise for consumers, which accounts for 7.35% of the world population in 2010. In 2010 there are more Facebook users than the 310.2 million US population predicted. For businesses, there are two consequences. Facebook is a place where a huge customer pool is gathered. It is also a mine of customer knowledge and a way to disseminate information to increase market presence [8].

Most people see social media as an easy forum available to share your social networking websites, regular updates and images like Facebook and Twitter. From an informed perspective, social media proved itself to be a low-cost forum for all to learn, educate, share, create, sell, advertise, and improvise on the key idea circulating, whether customers, companies, organisations, governments, etc other agency [1]. Social Media Marketing (SMM) has recently become a favourite marketing medium for technology strategists over traditional marketing out of social media [4]. This kind of marketing is based on the electronic word of the mouth. Weinberg (2009) defines SMM as an integrative mechanism designed to promote products and services through social media channels, which can reach a wider base of consumers compared to conventional forms of marketing [10].

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However, this should not be said to guarantee total marketing success using Facebook. Similar to the other online resources, a strategic perspective is important to achieve the desired results. Results are achieved by planning, energy, skills, monitoring and assessment. Real expectations of the marketing results of Facebook are significant because the results depend on how much businesses use the website as a marketing tool [5].

Literature review:

e-Marketing uses the Web to generate sales in a narrow definition. To this extent, eMarketing constitutes ads and online sales [11]. In a broader definition eMarketing provides a strategic mechanism for creating on-line connections and use of online resources to help customers develop an engaging experience, influence buying behaviour and impact the voluntary exchange of experiences by satisfied consumers. Efficient e-marketing, with the positive perception of the company and its brands, goods and services that arise from reactivity to consumption, is the basis for effective communications [2][7]. Providing successful online mechanisms for customer interaction strengthens positive experience to boost interest for the enterprise and its goods or services for more sales.

International eMarketing in hotels is of great importance since it guarantees sales by communication and engagement with customers worldwide [3]. The European Travel Commission (2010) reports on recent developments in tourism and hospitality highlight the urgency of hotel eMarketing engagement. The study shows that 64 percent of travellers are on the Internet for recreational purposes and 65 percent of travellers, including airline reservations and hotel bookings, for business reasons. The study also indicates that online expenditure in the United States and the United Kingdom rises, while China, India and Brazil are developing online travel markets. TripAdvisor has increased its members to 20 million, while other travel advice websites are also common according to the same study. It provides a wide range of information for travellers. In order to ensure the hotel's market share in the online travel market, online presence is important. Hotels may improve their presence through online reservation alliances, travel pages, operative websites, online publicity and the involvement of frequent travellers in social networking websites.

Facebook can be used by hotels by choosing proper functions, or by combining both functions. Facebook offers eMarketing features. Table 1 contains descriptions of these functions.

Global eMarketing patterns suggest fractured hotel acceptance [5]. Internet exposure is an important factor for eMarketing, with more hotels in countries with higher internet saturation using eMarketing. Hotels also play a crucial role in evaluating IT potential and investments in innovation [6].

This social networking site offers marketing for Facebook marketing. By number of users as well as access or usage rate, Facebook has been the top social networking website [11]. One reason of Facebook's leading role is its numerous applications and creative social media acceptance [4]. From application developers to marketers to business and personal users, Facebook accommodates a broad range of users the variety makes it possible for hotels to find and construct a network. The opportunities provided by Facebook are timely for hotels, since social networking sites are not permanent and fast growth can change social networking. Hotels should use Facebook as it approaches or as it peaks. These include: (1) viral marketing, (2) business growth or leadership development, (3) outbound contact, (4) complaint management, (5) positive reviews, (6) fan club connection, and (7) testimonials of recommendation.

Facebook features fall under the primary functionality and support technology and use. The key features provide business enterprises with the main eMarketing and viral marketing functions. They also provide ways for hotels to use Facebook to identify and

understand the needs of their target market, link and create a network within the target market, to exchange hotel information including services, to communicate the marketing message and influence network users to spread the message. The support features and use of hotel managers and employees or the help facilitate Facebook use by asking a speaker to train the Facebook primary features. The features include the customisation of language options, the selection of the network parameter and mobile connectivity.

In order to use Facebook efficiently, business enterprises have to take a systematic approach to consider the different characteristics, choose the choices that fulfil their eMarketing and viral marketing objectives. The use of Facebook by hotels as an electronic marketing or virus marketing means that such marketing goals are achieved.

Methodology:

The study focused on: (1) how hotels communicated and disseminated Facebook offers to influence sales; (2) how the hotels were able to communicate and distribute marketing offers on Facebook; (3) how interim variables explain the success of international eMarketing; and (4) how hotels can extend their international Facebook service. The approach used in the inquiry is the exploratory case study. The use of the exploratory case study approach allowed the collection of information on hotels in Indian to encourage trends on the use of Facebook and inform the effects, in the connection of Facebook use to communication and networking that leads to potential sales, of factors such as language and marketing message [9]. Insight from Facebook observation and study and literature review backed suggestions on how Indian hotels should expand the use of Facebook for Foreign eMarketing.

Table 1: Facebook functionality for eMarketing and viral marketing.

Facebook features	E-marketing and accessibility of viral marketing
Profile	Create Facebook presence; exchange information on organisation, product and services; transmit and share marketing messages; distinguish business; reinforce brands using profile logo; establish network links.
Fan page	Details on sharing business, goods or services, message marketing and sharing, network extension, notifications of feedback.
Group	Message to communicate and exchange marketing; engage in conversations about shared interests; recognise and associate niche audiences that share particular interests.
Event	Communicate and exchange marketing messages; impact sponsored or promotional activities and promote community engagement and sharing.
Advertisement	Access a broader pool of Facebook users; connect to networks through links and 'like' options by clicking on any friend's profile.
Marketplace	Make your directory or yellow pages present and available, which are segmented by industry or business field.
Beacons and Polls	Follow page behaviour, network growth, and updates on feedback.
Applications	Promote and facilitate interactive collaboration and marketing message sharing.

Statistics	Learn about usage, site operation, global scope and networking patterns.
Speaker requests	Ask lecturers to discuss Facebook and its marketing features at seminars or meetings in companies or organisations.
Help centre	Get help to understand and use Facebook and troubleshooting features.
Primary language options	Support communication through popular language and cultural characteristics to the target market.
Mobile connectivity	Enable networking and mobile internet alerts on Facebook.

The research focuses on 'what' and 'how' questions, and is qualitative. The method of data collection is followed in the application of the qualitative approach by a number of criteria or elements to help data collection from hotels in Taiwan on Facebook trends. The requirements for observation are: (1) Facebook presence, (2) selected features, (3) quality and content volume, (4) aesthetic and visual quality, (5) network coverage and reach, (6) the quality of interaction, and (7) the language use. The findings were made in November 2010 from the first week of the hotel's Facebook pages and last week's observations. Facebook observation by hotels in India based on foreign visitors' big 6-diamond hotel chains. ITC Hotels, Trident Hotel, Oberoi Hotel, Taj Hotel, The Lalit Hotel and The Leela were among the hotels observed. Observation data showed Facebook trends and clarified the role of factors, particularly language, in Facebook's relationship to success in making offers and networking reflecting potential sales by international travellers.

Results:

Background of Indian hotels:

All six Indian hotels served business travellers both locally and internationally. In terms of the number of rooms available, the size of the six Indian hotels varies, as shown in table 2. Of the six Hotels, 560 are the largest Taj Hotel Mumbai hotels in the world. There are also other hotels with whole buildings but fewer floors. A total of 2514 rooms are provided by the six hotels. The hotel utilisation rate depends on the season and on external factors such as the government's tourism promotion. On the average, however, the international catering rate of hotels in India is 66.7 percent. Based on this average usage rate, hotels have less than three-quarters to accommodate international recreational travellers, this number of rooms is a capacity for hotels to accommodate an increment. Hotels can concentrate on their international leisure travel marketing strategies summarised in Table-3.

Table-2: Indian hotel profile.

Indian hotels	Total number of rooms
The Leela Hotel Mumbai	391
The Lalit Great Eastern Kolkata	215
ITC Royal Bengal Kolkata	456
Oberoi Hotel Mumbai	337
Taj Hotel Mumbai	560
Hotel Trident Narima Point Mumbai	555
Total	2514

Pattern of Facebook use by Indian hotels:

Facebook is a frequently used hotel online tool. The Facebook trends of the six Indian hotels are summarised in a variety of fields. In addition, hotels share Facebook functions with the accessibility to search and number of posts in English language accounts.

The Taj hotel in Mumbai used Facebook as early as in June 2008 to establish a Facebook account. ITC was the latecomer in Facebook with Royal Bengal Kolkata just on 17 Apr 2019. During the time hotels started their Facebook pages, this social networking site in India became increasingly famous. The hotels, however, do not seem to have a strong Facebook strategy. The adoption of Facebook differs amongst hotel branches. The use of Facebook appears to be a separate move by hotel industries and not an eMarketing plan throughout the whole hotel.

A hotel search with information on Facebook accounts (English). This means that hotels in Facebook accounts were not searchable in primary language using Chinese or other non-English words. A separate part displays search results from the Microsoft search engine linked to individual hotel websites or other hospitality companies websites. The problem is that without a Facebook page, overseas Facebook users can't link to the hotels. Language is the way to communicate with international travellers; English is the internationally recognised language to reconcile language difficulties. Not searchable on Facebook account in non-English prevents usage of Facebook for eMarketing internationally. Making sure international travellers locate their Facebook accounts is an area to boost connectivity to clients around the world.

Table-3: Indian hotels use Facebook.

Indian Hotels	The Leela Mumbai	The Lalit Great Eastern Kolkata	ITC Royal Bengal Kolkata	Oberoi Hotel Mumbai	Taj Hotel Mumbai	Hotel Trident Narima Point Mumbai
Facebook account creation	12 Jan 2017	13 Feb 2014	17 Apr 2019	17 Nov 2009	5 Jun 2008	16 Jun 2009
Features used	Page of fans, information on accounts, activities, events and surveys, hotel facade as profile picture	Page of fans, information on accounts, activities, events and surveys, hotel facade as profile picture	Page of fans, information on accounts, activities, events and surveys, hotel facade as profile picture	Page of fans, information on accounts, activities, events and surveys, hotel facade as profile picture	Page of fans, information on accounts, activities, events and surveys, hotel facade as profile picture	Page of fans, information on accounts, activities, events and surveys, hotel facade as profile picture

Outbound content	Place of business, contact number, website link, company summary, mission and product information, parking options.	Place of business, contact number, website link, company summary, parking option.	Place of business, contact number, website link, company summary, mission and product information, parking options.	Place of business, contact number, website link, company summary, mission and product information, direction, parking options.	Place of business, contact number, website link, company summary, mission and product information, parking options.	Place of business, contact number, website link, company summary, mission and product information, direction, parking options.
Inbound content	Wall articles, commentaries, pictures and notes, videos.	Wall articles, commentaries, pictures and notes, videos.	Wall articles, commentaries, pictures and notes, videos.	Wall articles, commentaries, pictures and notes, videos.	Wall articles, commentaries, pictures and notes, videos.	Wall articles, commentaries, pictures and notes, videos.
Frequency of posts/month	More than 15 posts	More than 10 posts	More than 15 posts	More than 17 posts	More than 20 posts	More than 18 posts
Language use	English and Hindi	English and Hindi	English and Hindi	English and Hindi	English and Hindi	English and Hindi
Interaction	In English, short interactions between fans and hotels as well as fans.	In English, short interactions between fans and hotels as well as fans.	In English, short interactions between fans and hotels as well as fans.	In English, short interactions between fans and hotels as well as fans.	In English, short interactions between fans and hotels as well as fans.	In English, short interactions between fans and hotels as well as fans.

Language use in Facebook and international eMarketing outcomes:

Facebook uses eMarketing internationally, by allowing companies to acquire market data and exchange deals with domestic and foreign clients, to communicate, connect and to network.

More people are looking at the deal to boost the number of future sales across a broader network. More complex engagement also supports the possibility of viral marketing message spread through input from the customers and reports to the sender's social network and hotel Facebook fans. English is the international language which best serves as a marketing communication linguistic bridge. It will probably contribute to a larger international network that will increase potential customers using English to connect and interact with international customers.

An analysis of the international eMarketing results observed by the six hotels for Facebook use shows that communications of the hotels' eMarketing to tourists outside India who don't speak Hindi is hampered only in English. Given the scale and scope of the Facebook pages of the Indian hotels, some hotels have larger networks but even hotels with larger networks still have market access for customers who speak English in Indian and abroad. An international network of English-speaking individuals outside India was developed by hotels. That reflects the degree to which the hotels expect future sales on Facebook from the global market. A global network of non-speakers was developed by hotels. This is the market which is accessible through Facebook. This has shown that using Taiwan hotels' English on Facebook will increase the size of the net and wider network to boost potential clients and the sales of eMarketing results internationally.

Conclusion:

Indian hotels used eMarketing on Facebook. These organisations have been active in setting up a national network, but they have been incredibly successful in the international network. The hotels have gained an average of one third of the fans from English-speaker Facebook users outside India. In order to optimise Facebook as an eMarketing tool for foreign travellers, hotels in Indian should concentrate on two fields.

In transmitting a foreign eMarketing message, language use is the most critical factor. Facebook offered language options to enable non-English speakers to participate in social networking. The local dialect is chosen as a domestic marketing method. The six Indian hotels, however, are international hotels that would be attractive to international tourists, notably with the government's drive to introduce foreign travellers to India. Users who speak Hindi and don't speak Hindi can find and communicate with Indian hotels through the use of English as their main language in Facebook, the use of both Hindi and English in the Facebook page material, a separate but parallel Facebook account which uses English as its primary language or translation programmes on the fan page. Facebook can also be optimised as an eMarketing method by considering language choices in hotels from non-English speaking nations.

In addition to language, Indian hotels can attract users' interests and translate them into potential markets through the fan page focused on content and engagement. Indian hotel accounts do not always produce answers as an indicator of interest. A range, in a variety of formats, such as questions, daring, challenges or promotions, posts about sports, activities and promotions hosted by casino hotels in the United States produce a lot of consumers' input. Many people like to visit the hotel and many commentaries share their enthusiasm or happiness after visiting the hotel. These fan sites can communicate eMarketing messages and viral reviews through Facebook's social network through appropriate interactive content that enhance the purchasing behaviour. These pages can also communicate eMarketing. Hotels in India and other countries will influence the behaviour of foreign customers by linguistically making their wall posts more suited to marketing messages and more interactive in viral communication.

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