

**Aldoshyna Mariia**

*PhD in Economics, Associate Professor,  
Associate Professor of the Tourism Department  
Simon Kuznets Kharkiv National University of Economics  
ORCID: 0000-0001-8838-9265*

**Kozubova Nataliia**

*PhD in Economics, Associate Professor,  
Associate Professor of the Tourism Department  
Simon Kuznets Kharkiv National University of Economics  
ORCID: 0000-0002-3360-173X*

## **INTERNET MARKETING TOOLS IN THE SYSTEM OF A HOTEL ENTERPRISE PROMOTION**

**Summary.** *In recent years of economic, political and social changes in the world, it has become clear that the existence of any business without a presence in the online space reduces the effectiveness of its activities several times. Consumers search for information about hotel services mainly through online resources. Obtaining competitive advantages and stable positioning on the market is possible only through the systematic use of Internet marketing tools. The article defines a list of the main tools of Internet marketing for hotel enterprises, the peculiarities of their use are considered: search engine optimization, complex development of the website and its promotion, positioning in social networks, content marketing, web analytics. The importance of the analytical tools use for evaluating the effectiveness of the different marketing activities application in the promotion system is substantiated. Offered internet marketing tools that should be tracked with post click and view analysis. The*

*system of Internet marketing performance indicators is considered in the form of a sales funnel, which covers four stages of work with the target audience: attracting the audience to third-party advertising platforms; involving them in working with the company's website; converting visitors into buyers; retention to increase repeat sales. All indicators are presented in the form of quantitative, qualitative and estimated economic indicators. It is noted that the adjustment of the online promotion program and its tools should be carried out based on the analysis of statistical data of their effectiveness use. It is worth monitoring the dynamics of both statistical indicators that are automatically calculated by web analytics systems and economic indicators that allow you to evaluate the effectiveness of advertising costs and the conversion of your visitors. Therefore, the construction of an organic and effective system of a hotel enterprise promotion is possible under the condition of comprehensive and systematic use of Internet marketing tools.*

**Key words:** *Internet marketing, hotel enterprises, website, online promotion, search engine optimization, performance indicators.*

**Statement of the problem.** Nowadays, when almost all the markets are occupied and there are leaders in each of them, it is very difficult to get into one of them and take your place. Much depends on the right pricing policy and the level of motivation of employees. There has also been a plan that any hotel should follow in order to reach the heights in promoting its services. The ability to use Internet marketing tools for hotel business helps to keep abreast of changes in the market and preferences of customers and react in time to even the slightest changes. Competent marketing activity has a significant impact on development of the resort from the moment of making a decision on its foundation: analysis of demand estimation allows to determine location, weaknesses and disadvantages, the most interesting additional services in the area, price policy, target audience and other important factors of the hotel

enterprise development. The basis for the effective use of marketing tools are analytical systems that make it possible to exercise control over the budget spent and actual results

**Overview of recent research and publications.** The analysis of the essence, application features and determination the role of Internet marketing in the activities of hotel business is discussed in the works of such foreign and domestic researchers as: M. Artiukhov, Braian Khallyhan, Dkharmesh Shakh, M. I. Danylenko, V. D. Kucherenko, N. B. Tkachenko, I. L. Lytovchenko, V. P. Pylypchuk, S. V. Melnychenko, A.V. Mahaletskyĭ [1-6]. Now there is more and more interest in the works devoted to the use of analytical tools, search engine optimization and positioning of Internet promotion.

**Formulation of the purpose.** The research aims to substantiate the essence of the internet-marketing management system in the hospitality industry; offer a set of practical internet-marketing tools to improve the effectiveness of modern hotel enterprises marketing activities; systematize indicators of Internet marketing effectiveness.

**Research results.** Internet marketing, it is also called online marketing, is an integral part of e-commerce. It can include components such as: internet integration, information data management, PR, customer service, and sales. The online marketing and advertising sector is also growing in the consumer market segment, indicating the emergence of an increasing number of online stores and the B2B marketplace. The key advantages of internet marketing are the interactivity and likelihood of the most accurate rankings, and the likelihood of analysis after clicks that result in the maximum increase of such.

Internet marketing first and foremost gives the customer information about the product. Any potential customer can, through the internet, get information about the hotel services and then buy it. Although, if there is no information about the product or he will not find it, he will most likely choose to buy the product from a competitor.

Presently any promotion tools can be effective or ineffective, but the first option is possible only if the company has a comprehensive approach to promoting its services on the Internet. To do this, you need to be able to maximize the use of available resources. In the process of promoting the website of their enterprise, hotels most actively use these tools in this percentage:

1. SEO (from search engine optimization) – 75%;
2. contextual advertising – 52%;
3. Google places - special services of search engines – 18%;
4. SMM (social media marketing) - promotion in social networks – 35%;
5. thematic mailing lists or email marketing – 13%;
6. thematic platforms - thematic blogs, forums, etc. – 7%

Search engine optimization and contextual advertising are the most effective if you have a website, and require financial investments. The rest of the resources can be used already as a supplement.

In order to correctly distribute financial investments in traffic it is necessary to use analytical analysis, which also allows you to learn about the effectiveness of a particular method of transferring traffic. Next, let's move on to description of the detailed breakdown of the fact, what role plays each of the previously listed methods.

1. Promotion in search engines. According to statistics, about 450 million people enter search engines, and about 11 million queries per year in the internal systems. Through a search engine, up to 90% of people come to sites with services that interest them. But 70% of users ignore the final ads and prefer to use only organic links. Today's online stores get about 40% of their customers from search engines. Similarly, 46% of users find out about new projects on the Internet just from search engine results. This confirms the importance of SEO macrating tool for the flow of customers from the Internet, which subsequently become real customers of the hotel.

2. According to research NPD Group and Google search engines bring to the site about 55% of customers. At the same time conversion of visitors to order the services of the Internet project is 15 times higher than any other source of traffic, and the coefficient of the entire site is 7-8 times. Based on this, search engine promotion among other methods of Internet marketing gives the highest rate of return on investment (ROI) - 42% of cases (this is while, for example, banner advertising gives the highest ROI only 4% of cases).

When promoting in search engines is important to correctly assess their financial capabilities and the result obtained from it. You should take into account the Compaq research which shows that 68 % of users look only the first page of search engines, and only 7 % of visitors go further than the third page [9].

The goal of SEO-optimization when launching a hotel website is to bring it to the first or maximum position in search engines. But to achieve this result, the content, design and layout of the site must meet Google's requirements for Internet projects. According to the search engine, a quality hotel internet project should be:

- original unique, structured, concise, truthful, contained in any content - texts, photos, videos;
- thoughtful design that corresponds to the theme of the sites;
- user-friendly navigation that allows you to effectively search for data and quickly navigate to the desired area;
- developed structure, which must necessarily include the following sections: Contact information, About the hotel, Special offers, Promotions.

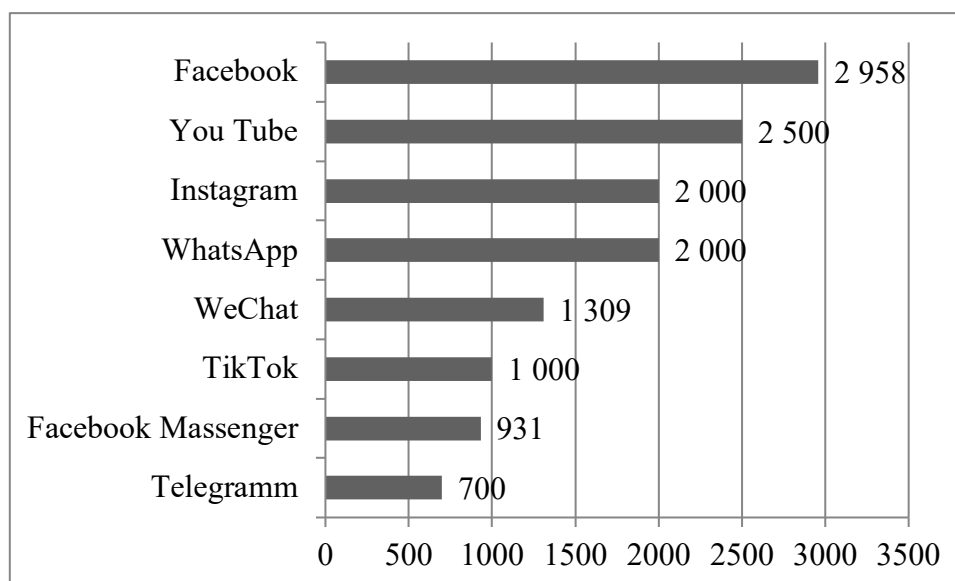
Competition and a large number of requirements of search engines requires sufficient financial costs and time to remain the project in the top-10 on a regular basis.

But the first positions in a search engine are not yet a guarantee of success. After all, customers will have a choice of another nine fields. Consumer

sub-options play a big role here, and for the most part, they are similar for the majority. The user proceeds from search to choose the hotel that best satisfies and meets his needs at the moment. Most hotels have different costs, as well as customers have different financial capabilities, and therefore it is necessary to provide a list of services, basic information, contacts, special offers, and all the things that, according to the head would interest the future client and inclined to choose their hotel.

3. Referring to statistics, the contextual ads are clicked on from 3 to 40 people, and banner ads least 0.3% of people. Contextual advertising provides a high percentage of conversion from users to customers. It is used as the main method of promotion of the site, services provided, as well as search engine optimization. These two methods complement each other. The advantage of contextual advertising is that the advertiser pays only for the results, not for the planned. The effectiveness of contextual advertising depends on several factors, including: relevance to the chosen keyword; conformity of the text of the ads to the keywords; regular updating of ads.

4. SMM. Today, social networks are actively used in the exchange of information to promote the market of hotel services. Social networks are sources of information where you can create a unique atmosphere of trust between the seller and consumer and directly influence your target audience. Social networks is an ideal place for popularization of the hotel and separate services, for increasing the number of subscriptions, for a variety of surveys to improve the quality of services. Statistics of the SMM promotion leaders in the world presented at the figer 1 [8].



**Fig 1. Most popular social networks worldwide as of January 2023, ranked by number of monthly active users (in millions) [8]**

5. Thematic forums and blogs. Long-term and communication with regular customers will help to promote a specific target audience. The main task of a specialist using thematic forums or blogs is to establish contact with clients and provide them with useful advice instead of advertising information: publish information about hotels that meet the needs of the forum audience; use for the message relevant and reasoned information, positioning it as advice and help; do not use direct advertising.

Forums and blogs are cheap ways to reach your target audience. But for it to be effective, you have to learn how to build friendly relations with forum visitors. The information content should be so interesting that visitors share the link with their friends on social networks or send it through other communication channels. Thus, you can attract more customers to the hotel website while spending almost nothing, generating a natural appearance of your site in the search engines.

6. Email-marketing. This is a transfer of emails with advertising, do not confuse it with SPAM, although the essence of these methods is similar, but still

dispatches that the hotel sends out only by consent and you can refuse them at any time.

For the influx of the target audience site email marketing should increase the interest of future customers, carry an informative content in their messages. Owners of modern hotels may not be limited to these methods, but when choosing a tool for internet marketing need to be able to intelligently evaluate the impact and in aggregate with what this method will work best to achieve maximum results in promotion.

Almost any source of target audience engagement can be important and effective. You can use them all. However, it is important to analyze the effectiveness of your complex, so as not to spend money thoughtlessly. Analyzing the results, you can see what visitors each of the sources "brings" and the percentage of conversion from visitor to buyer from any of the sources. Only if you analyze the results you can conclude how effective tool and allocate your budget wisely.

Special search services - Google Analytics, Technology Webvisor allow you to analyze the behavior of the user on the site, to see which parts of the Internet project visitors are most interested in and which have the highest percentage of abandoned visits [7].

For example, for a hotel, the main traffic comes from the following sections of the site: the main page, rooms pages, restaurant pages, contacts and prices. These sections require careful analysis and elaboration so that the visitor, having come from the search engine, stops at the choice of a particular hotel and immediately makes an order. It also allows you to see the average number of bounces on the site and on each page. This will help to understand which pages are of interest to the user and require some changes to the structure, design, color scheme, and content.

In the modern scientific literature there are often statements that no unified methodology for assessing the success of marketing activities has been



developed. The main problem is the difficulty of stratification of certain results of marketing investments. It is especially difficult to assess the impact of marketing on customer loyalty and the value of company brands.

Stages of evaluating the effectiveness of an organization's online promotion activities:

- choosing technology to track interactions with advertising;
- installing a web analytics system on the site;
- setting web analytics goals;
- accumulation of data on marketing activity;
- summarizing quantitative and qualitative indicators of the Internet marketing effectiveness;
- analysis of the sensitivity of regulatory indicators to changes in various factors;
- conclusions about the effectiveness and necessity of optimization of Internet marketing tools [7].

By far the most common approach to evaluating Internet marketing effectiveness is post-click analysis. Its popularity is due to its relatively low labor costs and the spread of free web analytics systems.

In addition to web analytics, tags are an important tool of Internet statistics. Tag is an additional parameter added to the link on the site, and allows you to track transitions on a particular page. In particular, you can track with tags:

- effectiveness of contextual advertising campaigns;
- the effectiveness of banners placed on different sites;
- conversions from downloaded documents (price lists, brochures, catalogs);
- conversions from e-mail messages, etc.

Without the use of tags, web analytics systems will be able to gather only general information about visitors to the site - the number of visits to each page

without segmentation by traffic source and specific advertising campaigns, which will judge only the overall effectiveness of marketing on the Internet.

The Internet marketing tools that should be tracked by postclick and postview analysis are presented in Table 1.

*Table 1*

**Internet marketing tools by type of analysis**

Postclick analysis	Postview-analysis
Contextual advertising	Media advertising
Search and return retargeting	Maintenance of communities in social networks and blogs
Search optimization	Reputation monitoring
Affiliate Program	Article promotion
Selling email marketing	Informational email marketing

*Source:* compiled by the author

In Ukraine the most popular systems for evaluation of the effectiveness of advertising campaigns on the basis of postclick-analysis are Google Analytics (installed at 45.11% of all sites that use any system of traffic accounting). The holistic analysis is performed with the help of researchers-auditors, working at the Ukrainian Internet advertising market: Gemius Ukraine, TNS CMeter, InMind AdOpinion, etc. Also holistic analysis of media advertising assessment are engaged in large advertising agencies such as Newage.

The system of Internet marketing performance indicators can be represented as a sales funnel that covers four stages of working with the target audience: attracting the audience to third-party advertising platforms; involving them in working with the company's website; converting visitors into buyers; and retention to increase repeat sales. All indicators are presented in the form of quantitative, qualitative and calculated economic indicators (Table 2).

Table 2

**The system of Internet marketing performance indicators**

Attracting	Involvement	Conversion	Withholding
Indicators for assessing the number of target actions	Indicators for assessing the number of target actions	Indicators for assessing the number of target actions	Indicators for assessing the number of target actions
Coverage Number of shows	Page views Number of visitors	Achieving the goal	Number of repeated of targeted actions
Indicators for assessing the quality of targeted actions	Indicators for assessing the quality of targeted actions	Indicators for assessing the quality of targeted actions	Indicators for assessing the quality of targeted actions
CTR (click-through-rate)	Depth of Viewing Bounce rate	Conversion	Customer outflow
Calculated economic indicators	Calculated economic indicators	Calculated economic indicators	Calculated economic indicators
CPM (cost per mille) CPC (cost per click)	CPV (cost per visitor)	The cost of achieving the goal ROMI, IRR, NPV, PI	CLTV (Customer Lifetime Value)

*Source:* compiled by the author

Each of the above indicators can be calculated automatically by the web analytics system. Calculated economic indicators ROMI, IRR, NPV, PI, DPP, CLTV require a special approach. In modern Ukrainian and foreign practice the most often used indicator for assessing the economic efficiency of marketing activities on the Internet is ROI (return on investment) and its adaptation for marketing evaluation ROMI (return on marketing investment).

**Conclusions.** The aim of internet marketing in hospitality industry is to influence the consumer informatively to promote and sell a hotel services, so the buyer has an interest and desire to book accomodation and use services that is promoted through advertising. Using Internet marketing tools, it is necessary to take into account its main features, such as: high interactivity, manifested in a simple and quick feedback from the audience; measurability of any user actions; the possibility of individualization of both advertising messages and products for individual segments of the Internet audience. The choice of a promotion activities should take place as part of the overall process of planning the company's marketing activity on the Internet, which consists of market analysis,

determining promotion goals, drawing up and implementing a promotion program, and monitoring the effectiveness of Internet marketing tools. Well-chosen promotion strategy, based on target audience segmentation, helps the organization to significantly save on achieving business goals with the help of Internet marketing.

### **Literature**

1. Артюхов М. Особливості використання Інтернету в системі маркетингу підприємства // Маркетинг в Україні. 2008. № 5. С. 47-53.
2. Даниленко М. І. Інтернет-маркетинг у готельному бізнесі: адаптація інструментів та їх впровадження // Економічний простір. 2016. № 112. С. 140-149.
3. Кучеренко В. Д. Маркетингова товарна політика : підручник. К. : КНТЕУ, 2005. 186 с.
4. Литовченко І. Л., Пилипчук В. П. Інтернет-маркетинг : навч. посібник. К. : Центр учбової літератури, 2008. 184 с.
5. Мельниченко С. В., Магалецький А. В. Маркетингова політика у готельному бізнесі : монографія. К. : КНТЕУ, 2012. 334 с.
6. Halligan B., Shah D. Inbound Marketing: Get Found Using Google, Social Media, and Blogs. Wiley ; 1st edition (October 19, 2009). 256 p.
7. Gandour A., Regolini A. Web site search engine optimization: a case study of Fragfornet. Library Hi Tech News. 2011. Vol. 28 No. 6 P. 6-13. doi: <https://doi.org/10.1108/07419051111173874>.
8. Most popular social networks worldwide. URL: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users>
9. Schwarzl S., Grabowska M. Online marketing strategies: the future is here // Journal of International Studies. 2015. Vol. 8. No 2. P. 187-196.

## References

1. Artiukhov M. Osoblyvosti vykorystannia Internetu v systemi marketynhu pidpriumstva // Marketynh v Ukraïni. 2008. № 5. S. 47-53.
2. Danylenko M. I. Internet-marketynh u hotelnomu biznesi: adaptatsiia instrumentiv ta ïkh vprovadzhennia // Ekonomichnyï prostir. 2016. № 112. S. 140-149.
3. Kucherenko V. D. Marketynhova tovarna polityka : pidruchnyk. K. : KNTEU, 2005. 186 s.
4. Lytovchenko I. L., Pylypchuk V. P. Internet-marketynh : navch. posibnyk. K. : Tsentr uchbovoi literatury, 2008. 184 s.
5. Melnychenko S. V., Mahaletskyï A. V. Marketynhova polityka u hotelnomu biznesi : monohrafiia. K. : KNTEU, 2012. 334 s.
6. Halligan B., Shah D. Inbound Marketing: Get Found Using Google, Social Media, and Blogs. Wiley ; 1st edition (October 19, 2009). 256 p.
7. Gandour A., Regolini A. Web site search engine optimization: a case study of Fragfornet. Library Hi Tech News. 2011. Vol. 28 No. 6 P. 6-13. doi: <https://doi.org/10.1108/07419051111173874>.
8. Most popular social networks worldwide. URL: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users>
9. Schwarzl S., Grabowska M. Online marketing strategies: the future is here // Journal of International Studies. 2015. Vol. 8. No 2. P. 187-196.