

AIM

The aim of this research is to provide resources to hotel marketers when they need to make decisions on which social media platform and what types of content would have the most marketing effectiveness.

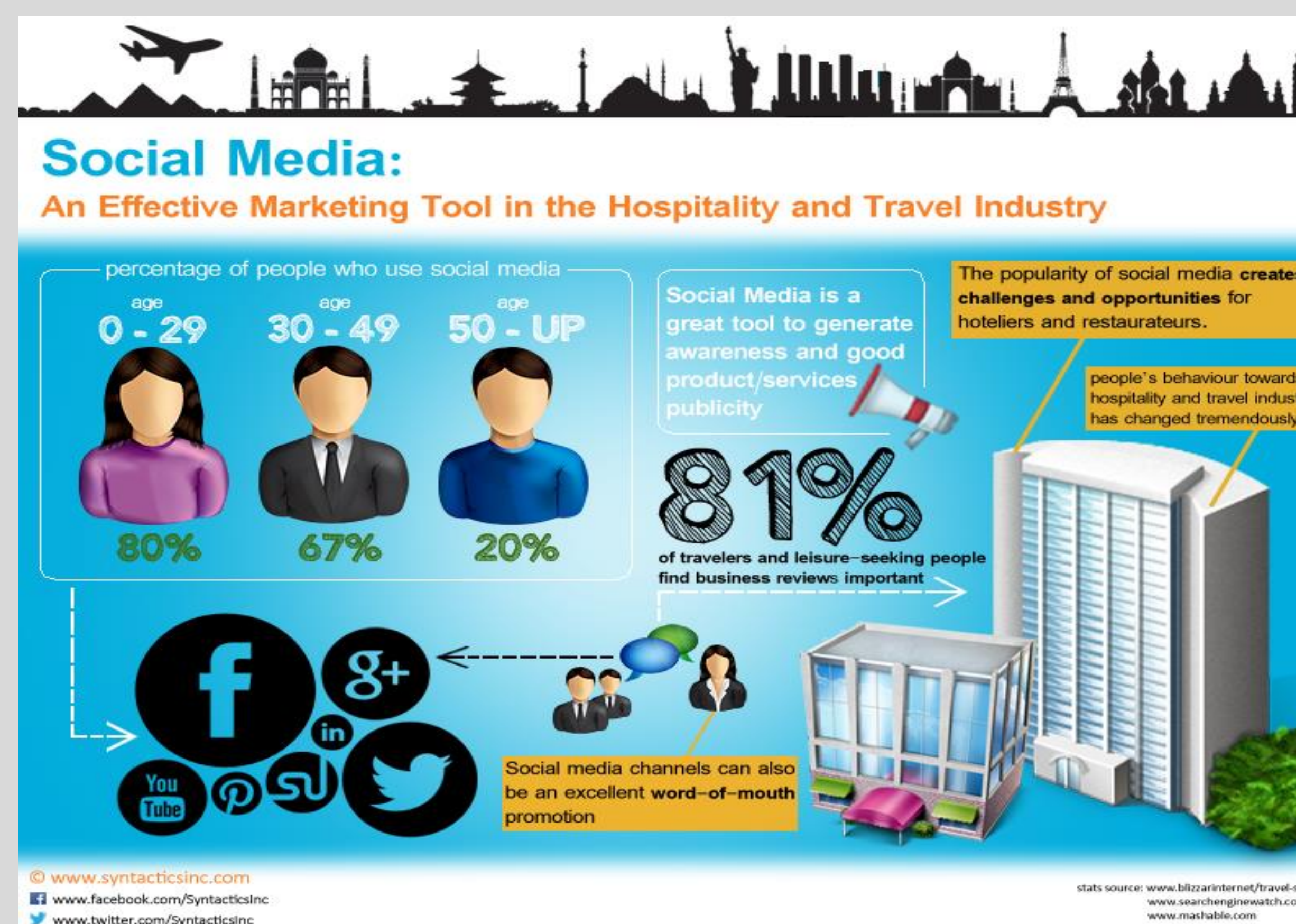
OBJECTIVES

1. Compare different theoretical models of social media marketing strategy
2. Select top hotel brands which actively use social media for marketing purposes and categorize content posted on different social media channels
3. Compare the marketing effectiveness of different types of content and provide best practice suggestions for social media marketing

LITERATURE REVIEW

As early as 2008, web 2.0 and social networking services were predicted to be an essential marketing tactic in the future (Cooke & Buckley, 2008). Therefore, The fast development of social media platforms and the increasing number of social media users create new marketing models for businesses (Husain, Ghufra, & Chaubey, 2016).

Social media marketing can bring many benefits to the general business operations (Ismail, 2017). The benefits concentrate on advertising, promotion, brand awareness, sales and public relationship (Whiting & Deshpande, 2016).



Gilfoil, Aukers, & Jobs (2015) states that it is difficult for businesses to measure the effectiveness of social media marketing and its return on investment (ROI). This is because the traditional marketing approaches of ROI measurement used in TV and paper advertising are not applicable to social media advertising (Gilfoil & Jobs, 2012).

METHODOLOGY

STAGE 1

- Theoretical Framework for the Research Design

STAGE 2

- Data Collection and Sampling

STAGE 3

- Survey Question Design

STAGE 4

- Data Analysis Method

