

Internship Report
On
Digital Marketing Process of Renaissance Dhaka
Gulshan Hotel

Prepared by

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Daffodil International University

Submission Date:

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LETTER OF TRANSMITTAL

Mr. Siddiquir Rahman
Assistant Professor & Head
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report - Process of Digital Marketing of Renaissance Dhaka Gulshan Hotel

Dear Sir,

I am submitting my internship report titled "Process of Digital Marketing of Renaissance Dhaka Gulshan Hotel" as required for completing my Bachelor's program. My internship, from 3rd July to 31st January, allowed me to actively contribute to the hotel's digital marketing efforts through Analysis, Idea Development and Photography.

This report details what I learned, focusing on developing and refining my skills in digital marketing. I believe the findings and recommendations provide valuable insights for both academics and the hospitality industry.

Thank you for facilitating this enriching experience. Please find my report attached. I trust this report fulfills the program requirements to your satisfaction.



Sincerely,

Neamul Ferdous Nasif

ID: 201-43-455

Program: Bachelor of Tourism and Hospitality Management

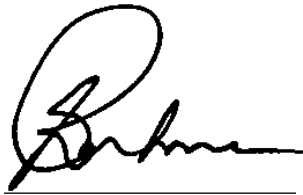
Daffodil International University

CERTIFICATE OF APPROVAL

This serves to confirm that Neamul Ferdous Nasif, with the identification number 201-43-455, has fulfilled the requirements of his internship at "Renaissance Dhaka Gulshan Hotel" in the capacity of a Trainee within the Sales and Marketing; Marketing Department. Under my guidance, he has effectively concluded his internship Report. Throughout the duration of my supervision, I observed him to be consistently punctual, diligent, and dedicated.

I hereby affirm that I have assessed this report personally, and in my opinion, it meets the necessary standards in terms of quality and comprehensiveness for the conferral of the tourism and Hospitality Management (BTHM) program.

I extend my best wishes to him for a future filled with success and prosperity.



Mr. Siddiqur Rahman
Assistant Professor & Head
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

DECLARATION

I am Neamul Ferdous Nasif, bearing ID No: 201-43-455 an understudy of Bachelor of Tourism and Hospitality Management (BTHM) program under the Tourism and Hospitality Management (THM) at DIU—Daffodil International University. This is to inform you that the report titled: Digital Marketing Process of Renaissance Dhaka Gulshan Hotel has just been set up for full satisfaction of my Practicum just as for the prerequisite of BTHM degree and not for some other reason.

This report contains the practicum works, which has been performed by me and this has not been submitted or replicated somewhere else for some other purposes. Henceforth, it is carefully precluded to duplicate, copy or uses this report without earlier consent.

Yours Sincerely,



Neamul Ferdous Nasif

ID No: 201-43-455

Program: Bachelor of Tourism and Hospitality Management.

Daffodil International University

ACKNOWLEDGMENT

The successful fulfillment of this report is the result of the commitment to the number of individuals. The author appreciates and expresses gratitude toward them with honor and respect.

It is a matter of importance that the author wants to thank and pass on the appreciation to the Almighty Allah.

Moreover, the author would like to express a sense of gratitude to his family, without whom the author would not be able to make significant progress. With their admirable support and confidence, to be here today. Apart from my family, there are individuals who have given encouragement to complete the temporary job report and here the author humbly recognizes them.

The author would also like to offer thanks and regards to Mr. Siddiquir Rahman Assistant Professor & Head, Department of Tourism and Hospitality Management, who has guided to set up the practicum protection report. This would not be possible to set up the report without his guidance.

The author wants to thank Mr. Walid Shamim, Director of Sales & Marketing; Mr. Mehran, Assistant Director of Marketing; Mr. M.A. Hannan Raju, Sr. Executive- Creative; Ms. Mehzabeen Mostafa, Sr. Executive- PR, Renaissance Dhaka Gulshan Hotel, for their intelligent advice, recommendations, and confidence throughout the entire internship program. The author is also grateful to the entire Sales & Marketing Team for their tremendous support and love. They have created such a wonderful environment.

EXECUTIVE SUMMARY

This internship report provides a detailed exploration of Renaissance Dhaka Gulshan Hotel's digital marketing initiatives, offering insights into the hotel's background, purpose, and the scope of work. The literature review establishes a foundation by discussing essential digital marketing concepts and their significance in the hotel industry.

The company background section gives a comprehensive overview of Renaissance Dhaka Gulshan Hotel, highlighting its luxurious accommodations, impeccable service, and world-class amenities, along with current marketing initiatives. The primary objective of the digital marketing efforts is outlined, focusing on specific goals like enhancing online visibility, driving direct bookings, engaging with the target audience on social media, and creating a positive online reputation.

The subsequent chapters meticulously unfold the digital marketing process, covering research and analysis, goal setting, strategy development, and an implementation plan. Each digital marketing strategy, from website and SEO optimization to social media presence and paid advertising, is explored in detail. The implementation phase sheds light on the tools, collaborations, and partnerships involved in executing the digital marketing strategies.

The report then delves into the results and evolutions of the campaign, measured through key performance indicators, website traffic, social media engagement, conversion rates, online reviews, and various metrics and analytics. Challenges encountered during the process are identified, ranging from competition and data interpretation to evolving digital landscapes.

The report concludes by summarizing key findings and achievements in the hotel's digital marketing journey, anticipating future implications, and outlining emerging digital marketing trends along with recommended adaptation strategies. The appendices include data visualizations, social media engagement metrics, and online review analyses, providing a comprehensive overview of the campaign's impact. In essence, this report encapsulates the dynamic and strategic approach adopted by Renaissance Dhaka Gulshan Hotel in navigating the digital landscape, offering insights and recommendations for future endeavors.

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CHAPTER- 01, INTRODUCTION

In the competitive landscape of the hospitality industry, adopting digital marketing strategies has become crucial to reach and engage with diverse audiences. This report highlights the unique digital marketing process of Renaissance Dhaka Gulshan Hotel and as an intern in the marketing department I got the privilege to be involved in digital marketing initiatives.

1.1 Background of the hotel: Renaissance Dhaka Gulshan Hotel is a distinctive premium segment of Marriott International and it holds a great competitive advantage with its geographical location as it stands on the business hub of the city, Gulshan Avenue. The hotel serves a harmonious blend of modern comforts and cultural richness in a most elegant manner. The hospitality industry is evolving and Renaissance Dhaka understands the role of digital marketing in enhancing brand visibility, customer engagement, and revenue generation.

1.2 Purpose: Primarily, the aim of this internship was to gain firsthand experience of digital marketing strategies aligned with hospitality industry in terms of crafting and implementation. During the span of internship, my goals were gaining an understanding of the target audience, helping to create an online presence, and to the development and execution of effective digital campaigns.

1.3 Scope of the study: Throughout my whole internship, I actively worked with the marketing team in the planning, execution and analysis of diverse digital initiatives. Social media management, content creation and online advertising are special mentions of my wide array of activities aimed at elevating the hotel's digital footprint.

1.4 Expectations and Learning Goals: I enrolled in this internship with the expectation of gaining knowledge and experience in the traditional and digital marketing operations of the hospitality sector. My learning goals were centered around gathering practical skills, understanding the Target Audience and their behavior in the online realm, and contributing meaningfully to the hotel's overall marketing objectives.

1.5 Objectives of the study:

- To analyze the digital marketing process of Renaissance Dhaka Gulshan Hotel.
- To identify the problems related to digital marketing process of Renaissance Dhaka Gulshan Hotel.
- To provide recommendations based on problems.

1.6 Methodology: This study uses a qualitative approach and descriptive in nature. It looks at the hotel's strategies in the competitive hospitality industry. The study involves observing and actively participating, taking into account the immersive internship experience in the hotel's marketing department. Secondary data for this study are gathered from social media, websites and Google.

1.7 Limitations of the study: The study's scope was limited to the information and activities accessible during the internship period, primarily within the marketing department of Renaissance Dhaka Gulshan Hotel.

CHAPTER- 02, COMPANY PROFILE

2.1 Introduction: Renaissance Dhaka Gulshan Hotel; A Symphony of Elegance, Modern Comfort, and Global Hospitality. Situated in the heart of Dhaka's upscale Gulshan neighborhood, the Renaissance Dhaka Gulshan Hotel, a distinguished member of Marriott International, seamlessly blends modern lifestyle with timeless opulence. Offering 211 thoughtfully designed rooms and suites, the hotel caters to diverse tastes, providing lavish accommodations with city views. Renowned for its exceptional service, a team of dedicated experts ensures each guest encounter is marked by professional attention and proactive care. The hotel takes pride in a spectrum of world-class amenities, including luxurious spa and wellness centres, fine dining restaurants, and flexible event facilities, creating an immersive experience. Inaugurated in 2019 as the debut of the Renaissance brand in Bangladesh, the hotel, managed by Premier Hotel Management Company Ltd, embodies a fusion of global excellence and local warmth. Embracing Bangladeshi culture through art, décor, and vibrant colour schemes, the Renaissance Dhaka Gulshan Hotel, according to Director Mr. Moin Iqbal, offers a perfect blend of style, innovation, and the renowned warmth of Marriott International's hospitality. Neeraj Govil, South Asia Senior Vice President at Marriott International, notes that the hotel caters to both corporate and leisure guests, with its distinctive styling philosophy marrying contemporary aesthetics with elements reinterpreting Bangladeshi culture, creating a unique ambiance that reflects a harmonious blend of local traditions and modern style.

2.2 Mission Statement: "To enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experience"

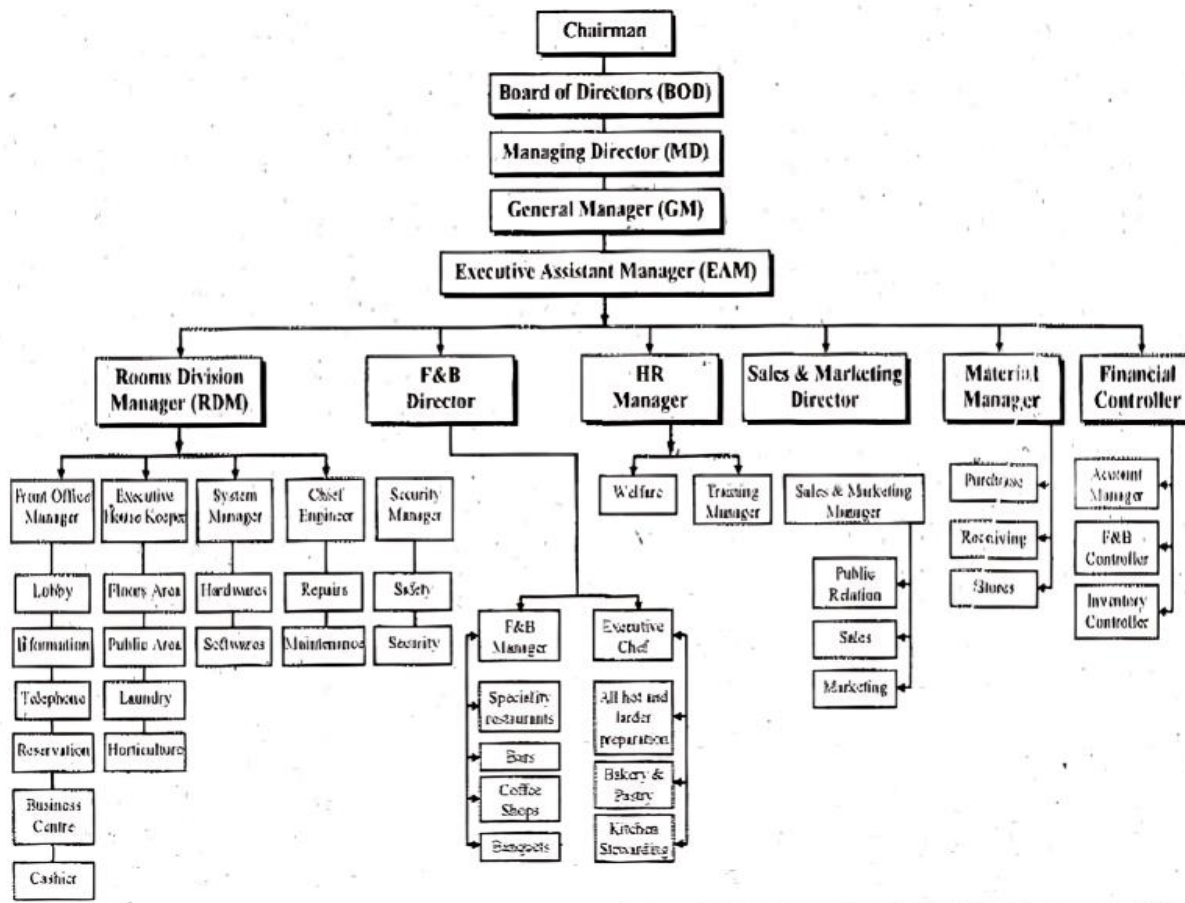
The mission of Hotel Renaissance is to enhance the lives of their customers by creating exceptional vacation and leisure experiences. They are dedicated to maintaining top-tier guest services to fulfill guest demands and expectations. The goal is to position Hotel Renaissance as a venue for meaningful encounters, successful business endeavors, enjoyable gatherings, and ceremonies infused with passion, respect, and integrity.

2.3 Vision Statement: "To be the World's Favorite Travel Company."

The founders believe in setting challenging yet achievable goals for the entire organization. Their vision is to provide excellent service, maintain a positive reputation with guests and partners, and contribute to the community. Marriott values eco-friendly practices, utilizing technology that aligns with nature and meets current societal needs. By blending tradition with modernity, the

company aims to stand out in a competitive market, offering diverse experiences to guests and partners.

2.4 Organizational Structure:



CHAPTER- 03, LITERATURE REVIEW

3.1 Digital marketing overview: Digital marketing has become a vital part of the modern marketing approach and completely changed the way companies interact with their target market. It involves using innovative technologies and online channels to build and maintain relationships with future consumers. Digital marketing is diverse and includes a range of methods, all aimed at increasing brand visibility and interaction.

3.2 Social Media Marketing: It is one of the key elements of digital marketing. Social media platforms like- Facebook, Instagram, Twitter, LinkedIn and others offer dynamic spaces where brands can communicate with their target audience through community building, real-time conversations and engaging content.

3.3 Email marketing: Because of the direct and personalized interaction channel, email marketing is still an integral element of digital marketing. Businesses can attract certain demographics by using customized email campaigns to share information, offers and promotions.

3.4 SEO (Search Engine Optimization): The technique of increasing brand visibility on search engines by optimizing a website's contents and architecture is known as Search Engine Optimization. It is mainly done using keywords on written content and a business that implements strong SEO will rank better in search results, which will increase the organic traffic.

3.5 Paid Advertising: Strategic investments in digital platforms for sponsored content through display ads, search engine advertising, or social media promotions provide businesses with immediate visibility to a specific target audience.

3.6 Importance of digital marketing in the hotel industry: A major shift has occurred in the hotel business as it is currently using digital platforms for marketing. Apart from being a trend, this approach to change is a calculated reaction to the changing traveler behaviors of the present day.

3.7 Broader reach and engagement: Hotels are now able to connect with a far wider audience, thanks to digital marketing. Hotels can interact with potential guests globally via internet platforms, offering their special deals and services to a wide range of viewers.

3.8 Targeted and personalized communication: In the era of excessive information, customization is really important. By using digital marketing tools, hotels can customize their advertisements appealing to the particular groups and make sure the appropriate message is reached to the right people at the right moment. The entire visitor experience is improved by this degree of accuracy.

3.9 Influence on consumer decisions: It is impossible to underestimate the major effect that digital marketing has on consumer choices. Modern tourists do an extensive amount of online study and planning before traveling. A strong internet presence combined with well-strategized digital marketing campaigns makes a hotel the best option for potential guests.

CHAPTER- 04, ANALYSIS

4.1 OBJECTIVE OF DIGITAL MARKETING

4.1.1 Specific Goals for Digital Marketing:

In navigating the digital landscape, Renaissance Dhaka Gulshan Hotel has outlined precise and strategic objectives for its digital marketing endeavors. These objectives are not merely aspirations but concrete goals aimed at leveraging the power of digital channels to enhance the overall guest experience and elevate the hotel's standing in the competitive hospitality sector.

4.1.2 Enhancing Online Visibility:

Strategy: Implement robust Search Engine Optimization (SEO) techniques to ensure the hotel's website ranks prominently in search engine results for relevant keywords.

Tactics: Regularly update website content, optimize meta tags, and enhance the site's user experience to improve search engine rankings.

4.1.3 Driving Direct Bookings:

Strategy: Create compelling promotions and exclusive offers available only through the hotel's official website, incentivizing guests to book directly.

Tactics: Implement a user-friendly and intuitive online booking system, offering transparent pricing and additional perks for direct bookings.

4.1.4 Engaging with the Target Audience on Social-Media:

Strategy: To engage with the hotel's target market and maintain a live and active presence on popular social networks.

Tactics: Continually post eye-catching content to promote engagement and participation, such as breathtaking photos, videos and behind-the-scenes looks.

4.1.5 Creating a Positive Online Reputation:

Strategy: Keep an eye on and actively manage online reviews on TripAdvisor, Google Reviews and other websites.

Tactics: Reply to reviews from guests as soon as possible, both good and bad, to show care about guest's happiness and a sense of sincerity in handling any issues that arrive.

These specific goals align with the hotel's greater ambition to enhance its digital presence and deliver a remarkable guest experience. In order to attract new visitors, Renaissance Dhaka Gulshan Hotel also hopes to maintain and develop long-lasting relationships with its current audience through increasing online visibility, boosting social media participation and building a positive online reputation. With the goal of achieving measurable results in the fast-paced and highly competitive hospitality sector, the hotel's digital marketing team uses these objectives as a road map.

4.2 DIGITAL MARKETING PROCESS OF RENAISSANCE DHAKA GULSHAN HOTEL

In today's world, where most interactions happen online, having a good digital marketing plan is crucial for businesses that want to do well in a competitive environment. This chapter explains in detail how Renaissance Dhaka Gulshan Hotel approached digital marketing. It talks about the careful steps they took to improve their online visibility and connect with a specific audience. The process is like a well-organized plan with different steps, including researching and analyzing, setting goals, creating strategies, and making a detailed plan for putting everything into action.

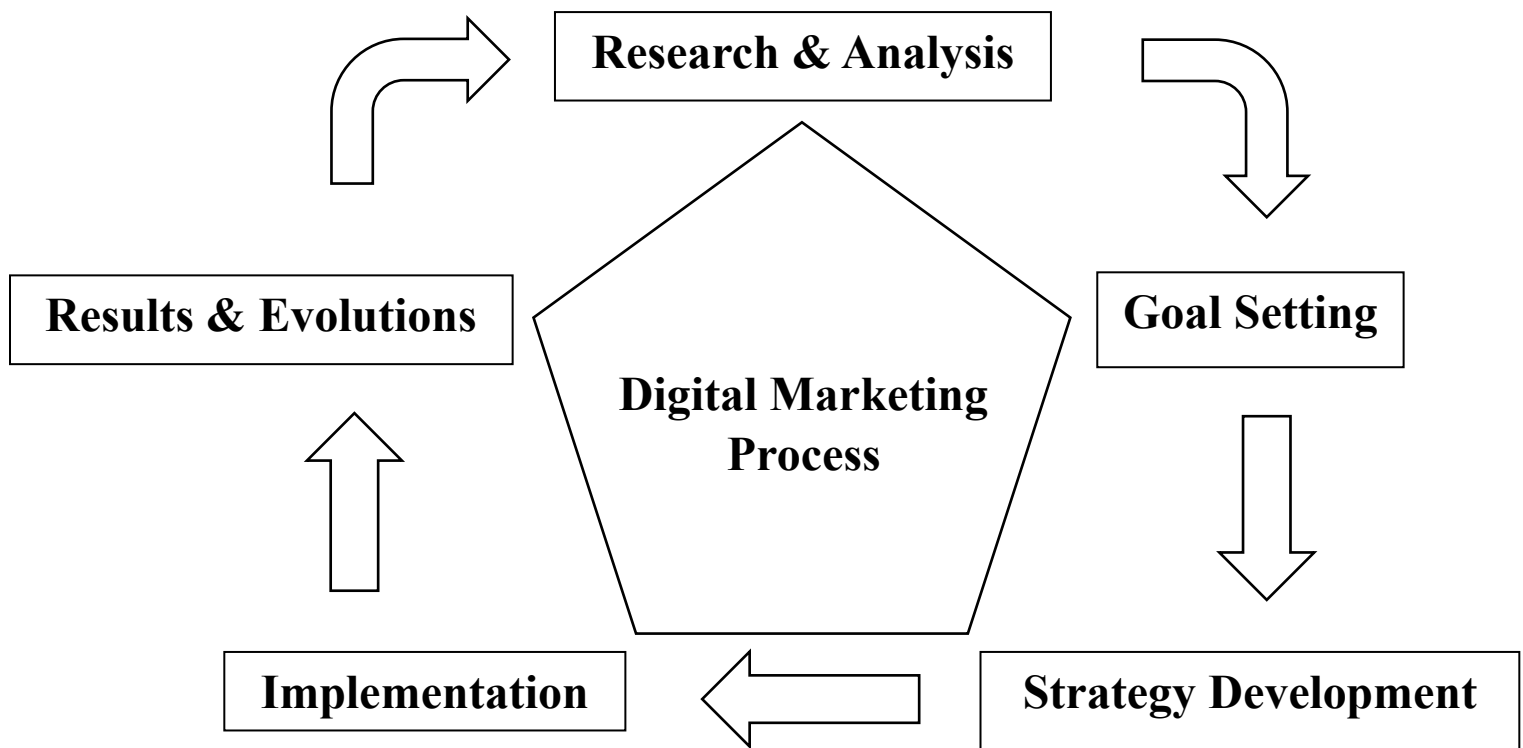


Figure 01: Digital Marketing Process of Renaissance Dhaka Gulshan Hotel

4.2.1 RESEARCH AND ANALYSIS

The initial step in examining the digital presence of Renaissance Dhaka Gulshan Hotel involves a thorough evaluation across various dimensions. Beginning with a detailed analysis of the hotel's website performance, the marketing team delves into elements like user experience, navigation, and loading speed. This scrutiny ensures the website not only looks appealing but also functions efficiently, delivering an optimal experience for visitors.

Concurrently, the marketing team shifts its focus to the hotel's social media accounts. Here, a meticulous assessment of post quality, frequency, and audience engagement takes place. This analysis aims to pinpoint areas of strength and improvement in the existing social media strategy, with the goal of refining and amplifying the hotel's online presence.

In tandem with these assessments, a detailed examination of online reviews spanning various platforms is conducted. This not only measures customer satisfaction levels but also reveals valuable insights into recurring themes or concerns. Armed with this understanding, the team develops constructive strategies to address feedback, leveraging it to enhance the overall quality of service.

Moving beyond the hotel's digital domain, the team engages in target audience profiling. This involves defining and segmenting the hotel's audience based on demographics like age, location, and interests. Simultaneously, the team analyzes audience behaviors and preferences, aiming to comprehend how they interact with digital content and make decisions related to hotel services.

Lastly, a crucial element of the research and analysis phase involves a comprehensive competitive analysis. By scrutinizing the digital strategies employed by other hotels, the team gains insights into successful practices and areas for improvement within the digital landscape. This knowledge serves as a guiding compass, allowing the team to differentiate the hotel and stay ahead in the highly competitive market.

Google Analytics serves as the cornerstone of the hotel's analytical arsenal. By meticulously tracking website traffic, user behavior, and engagement metrics, the tool provides invaluable insights into the effectiveness of various digital marketing campaigns. The hotel gains a comprehensive understanding of visitor demographics, popular pages, and conversion rates, enabling data-driven decision-making to refine and improve ongoing strategies.

4.2.2 GOAL SETTING

Setting clear goals is like plotting a course for our digital marketing journey. It involves working together with different teams to create objectives that are specific and easy to measure. This collaboration ensures that everyone's input is considered, making the goals well-defined and achievable.

As we delve into the goal-setting process, the focus is on teamwork and collaboration. By bringing together different teams, each with unique perspectives and expertise, we ensure a comprehensive and inclusive approach to defining our digital marketing objectives.

The first step involves working together to craft goals that are specific and measurable. These goals act as guiding points, providing a clear direction for our digital efforts. The collaboration ensures that everyone's insights contribute to the formation of objectives that are not only meaningful but also feasible to achieve.

Moreover, these objectives are intricately connected to the broader business objectives of the hotel. This means that our digital marketing goals are not isolated but are designed to contribute directly to the overall success of Renaissance Dhaka Gulshan Hotel. The emphasis lies on outcomes that matter, such as increasing direct bookings, boosting online visibility, and enhancing customer engagement.

4.2.3 DIGITAL MARKETING STRATEGIES (Strategy Development)

4.2.3.1 Website & SEO:

The hotel's website stands as the digital gateway to the luxurious world of Renaissance Dhaka Gulshan Hotel. Recognizing its pivotal role, the hotel employs robust Search Engine Optimization (SEO) strategies. By optimizing content, meta tags, and website structure, the aim is to enhance the site's visibility in search engine results. This strategic approach ensures that potential guests can easily discover and navigate the website, leading to increased online traffic and direct bookings.

4.2.3.2 Social Media Marketing:

4.2.3.2.1 Facebook: Engaging content, promotions, and real-time customer interactions define the hotel's Facebook strategy. Regular posts showcase the hotel's offerings, highlight ongoing promotions, and encourage interaction, fostering a vibrant online community.

4.2.3.2.2 Instagram: Instagram serves as the canvas for visual storytelling, offering a curated feed that showcases the hotel's amenities and experiences. From stunning snapshots of luxurious accommodations to behind-the-scenes glimpses, the hotel's Instagram presence captivates and entices potential guests.

4.2.3.2.3 LinkedIn: LinkedIn is the platform for corporate communication, networking, and fostering B2B partnerships. The hotel utilizes this professional network to share industry insights, announce collaborations, and connect with business entities, thereby expanding its corporate reach.

4.2.3.2.4 YouTube: Video content takes center stage on YouTube, offering virtual tours, promotional videos, and immersive glimpses into the hotel's facilities. This dynamic approach provides potential guests with a rich and engaging preview of what the hotel has to offer.

4.2.3.2.5 Trip Advisor: Managing the hotel's reputation on TripAdvisor is paramount. The strategy involves responding promptly to guest reviews, both positive and negative, demonstrating a commitment to guest satisfaction. This engagement not only addresses concerns but also showcases the hotel's dedication to continuous improvement.

4.2.3.2.6 Email Marketing: Targeted email campaigns serve as a direct and personalized communication channel with the hotel’s audience, past and potential. These campaigns focus on promoting special offers, events, and personalized packages, enticing recipients to explore and book directly through the hotel’s channels.

4.2.3.2.7 SMS Marketing: Direct messaging takes on a personalized approach, delivering special promotions and event notifications directly to the audience’s mobile devices. This immediate and targeted strategy aims to capture attention and prompt immediate action.

4.2.3.3 Paid Advertisement:

4.2.3.3.1 Magazine: Print ads strategically placed in relevant magazines target a specific demographic, capturing the attention of potential guests who engage with print media.

4.2.3.3.2 News Channel: TV commercials and sponsorships on news channels bring the hotel to a wider audience, leveraging the power of visual storytelling to convey the hotel’s unique offerings.

4.2.3.3.3 E-magazine and News Portal: Online ads in e-magazines and news portals extend the hotel’s reach to a broader digital audience, aligning with the preferences of the modern, digitally connected consumer.

4.2.3.4 Content Marketing:

Creating and promoting informative and engaging content is at the core of the hotel’s content marketing strategy. This involves crafting articles, blog posts, and multimedia content that not only showcase the hotel’s amenities but also provide valuable information, attracting and retaining the audience’s interest.

These comprehensive digital marketing strategies encompass a diverse range of channels, ensuring that Renaissance Dhaka Gulshan Hotel maintains a dynamic and cohesive online presence, captivating and engaging its target audience across various platforms.

4.2.4 IMPLEMENTATION

4.2.4.1 Digital Marketing Tools: The implementation of an effective digital marketing strategy involves leveraging a suite of powerful tools to enhance campaign management, track performance, and derive valuable insights. Renaissance Dhaka Gulshan Hotel harnesses cutting-edge tools to ensure the optimization of its digital marketing efforts, such as social media management platforms like Google AD Manager, LinkedIn Ad Manager and Meta Business Suite for streamlined social media and search platform scheduling and monitoring and Mailchimp for effective email marketing campaign management. The careful selection and integration of these tools contribute to a cohesive and efficient digital marketing ecosystem.

4.2.4.2 Collaboration & Partnership: Collaboration and partnership initiatives play a crucial role in amplifying the hotel's digital presence and extending its reach beyond traditional marketing channels. Renaissance Dhaka Gulshan Hotel actively engages in partnerships with influencers, local businesses, and online platforms to foster collaborative efforts.

4.2.4.2.1 Influencer Collaborations: Partnering with influencers in the travel and lifestyle niche allows the hotel to tap into a pre-established and engaged audience. Influencers share their experiences with the hotel, creating authentic and relatable content that resonates with their followers. This collaboration not only enhances the hotel's credibility but also expands its reach to new and diverse demographics.

4.2.4.2.2 Local Business Partnerships: Collaborating with local businesses, whether through joint promotions, cross-marketing initiatives, or exclusive partnerships, provides mutual benefits. Such collaborations can lead to increased exposure within the local community and tap into existing customer bases of partnering businesses.

4.2.4.2.3 Online Platform Partnerships: Partnering with online travel agencies, review platforms, or booking websites can significantly expand the hotel's online reach. By strategically aligning with reputable online platforms, the hotel ensures its visibility to a broader audience actively searching for accommodation options in Dhaka.

Collaborative efforts and strategic partnerships enhance Renaissance Dhaka Gulshan Hotel's online presence, maximizing the impact of digital marketing for sustained success in the competitive hospitality industry.

4.2.5 RESULTS AND EVOLUTIONS

4.2.5.1 KPI (Key Performance Indicators):

Renaissance Dhaka Gulshan Hotel employs a robust set of Key Performance Indicators (KPIs) to gauge the effectiveness of its digital marketing initiatives. These KPIs serve as quantifiable benchmarks that allow the hotel to assess and measure specific aspects of its online performance, thereby providing valuable insights into the success of its overarching digital strategy.

4.2.5.2 Website Traffic:

Significance: The number of visitors to the hotel's website is a crucial indicator of online visibility and the effectiveness of various digital marketing channels.

Measurement: Website traffic is monitored through tools like Google Analytics, providing a quantitative assessment of the volume and source of online visitors.

4.2.5.3 Social Media Engagement:

Significance: Social media platforms play a pivotal role in brand awareness and engagement. Social media engagement metrics encompass likes, shares, comments, and overall audience interaction.

Measurement: Analytics tools for each platform, along with third-party tools like Hootsuite, are utilized to quantify and evaluate the hotel's social media engagement.

4.2.5.4 Conversion Rates:

Significance: The conversion rate measures the percentage of website visitors who take a desired action, such as making a reservation or signing up for newsletters.

Measurement: Tracking conversion rates provides insight into the effectiveness of the website and the persuasive power of the hotel's digital marketing content.

4.2.5.5 Online Reviews:

Significance: Online reviews, especially on platforms like TripAdvisor and Google Reviews, reflect the satisfaction levels of guests and contribute to the hotel's online reputation.

Measurement: Regular monitoring of online reviews, coupled with sentiment analysis, offers a qualitative assessment of guest experiences and perceptions.

4.2.5.6 Metrics and Analytics:

To derive meaningful insights and guide informed decision-making, Renaissance Dhaka Gulshan Hotel employs a sophisticated approach to metrics and analytics. This involves the systematic analysis of data generated through various digital marketing campaigns and online platforms.

4.2.5.7 Data Analysis:

Approach: Utilizing tools such as Google Analytics, the hotel conducts in-depth analysis of data related to website traffic, user behavior, and conversion pathways.

Impact: Data analysis provides a comprehensive understanding of how users interact with the website, helping identify successful strategies and areas for improvement.

4.2.5.8 Campaign Performance Metrics:

Approach: Each digital marketing campaign is scrutinized using relevant metrics such as click-through rates, conversion rates, and engagement metrics specific to the campaign's goals.

Impact: By assessing campaign performance, the hotel gains insights into the effectiveness of various marketing channels and can allocate resources more efficiently.

4.2.5.9 A/B Testing:

Approach: A/B testing is employed to compare different versions of digital content or strategies, allowing the hotel to determine which variant yields better results.

Impact: A/B testing enables the hotel to refine its approach based on real-time data, optimizing digital marketing elements for maximum impact.

4.2.5.10 Competitor Benchmarking:

Approach: Regularly monitoring and benchmarking against competitors' digital strategies provides context for evaluating the hotel's performance in the broader industry landscape.

Impact: Benchmarking helps identify areas where the hotel excels and areas where adjustments may be necessary to maintain or gain a competitive edge.

By consistently evaluating KPIs and leveraging metrics and analytics, Renaissance Dhaka Gulshan Hotel not only gauges the success of its digital marketing initiatives but also evolves its strategies in response to changing market dynamics and guest preferences. This iterative process of analysis and refinement ensures that the hotel remains adaptive and continues to deliver compelling digital experiences to its audience.

CHAPTER- 05, MAJOR FINDINGS

- Digital marketing goals are specific targets designed to utilize digital platforms effectively, with the aim of improving the guest experience and boosting the hotel's position in the competitive hospitality industry.
- Renaissance Dhaka Gulshan Hotel utilizes a digital marketing process consisting of 5 steps; Research & Analysis, Goal Setting, Strategy Development, Implementation, Result & Evolutions.
- For enhancing digital presence website performance and social media engagement is really important.
- Google Analytics is a crucial tool for understanding website traffic and user behavior.
- Collective input should always be present while crafting specific and measurable objectives.
- Effective implementation of SEO strategies significantly enhances website visibility, leading to increased online traffic and direct bookings.
- Comprehensive social media engagement across multiple platforms fosters community interaction, manages reputation, and expands corporate reach, contributing to a dynamic online presence and audience engagement.
- Utilization of powerful digital marketing tools such as Google AD Manager, LinkedIn Ad Manager, Meta Business Suite, and Mailchimp enhances campaign management, performance tracking, and insights derivation, contributing to a cohesive and efficient digital marketing ecosystem.
- Collaboration and partnership initiatives, including influencer collaborations, local business partnerships, and online platform partnerships, amplify the hotel's digital presence and extend its reach, fostering community engagement and tapping into diverse demographics for sustained success in the competitive hospitality industry.
- Utilization of robust Key Performance Indicators (KPIs), such as website traffic, social media engagement, conversion rates, and online reviews, allows Renaissance Dhaka Gulshan Hotel to effectively gauge the success of its digital marketing initiatives, ensuring continuous evolution and adaptation to changing market dynamics and guest preferences.
- **5.1 Identified Problems:**

- Google Analytics doesn't provide the adequate data because it is not completely optimized for Bangladesh yet. As a result, it is hard to do the proper research and analysis.
- Due to different operational backgrounds, goals often lack sustainable thinking and are instead highlighted by short-term charm.
- For SEO keyword is very important and unfortunately Google trends which is a big platform to research on keywords isn't completely optimized for Bangladesh yet. For this reason, keyword research is more dependent on try and error method.
- As the pressure of making visual contents for social media marketing is high, the same content is being uploaded on every platform rather than proper contents on proper platforms and fulfilling the purpose.
- Social media engagement and online review is very crucial for positive digital appearance, branding and sustainability, this hotel lacks in on time monitoring of these and manage it as per brand guidelines.

5.2 Recommendations:

- The marketing team can use Google Tag Manager to implement custom tags in the hotel's website to gather needed data.
- All the departments need different development training regarding product development and how marketing team does digital marketing to be on the same page.
- AI tools like Gemini and ChatGPT can help with keyword research and SEO article writing and there are other advanced websites that provides complete support for SEO. Or the marketing team can focus on SEM for a while.
- Follow a social media calendar with one week ahead planning to create different and appropriate content for each platform.
- A social media manager with people skills and enough knowledge of brand guidelines can do the work, or perhaps AI-generated replies can help. This process can be automated if they build a system that detects unattended replies, comments, or reviews and analyzes them to send AI-generated personalized texts with brand guideline prompts.

5.3 Conclusion:

Summing up the digital marketing journey of Renaissance Dhaka Gulshan Hotel, we uncover important results that shaped the hotel's online presence. By working on SEO, creating interesting content, and teaming up with others, the hotel's online visibility went up a lot. More people visited the website, and there was a lot more interaction on social media, showing that these efforts were successful. The hotel focused on getting more people to book directly through special promotions and a better booking process. This worked well, with more people now choosing to book through the hotel's official channels.

The hotel also paid attention to what people were saying online and responded well to feedback, which helped build a good online reputation. Collaborations with influencers, local businesses, and online platforms helped the hotel reach more people and be more visible online.

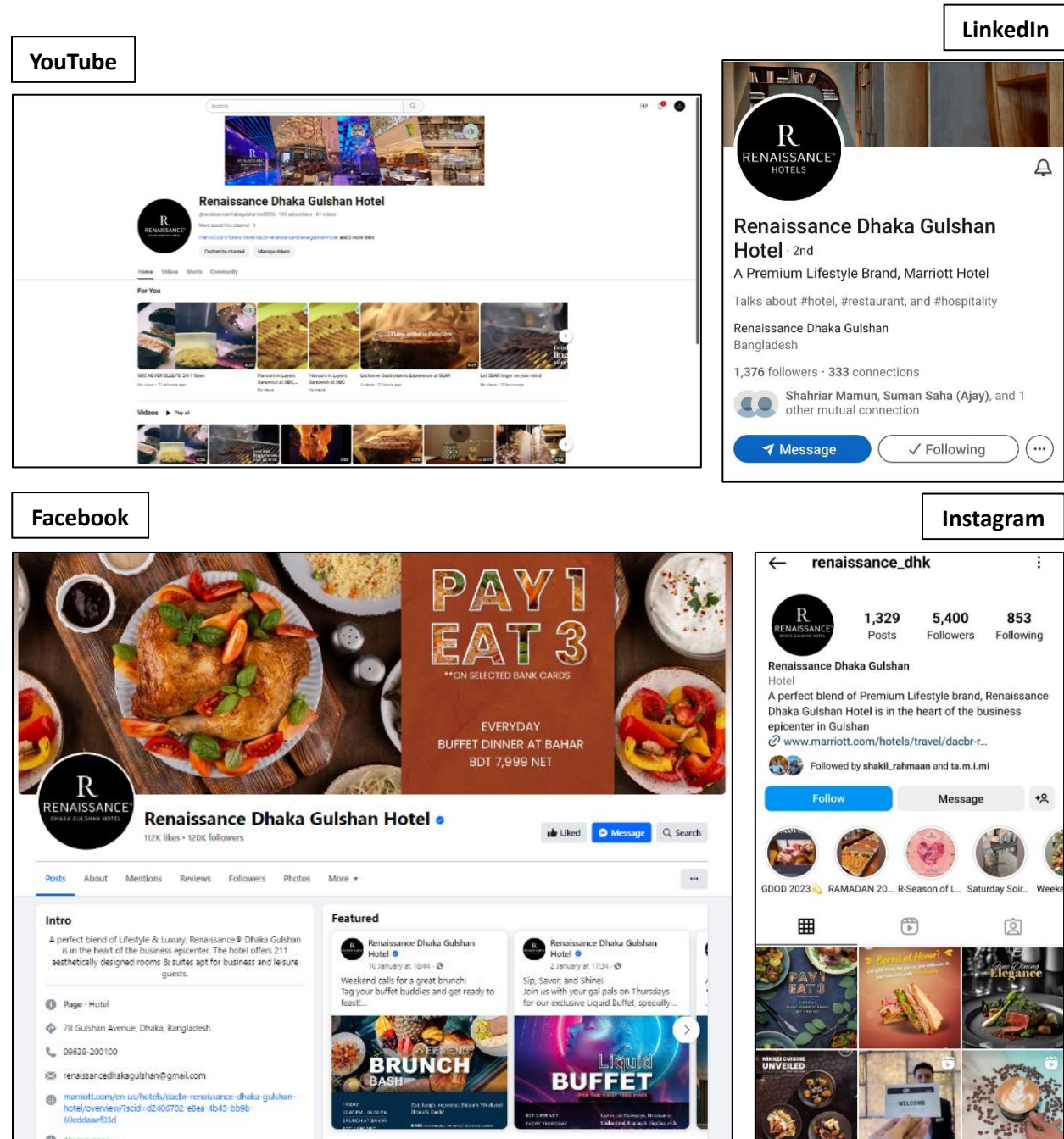
Looking forward, there are some suggestions to make things even better. It's recommended to keep making the website better for search engines, send more personalized emails, and make social media more engaging with things like polls and quizzes. Trying out new and creative ways to advertise online and giving more training on data analytics are also good ideas. Connecting with different influencers and keeping an eye on new technologies like augmented reality are suggested to appeal to more people and stay ahead in the online world.

CHAPTER- 07, APPENDICES

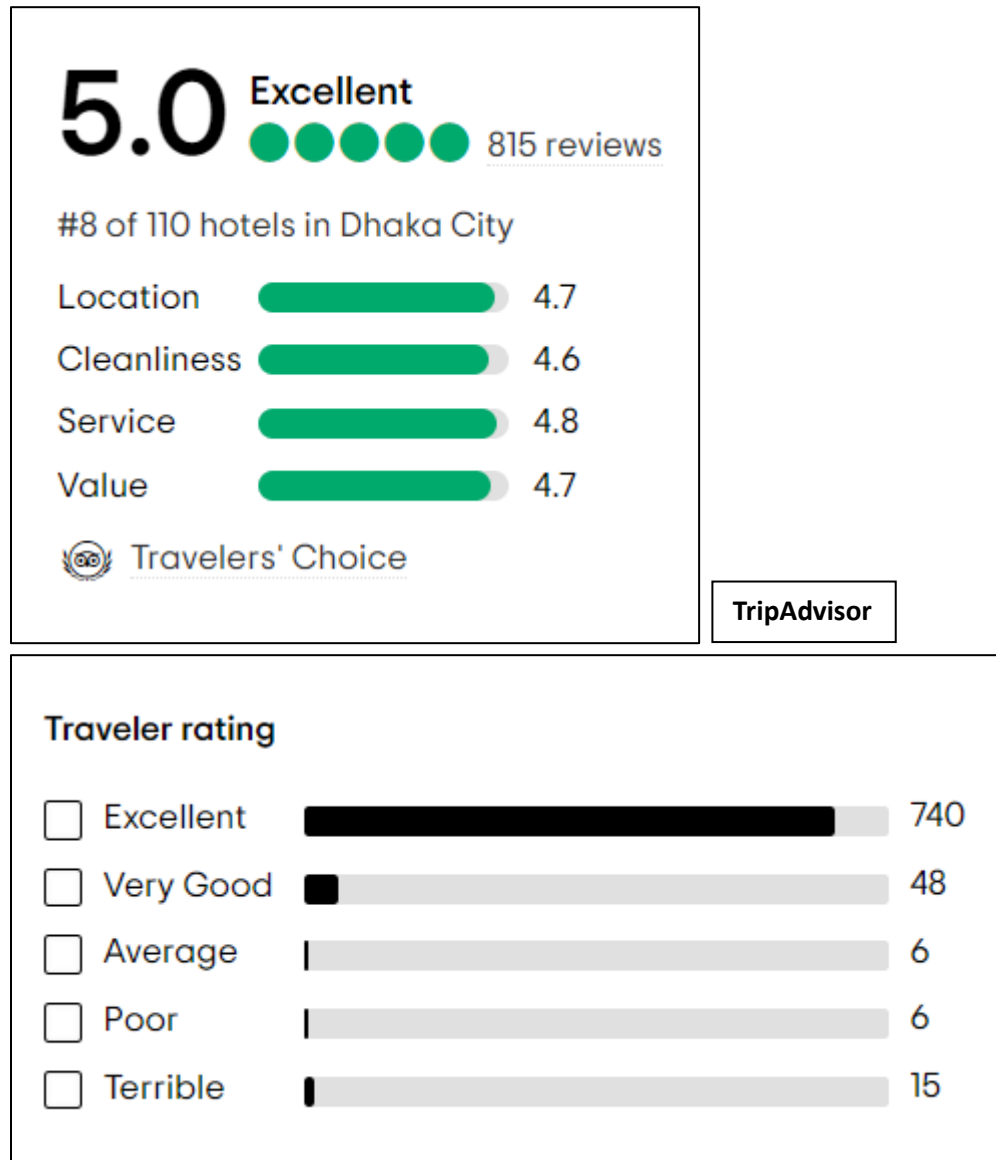
In the appendices section of the internship report, the author included supplementary materials that provide additional depth and visual representation of the publicly available data supporting the findings in the report. These materials are presented in the form of Image to enhance the comprehensibility of the information presented.

7.1 Data Visualizations:

7.1.1 Social Media Engagement:



7.1.2 Online Reviews Analysis:



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