

Internship Report
On
Digital Marketing Process
of
Renaissance Dhaka Gulshan Hotel

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of
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31 August 2025

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 on Digital Marketing Process of Renaissance Dhaka Gulshan Hotel

Dear Sir,

I am happy to submit my internship report "Digital Marketing Process of Renaissance Dhaka Gulshan Hotel" as part of the requirements for finishing my Bachelor's degree. During my internship, which lasted from December 9 to June 9, I was able to help with the hotel's digital marketing efforts. During this time, I worked on a number of things, including analyzing data, coming up with creative ideas, and photography.

This report talks about what I've done and learned, with a focus on how I have improved my digital marketing skills. I hope that the report's ideas and observations will be helpful to both academics and people working in the field.

I respectfully submit the report for your review and hope it meets your standards and the requirements of the program.



Sincerely,

Satirtha Ghosal

ID: 213-43-189

Program: Bachelor of Tourism and Hospitality Management

CERTIFICATE OF APPROVAL

This serves to confirm that Satirtha Ghosal, with the identification number 213-43-189, 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 titled "Internship Report on Digital Marketing Process of Renaissance Dhaka Gulshan Hotel". 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. Siddiquir Rahman
Assistant Professor & Head
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

DECLARATION

I am Satirtha Ghosal, and my ID number is 213-43-189. I am a student in the Bachelor of Tourism and Hospitality Management (BTHM) program in the Tourism and Hospitality Management (THM) at DIU- Daffodil International University. This is to let you know that I recently finished the report called " Digital Marketing Process of Renaissance Dhaka Gulshan Hotel." It was only for my Practicum and to get my BTHM degree, not for any other reason.

This report has my practicum work in it, and I haven't sent it in or used it for any other purpose. From now on, it is strictly forbidden to reproduce, replicate, or use this report without permission.

Yours sincerely,



Satirtha Ghosal

ID No: 213-43-189

Bachelor of Tourism and Hospitality Management

Daffodil International University

ACKNOWLEDGMENT

The successful compilation of this report can be attributed to the efforts of many people. With pride, the author expresses his appreciation to them.

I want to express my gratitude and appreciation to Almighty God.

In addition to that, I would like to express my gratitude to my family, as they have greatly assisted me in making this moment worthwhile. Thanks to their commendable support and trust, I am where I am. Secondly, I would like to express my gratitude to the individuals who have provided me with wonderful encouragement to complete the temporary job report.

I am grateful to Mr. Siddiquir Rahman, Assistant Professor and Head of the Department of Tourism and Hospitality Management, for guiding the preparation of the practicum protection report. The idea of the establishment of the report is given by him, and the report is not possible without his guidance.

Thanks to Mr. Walid Shamim (Director of Sales & Marketing), Ms. Tanzila Rysa (Senior Executive – PR), Mr. M.A. Hannan Raju (Senior Executive – Creative), and Ms. Mehzabeen Mostafa (Senior Executive – PR), Renaissance Dhaka Gulshan Hotel for their valuable guidance, suggestions, and cooperation during the internship program. I am very grateful to all the members of the Sales & Marketing Team.

EXECUTIVE SUMMARY

This internship report is a comprehensive but accessible review of the digital marketing strategy of Renaissance Dhaka Gulshan Hotel. It begins with the brief history of the hotel and speaks about its illustrious past. It provides a richness of offerings, first-class service, and first-class amenities. It also discusses the increasing importance of digital marketing in the contemporary hospitality industry.

This report is to show how the hotel has employed digital tactics to stay relevant and competitive in a market that is increasingly dependent on the internet. This report provides the specific aims and the strategy of the marketing team to achieve the same, from gaining direct bookings and visibility to increasing brand loyalty and engaging with guests across channels.

The planning and execution process of this report is also a major part of showing how setting goals, conducting research, and developing a strategy all come together in creating a cohesive marketing plan. This report examines tactics like social media, paid advertising, content production, SEO, and website optimization with real-life examples of how and how they employ them every day. Employing these tactics requires cooperation from internal teams and digital partners.

This report uses several performance metrics like website traffic, conversion, online reviews, and social media engagement, and analyzes them in real-time. These analytics tell us what's working and what's not and where we need to change. This report is not afraid to point out the problems, like a very high level of competition in the market, the constant changes in the digital sphere, and the problem of interpreting the data.

The conclusion of this report will speak about the major achievements and learning that we have discovered, and what this report suggests that the hotel can do to adapt to new trends in digital marketing. The overall impact of the campaign is further supported by the appendices, which contain the visual data, social media data, and feedback analysis.

The technical aspects of digital marketing are captured in this report, but along with that, one can see the innovative, strategic, and flexible mindset behind the online presence of Renaissance Dhaka Gulshan Hotel

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CHAPTER- 01, INTRODUCTION

Nowadays, digital marketing is very necessary to attract guests for a hotel because the hotel industry is quickly changing day by day. So, in this report, I describe my internship experience as a marketing intern at Renaissance Dhaka Gulshan Hotel. This report will show how Renaissance Dhaka Gulshan Hotel grows its brand and gets more customers from digital marketing.

1.1 Background of the Hotel: Renaissance Dhaka Gulshan Hotel is a famous premium hotel, and it is a part of Marriott International. The hotel is located in the heart of Dhaka at Gulshan Avenue. It is the business hub of Dhaka. This hotel is unique for business and leisure travelers because it combines modern comfort with the culture of Bangladesh. Renaissance Dhaka Gulshan Hotel knows the fact that in this competitive hotel industry, digital marketing is very necessary for them to get more and more customers. That's why they are trying to improve their digital marketing and online presence.

1.2 Purpose: The main aim of my internship was to understand how digital marketing works in the hotel industry. How to make a digital marketing plan and implement it in real life. So, I went to this hotel to learn about the customers' online behavior, how to promote this hotel on social media, and how to participate in a digital marketing campaign.

1.3 Scope of the study: In this internship, I worked under the marketing team of Renaissance Dhaka Gulshan Hotel. Under their supervision, I worked on different digital marketing projects. I worked on making social media content, paid media advertisement and saw the performance of our posts and digital marketing campaign. These activities helped me to know how digital marketing works in a hotel.

1.4 Expectations and Learning Goals: I expect to learn both traditional marketing and digital marketing in a hotel during this internship. My learning outcome was: To have a practical experience of marketing. To learn how to understand and target the audience in digital marketing. To help the marketing team by providing creative ideas.

1.5 Objectives of the study:

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

1.6 Methodology: This study is qualitative and descriptive in nature.

Data Source: For the preparation of this report, I have relied on secondary data. The secondary data were collected from the following sources:

- Office documents
- Books
- Hotel's official social media platforms such as Instagram, Facebook

1.7 Limitations of the Study: The internship report is based on the time I spent as an intern at Renaissance Dhaka Gulshan Hotel. I have worked mainly with the marketing team, so I did not have access to the other departments and all the internal data. Therefore, the report is based on what I have observed and experienced as an intern.

CHAPTER- 02, COMPANY PROFILE

2.1 Introduction: Renaissance Dhaka Gulshan Hotel is a full-service luxury hotel located in Gulshan, Dhaka. It is a member of Marriott International and opened its doors in 2019. The hotel is a combination of a new lifestyle, a stylish touch, and world-class service and standards. The hotel is well known in the city's hotel industry with 211 gorgeously furnished rooms and suites. Guests enjoy the views of the city, their personalized service, and high-quality amenities. Staff in the hotel are trained and are ready to provide personalized service to each guest.

Many top-class facilities are available in the hotel, like Restaurants, Fine Dining, Spa and Wellness Center, Versatile spaces for meetings, weddings, and other events.

Renaissance Dhaka respects and promotes Bangladeshi culture through design, artwork, and colorful interior themes, says Mr. Moin Iqbal, the Director. The hotel provides a blend of style, creativity, and the Marriott welcome. Mr. Neeraj Govil, the Senior Vice President of Marriott International, says that the hotel is perfect for business and vacation guests. The hotel has a unique design that combines local traditions with modern style to create a new and different experience.

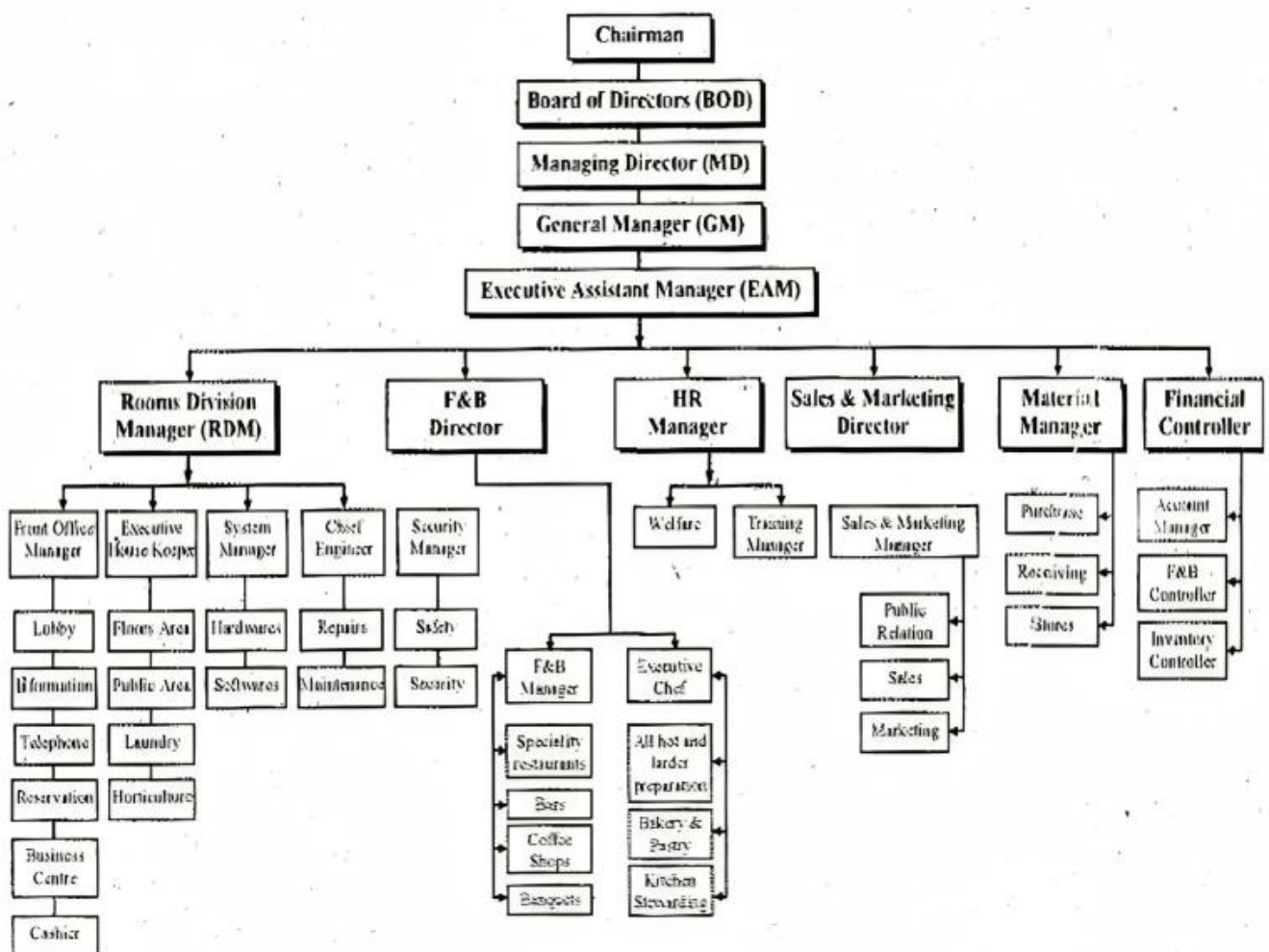
2.2 Mission Statement: “To enrich people’s lives by making and enabling unsurpassed vacation and leisure experiences”.

“To create memories for their customers by providing quality services and comfortable amenities. They aim to be the place where people can enjoy special moments, conduct successful business meetings, and host memorable events. They strive to maintain high-quality services with values such as respect, love, and care.

2.3 Vision Statement: “To be the World’s Favorite Travel Company”.

“To be a leading name in the travel and hotel industry by always providing quality services and relationships with our customers and partners. They are also concerned about the environment and use technology that supports the environment. By combining old traditions with new technology, Renaissance Dhaka Gulshan Hotel wants to be different in the market and provide unique services that reflect local culture and global trends.

2.4 Organizational Structure:



CHAPTER- 03, LITERATURE REVIEW

3.1 Digital Marketing Overview: Marketing in the digital age is now a necessary part of business operations. It has revolutionized the way businesses reach their customers. Businesses must use not only the traditional ways, but also the types of advertising tools and platforms available online to get their business brand promoted, leading to getting customers & continuing relation relationship-building process. Digital marketing encompasses all marketing efforts that use the internet or an electronic device.

3.2 Social Media Marketing: Social media is the most powerful tool in digital marketing. Facebook, Instagram, Twitter (X), and LinkedIn allow hotels to reach guests in real time. Hotels and brands can post, share stories, live videos, and other interactive content to reach their audience, promote packages and services, and create a community of loyal followers.

3.3 Email Marketing: Email marketing is still the most effective way to reach customers. Hotels can send campaigns to target groups of customers and reach them in a direct way. A brand can use emails to notify its customers about new events, seasonal sales, and special offers. It enables the hotel brand to send messages that resonate with and make specific customer groups feel appreciated.

3.4 SEO (Search Engine Optimization): The technique of increasing brand visibility on search engines by optimizing a website's content 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: Paid advertising means that the hotel pays for advertising on specific online platforms. This includes Google Ads, social media ads, sponsored posts, etc. Paid advertising offers fast results because it shows the hotel's offers or services to people who are likely to be interested. It helps generate more traffic and bookings.

3.6 Importance of Digital Marketing in The Hotel Industry: The hospitality industry has undergone a seismic shift and entered the world of digital marketing. This is not a trend, but a logical step in the way modern travelers plan and book their trips. Hotels that use digital marketing tools can make smarter marketing decisions, based on a better understanding of guests and the tools available to them.

3.7 Broader Reach and Engagement: Digital marketing enables hotels to reach customers all over the world. Through their websites, social media, and online ads, hotels can reach people

from all over the world and attract them as customers. It also helps to keep customers engaged with regular updates.

3.8 Personalized Marketing and Communication: Personalization is essential in the current digital era. Hotels can target particular guest segments with the help of digital marketing tools. Delivering the right message to the right customers guarantees that guests feel understood, whether it's a corporate event package or one for honeymooners.

3.9 Influence on Consumer Decisions: Digital marketing makes a huge difference in the choices of travelers. Potential customers these days read your reviews, visit your hotel's website, and compare you with the competition online. A hotel that exists online, looks great, and offers clear information is more likely to be booked.

Well-thought-out digital marketing campaigns make it more likely that the people visiting your hotel online will turn into guests in reality.



CHAPTER- 04, ANALYSIS

4.1 OBJECTIVE OF DIGITAL MARKETING

4.1.1 Particular Goals for Digital Marketing:

Renaissance Dhaka Gulshan Hotel adopts a results-driven, concentrated approach to digital marketing. Here are the exact aims the team established to make the hotel more visible online. These aren't vague aspirations that disappear into thin air. These are real, doable goals that improve the guest experience and the hotel's reputation in a very competitive field.

4.1.2 Enhancing Online Visibility:

Strategy: Make the hotel's internet presence better on search engines (SEO).

Tactics: Keep the website content, Meta tags, and page descriptions up to date on a regular basis to improve the hotel's internet presence. To get better search results, keep the website faster and easier to use.

4.1.3 Driving Direct Bookings:

Strategy: Offer special incentives to guests who book directly through the hotel's website to get more direct bookings.

Tactics: Make it easy to book on the website. When guests register directly with the hotel, tell them about deals and perks like discounts and upgrades. Keep prices clear.

4.1.4 Engaging With The Target Audience on Social Media:

Strategy: Keep using social media to connect with both new and returning guests.

Tactics: Share photographs, reels, and behind-the-scenes footage that are eye-catching. Encourage others to interact by publishing polls, stories, and comments.

4.1.5 Creating a Positive Online Reputation:

Strategy: Keep an eye on guest reviews on key sites to keep the hotel's brand reputation in check.

Tactics: Keep an eye on reviews on sites like Google, TripAdvisor, and others. Be quick and honest when you respond to any reviews, good and bad. Thank guests who are happy and respond to bad remarks in a helpful way.

The hotel's main purpose is to get both new and returning customers. All of these aims are part of that. Renaissance Dhaka Gulshan Hotel's digital marketing plan is meant to get results in the digital realm, whether that means better online presence, more social engagement, and to create a better online reputation.

4.2 DIGITAL MARKETING PROCESS OF RENAISSANCE DHAKA GULSHAN HOTEL

Digital marketing isn't just about promoting an offer; it's also about reaching the right people at the appropriate time.

This part explains how the Renaissance Dhaka Gulshan Hotel came up with its digital marketing plan. It begins with a lot of study and analysis of the market and the guests. After that, the team prepares a full implementation plan, clear goals, and precise techniques.

Every part of this approach was carefully planned and needed to be flexible. Through its digital marketing, Renaissance Dhaka Gulshan Hotel brings its brand to life.

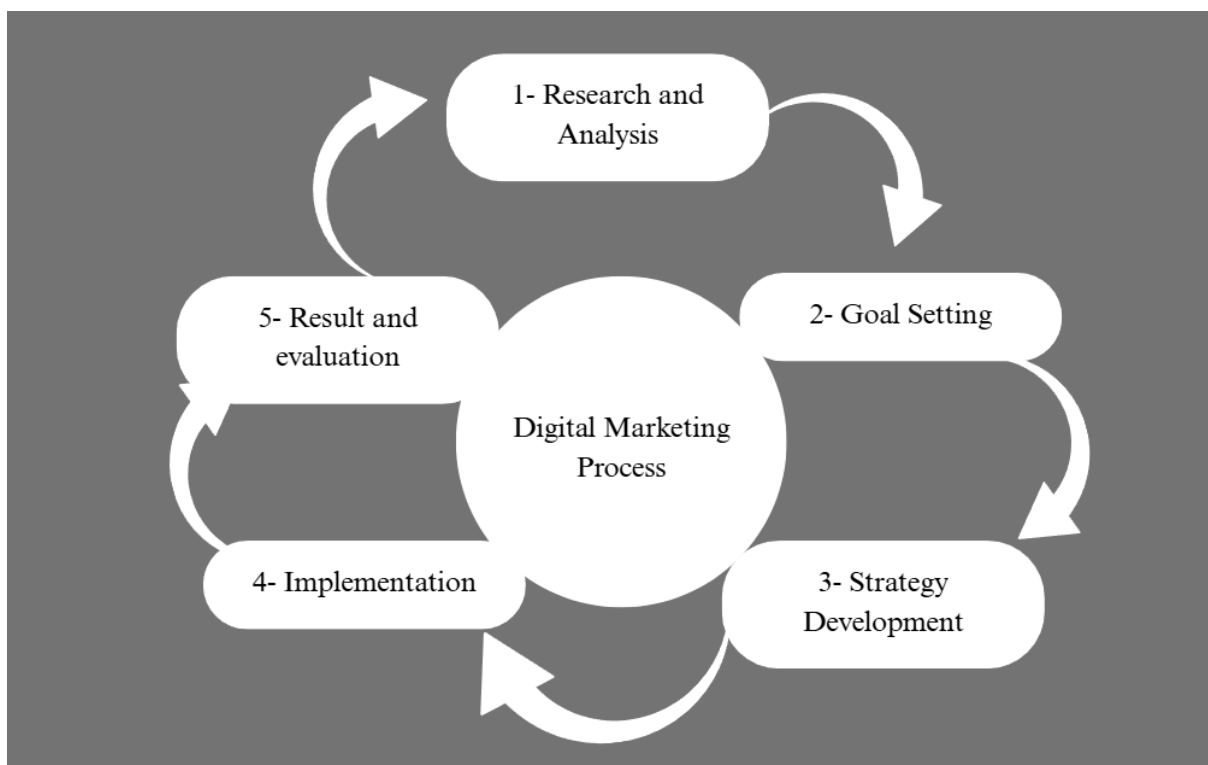


Figure 01: Digital Marketing Process of Renaissance Dhaka Gulshan Hotel

4.2.1 RESEARCH AND ANALYSIS

The marketing team evaluates many things. To understand how things are at the online level of The Renaissance Dhaka Gulshan Hotel. They start with the hotel website. It has to be a good-looking site optimized for conversions and description. The aim here is to ensure your visitors have a seamless and beautiful experience.

This is followed by an analysis of the hotel's social media network. They gauge post frequency, quality, and engagement. This provides them lens to see what works well and what is missing. They even read online reviews on different websites. These reviews show what features impress and satisfy guests, and what challenges come up most frequently. All this feedback is needed for service improvement.

Other steps are understanding the target audience, knowing who comes, where they come from, their age and what they like. They also monitor how such guests engage with the online content in deciding to book. Then they perform some competitor analysis, looking at how in-store or online their competitors interact with potential hotel guests. This helps them generate great ideas and find ways to differentiate themselves from the competition.

The team uses Google Analytics to follow up the site traffic, the most visited pages and how visitors interact with the page before booking a room.

4.2.2 GOAL SETTING

Goal setting is somewhat like establishing roadways for hotel online marketing, which very clearly conveys the exact destination where a team stands and how to reach.

The process starts with teamwork. Opinion Contrary to popular belief, the marketing team doesn't know everything, and many larger retailers' operations (such as sales, reservations, or customer service) may often have their own ideas of what they think could improve. This partnership ensures that the goals are SMART and able to be measured, so progress can be easily monitored.

The first thing we need to do is set the goals. Specifically, the team might set a goal to grow direct bookings by double digits, boost social media engagement or drive more visitors to the website. The team can track progress with measurable goals so they understand what is working and how strategies might need to be fine-tuned.

Those goals are certainly not in isolation to the broader plan, but rather, they are actually tied back to the hotel's overarching business aims. Ultimately, the nature of every online marketing

strategy is for the growth of a hotel, improvement in service quality provided and establishment of a strong foothold amongst its target customers.

The team also considers the timing of all this work. Short-term goals (e.g., running a special seasonal promotion) make for small wins, while long-term ones (e.g., gaining brand recognition) have lasting implications.

This can be a monthly documentation of walk-thoughts (even if they are not pictures but statements), to ensure that you are tracking your business in real time. Through reviewing results and comparing them to targets, the hotel is able to recognize successes and instigate actions where improvement is needed.

Ultimately, goal setting helps the hotel make its online marketing purposeful and focuses every effort on gaining visibility, serving guests better and helping the business grow stronger.

4.2.3 STRATEGY DEVELOPMENT

4.2.3.1 Website and SEO

The website is the online front door of the hotel. To make the content more visible to a larger audience, the team does Search Engine Optimization: improved page content, meta tags, headings and internal links, and semantic site structure. They also maintain a mobile-first and fast browsing experience, so users can quickly shop, book travel with ease. Powerful SEO can help with search rankings, add to higher quality traffic and eventually, more direct bookings.

4.2.3.2 Social Media Marketing

4.2.3.2.1 Facebook

The strategy focuses on engaging content, things like creative posts, Unique reels, timely responses, and interactive content such as polls or Q&As. Post updates that feature deals, activities and user moments to create a social, dynamic user base.

4.2.3.2.2 Instagram

Instagram is the medium for storytelling visually from a created feed based on the offered experiences and facilities of the hotel. The hotel often features stunning snapshots of luxury accommodation and behind-the-scenes looks on its Instagram, captivating and luring potential guests.

4.2.3.2.3 LinkedIn

The hotel turns to LinkedIn for updates of a more professional nature with industry data, awards and partnerships. ie the objective is to be able to approach corporate clients, event planners and business communities which will lead us to increase our B2B connectivity.

4.2.3.2.4 YouTube

Several big names on YouTube are: virtual tours / features / event highlights. By immersing the viewers into their different facilities and services, these videos largely help in building trust and audience interest.

4.2.3.2.5 TripAdvisor

Reputation management is key. The Tigris executive team replies to all reviews as they come in, whether it be thanking guests for a positive review or addressing concerns with the appropriate action plan. That indicates care, openness and responsiveness to feedback.

4.2.3.2.6 Email Marketing

Email marketing delivers deals, event updates and seasonal packages directly to a hotel's past, current and future guests. Simpler calls to action and more direct booking links mean simply taking the leap was easy.

4.2.3.2.7 SMS Marketing

Messages are short, sweet reminders and event alerts, no bigger than a few sentences. WhatsApp Broadcasting sends thousands of messages to every guest in a short time. The goal is rapid attention and immediate action.

4.2.3.3 Paid Advertisement:

4.2.3.3.1 Magazine

Advertising in targeted magazines speaks to their affluent group of readers who appreciate premium travel and lifestyle content, helping the brand stay in mind with compelling imagery & great offers.

4.2.3.3.2 News Channel

TV spots and sponsorships on news channels give it the reach to a mass audience using powerful storytelling, revealing the hotel's Ongoing Events.

4.2.3.3.3 E-magazine and News Portal

Both display and native ads on digital publications put relevant messaging in front of today's audience, making it less about the medium and more about identifying a process that works.

4.2.3.4 Content Marketing

To answer guest questions and showcase experiences, the hotel creates timely, interesting content—blogs (researching local attractions), guides and itineraries (things to do in a day), chef features, and short videos. Regular, high-quality content will gain the trust of guests and keep them coming back.

4.2.4 IMPLEMENTATION

4.2.4.1 Digital Marketing Tools

Combining a bunch of powerful tools is how you would implement the most effective digital marketing strategy. Using cutting-edge tools, Renaissance Dhaka Gulshan Hotel can make sure its digital marketing is optimized. This includes Google AD Manager for the effective management and operation of your social media presence. LinkedIn Ad Manager and Meta Business Suite combined to make social media and search platform scheduling more efficient than ever with Facebook Creator Studio. Used in conjunction with the film industry-standard Final Cut Pro X for smoother and more intuitive video production than you've ever had before. Mailchimp, on the other hand, is there to help attain more effective email marketing campaign management. The combination and skillful integration of these tools form a complete and efficient digital marketing ecosystem, in return adding even more to its efficiency.

4.2.4.2 Collaboration & Partnership

To extend the reach of this brand, partnerships and collaborative initiatives are in place that turn the dial higher than the hotel's owned channels alone could achieve. This year, Renaissance Dhaka Gulshan Hotel collaborated as a hospitality partner of the high-budget movie (Tandav 2025), and this collaboration gave 35 lakh taka equivalent marketing exposure to this hotel.

4.2.4.2.1 Influencer Collaborations

Through collaboration with travel and lifestyle influencers, the hotel taps into highly engaged target audiences. Influencers tell real stories that create trust and motivate potential guests, which can attract new demographics to your brand. Collaboration with Pia Jannat, Foodie she, Petuk Couple, etc. gave this hotel a high level of exposure.

4.2.4.2.2 Local Business Alliances

Working jointly with local businesses to run co-branded promotions and package deals for the local community that also lean on the loyalty base of their partner.

4.2.4.2.3 Online Platform Partnerships

By partnering with online travel agencies (OTAs), review sites, and other booking portals, the hotel ensures more travelers who are looking to book a stay in Dhaka discover the property, thereby increasing exposure as well as credibility.

Working together, these initiatives all come together to provide a compounding effect on brand exposure, aiding in establishing the hotel as an industry leader.

4.2.5 RESULTS AND EVOLUTIONS

4.2.5.1 KPI (Key Performance Indicators):

The well-defined set of KPIs that are used at Renaissance Dhaka Gulshan Hotel serves as solid benchmarks to measure how well anything related to their digital marketing is working out. What do these indicators allow the hotel to measure in order to know if it's still on target and value-focused through its digital marketing?

4.2.5.2 Website Traffic

Significance: The major contributor to the online presence of a hotel and the performance of marketing channels in attracting possible guests.

Measurement: Using Google Analytics, we will implement visitor trend monitoring such as the number of views & re-views, unique visitors and trackable source distribution.

4.2.5.3 Social Media Engagement

Significance: Proves a brand is active and engaging with its audience, which in turn impacts the way people perceive that brand and if they will return to it or not.

Measurement: Specific analytics and third-party tools (like Hootsuite) can measure likes, comments, shares, saves, and reach — to see how well to engage the audience.

4.2.5.4 Conversion Rates

Significance: Shows the success of the hotel's internet face to induce visitors to deliver on their calls to behavior (reservations, news sheet sign-ups).

Measurement: Plugging in conversion tracking can show the team what percentage of users are taking a specific kind of action, providing them insight to how well or persuasively the campaigns are.

4.2.5.5 Online Reviews

Significance: Acts as an external indicator of guest satisfaction and is a major driver of future bookings.

Measurement: Real-time insights on review volume, star rating, and sentiment analysis, such as TripAdvisor ratings and Google Reviews (intent/action tracking).

4.2.5.6 Metrics and Analytics

Uncover campaign scores + what performed most successfully to inform marketing decisions based on evidence. All the data from all online platforms and campaigns are analyzed systematically to pinpoint patterns, strengths, and elements needing optimization.

4.2.5.7 Data Analysis

Approach: The hotel uses analytics tools such as Google Analytics for granular reviews of site traffic. This includes traffic volume, visitor demographics, browsing patterns and conversion paths in order to piece together the rest of the customer journey behind those numbers.

Impact: All of this translates to a better understanding of how users interact with the site, allowing the team to isolate those strategies that work best and highlight areas that need improvement in order for an improved user experience and lead conversion results.

4.2.5.8 Campaign Performance Metrics

Approach: Each digital marketing campaign is meticulously measured against KPIs (key performance indicators), including CTR, conversion rate and level of engagement, according to the purpose of that specific campaign.

Impact: This analysis reveals the channels (both marketing and creative) that bring in the most value and shows the hotel where they can actually park their time, effort, and money to get substantial revenue.

4.2.5.9 A/B Testing

Approach: To test, the team takes two or more tastes of digital content/landing pages or strategies to check which one is an ideal fit for campaign goals.

Impact: These comparisons are also used to refine data that can be made by the hotel, which leads to potentially more effective campaigns and better overall marketing results.

4.2.5.10 Competitor Benchmarking

Approach: The hotel routinely uses software tools to keep track of the digital footprint and marketing tactics of core competitors by studying things such as the type of content produced, level of engagement garnered, and search visibility.

Impact: The hotelier receives a competitive note that outlines the value of the hotel and highlights those areas in which strategic changes can be implemented to maintain, or even extend, its position on the market.

Chapter-05, Major Findings

1) Research & Analysis

- The hotel's website requires continuous monitoring for user experience and traffic behavior. It was revealed with analytics such as Google Analytics, that finding and tracing top-performing pages.
- Analysis found that social media performance and online reviews strongly influence guest perception. Also, we regularly benchmark our competitors to see how we are doing compared with others in the market.

2) Goal Setting

- The hotel uses SMART goals, focusing on increasing direct bookings, raising social media engagement and growing traffic to their website.
- Goals can be looked at from the short-term perspective as they apply to promotional targets; also, long-term, hard-to-achieve strategic brand-building objectives with reviews for progress.

3) Strategy Development

- Strategies are designed to enhance SEO, rewrite the website and update the structure and creating quality content such as blogs, reels, video promotions and creatives.
- A wide range of channel mix was identified, including Facebook, Instagram, LinkedIn, YouTube, TripAdvisor, Email Marketing, Influencer Collaboration, SMS campaigns and paid ads in digital/print media.

4) Implementation

- Throughout my internship period, it was observed that the hotel's marketing team actively utilized tools such as Google Ad Manager, Meta Business Suite, LinkedIn Ad Manager, Mailchimp, Final Cut Pro X and Adobe Premiere Pro.
- There were influencer collaborations, local partnerships, and effective implementation of OTA listings. One major film promotion (Tandav) gave about 35 lakh BDT equivalent marketing value for this hotel.

5) Results & Evaluation

- KPIs such as website traffic, engagement rates and conversion results are examined regularly. These rely on A/B testing for measuring improvement.
- Campaigns are evaluated against competitors, and data-driven decisions are made to optimize advertising budget and ROI (Return on Investment).

5.1 Identified Problems:

- The absence of updated software tools was found. Too much reliance on Google Analytics, which has limitations for Bangladesh, is a challenge for accurate research and analysis.
- The marketing team heavily focuses on social media campaigns targeting the oldest audiences of 30–55 years while neglecting the huge and vibrant youth section of Bangladesh (20–30 years), constituting the largest digital audience and potentially the largest customer pool.
- The presence of a strong digital image, brand reputation in long-term success relies on engaging with guests on social media, responding to online reviews. But when it comes to Renaissance Dhaka Gulshan Hotel, monitoring these engagements on time, & handling them strictly according to branding becomes somewhat of a challenge.
- The same content creation on every social media platform is a big problem.
- Late posting of social media creatives and offers because of the approval from higher authority often leads to lower sales of their products rather to other hotels. Other core competitors like (Le Meridian Dhaka, The Westin Dhaka etc.) post their offers timely, but in this case, Renaissance Dhaka Gulshan Hotel is very slow.

5.2 Recommendations:

- The marketing team should integrate Google Tag Manager and other third-party tools like (Hotjar, SME rush) to fill up the data gaps left by Google Analytics.
- The marketing team should broaden its focus by designing tailored campaigns for the 20–30 age group. This can be achieved by using platforms popular among young people (such as TikTok, Instagram Reels, and YouTube Shorts), creating youth-oriented content, and collaborating with influencers to build stronger engagement with this demographic.
- Consider hiring a Marketing Director to train team members to monitor social media handles, comments, and online reviews to respond as soon as possible – while making sure that brand tone aligns.
- Develop a social media content calendar with platform-specific content available (Reels for Instagram, blogs for LinkedIn, short videos for Facebook), which makes posts more engaging.
- Establish and follow a posting timeline with deadlines and use automation tools such as the Meta Business Suite, Buffer or Google Sheets to ensure that all offers and promotions are scheduled to go live on time so they can remain competitive against their similar competitors, including Le Méridien and The Westin. More creative graphics designers and video editors are needed to produce more creative reels, short videos and creatives.

5.3 Conclusion:

Renaissance Dhaka Gulshan Hotel has come a long way in its digital marketing journey. The hotel worked on making its website more search engine-friendly, started to share interesting content and partnered with other companies in efforts to gain online visibility. A higher number of people visited the website and social media activity was a lot more, so these were successful.

The hotel also dedicated a lot of attention to increasing direct bookings through special deals and streamlining booking process. This encouraged an increasing number of guests to book direct on the hotel website. Continual feedback plus detailed replies built a robustly positive online reputation.

Engaging with influencers, community-based businesses, and online platforms is a way for the hotel to connect to more people and establish reach.

The hotel can improve by constantly updating the website, reviewing today's email campaign to maximize personalization, or making social media more entertaining with polls and social Games. In addition to that, testing online forms of advertising and providing more training to staff on how to analyze data is also a good idea. By collaborating with multiple influencers and showcasing new hand-held tech such as augmented reality, the hotel might continue to stand out from its competitors and draw more guests.

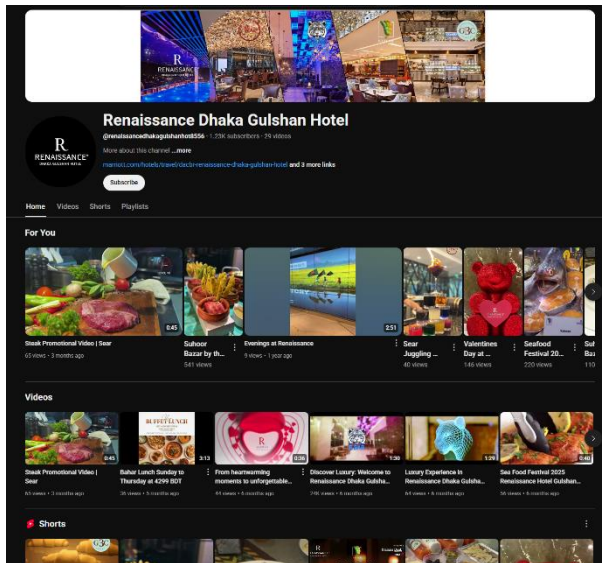
CHAPTER- 06, APPENDICES

In the appendices section of the report, the author has added extra materials to give more detail and support the findings. These include publicly available data shown through images, which help make the information easier to understand and more visually engaging.

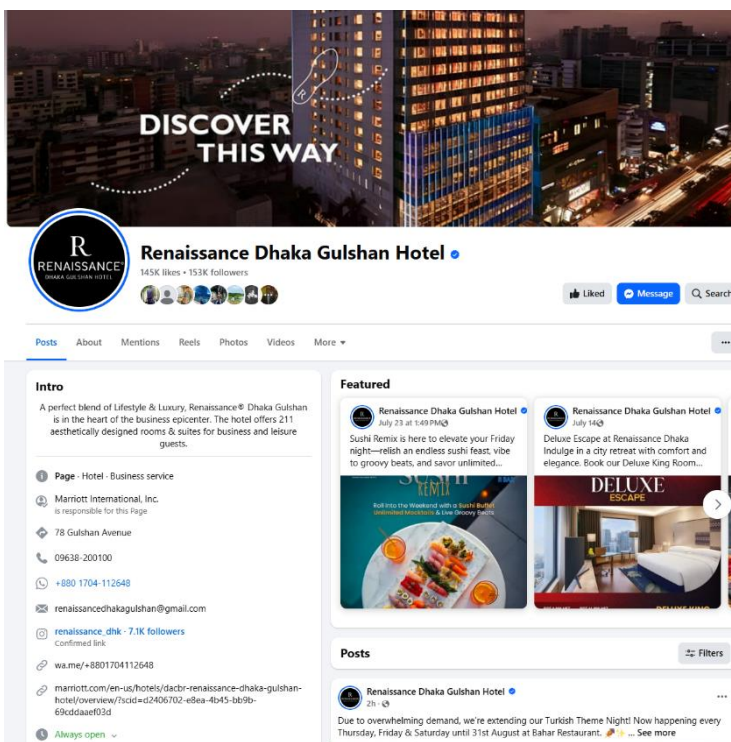
6.1 Data Visualizations:

6.1.1 Social Media Engagement:

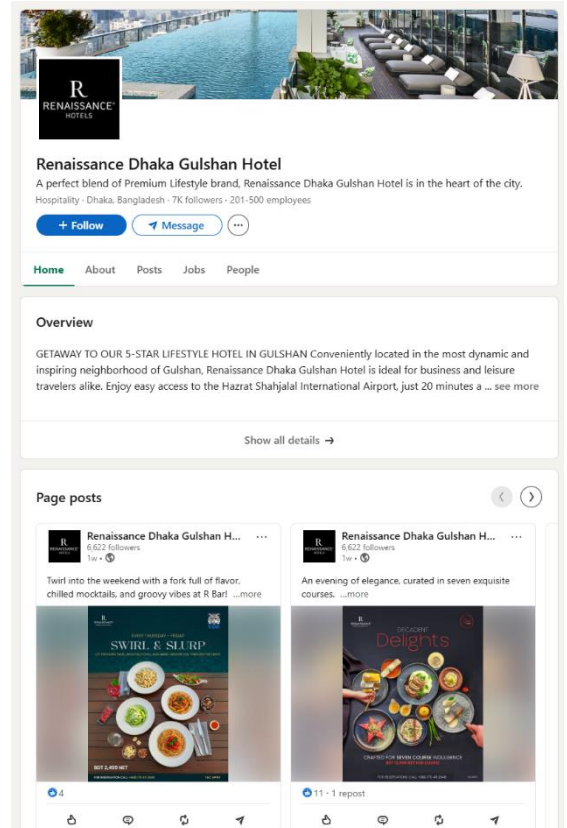
YouTube



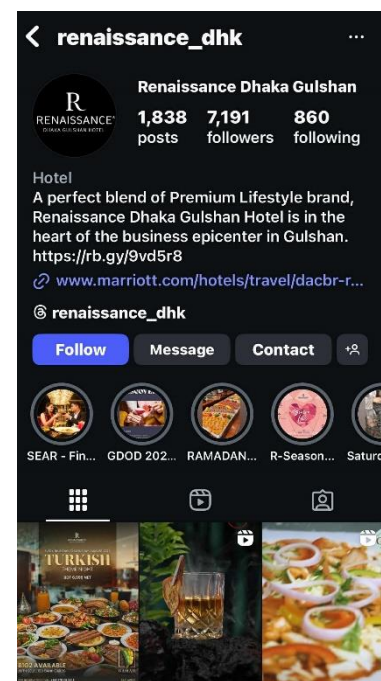
Facebook



LinkedIn



Instagram



6.1.2 Online Reviews Analysis:

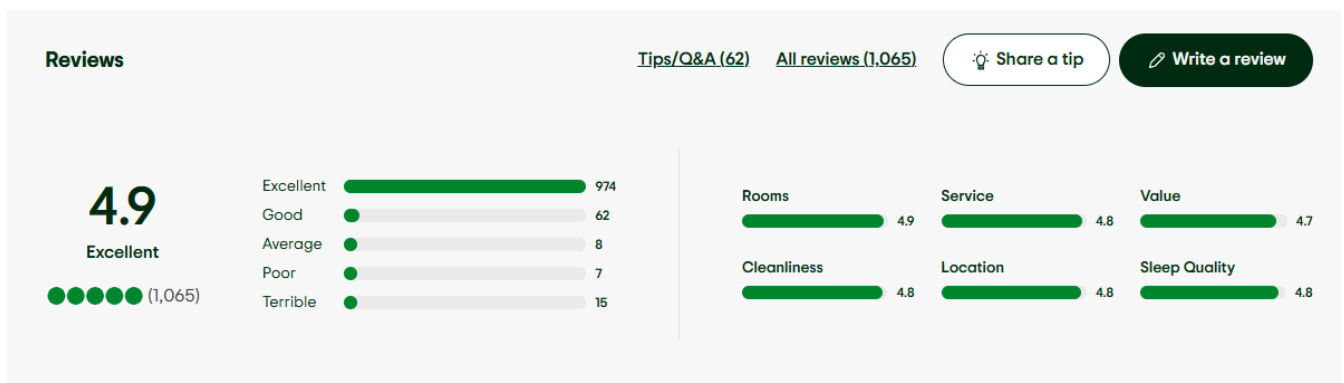
4.9 Excellent
●●●●● (1,065 reviews)

#6 of 121 hotels in Dhaka City

Location	●●●●●	4.8
Rooms	●●●●●	4.9
Value	●●●●●	4.7
Cleanliness	●●●●●	4.8
Service	●●●●●	4.8
Sleep Quality	●●●●●	4.8

 Travelers' Choice

TripAdvisor



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