Redefining Digital Marketing Strategies of Luxury Hotels in China:
A Case Study of SL Hotel

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Abstract

This study deeply analyzes the current situation of SL hotel's digital marketing strategy, and puts forward the corresponding optimization suggestions. This study utilized qualitative research method, with data primarily collected conducting through literature review and in-depth interviews. A total of 15 in-depth interviews were conducted, including interviews with 5 department managers from SL luxury hotel, 5 loyal customers of the hotel, and 5 professors in the hotel industry.

The research results show that SL hotels have several problems in the field of digital marketing, including the lack of depth and targeted content marketing strategy, search engine optimization (SEO) technology to be improved, and the potential of social media marketing has not been fully tapped. This study suggests that SL hotels should have deep insight into the needs of target customer groups, optimize content strategies, strengthen SEO technology, enhance the effectiveness of social media marketing, and focus on improving customer experience and personalized service. By implementing these strategies, SL Hotel is expected to improve the efficiency and effectiveness of its digital marketing, which thus stand out in the competitive market environment.

Keywords: Luxury hotels, Digital, Social media marketing, Search engine marketing, Content marketing

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Introduction

The rapid development of Internet technology has made digital marketing become an important means. As of June 2023, China's Internet users have reached 1.079 billion, with a penetration rate of 76.4%, driving the transformation of consumption model and business model. Online shopping continues to grow, with online retail sales reaching 5.42 trillion yuan in the first half of 2023, demonstrating the huge potential of e-commerce (Sun & Ma, 2023). In the hotel industry, digital marketing strategies such as social recommendation, limited-time offers and personalized recommendation have become the new trend (Ma, 2023). Competition in the Chinese hotel market is fierce, and digital marketing tools help hotels improve their brand image and customer satisfaction (Wang, 2023). Most of the existing studies focus on ordinary hotels, and the lack of systematic discussion on the digital marketing strategy of luxury hotels, especially the application research in the Chinese market is limited.

This study takes SL Hotel as an example to discuss the impact of digital marketing on China's luxury hotel market, analyzes its role in enhancing brand image, attracting customers and enhancing competitiveness, provide theoretical support and practical guidance for luxury hotel enterprises, and provide reference for the government and academia.

Research and estimated revenue, to provide reference for Chinese luxury hotel enterprises to develop digital marketing strategies, and improve the digital level of the industry. Provide practical cases for the research of digital marketing in the hotel industry, and promote theoretical innovation. Encourage enterprises to learn from international experience, enhance their competitiveness, and cultivate strategic thinking.

Research objectives

(1) Analyze the social media marketing strategy of SL hotels in China.
(2) Evaluate the search engine optimization strategy of SL hotels in China.
(3) Investigate the content marketing strategy of SL hotels in China.

Literature review

1. Definition of luxury hotels

High-end hotels are known for their excellent service and first-class amenities, including elegant guest rooms, luxury bathrooms, versatile meeting rooms, banquet halls, exquisite dining room, fitness centers, as well as spa facilities. These hotels are usually located in the city center or near tourist attractions for guests to visit and experience urban life. Despite their high prices, they offer guests an unparalleled experience and value. Luxury hotels often have a strong brand influence and popularity, and become the first choice for business elites and leisure travelers (Sun, 2019)

2. Overview of China hotel Market

SL Hotel Group is a well-known luxury hotel brand in China, known for its quality service. The group operates a number of hotels in major cities and tourist destinations in China, providing diverse accommodation experiences combined with local culture. With the improvement of brand image, the optimization of service quality and the enhanced market adaptability, the Group's revenue and share in the Chinese market have grown steadily. In the future, SL Hotel Group will continue to improve its brand and service quality, and strengthen its innovation and market competitiveness (Yang, 2024)

3. The Concept of digital marketing

Digital marketing, or online or electronic marketing, uses digital technologies such as the Internet, mobile devices and social media for brand promotion and product sales. It interacts with consumers through an online platform, creates and delivers value, meets needs, and achieves organizational goals. Its advantages include timeliness, relevance, customization, and cost-effectiveness. Digital marketing tools, such as social media management, search engine optimization, and content management systems, help companies analyze data, develop strategies, and monitor marketing results. Digital marketing provides businesses with precise, interactive, and measurable ways to communicate (Wang, 2023).

4. Social Media marketing
4.1 Concept of social media marketing

At present, enterprises use Facebook, Twitter, Instagram and other social media platforms to conduct brand promotion and product marketing, and interact with consumers. With continuous advances in Internet and social media technology, the increasing prevalence of user participation in content creation has prompted companies to start using these platforms for marketing campaigns. Technological innovation and user behavior changes have, together, contributed to the boom in social media marketing. With the enhancement of platform functions and the expansion of user groups, enterprises get more marketing opportunities. In addition, the widespread use of the mobile Internet and mobile social media platforms such as WeChat and Weibo has further accelerated the evolution of social media marketing, enabling enterprises to more efficiently interact with consumers and promote their products (Zhou, 2023)

4.2 Marketing strategy for social media

(1) Establish marketing objectives, such as enhancing brand awareness and improving sales performance.

(2) Select appropriate social media platforms and screen them according to the characteristics of the target audience.

(3) Formulate content strategies, and clarify the release schedule, frequency, and type of content.

(4) Create high-quality content to attract users' attention and promote their engagement.

(5) Actively interact with users and respond timely manner to enhance their sense of participation and brand loyalty.

(6) Use social advertising methods to improve brand visibility and attract potential customers (Zhao, Liao & Liao, 2021)

5. Search engine optimization
5.1 Definition of SEO

Search engine marketing by optimizing websites and keywords, and using paid advertising, aims to improve the website ranking in search results, increasing traffic and exposure to promote the brand and business. With the progress of Internet technology, the search engine has become an important tool for users to obtain information. Compared to traditional marketing, such as billboards and TV ads, search engine marketing is less expensive and easier to evaluate, helping advertisers reduce costs and improve conversion rates (Hu & Dong, 2024).

5.2 Search engine optimization strategy

Search engine optimization (SEO) involves the optimization of website structure, content and keywords, aiming to improve the ranking of websites in search engines and increase traffic. Major strategies include keyword research, content optimization, and backlink building. Paid-click advertising (PPC) obtains advertising space through bidding to improve advertising visibility. The strategy involves keyword bidding, copywriting and landing page optimization. Mobile optimization focuses on improving the user experience and access speed on mobile devices. Data analysis and improvement is the continuous optimization of marketing strategies by analyzing website traffic and user behavior to improve the effectiveness of keywords and advertising.

6 Content marketing
6.1 Definition of content marketing

Content marketing is a strategy to attract and retain the target audience and motivate them to interact with the brand by creating and sharing valuable content such as articles,

videos, etc. Its core is to provide high-quality content to meet the needs of the audience and improve brand awareness (Lian et al., 2022).

6.2 Content marketing strategy

(1) Precise positioning: clarify the needs and interests of the target audience, as well as the characteristics and behaviors of the target audience, and develop content marketing strategies that are more in line with the needs and interests of the target audience.

(2) High quality content creation: create high quality and valuable content to meet the needs and interests of audiences, while improving brand awareness and reputation.

(3) Multi-channel communication: Use social media, blogs, video platforms and other channels to disseminate content, and expand content dissemination and audience coverage.

(4) Data analysis and optimization: Through data analysis, to understand the audience's behavior and preferences, optimize the content marketing strategy, and improve the marketing effect.

7. Related studies

Xu (2019) discussed the application of service quality theory in the hotel industry, and put forward suggestions to improve service quality and customer satisfaction through research. Wei (2022) analyzed the current situation and trend of hotel digital marketing, stressed its growing importance in the industry, and predicted that it will become the mainstream. Chen & Jiang (2023) studied the application and effectiveness of social media in hotel marketing, and put forward implementation suggestions. Lou (2023) summarized the successful cases and innovative practices of hotel digital marketing, analyzed the successful elements and challenges it faced, and provided the direction for the future development of the industry. Zhang (2024) put forward the ideas and methods of building an efficient hotel performance management system, and emphasized the importance of performance management.

Research Methods

1. Study design

This study uses a qualitative study design to gain insight into digital marketing strategies in luxury hotels. The rationale for choosing the qualitative approach lies in its ability to explore complex phenomena in real-world settings. The research process includes : literature review, analysis of digital marketing trends, competitive patterns and consumer behavior in the Chinese hotel market. In-depth interviews with three target groups, hotel managers, hotel customers and marketing experts / scholars, to collect multi-angle perspectives on digital marketing practices and their effectiveness.

2. Population and sample size

A purposive sampling approach was used to select participants from three key groups to ensure diverse perspectives : 5 managers from SL hotels, including the heads of sales, human resources, catering, housekeeping, and front desk departments. 5 customers who have recently stayed in SL hotels through online booking. 5 experts with expertise in the field of luxury hotel marketing and digital strategy.

3. Research instruments

The main research tool is in-depth interviews, conducted in a semi-structured form to ensure flexibility and depth. The interview guide is divided into four thematic areas: the implementation of digital marketing strategies, social media marketing strategies, search engine optimization (SEO) strategies, and content marketing strategies.

4. Data collection

1. Main data:

Hotel Manager: Plan to conduct telephone interviews in August 2024, focusing on digital marketing practices and customer experience improvement.

Hotel customers: We plan to have a face-to-face interview in September 2024 to discuss customers' experience of SL hotel digital services.

Marketing expert / Scholar: An online interview is planned in September 2024 to discuss trends, challenges and opportunities in digital marketing in luxury hotels.

2. Secondary data: Provide background information through literature reviews and industry reports.

5. Data analysis

1. Transcription: the interview recording is transcribed into text for detailed analysis.

2. Theme analysis: Identify key themes and patterns from the interview data.

3. Triangle validation: Cross-validation of data from multiple sources (managers, customers, experts) to ensure reliability.

4. Report: The results of the study will be presented in text, charts and images, explaining its implications and impact on the SL hotel and luxury hotel industry.

Results of the study

1. Social media marketing strategy of SL hotels

1. Platform selection and strategy

Choosing the right social media platform is crucial for SL hotels as it affects brand positioning and customer appeal. Different platforms attract different user groups, understand the preferences and behavior habits of target customers, and help to effectively convey the brand information. The right platform selection can optimize resource input,

improve marketing efficiency and pertinacity, and increase user engagement and brand exposure rate. Furthermore, it helps manage online reputation, respond to customer feedback and build a positive brand image. In short, the right choice of social media platforms can enhance market competitiveness and promote business growth.SL hotels gave priority to platforms such as Instagram and WeChat, and the brand participation increased by 30%, and the number of fans increased by 20% within six months.

General Manager A of SL Hotel shared the strategy for choosing the appropriate social media platform: in-depth understanding of the target customer groups, studying their social media preferences, analyzing the characteristics and functions of each platform, evaluating user interaction, and adjusting the strategy by using data analysis. Through these steps, SL Hotels can effectively select the suitable social media platform to improve brand awareness and customer satisfaction.

2. Successful evaluation and feedback

Social media evaluation is crucial to the operation of SL hotels, helping the hotels understand customer needs, optimize services, and improve satisfaction. Actively managing social media feedback helps to build brand image, build customer trust, improve customer loyalty, and increase brand influence through word-of-mouth communication. In addition, social media feedback mechanisms enable hotels to adjust their marketing strategies in real time to drive business and sales growth. In short, social media assessment and feedback improve the customer experience and the hotel's overall operational efficiency and market competitiveness.

Marketing expert Professor C commented on the hotel's social media marketing in SL, saying its success was reflected in improving brand exposure, customer engagement, feedback, and business transformation. SL Hotel will significantly improve its brand exposure on social media through high-quality visual content and attractive activities, such as holding a food festival on Instagram, using user-generated content to show real experience, attract attention and interaction, and effectively enhance brand awareness.85 % of customers were more satisfied with their real-time response on social media.

 Consumer reviews of SL hotel social media marketing are not as comprehensive as industry experts, but it is just as important. Mr. L believes that successful marketing should be attractive, show hotel features, frequent interaction, and respond to user feedback. He also values offers and promotions offered through social media, as well as positive reviews and sharing from other consumers, which often mean that marketing strategies appeal to satisfied customers and promote word of mouth.

3. Customer interaction and brand management

SL hotels use social media for brand management and customer interaction, which brings many benefits. Social media provides a direct and efficient communication channel that enables hotels to respond to customer feedback in a timely manner and enhance customer satisfaction and loyalty. Actively handling customer opinions helps maintain and enhance brand image. At the same time, brand management on social media can enhance brand exposure and market influence, attract potential customers and promote word-of-mouth by sharing high-quality content and customer stories. Real-time feedback from social media also enables hotels to quickly adjust their marketing and service strategies, remain competitive and drive business growth. Custom content (such as deluxe room displays, food activities) increases customer loyalty by 25%.

How does the housekeeping department, an important part of SL hotels, use the social media platform to build closer ties with customers? The SL Hotel IT department said that using social media platforms to build closer ties with customers can not only improve the customer experience, but also improve customer satisfaction and brand loyalty. To achieve this, their department will do this:

" Actively respond to customer feedback: build a dedicated social media customer service team to ensure timely response to customer comments, questions and feedback. "Use a polite, professional tone to quickly solve customers' problems and provide help. This helps to improve customer trust and satisfaction."(Deputy Manager Z, housekeeping Manager, November 12, 2024)

"With fast and effective PR management, the SL Hotel has successfully mitigated the impact of negative reviews. The customer felt the sincerity and professionalism of the hotel and finally updated their comments on social media to expressing satisfaction with the hotel's handling.90% of negative reviews were resolved within 24 hours, this not only improves the brand image, but also enhances the hotel's reputation for dealing with the crisis." (Professor L, an expert in the hotel Industry, November 22, 2024)

SL Hotels has enhanced brand awareness and customer satisfaction through social media marketing and brand management. As a real-time communication tool, social media helps hotels respond quickly to customer feedback, solve problems, and enhance customer loyalty. The hotel emphasizes customer needs through interaction and personalized service, and enhances the sense of participation. At the same time, through high-quality content sharing and interactive activities, the hotel has enhanced its market influence and brand reputation, and promoted the word of mouth communication. The feedback mechanism of

social media allows hotels to flexibly adjust their marketing strategies and drive business growth. In the face of negative comments, the hotel quickly conducted crisis public relations management, through timely response and problem solving, successfully reduced the negative impact, repaired the reputation, and improved customer trust and satisfaction.

4. Customer loyalty and brand image

SL Hotels Group has been committed to enhancing customer loyalty and brand image in social media marketing. Through carefully curated content and interactive strategies, the hotel has successfully attracted a large number of loyal customers and built a high-end, elegant brand image on social media.

First, SL Hotel presents its unique hotel culture and quality service by regularly releasing high-quality graphics and video content. Whether it's the hotel's luxury rooms, gourmet food, or special events, vivid displays can be found on social media. Secondly, SL Hotel focuses on the interaction and communication with its customers. Hotels actively respond to customers' comments and private information on social media, and address their problems and needs in a timely manner. In order to better understand customer needs and feedback, SL Hotels also uses the social media platform for market research. By analyzing customer reviews and interactive data, the hotel can timely adjust its marketing strategy and service content to better meet customer needs. In addition, SL Hotel also focuses on the cooperation with other brands and opinion leaders, which improves the popularity of SL Hotel and further enhances the high-end image of the brand. Working with opinion leaders has expanded social media coverage by 15%, in line with the theory of using internal capabilities to gain a competitive advantage.

Balancing the brand image and customer interaction on social media is a continuous process of continuous exploration and practice of SL Hotel. Through the comprehensive application of brand positioning, clear brand positioning, detailed content and strategies, innovative interactive forms, implementing personalized marketing, strengthening brand narrative, social responsibility, sustainable development, continuous optimization and iteration, the hotel can achieve brand image and customers on social media.

2. SL Hotel search engine optimization strategy

1. Select the keywords and optimize the ranking

Search Engine Optimization (SEO) aims to improve the ranking of websites on the search engine results page. For SL hotels, SEO main goal is to enhance online visibility, attract potential customers, and promote business growth. SEO plays several key roles in the hotel industry: enhance brand exposure, making it easier for potential customers to find SL hotels during search; increase website traffic, attract more natural traffic by optimizing

keywords and content to visit the official website; improve conversion rate, high ranking page usually have high click rate, which may increase online booking even with low traffic; reduce advertising cost, effective SEO reduce dependence on paid advertising and reduce marketing cost.

Search engine optimization (SEO) is critical to SL hotels, not only improving hotel rankings in the search engine results page, but also significantly improving the visibility online, attracting potential customers and driving business growth. SEO include increasing brand exposure, increasing website traffic, increasing conversion rates, and reducing advertising costs. By optimizing keywords and content, SL hotels can effectively attract natural traffic and improve click-through rates. Keyword selection and ranking optimization are the core components of the SEO strategy. SL hotels should choose the keywords closely related to the business core to improve their ranking in the market competition. At the same time, long-tail keywords are used to meet more accurate search needs, while geolocation keywords improve the visibility of specific regions. Long tail keywords (such as "SL hotel family room deals") and geographical positioning increased natural traffic by 25% and the "luxury hotel" search ranking by 15%. In terms of ranking optimization, SL Hotel integrates the target keywords into the page title, meta-description and content through the page optimization strategy, so as to improve the relevance and ranking of the page. The release of high-quality content not only meets the needs of users s, but also improves the search rankings. In addition, optimizing the internal link structure and obtaining high-quality external links is also an effective means to improve the authority and ranking of websites.

2. Improve the user experience and the quality of the website content

In order to further study the content quality and user experience of SL Hotel, we interviewed the customer Mr.W, whose feedback was:

" As a loyal customer of SL Hotel, I am very satisfied with the quality of the content on their website. First, the site is well designed, whether I use a computer or mobile phone access, the page can be automatically adjusted, displayed clearly and really convenient. Advertising was also fast and never encountered a lag, which allowed me to quickly find the information I wanted. I especially like the high quality pictures and videos on their website, and the visual content makes me more intuitive about the hotel rooms and facilities. Sometimes I check the virtual tour before booking so I can feel the hotel atmosphere online in advance and help me make better decisions. "Website responsive design, contributed 6% conversion rate and 38% jump out rate reduction" (Dedicated customer, Mr. W, November 16, 2024)

Professor S, a hotel industry expert with 20 years of experience, evaluated the content quality of the SL hotel website. She believes that the site does a good job of displaying facilities and services, with clear pictures and videos, responsive design and loading speed optimization to provide users with a good browsing experience. However, she suggested adding user interactions, real-time chat and question-and-answer areas to improve problem-solving efficiency. She also suggested improving content personalization and recommending content based on user history and interests through a recommendation system to increase participation and conversion rates. In addition, Professor S suggested further optimizing SEO, using more long tail and geo-located keywords to improve local search rankings. Finally, she highlights the importance of presenting customer reviews, especially positive reviews and unique experience stories, to enhance content authenticity and trust.

3. Analyze traffic, analyze and adjust strategies

SL hotel's search engine traffic performance is even more significant in 2023. According to Google analytics, the SL hotel site has about 60,000 organic traffic and 35,000 unique visitors per month, with organic search traffic accounting for 75%. The key transportation keywords include "luxury hotel", "SL hotel discount" and "five-star hotel", with "luxury hotel" receiving about 25,000 monthly visits. The average time on the site was 3.5 minutes, with 38% jumping, showing the appeal of the site's content and a good user experience. At the same time, conversion rates reached 6% in 2023, up 10% from 2022. Compared with its major competitors, SL hotels are outstanding in both keyword rankings and traffic share.

Based on the above data in 2023, we can try to adjust it to improve the SEO effect and conversion rate of the SL hotel website. To this end, I interviewed the hotel general manager, who said that from last year's data, our hotel SEO strategy is more effective, but there is still room for improvement. This year, we have adapted our strategy to further improve the SEO efficacy and conversion rates.

"Optimize your keyword strategy. Expand keyword coverage: Although the keyword "luxury hotel" performs well, it can be extended to cover more long tail keywords, such as "SL Hotel family room special" or "SL Hotel Business Conference Package". These long-tail keywords are less competitive and can attract more accurate user groups. Detailed regional keywords: Add more regional keywords to the existing keywords, such as "Nanning SL Hotel" or "Beihai SL Hotel". This will help increase visibility of local search results and attract customers who plan to travel to specific cities."(Mr. A , Information Manager, November 12, 2024)

4. Deal with market competition

Among the many luxury hotel brands, SL hotel is only one of them. When consumers search for luxury hotels through search engines, what factors encourage people to choose SL hotels among the many luxury hotels? Customer Ms.Li said:

"When I look for luxury hotels through search engines, there are several main reasons for choosing SL hotels. First of all, the brand reputation of SL Hotel is also very good in my heart, and I know that it represents high quality and quality service. The favorable reviews and various awards in the search results made me more confident in its choice. Also, user reviews and ratings have had a big impact on me. If I see positive and high reviews from other guests, it makes me think this hotel is trustworthy. I especially enjoyed reading the detailed comments, their descriptions of the facilities, the service, and the overall experience."(Loyal customer, Mr. L, November 16, 2024)

The SL Hotel Search Engine Optimization (SEO) strategy focuses on increasing brand exposure, increasing website traffic and conversion rates. Mr. Zhang, the marketing manager of the hotel department, stressed the importance of keyword selection, including core business keywords, long tail keywords and geographical positioning keywords, to improve market competitiveness. General Manager A pointed out that through page optimization, content strategy and link construction to improve the ranking effect. In addition, the customer, Mr., and industry Professor Zhong, expressed satisfaction with the content quality and user experience of the website, and suggested further strengthening interactivity and personalization. Based on the data of 2023, SL Hotels plans to expand keyword coverage, optimize content quality, improve user experience, and increase external links to cope with fierce market competition and achieve higher conversion rates and business growth.

3. SL hotel content marketing strategy

1. Content marketing plan and implementation

Manager Z of SL Hotel Marketing Department, introduced the 2024 content marketing plan, which aims to enhance brand influence and business growth by strengthening brand stories and customer experience. Plans include posting high quality content such as customer stories and virtual tours to enhance emotional connections with consumers. The content strategy will target the needs of target customers, covering room introductions, travel guides, etc., aiming to attract potential customers and help existing customers plan accommodation. Through social media and other platforms, content will be widely disseminated to increase customer engagement and brand loyalty.

"In our content marketing program, we use several key strategies to create quality content that both fit the brand image and attract target customers: brand consistency, ensuring that all content is closely centered around the core brand value and image of SL Hotels."We will emphasize the hotel's luxury, comfortable, quality service and other core features, through a unified visual style, language and information transmission, to ensure the consistency of the brand image. High quality visual materials: using professional photography and video production, to show the hotel's unique design, luxury facilities and quality service. High-quality visual materials can effectively attract the attention of target customers and provide them with intuitive feelings. Interaction and participation: Enhance the customer's sense of participation through questionnaires, user-generated content, social media interaction and other interactive content. We will encourage customers to share their experiences, create content competition or events, and increase brand-customer interactions. These strategies enable us to create high-quality content suitable for the SL hotel brand ima, which attracts and meets the needs of our target customers."(General Manager Z, Marketing Manager, November 12, 2024)

2. Storstories and emotional connections

SL Hotel has strengthened the connection with customers through content marketing, and through customer experience sharing, employee stories and public welfare activities, demonstrated its service and responsibility, and enhanced emotional resonance and brand loyalty. The hotel has launched a video series called "SL Hotel Time", which tells touching stories about employees and customers, emphasizes service and care, and deepens customer identity and loyalty. The "SL Hotel Time" video series increased engagement by 20%, and personalized travel blogs increased site traffic by 15%. The blog series "SL Hotel Tour" shares customer travel stories, displays global service networks and personalized experiences, stimulate travel desire and deepen the emotional connection with the brand. The "Employee Stories" column on the official website and social media tells the employees' personal experience, shows the corporate culture, and makes customers feel the warmth of the hotel. The hotel also shared stories of supporting community and environmental projects through our Care About charity event, demonstrating social responsibility and enhancing customer positive impression and loyalty to the brand. These initiatives have enhanced the service display, brand value and market competitiveness of SL hotels.

Professor L, a hotel industry expert, spoke highly of the humanistic care activities of SL Hotel. She pointed out that the "SL Hotel Time" series of videos shows the warmth and care of hotel services through real and touching customer stories, enhance the emotional connection between the brand and customers, and improves customer loyalty.

She suggested that hotels introduce more interactive elements, such as soliciting user-generated content, hosting "Best Customer Stories" competitions and rewards to increase customer engagement and brand influence. The "SL Hotel Tour" blog series strengthens the brand's global image and personalized service, stimulates the travel desire of potential customers, and improves the authenticity and diversity of the content. She suggested introducing more multimedia content, such as video interviews or interactive maps, and increasing opportunities for customer contributions. The "Employee Story" column shows the hotel's corporate culture and staff enthusiasm. It is suggested that "Employee Heroes" activities be held monthly to increase staff and customer content and improve the authenticity and intimacy of the story. Finally, the "We Care" charity activity reflects the social responsibility and community contribution of SL Hotel. It is suggested to establish a real-time progress tracking system, regularly update the effect report of charity activities, improve transparency, and let customers see the actual impact.

3. Content effect evaluation and adjustment

Content marketing aims to create and share valuable content to attract and sustain customers, so assessing customer feedback is critical. Analysis of interactive data and feedback allows for an assessment of content appeal and validity. Customer feedback helps to reveal the advantages and disadvantages of the content and guide the optimization of the content. For example, increase the frequency of popular content, or adjust strategies for unpopular content. This continuous optimization based on customer needs can improve the relevance, attractiveness, customer satisfaction and brand loyalty of the content. Through continuous evaluation and adjustment, the hotel can optimize the content marketing strategy, meet customer needs, and maintain market competitiveness.

What improvements or innovations will SL Hotel make in content marketing to better meet the needs of consumers? To this end, I interviewed my client, Mr. Long, who said,

"I think SL Hotels can make some interesting improvements in content marketing to better meet my needs. "First, I hope the hotel will add some interactive content, such as a live online event, so we can see behind the scenes in real time or participate in a virtual room cruise. This gives you a more intuitive understanding of the characteristics and atmosphere of the hotel."(Loyal Customer, Mr. L, November 16, 2024)

Assessing and adapting a content marketing strategy is critical to success because it reveals what is popular and what is not. This helps a deep understanding of customer needs and optimize content quality and relevance. Timely strategy adjustment is key to maintaining the effectiveness of marketing campaigns as the market and customer

needs are constantly changing. If content performs poorly, timely adjustments can avoid a waste of resources and focus on more promising content.

Quantitative Highlights		
Metric	Performance (2023)	YoG Growth
Social Media Engagement	85%	25%
Organic Search Traffic	60,000 visits/month	15%
Content Marketing ROI	20%	15%
Crisis Resolution Rate	90%	10%

Figure 1: Key Performance Indicators for 2023

Assessment and adjustment also improve return on investment (ROI), and by analyzing key metrics such as interaction and conversion rates, we can make data-driven decisions to ensure that marketing budgets are used effectively and achieve better results. Continuous effect evaluation and adjustment maintain the flexibility and competitiveness of content marketing, enabling the brand to respond quickly to market changes and maintain the lead position.

Summary of Research, Discussion and Recommendation

Summary of the study results
1. SL Social media marketing strategy for hotels
1.1 Platform selection and strategy

Social media marketing success of SL hotels depends on appropriate platform selection and strategy execution. Platforms attract different user groups, such as Instagram to young people, and LinkedIn is suitable for professionals. Understanding target customer preferences and behaviors can help hotels release content that attracts them and increase brand awareness and customer loyalty. Platform selection involves deeply understanding customers, analyzing platform characteristics, and adjusting strategies using data analysis tools. Through these methods, SL hotels can effectively use social media, optimize their resources, and enhance their brand competitiveness. Positive response to customer interaction and feedback

is essential to enhance brand image and satisfaction, and the hotel needs to deal with reviews and negative feedback.

1.2 Successful evaluation and feedback

Social media assessment is critical to SL hotels, helping to understand customer needs and optimize services. Active management of customer feedback can enhance the brand image and loyalty. Data analysis helps hotels adjust their marketing strategies and drive growth. SL Hotels' success in social media is reflected in brand exposure, customer engagement, feedback and business transformation. High-quality visual content and interactive activities enhance brand exposure and engagement. Timely handling of negative comments and guiding the business transformation is also the key to success.

1.3 Customer interaction and brand management

SL hotels interact with customers through social media to enhance their experience and loyalty. Measures include responding to feedback, personalized interactions, and sharing stories, hosting events, publishing updates, and market research, which increase customer satisfaction and brand loyalty. For negative comments, the hotel responded timely and professionally, acknowledged problems, communicated privately, made public statements and followed up learning, which effectively repaired the brand image and enhanced the credibility of crisis management.

1.4 Customer loyalty and brand image

SL Hotel through a series of strategies to enhance customer loyalty and brand image. The hotel has built a high-end and elegant brand image by delivering high-quality content, personalized services, market research and working with brand and opinion leaders. Social media strategies, including timely response to feedback, sharing customer stories and holding interactive events, have effectively increased customer loyalty. The hotels social media marketing strategy includes choosing the right platform, systematic evaluation and feedback mechanisms, positive customer interaction and brand management. These strategies help hotels improve brand exposure, customer satisfaction and business growth. In social media marketing, the balance of brand image communication and customer interaction is crucial. Through clear brand positioning, innovative interactive forms, personalized marketing and continuous optimization, SL Hotel has successfully realized the harmonious coexistence of brand image and customer interaction, enhanced the brand influence, and won the market competitive advantage.

2 SL Hotel Search engine optimization strategy

2.1 The core of the search engine optimization strategy

SL Hotel's SEO strategy aims to improve brand online visibility, increase website traffic and conversion rates, while reducing advertising costs. By selecting keywords and optimizing rankings, hotels can occupy a higher position in search engine results, attract potential customers and promote business growth. SL Hotels focuses on core keywords such as "luxury hotels" and long tail keywords such as "SL Hotel Family Suite" to improve conversion rates and reduce competition. At the same time, optimize the geographical positioning keywords such as "SL Hotel Nanning" to attract potential customers in specific cities. The SEO strategy also includes page titles, meta-descriptions, URL optimization, and the rational use of target keywords in the content to improve page relevance and ranking. The content strategy focuses on posting high quality blog posts, travel guides and customer reviews to meet user needs and improve search rankings. In addition, hotels enhance the site's authority and ranking by optimizing the internal link structure and accessing high-quality external links, such as working with travel sites and local merchants.

2.2 User experience and content quality

SL Hotels focuses on improving the website content and user experience. The website is designed to be responsive, ensuring a good browsing experience on a variety of devices, fast loading and easy to use navigation. With high-quality picture, video and virtual travel features, users can intuitively understand the hotel facilities. The website content is detailed and attractive, including the room introduction, facility display and customer evaluation, to enhance the purchase confidence. Update the content timely, encourage guest comments, and enhance the authenticity and credibility. It is suggested to increase the interactivity of the website, truthful chat and customer questions, as well as personalized recommendation system, recommend content according to users interests, and improve the participation and conversion rate. In order to enhance the SEO effect, we need to add long tail and geolocation keywords, optimize search engine strategies, and improve local search rankings. Presenting positive customer reviews and unique experience stories can further improve content authenticity and trust.

2.3 Data analysis and strategy adjustment

According to the 2023 data, although SL Hotel showed a good SEO effect, it still needs further improvement. Optimize the keyword strategy, expand the long tail keywords, refine the regional keywords, attract more accurate user groups, improve the visibility of local search. Improve content quality, update and expand the hotel and surrounding tourism information,

increase user-generated content, and enhance interactivity and credibility. Improve the user experience, optimize the page loading speed, and simplify the booking process, such as realizing the one-click booking function. In terms of data-driven optimization, the optimal combination of page elements should be determined through A / B testing, and the data adjustment strategies should be analyzed regularly. Furthermore, access to high quality external links through collaboration with travel-related websites and influencers to enhance the authority of the website.

2.4 Deal with market competition

SL hotels in the highly competitive market, must adjust the strategy to meet the challenges. Key factors include brand reputation, user reviews, website content, and location convenience. Hotels need to innovate and optimize their service, facilities and prices, and keep an eye on customer needs. Through SEO strategies, such as keyword optimization, page and content improvement, and link building, SL hotels enhance online visibility and search rankings, attracting more traffic and potential customers. In order to further improve the SEO effect and conversion rate, the hotel should expand the range of keywords, improve the quality of content and user experience, and strengthen the construction of external links. Continuous innovation and optimization are the necessary conditions for SL hotels to maintain their market leadership position.

3. SL Hotel content marketing strategy
3.1 Content marketing plan and implementation

SL Hotel's 2024 content marketing plan will focus on enhancing its brand influence and business growth. Plans include emphasizing brand stories and customer experience, developing content strategies for target customers, disseminating the content widely through channels such as social media, and adjusting strategies based on feedback. In addition, the hotel will use consistent branded visual materials and high-quality visual content to attract customers and increase customer engagement through interactive activities. The overall goal is to meet customer needs, improve brand awareness, and promote business growth.

3.2 Storstories and emotional connections

SL hotels strengthens deep connections with customers through storytelling and emotional connections. Its "SL Hotel Time" video series shared client stories such as family gatherings and honeymoon trips, highlighting the quality of service and care and enhancing customer loyalty. The blog "SL Hotel Tour" shares the customers' global travel stories, inspiring the desire to travel and deepening the emotional connection. The "Employee Stories" column shows employee experience and corporate culture and enhances brand authenticity and

intimacy. The public welfare activity "We Care About" shows the hotel's social responsibility and community contributions, and enhances the brand image.

3.3 Content effect evaluation and adjustment

Assessment and adjustment of content effects are crucial to content marketing. SL Hotels analyze customer interactions, feedback, and engagement to understand the appeal and effectiveness of content. Social media reviews, website traffic, and click-through rates reveal popular content and areas for improvement. Customer feedback helps the hotel optimize the content, if the content is not effective, you need to adjust the strategy, such as changing the content format or theme. Adjustment should be based on customer needs to ensure the relevance and attractiveness of content and improve customer satisfaction and brand loyalty. Continuous evaluation and adjustment can help to optimize content marketing strategies and maintain customer contact and brand presence.

Discussion

1. Discuss social media marketing strategies

The success of SL hotel social media marketing relies on accurate platform selection and content strategies that can increase brand exposure and customer loyalty. By analyzing the preferences of target customers, choosing suitable social media platforms, such as Instagram to attract young people and LinkedIn to attract professionals, SL hotels have effectively increased the market penetration rate. In addition, effective evaluation and feedback mechanisms enable SL hotels to optimize their services through social media data analysis, timely respond to customer feedback, and establish a positive brand image. Active customer interaction and brand management strategies such as personalized interaction and hosting events enhance customer satisfaction and brand loyalty. SL Hotel also establishes emotional connections with customers through high-quality content and personalized services to enhance brand recognition and market competitiveness. The cooperation with opinion leaders further strengthens the high-end brand image and market position of SL Hotel (Zhang, 2020).

2. Discuss the marketing strategies for search engine optimization

SL Hotels' SEO strategy aims to increase online brand awareness, increase website traffic, increase conversion rates, and reduce advertising costs. By selecting keywords and optimizing rankings, hotels get higher rankings in search engine results, attracting potential customers and driving business growth. The hotel adopts the core keywords and the long tail keywords strategy to reduce the competitive pressure and improve the conversion rate. Responsive website design and high-quality content enhance the user experience, while updating content

and user comments to improve content authenticity and credibility. SL hotels need to continue to optimize the SEO strategy, through A / B testing, data analysis and external link construction, in order to cope with the market competition, and maintain the brand leadership position (McKinsey & Company, 2021).

3. Discuss content marketing strategies

SL Hotel's content marketing program focuses on brand stories and customer experiences to attract and maintain customers through emotional connections and high quality content. The hotel utilizes consistent branded vision and high-quality visual materials to display its luxury services. Interaction and customer engagement are also focused, increasing engagement through questionnaires, user-generated content, and social media interactions. The hotel shares customer stories and experiences through video series and blogs to enhance brand identity and loyalty. The content effect is evaluated and adjusted through data analysis to optimize the marketing strategy. Innovative recommendations and practices, such as data analysis-driven content creation and collaboration with brand ambassadors, are key to success. Technological innovations such as VR and AI provide new tools for providing personalized experiences (Zhang & Chang, 2019).

Study findings suggest

1. Suggestions for social media marketing strategies

(1) It is crucial to improve the advertising effect. SL hotels increased their social media advertising budget, but the return rate was lower than the industry average, indicating that the advertising did not meet expectations. Hotels need to re-examine their advertising strategies, use data analysis to understand the target audience, and optimize the advertising content and audience positioning. Evaluate different advertising concepts using advanced analysis tools and A / B testing to improve click-through and conversion rates. At the same time, adjust the advertising release time to maximize the advertising effectiveness and returns.

(2) Improving the response speed and quality of customer service is crucial to the brand image. SL hotels have delays and poor quality problems when handling user reviews and private messages. To solve this problem, the hotel should establish an efficient customer service system and set up a dedicated social media customer service team to ensure timely and effective response. Use automated tools to improve response speed, but to remain personalized and professional. Especially when dealing with negative feedback, problems should be solved actively and quickly to reduce customer dissatisfaction. By improving the professionalism and efficiency of the service team, SL hotels can improve the customer

experience, enhance the satisfaction and loyalty, and enhance the brand reputation and competitiveness.

2. Suggestions for search engine optimization strategies

SL hotels should adjust their keyword strategy to focus on the smaller long tail and geopositioning keywords to improve search engine rankings and attract accurate audiences. At the same time, the keyword performance is regularly analyzed regularly to maintain the strategy effectiveness. In terms of technical SEO, the hotel needs to optimize the website structure and server performance, reduce the page loading time, and ensure the response speed and user experience of the website on each device, in order to improve the search engine ranking and user satisfaction.

3. Suggestions for content marketing strategies

The key is to improve the relevance and depth of the content. Although SL Hotel has released many blogs and videos, its user participation and transformation have not been significantly improved. The hotel needs to deeply analyze the needs of the target audience, identify user preferences and concerns through data analysis, and adjust the content strategy to release content more suitable to user needs, such as tourism needs, service details, local information, etc., so as to attract target customers and improve the participation rate. At the same time, it is important to increase interactivity and diversity. Hotels should introduce user-generated content and interactive forms such as reviews, Q & A and challenge activities to increase user engagement and brand loyalty. Holding relevant competitions or solicitation activities to encourage users to share stories and photos can effectively improve the interaction rate and brand influence.

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