DEVELOPING DIGITAL MARKETING PLAN
Case The 1982 House

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Bachelor's Thesis
Degree Programme in Tourism
Bachelor of Hospitality Management

2022

The project's goal is to create a digital marketing plan for a small hotel in Da Lat, Vietnam, to assist promote awareness, broaden client groups, and enhance income. The hotel's digital marketing strategy lays out the actions to follow and lists the supporting tools, as well as demonstrating the applicability of each digital marketing tool based on the hotel's budget and image goals.

The thesis consists of four main parts: Theoretical framework, qualitative methods of data collection, digital marketing planning and results evaluation. First, the author uses existing sources such as books, newspapers, electronic sources to build a theoretical framework as a knowledge base for the entire thesis. The second is to use the interview method to collect data from experts, specifically those working in the marketing field of hotels in the selected case study area. The third is to analyse the current situation of the business and set specific goals, thereby building a specific digital marketing plan for the selected platforms and tools, providing support tools. Finally, evaluate and discuss the research results.

The case study of the thesis is The 1982 House Da Lat hotel. This thesis will build a digital marketing plan for hotels with the main goal of being suitable for raising brand awareness at an early stage by choosing the right tools and applying them.

Key words   Digital marketing, service marketing, service

CONTENTS

SYMBOLS AND ABBREVIATIONS

B2C	Business to consumer
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SERP	Search Engine Result Pages
PPC	Pay-Per-Click

1   INTRODUCTION

Digital marketing is no longer a strange keyword for businesses when most activities require the internet as an essential tool for advertising or business. A business that wants to develop sustainably has not only the best products/services but also an effective business strategy depending on the different stages of development. Technology has become one of the most effective and profitable trending tools to reach customers today. The Internet has opened many opportunities for both businesses and customers. It requires businesses to change the way they communicate and interact with their customers. The consumer and shopping behaviours of customers have also gradually changed, to improve the accessibility of customers to businesses, digital marketing has become an indispensable part of any business strategy. (Chaffey & Smith 2017.)

Digital marketing has opened many fair competition opportunities for businesses. Unlike before, when digital marketing was only exploited and applied by large enterprises, or multinational companies. Today, most businesses could take advantages of various digital channels at a lower cost than traditional media, increasing the competitive advantage for small businesses and opening up more business models on the online platform. (Chaffey & Hemphill 2019, 37)

The objective of the project is to develop a digital marketing plan for a small-scale hotel in Da Lat, Vietnam to help raise awareness, expand customer groups and increase revenue for the hotel. The hotel's digital marketing plan outlines the steps to take and compiles the supporting tools, most importantly showing the applicability of each digital marketing tool by budget and image that the hotel wants to build in the future.

2 CASE COMPANY

The 1982 House was chosen as the case company of the thesis. The 1982 House is a commercial hotel located in the center of the tourist city Da Lat, Vietnam. Homestay operates on a relatively small scale, including 20 rooms. The interior design and architecture of the homestay is cozy, rustic and streamlined. (Huynh 2022.)

The 1982 House constantly aspires and strives towards the vision of becoming a typical franchised homestay brand that represents the peaceful, close-to-nature image of Da Lat city. The 1982 House's mission is to deliver hotel products and services associated with the preservation and development of Da Lat's tourism values to give tourists the most significant and comprehensive experiences. Homestay aspires to instill in its guests the values of professionalism and dedication in the service. (Huynh 2022.)

The homestay is owned and managed by Scarab Nguyen Joint Stock Company. The parent company operates in the field of hospitality and tourism. In the future, Scarab Nguyen company aims to open more hotels to form a prestigious hotel chain with the 1982 House in Da Lat city. (Huynh 2022.)

3 THEORETICAL BACKGROUND

3.1 Digital Marketing in General

The firms employed conventional techniques to promote their businesses before the present growth of technology, such as printing, radio and television advertising. Because of environmental and temporal constraints, these types of advertising are deemed ineffective when they are unable to reach many customers at the same time, restricting consumers' purchasing power (Tutorialspoint 2020). According to experts, digital marketing is the turning point in changing people's perceptions of advertising. It will be more effective, but it will also require firms to work more to adapt the new ways of connecting with consumers and understanding their behavior. (Barone 2021.)

Due to the explosion of technology, digital marketing has dominated the market with many other types of advertising, opening a plethora of opportunities for most major and small enterprises. Digital marketing not only assists firms in selling, but also gives product information in a variety of formats, including texts, videos, online campaigns, software, stock exchanges. (Bala & Verma 2018). According to Nedumaran (2016), Kotler and Amstrong (2009) define digital marketing is as a type of marketing that uses technology to advertise with the aim of increasing interaction between customers and sellers on online platforms. Simply stated, digital marketing means the use of the Internet, mobile devices, digital technologies, social media, search engines and other platforms to reach customers.

Digital marketing brings many benefits to businesses when marketers know how to apply it properly and set clear goals. The 5S researched and developed by Chaffey and Smith (2017) is a collection of guides for markets to have a better understand and perspectives of digital era to devise effective marketing strategies including sell, serve, speak, save and sizzle.

Sell means the main goal of every company is to maximize profits through selling a product or providing a particular service. In the digital age, digital

transformation of sales is becoming a global trend. Thanks to the internet's coverage and quick accessibility regardless of geography, online platforms will help attract many potential customers, customer journey will process faster than relying entirely on physical offline stores. (Chaffey & Smith 2017.)

Serve referred to businesses could support customers anytime, anywhere. Information about products, answering questions, and customer care services will be provided remotely and quickly. Digital also provides the feature to send images and videos to optimize the user experience. This will increase customer satisfaction and build a better image for the brand compared to passive and costly interactions with customers like before via phone or postal mail. (Chaffey and Smith 2017.)

Speak means firms have many opportunities to reach and talk to customers. Listening to customers to know what they need and want is fundamental to the success of any business. Specifically, applying digital marketing, businesses can store large amounts of user information, create surveys, and analyze customer behavior, and their action on online platforms for business improvement. (Chaffey and Smith 2017.)

Compared with traditional marketing, online marketing helps businesses save costs. For example, the cost of sending postal mail is reduced by communication through social networks; postal mails, print advertisements, billboards are replaced by electronic advertising. Customers can also search for information online by themselves without the help of staff, thereby reducing human resource costs. (Chaffey and Smith 2017.)

Sizzle referred to the firms need to expand and wider their presence on online platforms. Customers will be approached through many different methods such as providing propositions, offers, thereby enhancing the consumer experience. (Chaffey and Smith 2017.)

3.2   Digital Marketing in Hospitality Industry

In today's digital era, digital marketing dominates in the service industry, particularly in the hotel industry. Hotel and motel operators have embraced digital marketing to grow their businesses and produce profitable value. They develop and distribute all information about their hotel, such as room prices, facilities on a variety of online platforms to satisfy information demands and optimize all consumer activities. (Hotel Tech Report 2022.)

Many actions must be taken to create a digital marketing plan for the hotel. The first step is to identify the intended audience. It is vital to precisely outline the portrait of the consumers, business want to target, including gender, age, hobbies, travel patterns, how to utilize social networks. Following that, a clear aim for the digital marketing plan must be defined to keep the development roadmap on track. Profit goals and communication goals will be among the objectives. The profit target can be understood as follows: when the digital marketing campaign finishes, the hotel will determine how much income and how many customers it will have. Furthermore, the communication target refers to the number of people who are aware of the hotel when the digital marketing strategy is completed. The level and types of the goals will be determined depending on the hotel's direction. Finally, obtaining the insight to create the customer profile as well as the goals of the digital marketing plan, it is necessary to build and develop a digital marketing plan with popular digital marketing tools. Each type of tool will have different advantages and disadvantages, but in general, they all contribute to achieving the set goals. However, it is necessary to choose, use, and combine skillfully to bring the expected results. (SiteMinder 2022 & Hotel Tech Report 2022.)

3.3   Digital Marketing Strategy

In reaction to the development of social media and the internet, Dietrich (2018) proposed the PESO model to assist marketers in determining a more precise path in the new era of marketing. The PESO model helps marketers sort through which channels are being used and consider opportunities to use other

channels to maximize the results of their marketing efforts. Specifically, the PESO integration model branches out the marketing channels that a company needs to approach and deploy, including four main forms of communication: paid, earned, shared and owned.

Paid media means businesses must pay to promote their products. This cost is often referred to as the media cost. Businesses need to pay intermediaries to promote their messages, products and services. The main purpose of paid media is to attract new customers and increase brand awareness These tools can be Facebook, Google, magazines and electronic newspapers. Some popular paid media tools could be listed as search ads (Google, Bing), display ads, social ads (Facebook, Instagram), key opinion leaders, affiliate marketing. (Dietrich 2018.)

Besides, earned media is created completely by consumers and journalists, instead of by the corporation or its associates. Earned media is frequently related with word of mouth. This word of mouth might come from customers sharing their positive experiences with the items, or from partners promoting it. Specifically, the tools of the earned media channel include comments, shares, reviews (ratings, recommendations), reviews (feedbacks, testimonials) from customers, consumer word of mouth, postings in online communities or social networks. (Dietrich 2018.)

Shared media refers to businesses could take advantage of positive comments, stories and content on social media through interaction to promote brand. The main role of shared media is to communicate with customers, increase credibility, spread positive content to reach many customers. On the other hand, owned media is a collection of contents directly managed and owned by the business. These contents are edited, managed and controlled by the enterprise itself. For instance, contents and images, videos posted on websites, social networking accounts such as Facebook fanpage, Instagram, Tiktok. (Dietrich 2018.)
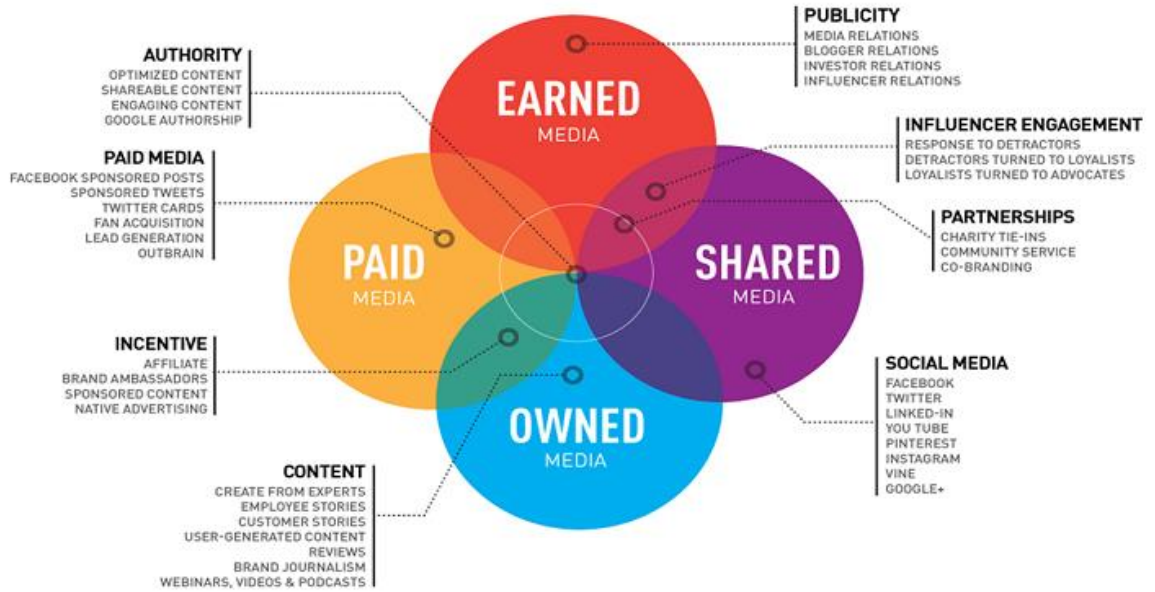
Figure 1. Peso Model (Dietrich 2018)

3.4   Digital Marketing Communication Tools

Most marketing tactics aim to raise brand awareness, enhance consumer trust, and, in the case of digital communication is drive digital transformation in sales. This aim will be achieved through the selection of appropriate digital marketing tools to construct a successful strategy (Chaffey & Ellis-Chadwick 2016). Statista (2020) researched and identified the most popular marketing platforms used by firms in Vietnam, including social media, search engines, email.

Figure 2 Main Online Advertising Media Used by Enterprises in Vietnam in 2020 (Statista 2020)

3.4.1 Social media marketing (SMM)

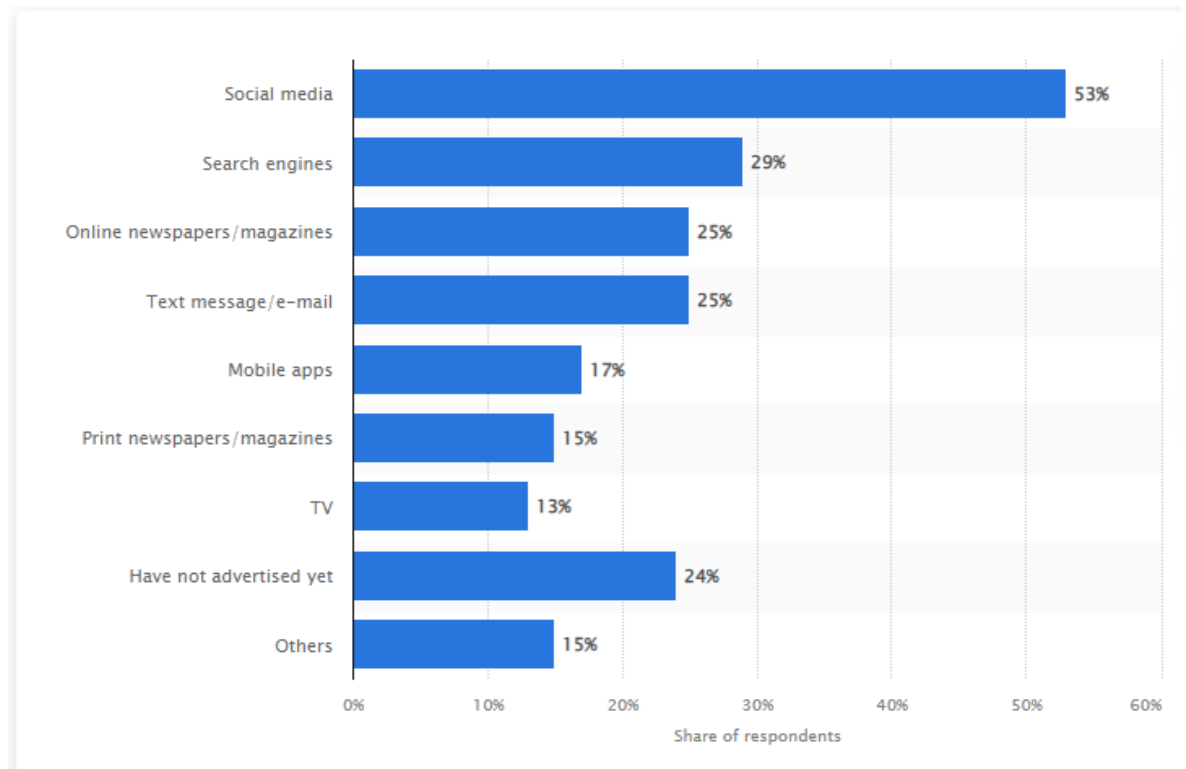According to Buffer (2022), SMM is the use of social media platforms to engage with audiences for promoting a brand, boost revenue, and drive visitors to a website. SMM is a useful tool for organizations looking to improve connection with current existing consumers and get access to potential ones. Businesses could connect, engage, and share company's messages and mission with customers by posting the content and running the advertisings. At the same time, listening to their demands for enhancing and optimizing products and services through utilizing the data and measuring the marketing performance with analytic tools. (Hayes 2021.)

Social media provides more opportunities for businesses to grow than a regular website. Specifically, the social network is designed based on a content building platform, it allows users and businesses to interact with each other in many ways such as likes, shares, comments, providing hashtag feature suitable for many promotional campaigns that encourage customer engagement. This

contrasts with the way that traditional media restricts users to communicate with businesses and become passive recipients of information through traditional marketing method such as billboards, banners, magazines. Furthermore, any business operating in different fields needs to strive consistently to improve products to keep up with market trends and customer demands. Different from traditional marketing method, social media enables businesses to store user-generated information, analyze the database of how customers interacting with posts for improving and developing the products and services. (Chaffey & Ellis-Chadwick 2016.)

In the digital explosion era, there are several sites and technologies called social media, offering numerous opportunities to connect clients for many enterprises in many different areas. According to a Decision Lab research of internet users in Vietnam performed in the third quarter of 2021, Facebook, Tiktok, Instagram Youtube and Zalo are famous and widely used social networking platforms. These channels are well-known throughout the world, Zalo is Vietnam's top chat platform created in 2012. (Statista 2022.)
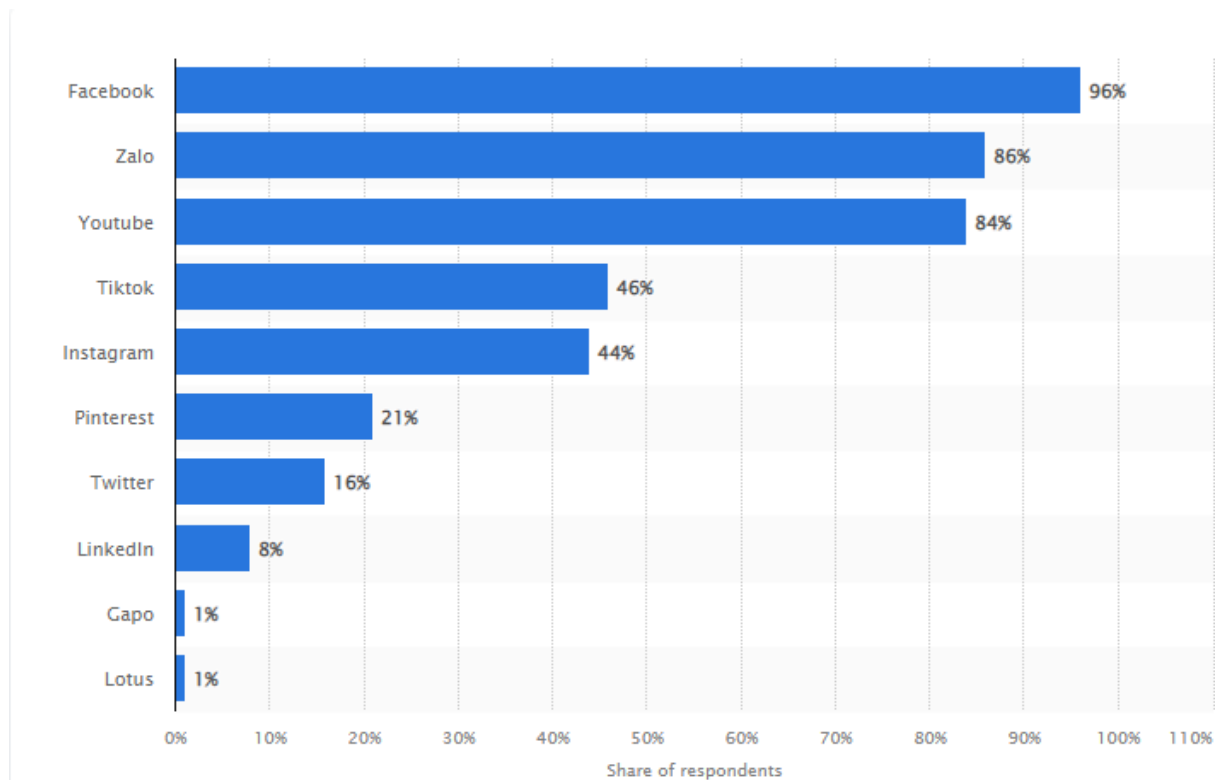

Figure 3 Leading Active Social Media Apps Among Internet Users in Vietnam as of 3rd Quarter of 2021 (Statista 2020)

Facebook has over 2.7 billion monthly active users, making it essential for every business's social media marketing strategy. Businesses can also use Facebook advertising to drive traffic to the page, create promoted posts, and use it for a variety of other marketing methods to increase brand awareness. (FutureLearn 2021a.)

Many businesses use Instagram as a form of product catalogue, uploading photographs. Instagram provides a variety of features and tools that could assist the firms by using Instagram Stories to tell a brand story, collaborate with an influencer to target a specific demographic and community. (FutureLearn 2021b.)

If Instagram is the platform for advertising company through photographs and short-form content, YouTube has lengthier video content that could possibly include a lot of information. Companies can run advertise on YouTube and utilize influencer marketing methods in addition to publishing videos on YouTube channels. (FutureLearn 2021c.)

TikTok is the fastest-growing social media network ever and a favorite among Gen-Z consumers. It could be utilized to gain more followers through influencer marketing and releasing short informative videos. Creating content with a short duration will help upload the video with a high frequency, thereby increasing interaction based on the platform's algorithm. (FutureLearn 2021d.)

Shepherd (2022) proposes seven steps to the ultimate social media content strategy including: Set the goal of strategy, research target audience, choose target platforms, set up metrics tracking, create engaging content, plan content on an editorial calendar, measure and improve.

3.4.2 Search engine marketing (SEM)

Search Engine Marketing (SEM) is the practice of using paid search adverts or Pay-Per-Click (PPC) campaigns to increase the exposure of products or

services in Search Engine Results Pages (SERP). SEM includes both Search Engine Optimization (SEO) and Paid Search. (Mishra (2020.)

SEO is the process of applying certain strategies towards the goal of improving the ranking of a website on search engines. The purpose is to increase the number of visits to the website. Some platforms have versions such as Google, Bing, Yahoo, and so on (The Laire Team 2021). Mishra (2020) pointed out that SEO consists of four main categories: On-page SEO, Off-page SEO, Technical SEO, and User Interaction Signals

On-page SEO includes content optimization, page titles, and meta descriptions for your website's pages. Optimize the website by collecting relevant keywords that target customers would use in a Google search when they have the need for products or services of the companies. (Mishra 2020.)

Off-page SEO is gaining access to the website through the use of other websites. This primarily entails constructing backlinks to website. It is a collection of tips to assist increase website ranks on the link page by optimizing elements outside the website, such as link construction (Link Building), marketing on social media channels, Bookmarking. More traffic will be attracted because of the search engine results enhanced by external links. (Mishra 2020.)

Technical SEO is linked to the website's infrastructure. It is done to offer the best possible experience for website visitors, including site structure, navigation, URL structure, site speed, mobile friendliness, and any technical issues. SEO is used to guarantee that Google can crawl and index all a website's pages. On the other hand, User Interaction Signals is the way users interact with the website, which helps Google evaluate whether the website matches the user's search keywords. This is based on bounce rate, time on site as well as many other factors, which can affect the increase or decrease of the website's ranking. (Mishra 2020.)

3.4.3 Email marketing

Email marketing is sending information about products, services, advertising campaigns, sales programs via email to potential customers and target customer groups. Email marketing includes 2 main types: outbound email marketing and inbound email marketing. (Chaffey & Ellis-Chadwick 2016.)

Outbound email marketing is the proactive sending of emails to customers from organizations for introducing the promotions, sales and product information, thereby encouraging customers to experience or purchase products. This is considered part of the CRM dialogue. Outbound email is sent by the lists made before without the customer's opt-in to receive email from organizations. Cold email campaigns, co-branded email, and third-party e-newsletters are all forms of outbound email marketing alternatives used by marketers. (Chaffey & Ellis-Chadwick 2016.)

Inbound email marketing is the process of managing and responding to customer emails. Inbound emails are sent for returning customer with the main purpose to respond the enquiries, promote current and future sales programs to existing customers, and to customers who have expressed interest in products via sales platforms and social medias. Inbound email marketing focuses mainly on supporting and driving the steps in the customer's buying journey. Once the business has reached the customer and got them interested in the product, the inbound email will start working to drive the potential customer to complete a purchase step. Customers who are on the opt-in house list will often receive emails in the form of conversion emails, regular e-newsletter type, house-list campaign, event-triggered or behavioral emails, and email sequence. (Mirman (2021.)

As nearly any other marketing tools or campaigns, email marketing offers many benefits and has certain limitations that require businesses to be aware of when implementing this tool. Deploying email marketing campaigns, businesses can save costs when compared to direct marketing. There is the ability to reach customers at a fast speed, classifying customer groups in accordance with

advertising content. In addition, businesses can use an automation program to help manage, evaluate, and measure the performance of this method by synthesizing sent emails, the number of times customers act differently. The metric evaluates effectiveness based on several factors such as delivery rate, open rate, clickthrough rate, unsubscribe rate. (Shokurova 2021; Chaffey & Ellis-Chadwick 2016.)

On the other hand, outbound email marketing sometimes leaves customers feeling dissatisfied because the main purpose is to reach most people as possible regardless of whether they have a need or search for a product or not. This is called email spam in some cases when reaching customers is not reasonable. In addition, the frequency customers interact with email will decrease over time and will likely reduce product interest, possibly have a bad impression of the brand image. (Chaffey & Ellis-Chadwick 2016.)

Chaffey and Ellis-Chadwick (2016) outlines several considerations for a successful email marketing strategy. Businesses and marketers should devote time and effort to improving the design, build the structured content, and distributing information which is appropriate for each client segment. The time customers receive emails should also be clearly defined, the emails are sent need to be coherent and structured, match the events taking place. To improve the likelihood, attached connection external link should be provided to fulfill the demands of consumers who want to learn more about the product in depth, create a landing space, and present additional engagement alternatives to the business's platforms for customers.

3.5   Current Trends of Digital Marketing

Along with the continuous development of technology, social media elements are integrated and available for most phones, computers, and other electronic devices through building apps and website. As a result, social media is increasingly becoming an integral part of many users' daily lives, influencing a wide range of decisions. Specifically, normal social interactions and communication have been digitally transformed, and information sharing

platforms have been created to meet different needs, for example, users search, recruit jobs (LinkedIn), travel factors (TripAdvisor), food (Yelp, Foody. Moreover, traditional social networking platforms have also enhanced and added features to optimize user experience, for example, Zalo Pay e-wallet in Vietnam, online payment on Wechat, shopping features on Facebook (Market Place). These new changes, termed "Omni-social", require businesses and marketers to adapt to keep up with new trends in product and service marketing for building successful marketing strategies. (Appel, Grewal, Hadi & Stephen 2020.)

Because of the intimate relationship between many aspects of users' life and social media, social networks frequently impact the stages in the consumer buying process. Consumers frequently consult comments and evaluations on social networking sites before making product access decisions, especially being greatly influenced by those with a certain level of popularity as micro-influencers (Appel, Grewal, Hadi & Stephen 2020.). According to Statista (2018), when surveying the impact of famous people on buying decision of customers including celebrities and micro-influencers shows the differences.
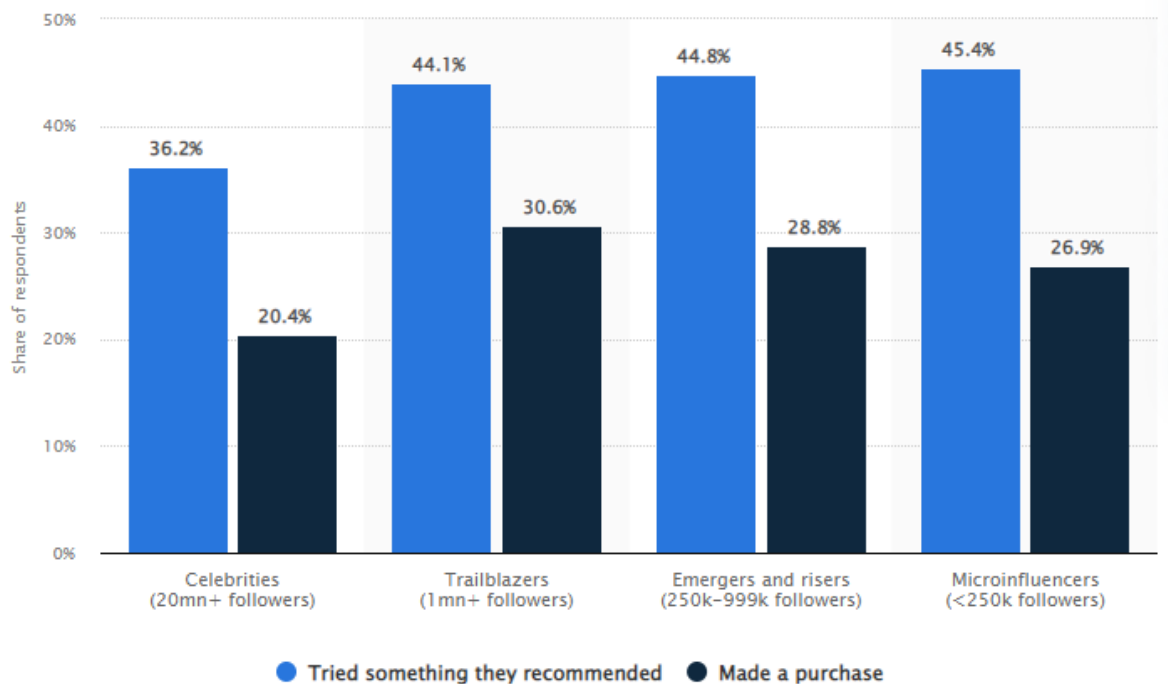
Figure 4 Impact of Influencer Posts on Purchasing Decisions Among Influencer Marketing Audiences Worldwide as of February 2018, by Influencer Tier (Statista 2018)

Micro-influencers in the comparison to celebrities, although they have the number of followers less than 250000, which is much less than celebrities, the influencers still have the better impact on customer buying decision. Consumers perceive influencers with a lifestyle and life conditions which is quite similar to the majority, the shared contents on social media are their real experiences including compliments and criticisms. Besides, research shows that most people are more affected by negative reviews than positive ones. For those reasons, influencers give viewers more credibility and authenticity than the celebrities. (Statista 2018.)

Barker (2022) pointed several reasons influencers are gradually becoming trustworthy and highly effective collaborators at work with brands and businesses. Influencers are often people who have ordinary jobs as the rest, but they also have extensive knowledge and skill in a certain field. They utilize social media to present a certain persona and lifestyle to reach a specific audience. As a result, businesses could identify influencers who are appropriate for products or services, allowing them to design a successful marketing campaign for a target customer group. In addition, collaborating with influencers will help businesses approach customers in many ways since they are the content creators. Besides, influencers can also promote customer engagement through many close, accessible advertising campaigns. When compared to celebrities, the cost of collaborating with influencers is also more affordable for SMEs.

3.6   Features of Service Marketing

Service is defined as a sequence of intangibly interconnected actions that form a process. These activities provided by organization, in particular, are economic in character and contribute to creating value and providing specific advantages to meet consumer demands. (Gilmore 2003.)

The concept of service marketing is defined on the basis of marketing in general. Service marketing is a special concept, which is the promotion of services, which do not exist in a physical form like a product but can still bring business profits and create value for customers (Rawat 2021). To deploy an effective service marketing campaign, it is necessary to understand the core characteristics.

Some key features of service marketing are widely concerned up to date including Intangible performance, inseparability, variability, perishability. The core of services is invisible and intangible, which distinguishes them from products in terms of how they are perceived and conceptualized. Because of that intangibility, services are difficult to evaluate and compare as accurately and clearly as ordinary products that exist in physical form, which have certificates for their value as an example. Consumers often judge service quality based on price and on sharing information sources. The difficulty of service marketing is building trust in customers, who often feel they are taking a high risk of paying before using the service. Gilmore (2003) cites some examples of services that contain tangible elements such as items in restaurants, hotels, seats, and some other items on the plane, but the process of providing the service meets almost customer demands and creating experiences is considered intangible. Kotler and Armstrong (2012) proposed that marketers could take the advantage of the physical aspects to provide their customers the positive evidence for good services and boost the overall service credibility. For instance, it could be possible to promote hotel services by providing the information of high-quality furnishings. ((Gilmore 2003; Kotler & Amstrong 2012; Rawat 2021.)

Inseparability features make the service different from the product. The production and consumption of services are specific, associated with the participation of both suppliers and customers. Most services are a process, and it happens only at a time that requires the presence of the consumer. Different from products, which are created, sold, and consumed in that order, most services are sold first, then produced and consumed simultaneously.

Furthermore, everything that happens in the service delivery process determines service quality and customer satisfaction. This performance will be positively and negatively affected by many factors, including employee-customer interactions and customer-to-customer communication. Customer can be considered as a service co-producer. Besides, because of the influence of several elements, maintaining service quality consistency is difficult to achieve. As opposed to develop a decent product and mass-producing it, assuring a company's ability to give outstanding service to many consumers necessitates hiring specialists and well-trained staff. (Gilmore 2003; Kotler & Amstrong 2012; Rawat 2021.)

Variability refers to the human factor, which is at the heart of all services. Service quality is variable, which means it varies greatly depending on the supplier. Even though the service is offered by the same firm, the quality of service might vary depending on when and where it is provided. (Gilmore 2003; Kotler & Amstrong 2012; Rawat 2021.)

Lastly, enterprises cannot host services because of their intangibility. When market demand is stable, perishability is not a concern. However, when market demand fluctuates, most businesses will not have enough human resources and conditions to meet customer demand at a certain time. This requires companies to be prepared to devise an effective strategy for each business moment. (Gilmore 2003; Kotler & Amstrong 2012; Rawat 2021.)

3.7 Business to Consumer Marketing in Digital World

According to Kenton (2022), businesses all around the globe are currently adopting five different types of online B2C business strategies to reach the target audience. These five types include direct sellers, online intermediaries, advertising-based B2C, community-based and fee-based.

First, direct sellers are one of the most popular types of online B2C business models. It is understood that businesses will sell their products directly to consumers. Second, online intermediaries are a type of model that is distinctly

different from direct sellers. This model does not allow businesses to directly sell their products to consumers on the website but will provide platforms to connect sellers and buyers. From this process, websites will profit by cutting transactions. Third, Advertising-based B2C is a type of model that requires a lot of investment in content, which means that the website (or forum, blog) will have to be built carefully to have valuable and useful information, thereby attract many readers.

Moreover, community-based is a model that takes full advantage of the available advantages of social media (like Meta). These are online communities consisting of individuals who share certain similar characteristics, such as interests, geographical location, age, etc. From there, connecting them to websites with right target advertisements. On the other hand, Fee-based refers to websites that will ensure a source of profit by charging consumers a fee when they visit. The content on these sites will be really quality to attract paying visitors to follow.

4   METHODOLOGY

4.1   Qualitative Research

The qualitative research method is used throughout the research process, with the aim of using the answers to inform the thesis. This method includes the steps of collecting, analyzing, and interpreting non-numerical data (text, video, images, audio recordings), through open communication and dialogue. (Crossman 2020.)

The qualitative research methods include one-on-one interviews, focus groups, ethnographic research, case study research, record keeping and qualitative observation. In this thesis, the qualitative research method chosen to use is One-on-one interview. The reason for choosing this method is to exploit the perspectives, experiences, and opinions of the interviewees, thereby analyzing and explaining in a multi-dimensional way, developing into the right direction for the thesis. With the feature that the number of selected samples to be interviewed will be limited, the researcher will be able to exploit the information more carefully and selectively. (QuestionPro 2022.)

4.2   Interview Method

Interview is a commonly used method in research. Simply put, an interview is a method of eliciting and gathering information. Usually, interviews are done in person. But with the development of technology and digital, now interviews are conducted as diverse as over the phone and the Internet, or in a group. (Hamill 2019.)

There are three types of interviews: unstructured, semi structured and structured. Unstructured interview is type of interview with few interview questions. Characteristic of this type is that the interview takes place like a normal conversation and the content of the conversation will be directly related to the problem being studied. This type of interview will create comfort for the participants, information will be collected easier and more diverse. However,

because of the unstructured nature, sometimes the interviewees will not answer to the heart of the research problem. Therefore, the interviewer needs to be tactful and alert when deciding to use this type. (Statistics Solutions 2022a.)

In addition, semi structured interview is the type of interview adjusted by an interview guide- understood as the standard framework of an interview. The interviewer will rely on that to discuss with the interviewee to ensure the dialogue goes in the right direction of the research problem. However, it will not be entirely limited by an interview guide. The researcher can combine other aspects of the dialogue, to exploit more information for research purposes. The biggest disadvantage of this type is that participants will not fully trust the accuracy because of the flexibility mentioned above. (Fauvelle 2020.)

Structured interviews are the type that strictly follow the interview guide set out by the researcher. During the interview, the interviewee will only be asked the questions on the list. Therefore, the interview time is quite fast, and the accurate information obtained will be limited to the level required by the researcher. Therefore, the researcher must really be experienced when making a list of questions. (Statistics Solutions 2022b.)

Interview method provides the researcher with the most optimal information. With a limited number of research samples, selected by many different criteria, the extracted information will be specific and accurate, serving the research process. In addition, for some types of interviews, researchers can also exploit more diverse information, creating more breakthroughs and creative points in the research process.

4.3   Interview Performance

The author decided to interview four marketing managers of four homestays in Da Lat city in the top revenue in 2021. They are marketing managers of the following four homestays: LengKeng Da Lat Homestay, The Lake House Dalat, The KUPID - Dalat no single, and Jang & Min's house.

The reason for choosing the Marketing Managers of four homestays, not hotels or motels, is because this research focuses on building a digital marketing plan for a homestay. Therefore, if author interview the marketing managers of the homestay, author could get more valuable and similar information. Besides, with the success of profits, they certainly have unique digital marketing plans to increase the number of customers. From here, the author can gain more experience, obtain appropriate information, and serve the research and thesis implementation process.

Semi structured interview is the type of interview chosen for its flexibility. This is in line with the author's desire to help the obtained answers provide necessary information and at the same time want the information in the answers not to be constrained and limited, thereby developing many new directions for thesis.

Interviews took place directly between the author and each Marketing Manager. The interview takes place within two hours. The language used is English. Before starting the interview, the author asks permission to record video to ensure there is no risk in the listening process. The interview be adjusted by an interview guide, to keep the content on point. In addition, the author records the content of the interview answers to store as well as stimulate thinking to deepen the problem. During the questioning process, the author can explain the academic terms related to digital marketing in case the interviewee needs to know. The author always focuses on the answer to find out new points for the development of the homestay digital marketing situation.

The interview questions attached in the appendix correspond to the theoretical framework that the author has given. Specifically, the questions specifically mention how to effectively use useful tools in a digital marketing plan for hotels, such as: SMM, SEM, email marketing, and service marketing in general. Based on highly specialized answers, the author analyzes and explain, put in the context of the case study, to build a suitable digital marketing plan for the hotel to choose.

4.4   Validity and Reliability

In this thesis, validity and reliability are demonstrated in the following aspects. First of all, the author interviews with the interviewees are face to face because the information provided is more qualitative, ensuring the quality of the thesis. Secondly, in order to avoid errors in the process of acquiring information, the author asked the interviewee's permission to record the conversation with a hidden camera. This both overcomes the risk for the thesis, and avoids pressure on interviewees, affecting the quality of information obtained. Thirdly, the people who are selected for interview are selected based on the relevant criteria of the author, especially their achievements. Information about the selected interviewees is also completely authenticated and verified.

In addition, the information related to their achievements is also statistically transparent, ensuring the research process. Finally, the number of interviewees is clearly limited, so that the author can focus on carefully and multidimensional data mining, the amount of information for the thesis is also richer and more accurate.

5   INTERVIEW RESULT

5.1   Social Media Marketing

The findings presented in this chapter are the result of interviews with hotel managers and specialists in charge of digital marketing and general marketing of selected hotels. The author divides this chapter into six main sections including social media marketing, Search engine marketing, Email marketing, Current trend of digital marketing, Paid advertising, and Measurement.

Based on the answers of hotel representatives in this section, most of the respondents highly appreciated and pointed out the importance of social media in hotel marketing strategies. Specifically, social media opens many opportunities for small businesses to have more competitive advantages, especially in the Vietnamese market. The total average time a day each Vietnamese person uses social networks is quite a lot.

> Social media campaigns bring many benefits. One of the most important benefits is increasing the number of customers, increasing brand awareness to bring in revenue for the hotel. (Hotel 1)

> According to studies conducted by a variety of marketing agencies in Vietnam, the usual Vietnamese citizen now spends 3.3 hours per day using social media for a variety of purposes. Included are entertainment, news updates, and information resources on a wide range of topics contributed by other users. It follows that using social media to promote brands is the primary option of most large and small businesses in Vietnam. Every day, social media provides several opportunities to reach customers. (Hotel 3)

Respondents also said that approaching customers with digital media tools allows businesses to improve their ability to create and deliver content to customers through many different forms and formats of media products.

In today's 4.0 era, the use of social media in communication efforts is evident. There are several options that allow businesses to unleash their creativity and reach a wide range of people. We can create brief material for folks who are short on time, long videos on YouTube to go deeper, photographs on Instagram, and so on. Businesses may undoubtedly generate considerably higher profits than other marketing tools if they properly leverage the strengths of social media. (Hotel 2)

Social media is one of the tools to expand our customer data worldwide with minimum cost and easy reached out. (Hotel 4)

There are three main social media platforms that most of the respondents mentioned are TikTok, Facebook and Instagram. These are platforms that make content creation simpler and more diverse. These are the platforms most used by Vietnamese youth at the moment. This opinion is consistent with the results of the previous author's self-study.

We use Facebook and Instagram since the majority of our target customers use one of the two networks. And these two social media sites are used globally. Soon, we want to begin development on a new platform called Tik Tok, which has gone viral in the previous two years. It allows individuals to publish short videos instead of pictures and words like Facebook and Instagram. We discovered a promising way to promote our hotel on it. (Hotel 4)

Facebook and Tik Tok are the two main channels that we are using. With the advantage of being used by many young Vietnamese people and flexible algorithms for businesses, I believe that this option is not only effective for now but also in the future. (Hotel 1)

When asked about how hotels use social media, all hotels state that they have specific fundamentals in terms of implementing social media in marketing. More specific, the three hotels all agree that content posting consistency will result in

high marketing effectiveness and increased likelihood of being remembered by customers.

> The key to using social media marketing is consistency in images, videos, and detailed content distribution plans by week and month. Besides, the distribution and creation of content must also be appropriate to the time and circumstances. (Hotel 1)

> Strategy is indispensable. Because all communication activities that are spontaneous for a while will not bring positive results in all respects. Therefore, planning and ideas for all posts must be made 1 month in advance, ensuring the message and spirit that the hotel wants to convey to the right customer target that the hotel is aiming for. (Hotel 2)

Besides, there is an opinion that posting content on fixed days of the week and repeating will help increase the likelihood of posts appearing on customers' newsfeed thanks to the algorithms of some social media platform.

> The consistency of weekly and monthly content posting plans will increase the ability to reach customers thanks to the algorithms of social media platforms. Based on the data that Instagram provides for business registration accounts, the number of people interacting and seeing the hotel's post is the most every Friday and Wednesday. We continuously update the content on those 2 days and the number keeps increasing every week. (Hotel 1)

Based on the opinion of consistency, the author asked more specific questions about how often and how much content should be posted. Some respondents said that posting too much content in a week can bring negative results for the potential customers and the marketing team of hotel.

> On average, it will fall into 3-4 contents per week. However, it is possible to add an average of one content each week with new,

strange, and interactive trends. Choose a number from 3 to 4 because you don't want to affect your customers' use of social networks too much. Because the audiences often tend to unfollow the pages and accounts that post with a dense frequency no matter how good the content is. Besides, posting too much also puts great pressure on the media team because it negatively affects their content creation. (Hotel 1)

On average, we are trying to keep about four contents per week. This helps us to balance the frequency we appear on customers newsfeed. Not too much, but not too thin. The contents are short to long information alternating depends on the balancing plan which we make sure not to disturb customers enjoying time. (Hotel 4)

On the other hand, the frequency of updating content also depends on the different platforms the hotel is using and also on what type of content. The frequency of posting content on social networks needs to be adjusted to the algorithms of each different platform.

For the type of post that contains a lot of information, it should only be updated 2 to 3 times per week. However, short video content like stories on Instagram or Tik Tok needs to be updated regularly to always remind customers and also to increase the likelihood of becoming trending based on Tik Tok's algorithm. (Hotel 3)

In order to keep in track the post is posted on schedule, hotel 2 suggests that the ideation phase should be implemented soon.

Strategy is indispensable. Because all communication activities that are spontaneous for a while will not bring positive results in all respects. Therefore, planning ideas for posts must be made 1 month in advance, ensuring the message and spirit that the hotel wants to convey to the appropriate audience that the hotel is aiming for. (Hotel 2)

Regarding which published content attracts the most customers, there are many opinions from the respondents. Hotel 1 believes that collaborative media campaigns with influencers bring the best results.

> The most successful type of engagement content is hiring influencers to experience the hotel and produce promotional content. Because before booking influencers, we have selected people who have influence on the target group that the hotel is targeting. So, when the media product was made public on the channel, our customer base increased dramatically. (Hotel 1)

Hotel 4 also made a point of highlighting the importance of content collaboration with influencers. Specifically, the review content aims to increase viewer engagement.

> Customers' feedback/reviews are the kind of content that we find most successful to publish on channels. Especially with review/feedback by Influencers could approach and attract more customers. People are more likely to follow the Influencer or just one to have a connection moment with their idol, so this kind of content helps us market our brand and increase our customer data. (Hotel 4)

There is another opinion that humorous, trending content can significantly increase viewer interaction from Hotel 2. While Hotel 3 believes that implementing a mini-game to give gifts and vouchers to interactive participants will also help promote the brand more widely to many potential customers.

> The type of content with the most positive responses are comedic memes. With such posts, people often tend to mention friends in the comment, even share articles on personal accounts. This makes post interaction increase quickly, page traffic also goes up. (Hotel 2)

The Minigame/Giveaway content always has the best response from customers. They are usually excited about gifts and promotions, so the customers highly respond whenever there are mini-game/giveaways. It are also some potential marketing tricks when we have rules like remembering to like, share, and mention friend so that audiences could get a free gift if they are lucky/get the right answer. (Hotel 3)

According the the answer of interviews, Hotel 1 and Hotel 4 both use the same tool to measure the performance of communication activities on social networking platforms.

With Facebook, Meta Business Suite helps to see the most clearly, from the number of people to reach, the number of interactions. It even helps to compare with previous articles, in addition, summarizes according to the desired time. (Hotel 1)

It is convenient for us to have Meta Business Suit as a tool to measure our performance on Facebook and Instagram marketing. We can easily control our marketing data with less time reorganize the data because Meta Business Suit conducts all the data in the specific order helps us to hold firmly the overview and the details of customers' data form: highest respond to lowest respond post; the number of customers we have been approaching and the comparison in every period of time. This gives us a proper way to stay balanced the appearance and improve our way of marketing. (Hotel 4)

Hotel 2 also proposes another tool to measure and support management for the Tik Tok platform.

With Tiktok, we use TikTok Analytics, it presents tabs: Overview Tab, Followers Tab, Content Tab, Personal Post Metrics. From

there, we have to objectively evaluate and have the most general view of the viewer's trends, thereby improving the content to suit the target customer group. (Hotel 2)

Finally, the customer representatives suggested a number of tools to help create media products including images and videos.

Currently, Canva is a typical application for designing content on today's social networks. It simplifies content creation with an easy-to-see interface. However, for products that require high quality, it is necessary to use professional software such as Photoshop, Adobe Illustrator, Camtasia (Hotel 1)

There are many tools can help us to create a catchy content on social media. Our hotel using professional tools like Photoshop, Adobe Illustator, Adobe Premiere for high quality content and Canva, Procreate for simply content. (Hotel 3)

5.2   Search Engine Marketing

Hotel representatives were questioned about how they apply SEM (Search Engine Marketing) and the principles to bear in mind in this section. Hotel 1 outlines 8 basic steps to developing an SEM strategy.

The first four steps will focus on determining factors including: the target customer's search engine, the budget of the campaign set by the hotel, the clear objective of the campaign, and selecting the file of potential customers. power. Step five will start using different sets of ads. Step six will create a landing page with consistent and clear content with four goals at the top. Step seven will do keyword research. And in the end will keep the Quality Score as high as possible. (Hotel 1)

Besides, most hotel representatives believe that keywords are the core and most important factor for SEM.

> The foundation of SEM is keywords, so it is necessary to know how to build and choose the right set of keywords. Must carefully consider whether the set of keywords is really suitable for the target customer or not. (Hotel 2)

> When customers have a need to use services related to the business, they will look up related keywords. It should be noted that, the more keywords used by customers, the greater the competition will be. (Hotel 4)

To be able to choose the right keywords for your business, you need the support of tools. The most common tool for SEM, according to Hotel 1, is Google Trends.

> The tool I use most often is Google Trend. Although appearing for a long time, it seems that many marketers do not know how to use it thoroughly. It both provides information about keywords, and provides information about trends around the topic. All of this will apply to all stages of development for businesses of all types, not just the hotel business. (Hotel 1)

5.3   Email Marketing

In this subchapter, according to the result of interviews, two out of four hotels agree that using email for hotel marketing is necessary. In this subchapter, two out of four hotels agree that using email for hotel marketing is necessary. The implementation of email marketing can help the hotel image become more professional for consumers.

> Our hotel uses email marketing to increase new customers and nurture existing customer groups. The use of email marketing will

make the image of the hotel become more professional and more investment. However, it is necessary to pay attention to using the right type of email for each stage. (Hotel 1)

We use email marketing but rarely. We only use email marketing to target business customers and foreigners. (Hotel 4)

On the other hand, there are opinions that the use of email marketing is not suitable for Vietnamese customers and small sized business.

As our research, most Vietnamese people usually ignore email ads since they do not have time to check every email from the advertisement section. Email marketing is currently not an option for our hotel and for the target group of young people. (Hotel 2)

Hotel 1 advocates segmenting customers into two groups: potential customers and existing customers, in order to maximise the benefits of email marketing for businesses. The email content will be customised for each cusumer group.

For new customers, we will send email marketing in the form of referrals as well as promotional vouchers to stimulate demand. With an existing customer group, we will have bigger offers, closer messages so that they can become a bridge between us and new customers. However, all of the above must really be at the right time. (Hotel 1)

Hotel 4 also outlines a number of typical steps in a hotel's email marketing strategy, including defining goals, choosing tools, identifying customers and customizing appropriate content, evaluating performance and improving.

A good job done with a proper strategy. Here is how we do our hotels email marketing. Firstly, we have to set a goal for it (to increase customers, to raise loyalty), then we choose a tools for it as we are using Google Ads to marketing on Gmail, a worldwide

email platforms. After these two steps, step three is determine the target audience. Identify and building the mailing list base on segments such as location, gender, age, etc and using these segments to separate the type of email go with each as well as create a schedule to send email. After that, format and optimize email content depends on each segment we have listed then conduct split testing before sending. Last but not least, always monitor email performance to control and optimize the content that suitable for the improvement. (Hotel 4)

In addition, Hotel 4 also offers that email marketing should be implemented at the stage of connecting with existing customers for enhancing the loyalty which means the inbound email marketing. Meanwhile, Hotel 1 believes that both inbound and outbound email marketing should be applied.

Email marketing should be use in term of raising the loyalty of the customers. Email marketing does not helps much within expanding the customer data since we have launched it for a long term. However, it is the best tool for lead nurturing and raise customers loyalty. We are using email to provide our hotel newest information. To keep remind customers about us and to make they feel special. (Hotel 4)

We use outbound marketing to spread the image of the hotel to a wide audience. Next, when the hotel has a certain customer file, it continues to use inbound marketing to nurture. However, still using outbound marketing to spread the image to new audiences with less frequency. (Hotel 1)

Finally, Hotel 1 also shares that hotel use email marketing support tools, namely Mailchimp.

Mailchimp is the tool we're trusting to use. In addition to being able to promote hundreds and thousands of customer emails at a time, it

also helps to provide and analyze accurate information on the results of marketing campaigns. However, the biggest minus point of mailchimp is that as the email list gets bigger, the price will become more expensive. (Hotel 1)

5.4   Current Trends of Digital Marketing

This section addresses how hotel representatives evaluate influencers' impact on today's digital marketing trends. Most respondents value the role of influencers and believe that most media initiatives incorporating influencers are generally highly effective.

> With the current stage, they certainly have a significant influence on customers in all fields. Because they feel not too distant like the celebs, they always have their own imprint and closeness to the public. Because of that, many hotels have made great profits when choosing them. (Hotel 1)

> Influencers are the most powerful inspirations to Vietnamese youth today. Their lifestyles and ways of sharing information are close and real. Therefore, it makes sense to cooperate with influencers in promotional campaigns and minimizes the possibility of customers thinking they are paid to recommend the brand. (Hotel 2)

> I evaluated that an influencer is likely the leader in some aspect. They give positive vibe and encouraging people to do so. They will not hesitate to try something new and to share with others how they feel about it and should or should not others try. An influencer is the one who have people faith. Therefore, the sharing of opinions of influencers about a product or service is often trusted and chosen by viewers. Media campaigns should partner with influencers instead of celebrities. (Hotel 4)

Moreover, the respondents also said that collaborating with influencers is suitable for small and medium-sized hotel businesses. Cost savings, stable media coverage and relevance to each specific customer group that businesses want to target are the benefits that influencers bring to the media campaign.

It is perfectly fit for a small to medium business to collaborate with Influencers. Firstly, it is suitable for the business budget instead of a high salary for a celebrity. Secondly, Influencers could approach close the target customers for small and medium businesses when maybe celebrities cannot. Moreover, people are more likely to believe that the Influencer is experiencing the business while they think that celebrity is paid. (Hotel 4)

Small and medium-sized hotels should partner with influencers. The cost of cooperating with influential people is not too high, both saving the budget and bringing great efficiency. Instead of spending a lot of money to pay for famous celebs, collaborating with influencers will impact a variety of people. Morover, a small to medium-sized hotel's audience will often coincide with the influencer's audience. This is effective in terms of both communication and budget for the hotel. (Hotel 1)

In addition, the hotel representatives also shared some basic principles for a successful media campaign including selecting influencers with the right image and knowledge in line with the company's brand orientation, reasonable cooperation costs compared to the business size of each enterprise.

The budget to pay for an Influencer must costs less and brings higher income. (Hotel 1)

I believe that the basic principle to hold an effective marketing campaign when collaborating with an influencer is the influencer. They are the main key to open successful. Therefore, we have to check and choose very carefully the one that represents marketing

for us at the time. This person has to relevant to our business and a positive image, moreover has people's faith. (Hotel 4)

5.5   Paid Advertising

This sub-chapter discuss about how interviewed hotels implement advertising plans across platforms. The representatives said that running ads contributes to increasing revenue and increasing brand awareness. Advertising helps increase the ability of customers to reach deeper into the hotel's information pages and social networks. There are 2 main platforms that businesses choose to deploy advertising campaigns: Instagram and Facebook because these two platforms have algorithms that help advertising posts reach more potential customers, data analysis for improving.

> Our business is using Facebook and Instagram as two main platforms for advertising campaigns. These two platforms are worldwide using which gives us a big cake for advertising our name worldwide with affordable prices. Moreover, Facebook and Instagram are conduct data under Meta Business Suits, gives us a simply overview and specific details for each segment we are looking for in marketing data, and helps us to management it properly. (Hotel 4)

> Our business uses advertising campaigns on platforms. Facebook Ads are our most trusted type of advertising. Facebook has quite a large user data. This social network has the behavior and habits of users, based on which it recommends advertisements. (Hotel 1)

> When our business wants to advertise, Facebook's advertising platform will help accurately reach the target with 3 types of Audience: Core Audiences, Custom Audiences, Lookalike Audience. These also help deepen customer understanding with Audience Insight and target groups: People who like your page,

People in your custom audience, People you're targeting on Facebook. (Hotel 3)

Meanwhile, Hotel 2 also suggested that small and medium businesses should deploy ads on Facebook and Instagram. The main reasons include large number of users and low cost with lots of support for new businesses who want to experience in the early stages.

The right platforms for small and medium businesses to run ads are still Facebook and Instagram. Because how to use it is not too complicated like other platforms. In addition, for small and medium-sized businesses, it may be that running ads will be quite new. While Facebook has always had a diverse price bracket, marketers can easily run tests with low budgets and learn from experience. In addition, running Facebook Ads can also be run directly with a personal account with certain conditions, not necessarily using an agency as an intermediary, which costs more. (Hotel 2)

5.6   Measurement

Measurement is the last but very important step in any communication campaign. The representatives also said that it is necessary to make assessments based on data collected from support tools or direct customer responses. The respondents also suggest some method of controlling the digital marketing performance.

The method of measuring the effectiveness of digital marketing campaigns is the use of one or more tools to know the effectiveness of communication and revenue during and after the end of the campaign. This is extremely necessary because thanks to it, we can adjust the way we create content as well as fix mistakes for better efficiency. (Hotel 1)

One of the most popular methods of supporting measurement is to look directly at the overall number of websites. The increase or decrease in the number of page visitors is the most obvious indicator of whether the campaign is on the right track or not. Plus, you can clearly see each content engagement and compare it to the average engagement of other posts and more. From there, we will have the most accurate conclusion and adjust the direction to be more appropriate. (Hotel 2)

Every advertising campaigns platforms has their own supporting tools. Therefore, we could base on that to measure the effectiveness of the marketing campaigns. Such as: Facebook and Instagram running Meta Business Suit, Google, Gmail, etc have Goodgle Ads to measure. Therefore, we could follow the data conduct by those platforms to measure the effectiveness. Besides, there are some apps help us to measure the effectiveness of the marketing campaigns however, I find it quite hard to conduct the data automatically like Facebook Ads, etc and could be deny to asset from the advertising platforms we are using. (Hotel 4)

Methods to measure the effectiveness of digital marketing are: set a specific goal and using different platforms for different types of digital marketing to compare the data before and after running the marketing campaigns. These steps help us to conduct an overview of results on whether the campaigns are effective or not. Then, after having the answer, we continue to review the lead quality through assets which posts, and which pages catch the most customers' curiosity and responses. Last but not least, conducting the previous steps to find the strength, opportunities, and weaknesses of the campaigns to optimize the next digital marketing campaigns effectively. (Hotel 4)

6   DISSCUSSION

The data collected from the results of the interviews is the foundation for developing the digital marketing plan for the case company of the thesis. The criteria and notes from the respondents' opinions are carefully considered.

Based on the results of the interviews, social media plays a very important role in digital marketing strategy. It helps to improve brand awareness and reach potential customers from everywhere quickly. Social media provides businesses with more features than traditional marketing methods. However, it takes a long process of implementation, evaluation, and improvement to build a brand image on the social networking platform. Three popular social networking platforms today in Vietnam include Facebook, Instagram and Tik Tok which have a high number of users, and diverse features suitable for businesses to produce promotional content in many different forms.

Email marketing is also an integral part of the strategy. However, based on the author's theoretical research and the opinions of the interviewed representatives, inbound email marketing is the choice for marketing strategy at the beginning stage of the small business. Outbound email marketing is currently not favored by businesses to deploy because it requires more effort and funding. In contrast, outbound email marketing sometimes has a negative impact that makes customers feel annoyed when receiving many promotional emails.

The application of Search Engine Optimization is necessary to increase the ability of customers to reach online platforms of businesses. Need to choose appropriate keywords, tend to rely on the help of tools to offer content appropriate to the target audience. In addition, it is also possible to use tools to analyze the set of keywords that competitors use to come up with a suitable strategy for businesses in the competitive market.

Considering the issue of Paid media, this is not the optimal choice for small businesses like the case company 1982 House deployed on a large scale.

However, running ads on social networking platforms instead of Google is a reasonable choice with a moderate cost, with support in the short-term implementation to evaluate and measure the feasibility based on the result analysis.

Partnering with influencers in the early stages of implementing a media campaign is necessary to reach many customers in a short time. However, in terms of feasibility, it still depends on the specific budget of the case company and how much they are willing to invest in cooperation. However, collaborating with influencers requires businesses to plan specifically for each stage of implementation and the main message of each campaign. It is necessary to choose influencers with images that match the image that the business aims at and the audiences that matches the customer target groups.

In a nutshell, digital media plan is built around the company's key goals and are aligned with the financial situation. In a nutshell, digital media strategies are built around the company's key goals and are aligned with the financial situation. This essay outlines ideas for implementing a marketing plan and provides essential tools for producing, measuring, measuring, and analyzing performance.

7 DIGITAL MARKETING PLAN

7.1 Current Situation

The 1982 House is a hotel owned by the parent company operating in many fields including the food and beverage industry. Currently, the 1982 House is operating on a small scale and intends to become a hotel chain in the future.

The author employs a SWOT analysis approach to get a broader picture of the current situation in general, and especially the marketing element, to deploy a communication plan which is appropriate for the hotel.

STRENGTHS	WEAKNESSES
- Widely connected with many other companies operating in the service sector in the region. Therefore, the hotel can offer many vouchers for customers using other services. - New professional marketing staff - Loyalty customer group available - Good resources for marketing (interior design, location)	- Communication channels have not been effectively deployed - Lack of brand awareness - Limited budget
OPPORTUNITIES	THREATS
- Tourism in Da Lat city develops all year round - Most tourists are young Vietnamese, a group of customers who often use social networks to find tourist information	- Competitive market

Table 1. SWOT of The 1982 House

The major purpose of providing the digital marketing plan's development strategy at the 1982 House is to increase brand awareness, attract more new consumers, and keep existing customers up to date. Establishing a successful

marketing plan can also assist the 1982 House in attracting additional service sector partners in the Da Lat metropolitan region and throughout Vietnam.

The House 1982 focuses on exploiting and developing business strategies based on two main segments: demographic and psychographic. Through the analysis of customer surveys, the hotel has found that most of the tourists staying in the 1982 House coming from the domestic market are between 18 and 35 years old with low to moderate-income, whose generation is more concerned with appreciating the destination than with the accommodations. Therefore, when choosing a place to stay, some of their top criteria are beautiful scenery, reasonable costs, and no need for outstanding hotel decoration since most of the traveling time is to discover the destination. In addition, with the age group of 18 to 35, they are young people who often use social networks for entertainment, information search, and news updates.

7.2   Social Media

Based on the results of interviews and self-research, the author selected three main social media platforms to deploy the marketing strategy for the 1982 House including Facebook, Instagram and TikTok. The table 2 is the author's recommendation for the social media performance on those channels.

Channel	Facebook	Instagram	Tik Tok
Number of posts	One post per day at peak hours (based on Facebook algorithm analysis)	- Three posts per week on peaks days - Four story posts per day	Four videos per week
Content	- Share the articles about tourism in Da Lat including related services, activities, and beverages. - Introduction post about hotel	- Pictures of facilities - Photos of staff and the process of preparing to welcome guests - Photos, videos of the moment's customers experience at the hotel	- Video about customer experience at hotel - Checking, booking introduction

	- Introducing post about partners - Introducing post about promotions -Update the latest news - Share basic information such as hotel location on the map, contact information. - Deploy mini games/give away	- Pictures of the view from the hotel - Deploy mini games/give away	videos - Video about happy working moment of staffs
Others		- Use related hashtag - Use Instagram story features like add location, create questions, add related gifs, polls, quiz, links to other platforms the hotel uses. - Well-edited photos - Continually interact with the audience, e.g., replying to comments, reposting customer stories, answering questions	- Use related hashtag - Use trending music sounds - Updating the new trends - Well- edited videos

Table 2. Social media performance

In addition, the author also proposes some tools to support content production such as Adobe Lightroom CC, VSCO, Canva, Adobe Photoshop, Adobe Illustrator and CapCut. Specifically, Adobe Lightroom CC is a professional RAW image processing and editing software. Lightroom features include RAW image

correction, chromatic aberration, metadata altering and virtual copy creation, adjustment based on the color and lighting characteristics of the image. Besides, VSCO is a photo editing tool for mobile. The app allows to use a variety of features such as adjusting saturation, brightness, contrast, integrating many pre-sets, creating gifs.

In addition, Canva is an easy-to-use free online graphic design tool for phones and computers, with rich resources for both professionals and beginners. While Adobe Photoshop is professional photo and graphic editing software. This is the software preferred by many photographers and marketers to design media products that require meticulousness, sophistication, and professionalism. In addition, Adobe Illustrator is also a graphics software. It provides a work environment in which we can unleash our creativity. Design products can be created without the presence of photos taken by the camera.

Considering to the video editing, Adobe Premiere is a professional video editing software with features such as cutting, merging, video editing, adding text, inserting effects, editing color, sound. Furthermore, CapCut is a video editing app on the phone. The application is suitable for editing videos for the Tik Tok platform and Instagram stories with vertical frames. Cap Cut provides features such as cutting, merging, color correction, and many trending video effect samples.

Paid media is considered one of the fastest and most effective ways to significantly increase user traffic for site. Considering the budget aspect of the 1982 House and based on the results of interviews with hotel representatives, the author chooses Paid social media for digital marketing strategy. With this Paid Media, businesses will pay to be able to buy ads on viewable platforms such as Facebook, Instagram and Tik Tok. Besides, running ads on these platforms is also supported by low costs, creating opportunities for new businesses to experiment at an early stage.

7.3   Search Engine Optimization

Here are some practice examples from SEO with some main keywords of the 1982 House being "Homestay", "Da Lat", "Hotel"

Figure 5. "Homestay" Keyword on Ubersuggest

Figure 6. "Homestay" Keyword on Google Trends

Figure 7. "Da Lat" Keyword on Google Trend

Based on the interview results and self-research, the author suggests some supporting tools for SEO as Google Trends, Google Search, Keyword Tool.io and Ubersuggest. More specific, Google Trends is a web-based search engine that shows users how frequently particular keywords, topics, and phrases have been searched over time. Google Trends calculates the number of searches conducted for the terms entered in relation to the overall number of searches made on Google during the same period by monitoring a percentage of Google searches. Besides **Google Search** is driven by a feature known as Google Autocomplete Suggestions, which, in basic terms, is a feature that automatically completes search phrases based on the popularity of search keywords.

Keyword Tool.io is an SEO tool that uses Google Autocomplete to generate relevant long-tail keywords based on any given root keyword. In addition, when entering the URL of a specific website, this tool will provide a list of keywords that appear on the pages and how many times each keyword is used. With this feature, business could find some terms that are closely related to content that the business aim for. This is also the useful feature for analyzing competitors. Ubersuggest, as other tools, supports searching for related keywords, suggesting more useful keywords. Besides, Ubersuggest has a group of

Keyword Analyzer tools to support content ideas and keyword analysis. Ubersuggest can also show interactions from social media platforms like Facebook and Pinterest. Based on the above statistics, businesses can find out which content is interesting and can be applied to the marketing campaign.

7.4   Email Marketing

Author recommends hotels implement inbound marketing instead of outbound. This type of business brings many benefits in maintaining interaction with old customers and retaining potential customers who have already opted in. Moreover, the implementation of inbound marketing helps the hotel save time, focus on the group of customers who are already interested in the hotel, and save costs.   Some suggestions for email marketing include content about the latest news updates such as offers, prices, new decorations or thank you and welcome emails.

The author recommends the Mailchimp platform as a tool to support email marketing for the 1982 House hotel. Mailchimp integrates many features including automatic emailing, providing visual statistical reports from which businesses can adjust, improve service quality or marketing plans.

7.5   Influencer Marketing

Many well-known firms and brands are turning to influencer marketing to showcase their products and services to a huge number of potential clients. Influencer Marketing will entail finding influential individuals for a group of potential customers and focusing marketing efforts on them.

Specifically, Influencers are persons who have a great deal of influence and are well-liked and respected by many people. As a reason, followers will be more likely to believe the Influencer's opinions. Influencers also have a deep understanding of their audience. Therefore, they understand how to seamlessly integrate the firm's brand and products and messages, assisting the organization in gaining consumer trust. Furthermore, with the limited budgets, collaborating with influencers rather than celebrities is a reasonable solution.

According to the research and interviews results, the author suggests the 1982 House chose to collaborate with influencers on product advertising campaigns through Tik Tok platform. As a result, the hotel may quickly reach many customers and boost brand awareness.

For an Influencer Marketing campaign plan, businesses need to include three main contents:

1. What: What do influencers need to do in an influencer marketing campaign?

2. How: How the influencer will deploy the campaign (what is the content and the main message to convey)

3. KPI: Businesses need to clarify KPIs with Influencers so they can create content that aligns with campaign goals.

After determining the strategy, the business needs to choose an influencer who has all the criteria suitable for the brand image that the business has built. These criteria include level of interaction, which means measured and evaluated based on the number of followers, likes and comments on posts. Besides, the ideal influencers should have suitable compatibility level, the creative content and lifestyle of influencers need to be compatible with the brand image. The last one is the content creation ability, influencers need to be able to create their own content, know how to convey the brand's message to customers in their own way.

8   CONCLUSION

The output of the thesis is to propose a general digital marketing strategy, including how to apply communication tools and synthesize tools to support implementation. The results of the interviews are a source of data for the author to build a digital marketing plan and show the feasibility of this strategy.

The theoretical framework is the knowledge base and guide for the author to approach the problem, specifically digital marketing in the 4.0 era. The research results help the author approach the problem in a more specific and practical way, especially when practically applied to small and medium enterprises.

The author has analyzed the current situation of the case company using the SWOT model, determined the specific goals of the marketing plan and identified the target customers. From there, exploiting the feasibility of several social networking platforms including Facebook, Tik Tok and Instagram along with several other tools such as SEO, paid advertisin and the current prevailing marketing trend of collaborating with influencers.

The future research that the author proposes could be a deeper study of the financial issues of running ads on platforms, website design and more specific content creation, and some other popular social networks. In addition, it is possible to analyze more closely the customer journey and the specific application and distribution of communication tools in each specific period.

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APPENDICES

Appendix 1. Semi-structured interview questions

General Information:
1. What is your company's name?
2. What is your major?
3. What is your position at the company?
4. How do you define your company as the small, medium-sized, or large enterprise?
5. What is the main target customer group?
6. How would you define digital marketing?
7. Is your company currently implementing a digital marketing strategy?
8. Who is responsible for marketing tasks?
9. What do you think about the current situation of digital marketing in the hotel?

Social Media Marketing
1. Does the hotel implement a social media campaigns?
2. Can you describe how you use social media marketing at the hotel?
3. Is there a strategy for that?
4. Who is responsible for those tasks?
5. What are the main channels the hotel uses to conduct marketing social media campaigns?
6. What kind of content do you find most successful to publish on your channels? Which content gives the best response from your customers?
7. On average, how much content is usually updated per week?
8. What types of performance metrics are available for social media marketing?
9. Which tool should be used to create content on social media?

Search Engine Optimization:

1. How do you do Search Engine Marketing?
2. What rules are being used in building keywords in Search engine marketing (SEM) for your business?
3. What kind of tools should be used for search engine optimization (SEO)?

Email Marketing

1. Does the hotel use email marketing?
2. Can you describe email marketing strategy?
3. In which stages should email marketing be used?
4. Which tool is used to promote email marketing?

Current Trend of Digital Marketing

1. What are the current trends and future of digital marketing in your opinion?
2. How do you evaluate the influence of influencers in the choice of customers from a personal point of view?
3. Should small and medium-sized hotel businesses deploy media campaigns in cooperation with influencers?
4. What are the basic principles for implementing an effective marketing campaign when collaborating with influencers?

Paid Advertising

1. Does your business deploy advertising campaigns across platforms? What kind of?
2. Which is the most suitable platform for small and medium-sized businesses to run ads?

Measurement

1. What is the method to measure the effectiveness of digital marketing campaign?
2. What measurement supporting tools are being used?