

CUSTOMER SERVICE AND HOSPITALITY

Hospitality Success in the Digital Economy

Practical digital skills for hospitality businesses: your website, social media, online reviews, advertising and mobile. Over eight weeks your team learns to grow the business online and connect with customers, with sessions on inclusion and on truth and reconciliation in digital marketing.

LENGTH	SESSIONS	FORMAT	PRICE
8 weeks	24	In person, with online homework	Ask for a quote Priced for your group size and location

What your team will learn

- Build a website that customers can find easily and enjoy using
- Plan, target and measure digital ad campaigns
- Create social media content and manage your online reviews and reputation
- Bring inclusion, accessibility and reconciliation into your digital marketing

Week by week

WEEK 1	The digital landscape in hospitality Session 1 Digital marketing in hospitality An introduction to digital marketing, and how it applies to a hospitality business. Session 2 How customers behave online An overview of how customers behave online, and the trends that are shaping it. Session 3 Opportunities and challenges Where digital tools can help your business, and the challenges the hospitality industry faces online.
WEEK 2	A strong online presence Session 4 Your website Developing a website that does its job for your hospitality business. Session 5 Search engine optimization Optimizing your website so people can find it through search engines (SEO). Session 6 User experience Making your site easy to use and easy to find your way around (UX).

WEEK

3

Making the most of social mediaSession 7 **Social media marketing**

An introduction to marketing a hospitality business on social media.

Session 8 **Content for each platform**

Creating engaging content that suits each social platform.

Session 9 **Engagement and reputation**

Engaging with customers online and managing your business's reputation.

WEEK

4

Online reviews and feedbackSession 10 **Why reviews matter**

The impact online reviews have on a hospitality business.

Session 11 **Getting and managing reviews**

Strategies for earning reviews and handling them well once they arrive.

Session 12 **Learning from negative feedback**

Turning negative feedback into chances to improve.

WEEK

5

Digital marketing campaignsSession 13 **Advertising channels**

An introduction to digital advertising channels: pay-per-click, display and social media ads.

Session 14 **Targeting your audience**

Making sure your ads reach the people you want to reach.

Session 15 **Measuring results**

Measuring and analyzing how a campaign performs, so you know what is working.

WEEK

6

Mobile technology and trendsSession 16 **Mobile optimization**

Why your business needs to work well on a phone.

Session 17 **Mobile-friendly content**

Creating content and experiences that work on mobile screens.

Session 18 **Emerging mobile technology**

New mobile technologies in hospitality, and what they could mean for your business.

WEEK

7

Diversity and inclusion in digital marketingSession 19 **Diversity and inclusion online**

What diversity and inclusion mean in the digital age.

Session 20 **Inclusive marketing**

Strategies for digital marketing that includes all of your customers.

Session 21 **Accessibility**

Making your digital platforms accessible and inclusive for everyone who uses them.

Truth and reconciliation in digital marketing

Session 22 **Truth and reconciliation principles**

An overview of the principles of truth and reconciliation.

Session 23 **Reconciliation in your digital strategy**

Bringing truth and reconciliation into your digital marketing strategies.

Session 24 **Your digital marketing strategy**

Pulling the course together into a digital marketing strategy for sustainable growth.

How the sessions work

Case studies

Case studies that show how each week's ideas work in practice.

Online homework

Homework your team completes online between the in-person sessions.

Practical exercises

Hands-on exercises that apply the digital tools to real situations.

Final exam

A final exam at the end of the course to confirm what your team has learned.

Who it's for

- Owners and managers of hotels, restaurants and other hospitality businesses
- Hospitality staff who look after the website, social media or online reviews
- Teams that would rather learn in person

Book this course for your team

At your workplace or online. We'll send a written quote and dates that suit your team.

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