



crews

Where you belong

TRAINING COURSE

Digital Marketing & Hospitality

COURSE GOALS

- Define the specificities of digital marketing applied to the hotel industry
- Understand the channels of digital marketing for the management of a hotel or accommodation
- Develop a strategy adapted to accommodation needs
- Implement digital marketing actions consistent with the strategy

TRAINING DURATION

14 hours, in 2 days or 4 half-days

TARGETED AUDIENCE

Accessible from all levels of study, the training is aimed at hospitality professionals or job seekers wishing to train in these sectors.

PREREQUISITES

Hospitality Fundamentals

ACCESS

Online application and discussion with the Experience team, response within 48 hours

RATES

- Group video training: 1,480 euros per person
- Customized training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



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DETAILED PROGRAM

- Fundamentals of digital marketing applied to the hotel industry
 - Definition and context
 - Positioning, offer and strategy
 - Audiences
- Digital strategy applied to the hotel industry
 - The hotel digital marketing ecosystem
 - Acquisition tunnel in the hotel industry
- Managing a website for a hotel
 - Customer journey and decision criteria
 - Updating content, offers, events...
 - Booking engine
- SEO for a hotel
 - Semantic analysis, lexical fields and keywords
 - The 4 pillars of SEO applied to the hotel industry
- SEA for a hotel
 - Restoration Strategies
 - Ad Optimization
- Social Ads for a hotel
 - Channels and specifics
 - Segmentation criteria applied to the hotel industry
 - Ad Optimization
- Social media and influence for a hotel
 - Content creation, do's and don'ts
 - Influencer marketing in the hotel industry
- E-reputation in the hotel industry
 - Collection strategy and monitoring
 - E-reputation tools
 - Response and management of reviews
- CRM & Email marketing for a hotel
 - Databases in the hotel industry
 - Adaptation to the customer journey

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JOBS OPPORTUNITIES AND CAREER PATH

At the end of the training, attendants will be able to apply for positions including implementation of digital marketing actions in the Hotel sector.

They can also continue to train in other skills in this sector.

TEACHING METHODS

- Teachers are working professionals
- Varied and dynamic teaching methods
- Individual follow-up with the Experience team

TOOLS

- Powerful technological tools: Google Workspace for Education, Slack, Edesign...
- Practical cases on real business situations related to the targeted sector

EVALUATIONS

- Evaluation of acquired knowledge at the end of training via a quiz or a project report

RESULTS AND PERFORMANCE INDICATORS

The first class of learners preparing for this training has not yet completed it. The results will be updated at this time.

- Satisfaction rate at the end of training: NA
- Individual progression rate: NA
- Interruption rate during training: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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