



crews

Where you belong

TRAINING

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: 1,690 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



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
 - Hotel 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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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

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, RESOURCES AND SUPPORT

- Training delivered by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: 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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- By email: contact@crews-education.com

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