



crews

Where you belong

TRAINING

Digital Strategy & Hospitality

COURSE GOALS

- Define the strategic fundamentals of digital in the hotel industry
- Understand the channels of digital marketing for the management of a hotel or accommodation
- Develop a strategy adapted to the needs of an hotel based on its positioning
- Plan 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

Business Fundamentals

ACCESS

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

RATES

- Group video training: 1,690 euros per person, excl. Tax
- 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 applied to the hotel industry
 - Definition and context
 - Positioning, offer and strategy
 - Audiences
- Digital and marketing strategy applied to the hotel industry
 - The digital hospitality ecosystem
 - BtoC / BtoB challenges
- Content creation in the hotel industry
 - Content strategy
 - Do's and don't
- Website optimization for the hotel industry
 - Customer journey and decision criteria
 - Updating content, offers, events
- Booking tools
 - Main features
 - Integration into the marketing ecosystem
- Traffic acquisition and conversion
 - Acquisition tunnel in the hotel industry
 - SEO for a hotel
 - SEA for a hotel
 - Social Ads for a hotel
 - Social media and influence for a hotel
 - E-reputation for a hotel
 - Email marketing for a hotel
 - Third parties marketing
- Tracking, performance analysis and optimizations
 - Traffic analysis applied to the hotel industry
 - Optimization tools and means
- Loyalty management and databases
 - Data base
 - Adaptation to the customer journey
- Digitalization of the customer experience
 - Technological integration in the hotel industry
 - Technological innovations in the hotel industry

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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 strategy in the Hospitality 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, Edusign...
- 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

- Satisfaction rate at the end of training: 100%
- Individual progression rate: 100%

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

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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