

## **Abstract**

The project focuses on evaluating the current marketing plan of Hotel Metropole, Murree and examines the degree to which the hotel exploits online marketing opportunities. Areas of improvement for the hotel are identified after conducting a detailed research. It highlights the growing importance of the Internet and digital widgets to conduct marketing activities for hotels. In this regard, an e-marketing plan has been suggested to boost the hotel's online presence and integrate its communication channels to improve customer engagement.

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## **Chapter 1:**

### **1 Introduction:**

#### **1.1. Background:**

The use of internet has been growing with the passage of time. Its ability to enhance connectivity and communication technologies has encouraged businesses to redesign their marketing activities according to the changing environment that is moving towards a new digital era. (Bharadwaj, 2013) Hotel Metropole is facing problems in coping up with digital marketing technologies since it has a company website and a Facebook page but these platforms are not being harnessed at their full potential. Other digital technologies that can be a great source of competitive advantage have not been adopted by the hotel as yet. These insights have helped in identifying the main purpose of this project which is discussed in the next section.

#### **1.2. Objective:**

- Infusion of digitization in the brand personality of Hotel Metropole.
- To assess brand health of Hotel Metropole.
- To increase brand engagement of Hotel Metropole.
- Increase awareness and engagement using internet platforms and enhance customer relationships.

#### **1.3. Outcome:**

- Revamp of website
- Social media presence on all major marketing platforms
  - Facebook
  - Twitter
- Development of a mobile application.