

A Study on Impact of Digital Marketing Agencies on Social Media Promotion of Hotels in Salem City

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Abstract - In the digital era, marketing practices have shifted from traditional methods to online platforms. In the contemporary business landscape, the hospitality industry, particularly the food and beverage sector, is experiencing a profound transformation driven by digital technology. The rise of social media platforms has reshaped traditional marketing paradigms, compelling businesses to adopt more dynamic and interactive promotional strategies. For food hotels and restaurants, social media has evolved from a simple communication channel into a critical tool for brand building, customer engagement, and revenue generation. It is a space where a brand's visual identity, customer reviews, and daily promotions can directly influence and resource-intensive endeavour. For many food hotels in a bustling city like Salem, Tamil Nadu, which compete for local and tourist patronage, dedicating in-house resources to this task can be challenging due to constraints in time, budget, and expertise. In Salem city, where tourism and business travel are gradually increasing, digital marketing agencies play a vital role in enhancing hotel visibility, brand reputation, and customer engagement. This study focuses on evaluating the impact of digital marketing agencies in promoting hotels through social media platforms.

Keywords: Digital Marketing, Agencies, social media, advertisements, hotels

I. INTRODUCTION

The hospitality sector, particularly food hotels, has witnessed significant transformation with the rise of digital marketing. Food hotels, which focus primarily on offering quality dining experiences along with other services, face intense competition in attracting and retaining customers. Traditional methods such as word-of-mouth, newspaper advertisements, and posters have gradually been replaced by digital channels. Social media, in particular, has emerged as the most powerful medium to showcase food quality,

ambiance, and customer experience. In a city like Salem, which combines cultural traditions with modern lifestyles, food hotels must compete to gain visibility among both residents and tourists. Digital marketing agencies have become vital in bridging this gap, helping hotels design creative campaigns, leverage technology, and maintain a consistent online presence. This paper outlines the impact of digital marketing agencies on social media promotion of food hotels in Salem City.

1.1 STATEMENT OF THE PROBLEM

Hotels in Salem face stiff competition in attracting guests, particularly through online channels. While many hotels adopt digital marketing strategies, not all achieve expected results. The problem lies in understanding whether digital marketing agencies truly enhance social media promotion, customer engagement, and revenue generation for hotels in Salem city. Hence, it becomes necessary to study the actual impact of digital marketing agencies.

1.2 SIGNIFICANCE OF THE STUDY

Helps hotels understand the effectiveness of digital marketing agencies in promoting their services. Provides insights into customer engagement through social media platforms. Assists digital marketing agencies to improve their strategies and offer customized services to hotels. Adds academic value by contributing to the limited research on digital marketing in the hospitality sector in tier-2 cities like Salem.

1.3 SCOPE OF THE STUDY

The study is limited to hotels in Salem city. Focuses on social media promotion carried out by digital marketing agencies. Evaluates customer reach, brand

visibility, engagement, and business growth as influenced by agency-driven digital marketing.

1.4 OBJECTIVES OF THE STUDY

- To study the impact of digital marketing agencies on social media promotion.
- To identify the level of perception of respondents towards digital marketing agencies.
- To know the level of satisfaction of the respondents towards agency

II. REVIEW OF LITERATURE

2.1 EVOLUTION OF DIGITAL MARKETING IN HOTELS

Digital marketing as a concept began to gain recognition in the 1990s, largely due to the spread of the internet and e-commerce platforms. Initially, hotels and restaurants used basic websites and email campaigns to connect with customers. With the rise of search engines, search engine optimization (SEO) became a tool to increase visibility. The real revolution, however, came with the emergence of social media platforms such as Facebook, YouTube, Instagram, and Twitter in the early 2000s. These platforms provided a visual and interactive way to engage customers. Food hotels, in particular, benefited from the ability to share images, short videos, customer testimonials, and promotional offers. In recent years, newer platforms such as Instagram Reels, YouTube Shorts, etc. have further enhanced the scope of food promotion by offering short, engaging, and viral-friendly content. Customers now often decide where to dine based on online reviews, ratings, and social media presence. In Salem, many food hotels that once relied heavily on traditional advertisements have embraced agencies that manage online promotions, run targeted advertisements, and analyse customer behaviour patterns to maintain competitiveness.

2.2 ROLE OF DIGITAL MARKETING AGENCIES IN HOTEL PROMOTION

Digital marketing agencies act as intermediaries between food hotels and their target audiences. Their role is multifaceted, ranging from creating content and managing advertising campaigns to monitoring customer engagement and online reputation. These

agencies bring professional expertise and access to specialized tools that hotels might not have in-house.

2.3 RESEARCH GAP

Previous studies have focused primarily on the impact of digital marketing in metropolitan cities and large hotel chains. Limited research has been conducted in smaller cities like Salem, where local hotels and mid-sized establishments depend on agencies for promotions. This gap highlights the need to explore how effective digital marketing agencies are in smaller city contexts.

III. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

For achieving the objectives of the study, the exploratory research design has been used. In the ambit of exploratory research design, a detailed search of the literature has been made which helps in exploring the history of Digital Marketing Agencies. The research design is based on the data gathered from respondents. In order to elicit information from the respondents, an online survey conducted with a structured schedule of questions.

3.2 SAMPLING

A non-random sampling technique was used to collect the data. Convenience sampling was used as the respondents were only those who use Digital marketing agencies for promoting their hotel business.

3.3 DATA COLLECTION

Both primary and secondary data were used by the researcher for the study. Researchers collected data originally from the respondents through an online survey with formatted questions. The questions have been categorized into perception and satisfaction-related questions where five-point Likert scales were used. The Likert scale used for the perception questions is the level of agreement (Strongly disagree, disagree, neutral, disagree, and strongly agree).

3.4 DATA ANALYSIS TECHNIQUES

Data analysis were done by using Statistics Software. The researchers applied weighted mean analysis and rank analysis for examining the influence of social

media promotions and growth of customer visits and sales.

IV. DATA ANALYSIS AND RESULTS

The weighted mean is used to measure the overall intensity and average level of respondents' perception regarding hotel visibility improvement by assigning importance to each response category. It helps in summarizing the collective opinion into a single representative value for easier interpretation. A weighted mean score of 3.54 (above the neutral value of 3) indicates a high overall perception of improved hotel visibility due to agency-led promotions. This statistically confirms that promotional agencies have a strong positive influence on hotel visibility. Rank analysis is used to identify and prioritize the most influential factors determining the success of social media promotions. It helps in understanding which factors are considered more important by respondents based on their relative significance. Rank analysis shows that customer visits and sales growth are the most influential indicators of social media promotion success. Engagement metrics, though important, are considered secondary. This indicates that respondents prioritize real-world business outcomes over digital popularity indicators. Additionally, the researchers observed that the respondents are reported that walk-in visits showed the highest improvement in customer engagement and they agree that agencies provide a competitive edge.

V. CONSIDERATIONS

Food hotels in Salem City should collaborate more closely with digital marketing agencies to develop tailored social media strategies that highlight their unique offerings, customer experiences, and local culture. By focusing on authentic storytelling and engaging visuals, these establishments can attract a wider audience and build brand loyalty. Regular performance analysis of social media campaigns should be conducted by food hotels in coordination with digital marketing agencies. This would help in identifying effective promotional techniques, understanding customer preferences, and optimizing future marketing budgets for better returns on investment. It is recommended that digital marketing agencies train hotel staff in basic social media

management. This collaborative approach ensures consistent branding and prompt engagement with customers, even beyond agency-managed campaigns, thereby improving overall online visibility.

VI. LIMITATION AND FUTURE RESEARCH

The present study involves the use of secondary data available from various reports, research papers, and articles. Hence, any such subject matter may be influenced by the inherent limitations of secondary data used in this process. Hence, certain implications may not be relevant at any later point in time due to subsequent technological changes from time to time. The study is based on a limited sample both in terms of the number of respondents and in terms of geographical area due to which the information received may not be completely replicable to another population. Future research can focus on measuring the long-term effects of digital marketing collaborations on customer retention, brand awareness, and sales growth. This data-driven approach will help both hotels and agencies refine strategies for sustainable success in the competitive food industry.

VII. CONCLUSION

Through strategic collaboration with digital marketing agencies, food hotels are able to reach a larger audience, promote their unique offerings, and maintain a consistent online presence across various social media platforms. The findings indicate that effective use of digital tools such as targeted advertisements, influencer partnerships, and content marketing significantly improves customer interaction and satisfaction levels. Moreover, digital marketing agencies contribute to better understanding of market trends and consumer behaviour, enabling food hotels to make informed business decisions. In conclusion, the integration of professional digital marketing services with hotel operations has proven to be an essential factor in achieving competitive advantage and sustainable growth in the dynamic hospitality industry of Salem City.

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