

2. POSSIBILITIES OF INSTAGRAM AS A MEANS OF PROMOTING A HOTEL PRODUCT

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Introduction. Currently, tourism organizations determine the importance of investing financial resources in the development of advertising. The hotel business is a major segment of tourism. Success largely depends on the promotion of the brand in the market.

Relevance of the topic. Advertising promotes the dissemination of information and also has an impact on the choice of each individual and society as a whole. One of the modern types of advertising is SMM. Social Media Marketing (SMM) is an internet marketing tool that includes the use of social media to attract potential customers, promote a brand and advertise a company.

Main part. In Ukraine, social media has become widespread due to the emergence of social networks "Classmates" and "Vkontakte" in 2006. After the development of the Russian interface in Facebook and Twitter, this process became widespread. Confirmation of this thesis is that today about 40 million of our compatriots have registered accounts in social media [1, p.126]. The audience of social networks is users aged 18-45. The Ukrainian segment of Internet users uses the following social networks: Facebook, Instagram, Youtube, Viber, Telegram, VKontakte.

Most people perceive information from the outside world visually, so visual marketing is more profitable than others. Instagram is a great example of a social media marketing tool for attracting and managing a user audience, which helps to promote the image and reputation of the business. An important element is the creation of relevant and high-quality content. Options for possible content for the hotel account: hotel news (new procedure in the spa, new dish on the menu); information about available hotel services, its main areas of work; photos of guests; organized events: weddings, banquets, conferences; weekdays of the hotel "behind the scenes": its employees, their workplace; sights and landscape around the hotel; infographics and quotes. Some recommendations for working on this social platform have been identified. It is necessary to study the potential contingent of consumers and find out what may interest them. Publishing information about available services will help guests learn more about this hotel. For example, if the hotel often receives guests with children, it is important to show that the rooms are equipped with everything you need.

Use "stories" to post fast content that is relevant here and now. For example, how to prepare for the event, or how the chef prepares a special dish. Too many "stories" should not be published in one day. From four to six is the optimal number. The Instagram algorithm primarily shows users' active accounts. Activity increases in the morning from 9 to 11 and at the end of the working day from 18 to 20 [2].

Conclusion. Summarizing the above, we can conclude that the social network Instagram – a promising tool for an effective advertising campaign for hotel companies with a small number of competitive offers of a similar type. The big advantage is the opportunity to demonstrate the hotel from a new angle, to show its daily life, to increase the loyalty of guests to the brand, to receive information for feedback.

List of references

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2. Without which you can not promote the hotel on Instagram. Traveling: website. URL: <https://www.travelline.ru/blog/bez-chego-nelzya-prodvigat-otel-v-instagrame/>