

DEVELOPMENT OF AN ONLINE MARKETING STRATEGY FOR THE RESTAURANT ENTERPRISE BASED ON THE USE OF INFORMATION TECHNOLOGIES

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From the moment management tools of the tourism enterprise’s website are set, it is then time for the latter to define its communication plan to improve the notoriety of its website and traffic of the latter. there are also challenges for the company in managing its own website, there will be times when it will have to realize that things are not working as planned. This would require the company to seriously follow the definition of its marketing strategy, through the implementation of actions, while respecting its budget.

However, if no marketing strategy has been implemented, it is very likely that the company will receive only a handful of visitors during the launch day of its website.

Then, there should generally be no one to buy, or even see, the tourist products it offers or appreciate the superb design of its website. It is at this moment that doubt settles and motivation is undermined. The objective here will be to make profitable each marketing action that the organization intends to put in place.

Table 1

Definition of an online marketing strategy and its Induced effects in the tourism sector

Marketing strategy action	long-term effect	short-term effect
Joint tour llc’s website traffic management	content creation for SEO	keyword purchases
	optimization on page and ergonomics of the website	targeted advertisements on facebook
	connections; press and notoriety	sending newsletters
sales conversion and turnover	calculation of average earnings per visitor	conversion rate analysis
optimization of the new budget of the organization	calculation of average earnings per visitor	conversion rate analysis

This becomes possible, by going through the various stages of the following strategy:

Step 1: Optimize the restaurant's website before increasing its traffic.

The tourism company must start by optimizing its site, improving the user experience and conversion rates before launching its marketing actions. There is no point in increasing traffic if the website is not efficient.

The website needs to be optimized before hosting visitors. The important thing is to convert and sell the tourism products offered, the race to clicks without conversions is useless. Knowing its performance rates is essential, and especially prior to any external actions. With the right tools it will be easily possible to calculate the profitability of each trip and thus the tourist organization will be able to adapt its actions accordingly. For this the company will have to refer to 3 indicators: The request rate: the number of requests that the company will receive in relation to the number of visits.

The conversion rate: the number of requests that the company will transform into bookings. Average net margin: the average margin for a reservation made via the website.

With these 3 indices it is affordable to calculate the most important, the average gain per visit. It will be the basis of all the tour company's marketing actions.

Step 2: Put in place tools to measure the effectiveness of its tourism marketing strategy.

The great advantage of an online business is that you can easily measure everything and analyze everything. The number of visitors per month, the origin of the visits, the "identity card of the visitors" (age, sex, city, centers of interests ...) are the most known data. To benefit from all this data, the priority is to set up a Google Analytics account (to analyze your traffic) and a Google Webmaster tools account (to analyze your SEO positioning). But there is better, by setting up so-called "tracking" on its site via Google Analytics, the tour operator will be able to know: Such data can also be obtained with the management system using the marketing technologies described above. By comparing its different rates with its travel sales the company will be able to find out how much it gains on average a visit to its website and know its average gain per visitor per source of traffic. It will be able to know which source of traffic has the best conversion rate and therefore of profitability. This will allow the organization to answer its marketing budget allocation questions.

Step 3: Define its positioning and customer's target

Thanks to the measurement tools put in place, the company's experience of the "field" and the exchanges with the travelers, the tour

company can now define its strategic positioning. All future actions will have to be linked to this positioning.

For a company, no matter the industry in which it operates, one of the biggest challenges is to define its brand positioning. We will refer here to tourism products in the case of a company specializing in tourism excursions and other related activities. Brand positioning must be able to expand, change over time. This trend can be broken down by new geographic markets, new customers or the creation of new services filling new market niches. A fixed brand that evolves little will have more misery to find a favorable echo with its customers, who may migrate to other companies.

This is also what has been observed particularly in the retail sector in recent years, with the closure of several brands that have failed to evolve with the new needs of consumers. It should not be forgotten that marketing positioning will also condition the company's SEO positioning. It is essential here to have a homogeneity and a global coherence.

Step 4: Attract, Convert, Build loyalty

Many travel agency managers are focused on paid marketing to generate short-term clicks. Adwords, cost-per-click campaigns, buying banners, the temptation of the facility is great. Unless the tour operator have a large budget and a dedicated person internally mastering these tools, we do not recommend allocating all the marketing budget in the purchase of paid traffic. It would be better for the enterprise to mix SEO and SEA, and work both the short term (SEA via Adwords) with the long term (SEO) for the promotion of the company's website.

Above all, it is inconceivable to embark on a strategy of acquisition of paid traffic if you do not know your different performance rates and in particular your average gain per visitor. As we have seen earlier in this article, whatever your strategy is (buying traffic can be profitable, of course), start by measuring your performance rates first. The tour operator can then allocate a portion of its budget to the purchase of paid traffic by controlling its costs to tend towards a profitable investment (which is different from a spending a little blind).

The important thing is to build a solid foundation that will last over time and that will bear fruit in the medium and long term. In a sector undergoing profound digital change, where transactions are mainly on the web, it would be wiser for a tourism company to increase its online visibility.

Indeed, but the competition is always tough, tour operators must undoubtedly accompany this with a well-defined plan in advance for success to be complete. Today we are no longer speaking to tourists but

well and truly to travelers in search of a strong, striking emotional experience, and they no longer want to be seen as mere tourists. As we said above, we do not have to deal with simple tourists today; since the mass tourism of the sixties, the tourist has evolved to give way to the traveler. More than just a need for relaxation, sun or sand, he is now looking for a new, authentic experience that will give him intense emotions.

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