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Corporate Marketing Strategy for Using Internet Websites and Social Media: The Case of the Ritz-Carlton Hotel

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2016 INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMICS (ICBE2016)

Pages: 251-253

Published: 2016

Conference

Conference: International conference on Business and Economics (ICBE2016)

Location: Jeju Natl Univ, Jeju, SOUTH KOREA

Date: JUL 07-09, 2016

Sponsor(s): Korea Distribut Sci Assoc; Shandong Univ Polit Sci & Law; Jeju Natl Univ; Small Enterprise & Market Serv; Minist Educ & Sci Republ Kazakhstan, Inst Econ; E Asia Business Econ Assoc; Int Convergence Management Assoc; Korea Logist Res Assoc; Jeju Natl Univ, Dept Tourism Dev

Abstract

The paper explores a case study of the Ritz-Carlton hotel for their marketing strategy and organizational use of the Internet website and social media in communicating with their customers. Even for the normal luxury traveler who would not have previously used the Internet to research a hotel or make a reservation, ritzcarlton.com is making it possible for them to do so in a sense of the luxury and typical Ritz-Carlton style. The website has many options and features that attract new guests from many diverse backgrounds. It seems to be a staple of the company for years to come.

Keywords

Author Keywords: [Information Technology](#); [Social Networks](#); [Online Promotion](#); [Hotel and Hospitality](#); [Online Marketing](#)

KeyWords Plus: [COMMUNITIES](#); [MANAGEMENT](#); [FIRMS](#)

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Publisher

KODISA, HANSHIN OFFICETEL STE 1030, 2463-4 SHINHEUNG-DONG SUJEONG-GU,
SEONGNAM, GYEONGGI-DO 461-720, SOUTH KOREA

Categories / Classification

Research Areas: Business & Economics

Web of Science Categories: Business; Management

Document Information

Document Type: Proceedings Paper

Language: English

Accession Number: WOS:000386185800047

Other Information

IDS Number: BG0DP

Cited References in Web of Science Core Collection: 15

Times Cited in Web of Science Core Collection: 0