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

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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.

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