

# Use of Digital Marketing as an Effective Promotional Strategy used by Hospitality Studies Sector

**Rai Chirag Mahabal**

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

**Abstract:** *With a boom in hospitality sector many brands are opening new properties and each hotel is striving hard to attract and retain customers. For this various promotion tools are being used and digital marketing and social media is one such tool which is used widely because of its impact, high reachability and cost effectiveness. The paper aims to the use of social medial and various platforms available to promote the Hospitality product*

**Keywords:** Digital marketing, Social media, Hotel industry, Restaurant Industry

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