

Integration of SEO and SMM in the design of online marketing process for Dai Duong Hotel, Thai Nguyen

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Abstract: In the increasingly competitive context of the tourism industry, integrating search engine optimization (SEO) and social media marketing (SMM) into the online marketing process has become essential to enhance the brand position of Dai Duong Hotel. This study aims to build an integrative marketing system for the hotel through SEO and SMM strategies, applying a combined theoretical and empirical approach. The expected results will bring clear economic benefits to the hotel while contributing to the overall development of the local tourism industry.

Keywords: SEO, SMM, Online Marketing, Dai Duong Hotel, Thai Nguyen