

INTRODUCTION

In the era of social networks, companies promote their own tourism products on the Internet social platforms and decide whether to buy them according to the relevant information of the tourism products.

Compared with the traditional marketing mode, this online marketing mode is more direct and efficient. Under the marketing of social network, tourists can choose tourism products according to their own preferences and interests, and businesses can also carry out targeted product marketing to tourists of different levels.

We can do the Topic Marketing Model and Tourists Focus Model to achieve the Internet Social Network Marketing.



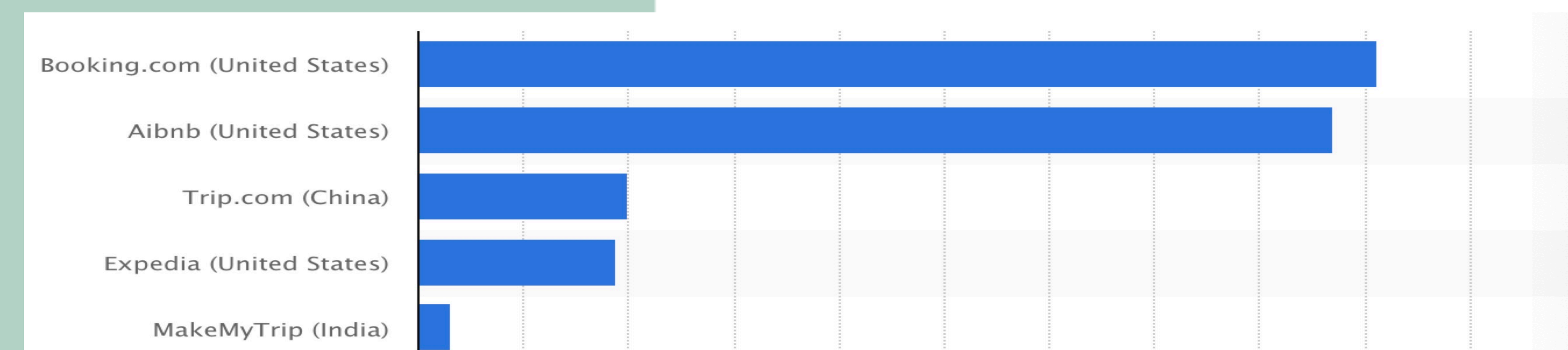
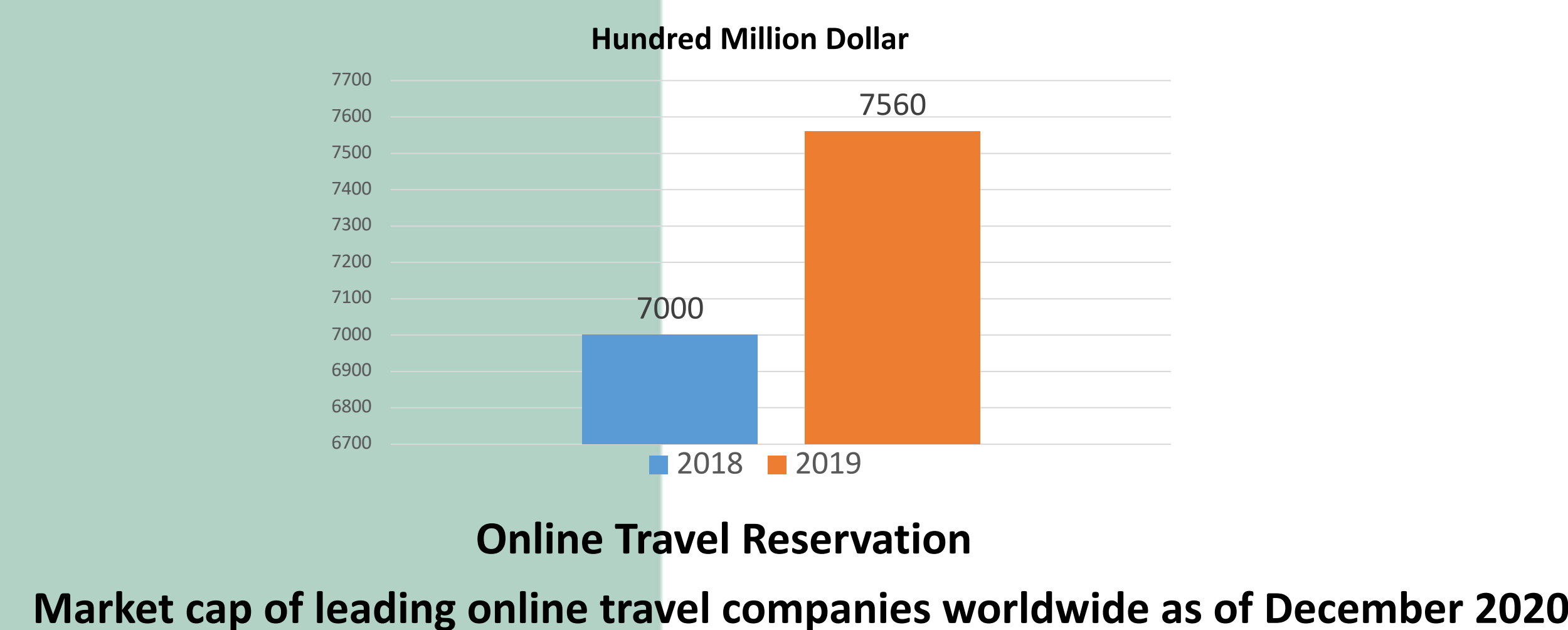
EVIDENCE

Tourists Focus Model:

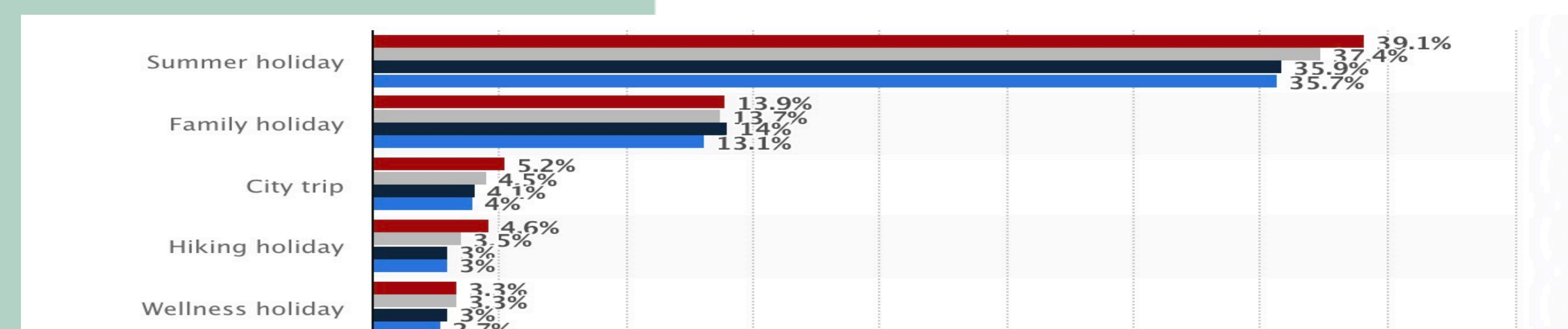
1. Find online booking reservation by searching keywords. We need to get the whole online reservation market and the top 3 popular online reservation companies' name.
2. Select to interact with the activity group. When product marketers post comments on Booking.com, Airbnb, and Trip, they can participate in the comments and answer relevant questions.
3. Collaborate with popular social platforms. Tourism destination marketers invite these popular platforms to post and comment on relevant product information when launching tourism products.

Topic Marketing Model:

1. Use Internet technology to classify social groups and focus on target groups for personalized Settings while investigating topics of concern.
2. Search product keywords through relevant technologies of big data to obtain users' feelings on the use of relevant tourism products and improve users' awareness of the tourism products.
3. Enter social networking sites in the form of thematic discussion or questionnaire survey, optimizing marketing plan with relevant opinions collected as reference.



Most popular types of travel in Germany from 2016 to 2019



CONCLUSION

The report involves the description of the concept, characteristics, significance and function of the destination marketing using internet social work. In the Internet era, the market competition has become particularly fierce, no matter what kind of marketing mode is adopted, the premise is to carry out in-depth investigation and analysis of the market and combine the characteristics of the product to develop a scientific and effective sales plan, improve sales skills, complete the sales target, escort the sustainable development of the enterprise.

FURTHER DISCUSSION

We will do substantive analysis of comparing different destination marketing under the internet social work in the future. The question for our further research is how to be an outstanding destination marketing under the Internet social network.

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