



# MARKETING IN ACTION: DIRLEH HOTEL CAMPAIGNS

A strategic approach to branding, marketing, and  
digital transformation

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# INTRODUCTION

📍 Dirleh Hotel is a premium hospitality brand, in the heart of Skardu, Northern Areas, Pakistan, committed to providing an exceptional guest experience. As the IT and Marketing Manager, I led efforts to establish a strong digital presence, enhance branding, and implement technology-driven solutions to improve guest engagement. This document showcases the strategic marketing campaigns and branding initiatives that transformed the hotel's online visibility and operational efficiency.



# BRANDING & IDENTITY

🎨 A strong brand identity ensures recognition and consistency. I developed a unique branding strategy that defines Dirleh Hotel's visual appeal.

- Logo Design: Created a modern, elegant logo that reflects the hotel's luxurious experience.



# BRANDING & IDENTITY

- Color Palette: Selected warm, inviting colors to establish an emotional connection.



- Typography: Standardized fonts for consistency across all materials.

Times New Roman  
Font Family

Belleza Font Family

# DIGITAL MARKETING & CONTENT CREATION

📢 To boost online visibility, I created engaging content across multiple platforms, including social media, website promotions, and digital ads.

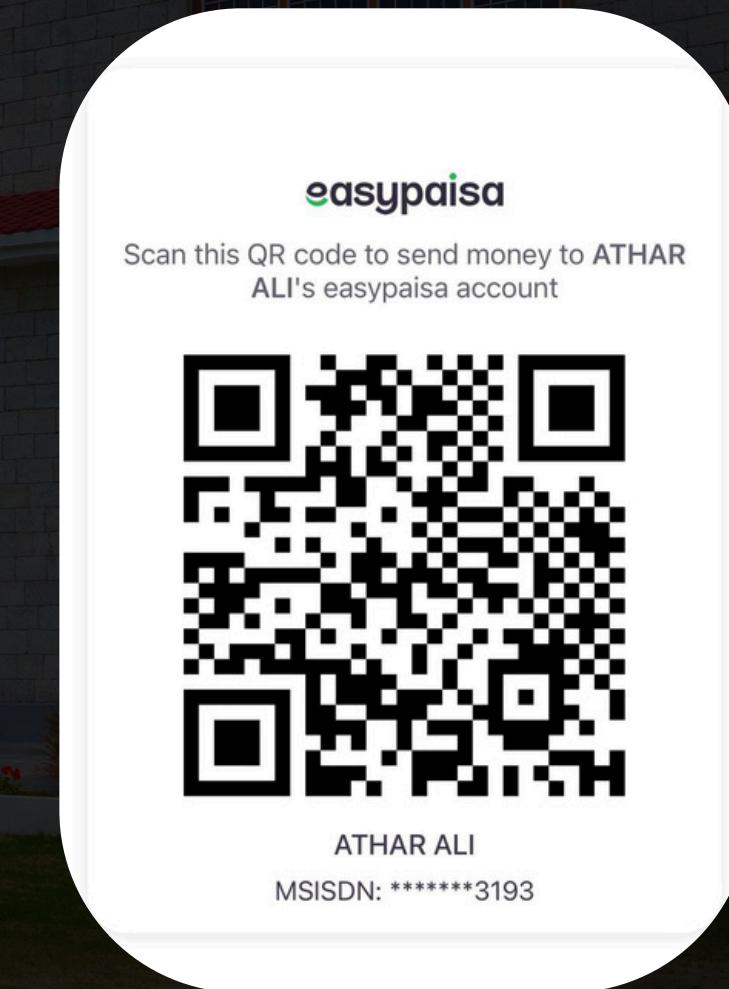
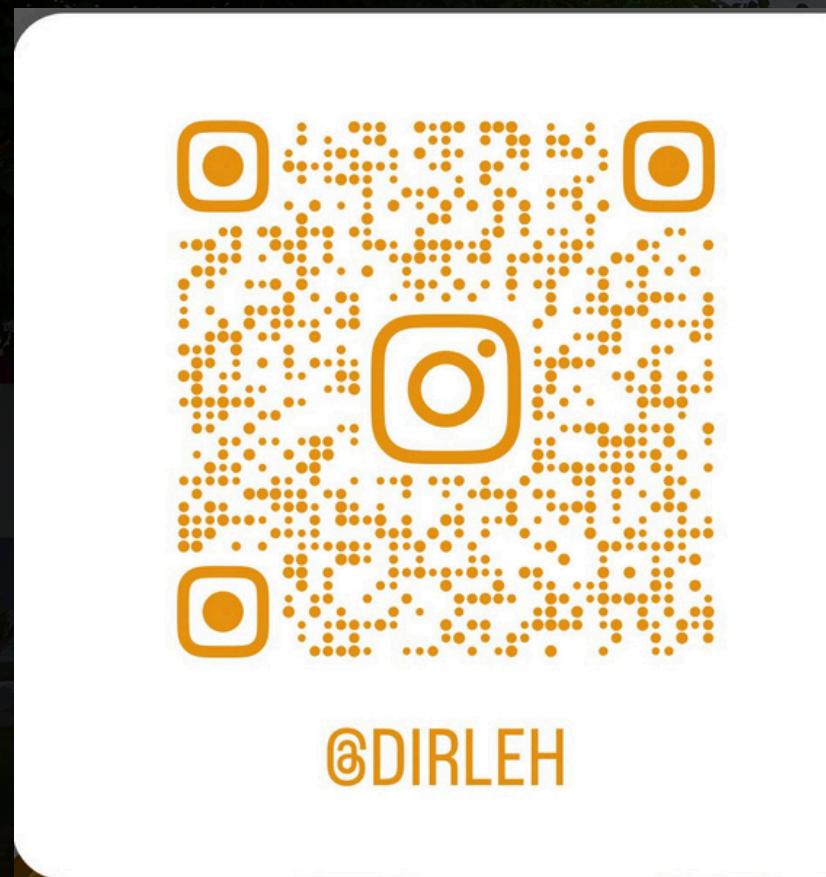


# DIGITAL MARKETING & CONTENT CREATION



# TECHNOLOGY & DIGITAL ENHANCEMENTS

💡 Innovation is key in modern hospitality. I introduced tech-driven solutions to streamline operations and enhance guest convenience.



A large, modern hotel building with a red-tiled roof and light-colored stone walls. Several windows are visible, each featuring a grid of solar panels. The building has a prominent entrance with a balcony and a staircase leading up to it. In the foreground, there's a lawn with some outdoor furniture.

 The marketing initiatives implemented at Dirleh Hotel have successfully established a strong digital presence and improved customer experience. Moving forward, further enhancements in AI-driven marketing, automation, and personalization will continue to drive engagement and bookings.