**Marketing Strategy**

So, for creating such a strategy the first I would do these few things.

1. **Identify IT Hubs:** Determine the key IT hubs or tech clusters in your region or within reasonable proximity to your hotel. Research the major IT companies, events, and institutions in these areas.
2. **Understand IT Travel Patterns:** Gather data on the travel patterns of IT professionals, including peak travel seasons, preferred accommodation types, and the duration of their stays.

Now after these things are in place I would try and identify the value propositions along the lines.

1. **Tech-Focused Amenities**: Identify the tech amenities and services your hotel can offer, such as high-speed internet, ergonomic workstations, tech support, and conference facilities.
2. **Personalization:** Personalized services catering to the specific needs of IT travelers, whether it's a quiet workspace, late check-in/check-out options, or custom tech setups.

After this is done through these activities ill plan to market our value proposition through these strategies

1. **Optimize Website:** I will ensure that our hotel's website is optimized for SEO and user-friendliness. Also, I will create a dedicated section for IT travelers, showcasing your tech amenities and packages.
2. **Mobile Optimization:** I will make sure our website is mobile-responsive, as IT professionals often use smartphones for travel planning.
3. **Tech Blog**: I will Launch a blog on our website that covers tech-related topics, local tech events, and tips for IT travelers. The aim would be to publish informative and engaging content regularly.
4. **Social Media Presence**: Establish a strong presence on social media platforms such as LinkedIn, Twitter, and Facebook. Share tech updates, hotel promotions, and engage with IT-related discussions.
5. **Industry Partnerships:** Collaborate with local IT companies, tech event organizers, and tech meetup groups. Offer exclusive discounts to their members or attendees.
6. **Attend Tech Events:** Participate in IT-related conferences, trade shows, and tech meetups. Set up a booth or sponsorship to showcase allied hotels.
7. **Build an IT Email List:** I will create segmented email lists for IT professionals based on interests and preferences.
8. **Personalized Email Campaigns:** We will run email marketing campaigns that highlight our IT packages, tech amenities, and event-specific promotions for B2B businesses by sending it to relevant stakeholders.
9. **Online Reviews:** Encourage satisfied IT guests to leave positive reviews on platforms like TripAdvisor, Google, and Yelp.
10. **Respond to Feedback:** Address any negative feedback promptly and professionally to demonstrate your commitment to guest satisfaction.

**LinkedIn**

1. For LinkedIn I will start by clearly defining the objectives of the LinkedIn campaign, such as increasing corporate bookings, raising brand awareness among corporate clients, or promoting corporate event hosting services.
2. I will develop valuable and relevant content for your corporate audience, including blog posts, whitepapers, case studies, and videos. Content should focus on topics like business travel tips, corporate event planning, and the advantages of your hotel for business travelers.
3. I will use high-quality visuals, such as professional photos of your hotel's meeting facilities, guest rooms, and amenities, to accompany our content.
4. I will craft personalized InMail messages to key decision-makers in target companies. Highlight the benefits of choosing your hotel for corporate events or accommodation.
5. I will run A/B tests with different messaging and subject lines to optimize the performance of your InMail campaigns.
6. I will complement your InMail outreach with sponsored InMail campaigns. These sponsored messages appear directly in the recipient's inbox and can be highly effective for driving engagement.
7. I will create lead generation forms within your sponsored content and InMail campaigns. Collect important contact information from interested prospects for follow-up.