

Business Analysis Report of Chateau Laurier Quebec

I. Structure an audit of the digital positioning of the hotel

1. Business model canvas



2. Social media:

The current social media strategy of the Chateau Laurier Hotel in Quebec City focuses on brand building and promotion of the hotel.

The hotel primarily uses Facebook and Twitter to communicate with its guests and share information about its offerings and services, as well as upcoming events. The hotel also regularly posts photos and videos of its facilities and events on its Facebook page and Twitter accounts.

In addition, the hotel uses social media to offer exclusive promotions and offers to its guests, which encourages people to visit the hotel.

The hotel also uses social media to encourage guests to share their experiences with the hotel, which allows the hotel to promote its brand and strengthen its presence on social media.

The Chateau Laurier Hotel has a weak presence across social media platforms, with over 10,000 followers on Facebook, 1,200 followers on Twitter and 1,600 followers on Instagram.

3. Website:

The current strategy of the Chateau Laurier Hotel in Quebec City's website is to promote their hotel and provide detailed information on the services they offer.

The site offers visitors information on the different rooms and suites, rates, services, events, etc. In addition, the site offers a blog section, tourist information on the Quebec City area and links to external sites such as TripAdvisor and Booking.com.

The site is designed to provide a user-friendly and personalized experience for customers and is optimized for mobile devices. In addition, the site highlights their flexible cancellation policies and secure payment options. Finally, the site is regularly updated and updates are announced to customers.

4. SEO:

The Chateau Laurier Quebec Hotel is focusing on SEO to improve the hotel's visibility in search engines. In addition to this, the hotel has implemented a number of strategies to improve its ranking in search results, including:

- a. Updating the content of the hotel's website:
Search engines like sites that publish quality content on a regular basis. The Chateau Laurier Quebec Hotel updated its content and optimized it for search engines to improve its visibility.
- b. Title and meta description tag optimization:
Title and meta description tags are elements that appear in search results and help attract visitors to the website. The Chateau Laurier Quebec Hotel optimized these tags to make them more appealing and to improve its ranking in search results.
- c. Use of inbound links:
Inbound links are links to a website from another website. The Chateau Laurier Hotel Quebec has implemented high quality inbound links to improve its visibility and ranking on search results.
- d. Use of social networks:
Social networks are an excellent way for the Chateau Laurier Quebec Hotel to improve its visibility and interact with its customers. By posting quality content and interaction with its followers, the hotel can improve its visibility and popularity.
- e. Use of paid ads (Google Ads):
Paid ads are an excellent way for the Chateau Laurier Quebec Hotel to position itself in search results and increase its visibility.

5. Any other element you may think of.

Booking platforms:

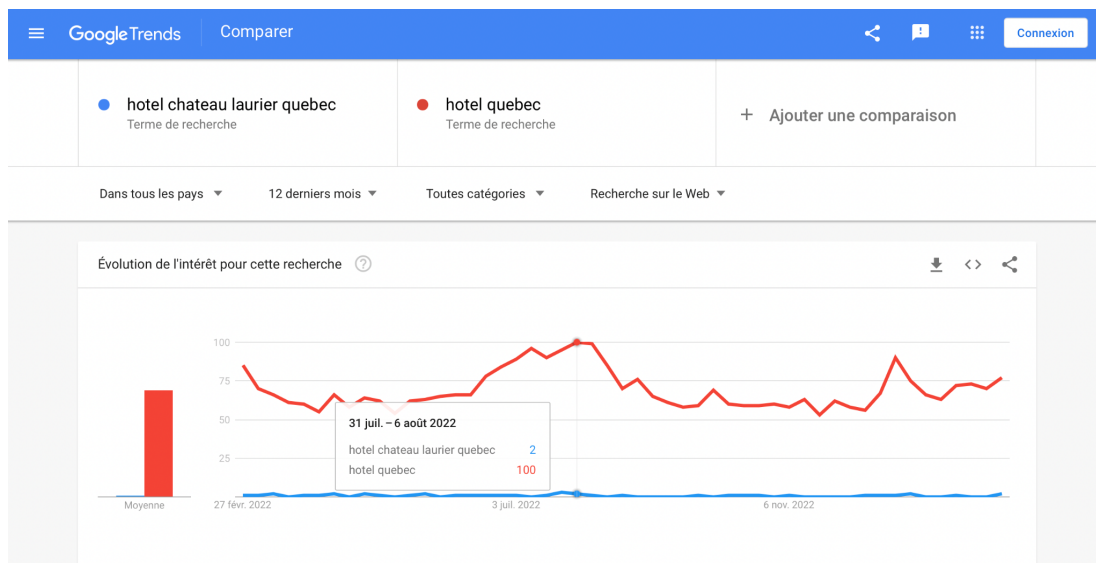
The Chateau Laurier Hotel has a strong presence across online booking platforms, such as Booking.com and Expedia. On these platforms, customers can easily view room availability, pricing, and reviews from other customers. Additionally, customers can book rooms directly through these platforms without having to visit the hotel's website.

Review Sites:

The Chateau Laurier Hotel has a presence on review sites, such as TripAdvisor and Google Reviews. On these sites, customers can view ratings and reviews from other customers, as well as leave their own feedback. The hotel has an overall rating of 4.0 stars on TripAdvisor and 4.2 on Google Reviews.

II. Address the 5 issues presented in the document

- 1- Johanne wishes to know the « digital position » of her hotel compared to her main competitors;
a. What are the top trends in the industry that the hotel could implement?



An average of 1 in 69.

Clearly missing something.

you should systematically ask yourself the following questions: who is staying in my hotel? What is the reason for their stay? Where do they come from ? Once these answers are found, your mission as a hotelier becomes much simpler.

One of the best ways to learn info about our customers is through a mobile app.

We can encourage people to download it by giving advantages.

20% discount on your first stay if you book through the mobile app.

We can also push the strategy even further by sending them discount notifications in our establishment based on their live location.

2- The new version of the website is still not perfect for her. Any suggestions to improve it are welcome (what are the good tips from the competitors' websites):

3. Social Media Strategy

i. Selection of social media platforms (Are they all relevant?)

Not all social media platforms are relevant. Publishing on Facebook, Instagram or Youtube is an effective approach to promoting your establishment in B2C.

Poor Youtube channel with rare activity.

To counter the dead periods (very low numbers of reservations) we can focus on businesses instead of tourist during these periods.

This market segment goes through a good communication through LinkedIn.

ii. Improvement of Digital communication (schedule and content)

Improve google referencing.

When we look for hotels québec: Our hotel comes up at the 30TH place.

We have to specifically look for it. This explains the high variation in searches compared to the "hotel quebec" search, which remains relatively stable throughout the year.

We have to boost our youtube channel.

To do so, we can ask every future customer to subscribe to our social medias accounts including our youtube channel once he's in the hotel in exchange of free breakfast. Youtube gives us the possibility to collect a lot of data concerning our subscribers (gender, age etc...)


We also need to boost our youtube publications to increase the referencing (draw among the first 10 comments of each video to win a free weekend).

→ encourage people react to our stuff.

iii. CRM online?

Online reputation management for business growth is very important in this sector.

Currently, there is no one I can directly talk to if I have any question.



HÔTEL CHÂTEAU
LAURIER QUÉBEC
VIEUX QUÉBEC • GRANDE ALLÉE • PLAINES D'ABRAHAM

Artisans de l'hospitalité d'ici

Nous sommes présentement indisponibles.

Les champs marqués d'un * sont obligatoires

Votre nom:

Email: *

Sujet: *

Message:

Envoyer

The customer needs to feel welcome and considered even if he's not in your establishment already.

Instant messages for direct communication combined with Chatbot to assist you 24*7 when all operators are busy

4- Social platforms strategies

TripAdvisor:

1. The site receives approximately 463 million unique visitors every month.
2. TripAdvisor users have contributed over 859 million reviews and opinions. (TripAdvisor)

The more comments your listing has, the easier it will be for future travelers to consider booking your tour. Even better if these comments are recent. You should therefore encourage your customers to leave you comments on the site.

Biggest issue: **The ranking on the platform**

1. Offer white-glove services to customers — optimise customer experience (Offline);
2. Response to every comment from customers — especially negative ones;
3. Confirm your reservations online instantly
4. Confirm your reservations online instantly (Allows to have the email of our customers)
5. SEO optimization – To make it easier for your customers to find you and always appear higher in Google results
6. Optimize with photos and a neat presentation
7. write an effective and attractive description for your leisure activity

5 - Solutions to the “dead periods”

As we can see on google trends, these dead periods are very pronounced.

This can be explained by the fact that our customers are principally families and couples.

Our strategy is too much focused on B2C model. If the weather is not very attractive, tourists have nothing to do in our region.

To counter the dead periods (very low numbers of reservations) we can focus on businesses instead of tourists.

This market segment goes through a good communication through LinkedIn.

We can develop agreements and partnerships with companies to keep our activity a minimum stable throughout the year.

1. Increase repeat guests: The more the investment (your loyal guests), the more will be the return (business ROI).
2. Run loyalty program.
3. Use unutilized spaces for other usages: catering weddings, room for relatives and friends. (Potential customers)
4. Activities;
5. Collaborate with companies;
6. Promotions (BOGOF etc.) — with the help of the power of social media;
7. Introduce holiday packages;
8. Provide niche facilities.

II. Structure its digital positioning

1. The website

i. Content and ergonomics (Page auto adjustment, for disables etc.)

1.Content:

Current Situation:

- 1.Rooms as the homepage;
- 2.Clear headers and instructions.

Suggestion:

1. A big banner to introduce all facilities(rooms or facade) and activities of this hotel;
2. Information for offering pick-up services;

Rating:

5/10 compared with **Hotel Manoir Victoria** and **Fairmont Le Château Frontenac**

2. Ergonomics:

Current Situation

1. Have auto-adjustment for the website, can adapt to different means of advices (mobile, tablet, computer).

Suggestion:

1. **Don't overload homepage:** be clean, easy and ordered. Keep the rule of: **1 page = 1 idea**, more ideas need more pages. (Purpose: avoid long-time waiting for customers; Enhance readability)
2. **Design webpages for the disabled:** colour blindness;
3. **Using breadcrumbs can add comfort to website's navigation.**
4. **Changing the font of the website;**
<https://news.gandi.net/en/2022/08/9-tips-for-an-ergonomic-website/#1>

Rating and positioning:

4/10 compared with **Hotel Manoir Victoria** and **Hotel Le Priori (No.1 and No.2 on TripAdvisor)**

ii. Languages

Current Situation:

French | English | Chinese;

Suggestion:

Considering the population of language users, Spanish and Arab pages should at least exist. But it is not ideal to make too many versions because the hotel have to invest money in each single version of website.

Rating and positioning:

7/10, compared with **Hotel Manoir Victoria** and **Hotel Le Priori (No.1 and No.2 on TripAdvisor)**, they only have English and French pages.

iii. Integration of social networks

The integration of social networks into the Chateau Laurier Quebec is a great way to promote the hotel to the public. Social networks can be used to connect with potential customers and create a community around the Chateau.

The Chateau Laurier Hotel can use social media ads to target more specific customers. These ads can be targeted to a specific demographic or area, and can be used to highlight special offers or promotions.

The Chateau Laurier Hotel can also partner with influencers to create content that showcases the hotel's amenities and services. Influencers can post photos, videos and reviews of the hotel, which can be shared across multiple social networks.

The hotel can also encourage customers to share their experiences at the hotel on social media. This can help to create a more personal connection with customers and can be used to generate word-of-mouth marketing.

By doing so, they can reach a wider audience and create a more engaging experience for their guests.

iv. Integration of content from addicts and customers

The Chateau Laurier Quebec Hotel can integrate content from its guests and addicts into its digital strategy by leveraging social media platforms to create authentic and engaging content. For example, the hotel can encourage guests to post photos and comments about their experiences during their stay, and share their stories on its own social media accounts. The hotel can also create videos and images based on guests' testimonials and comments and share them on its digital media platforms. Finally, the hotel can invite guests to participate in competitions and promotions on its social media channels, to generate more content and create an engaged community around its brand.

2. Digital communication strategy

i. Relevance of the current presence on the networks (POEM)

The Hotel Chateau Laurier currently has a presence on popular social media networks such as Facebook, Instagram, Twitter, YouTube, and TripAdvisor. This presence allows the hotel to engage with potential and existing customers, providing information about their services, special offers and promotions, and updates on upcoming events and activities. Additionally, it is an effective way to build brand awareness and loyalty.

ii. Audience

The audience the Hotel Chateau Laurier is targeting with its digital communications strategy is potential and existing customers. This includes travelers looking for a luxurious hotel stay in the Ottawa area, as well as locals who may be interested in attending events or taking advantage of special offers.

iii. Objectives

The objectives of the Hotel Chateau Laurier's digital communication strategy are to increase brand awareness and loyalty, engage with potential and existing customers, and promote the services and special offers available at the hotel.

iv. Strategy

The strategy for the Hotel Chateau Laurier's digital communication strategy is to create engaging content that appeals to their target audience. This content should be timely and relevant, and could include images and videos of hotel rooms, special offers, and upcoming events. Additionally, the Hotel Chateau Laurier should interact with their followers on social media, responding to comments and questions in a timely manner. This will help to build brand loyalty and trust with their customers.

Media:

The Hotel uses its Official website and is active on social media accounts like Facebook, Twitter and Instagram and Youtube also the hotel has TV screen displays and banners. The earned media the hotel has now is reviews and ratings on travel websites such as TripAdvisor, Booking.com and Expedia. Videos, images and other user-generated content. The paid media the hotel has invested is advertising on websites, social media and other digital platforms. Search engine marketing, sponsored content on social media, radio and television advertising.

v. Proposals of a content strategy on 2 main networks starting in March 2023 (over 6 months period)

Network 1: Facebook

1. March 2023: Launch a promotional campaign for the hotel on Facebook. Create a series of posts that highlight the features, benefits and amenities of the hotel.
2. April 2023: Partner with local influencers and celebrities to create content featuring the hotel. Ask influencers to create stories and posts about their experiences at the hotel.
3. May 2023: Share user-generated content from guests who have stayed at the hotel. Ask guests to post reviews and photos of their experiences.
4. June 2023: Host a series of Facebook Live sessions with hotel staff, local experts and guests. Discuss topics related to the hotel, explore the city of Quebec and answer questions from viewers.
5. July 2023: Start a “photo of the day” campaign. Feature a photo of the hotel each day, along with a caption highlighting its features and amenities.
6. August 2023: Create a series of posts featuring insider tips, local attractions and activities in the city of Quebec.

Network 2: Instagram

1. March 2023: Launch a promotional campaign for the hotel on Instagram. Create a series of posts that highlight the features, benefits and amenities of the hotel.
2. April 2023: Partner with local influencers and celebrities to create content featuring the hotel. Ask influencers to create stories and posts about their experiences at the hotel.
3. May 2023: Feature user-generated content from guests who have stayed at the hotel. Ask guests to post reviews and photos of their experiences.

4. June 2023: Host a series of Instagram Live sessions with hotel staff, local experts and guests. Discuss topics related to the hotel, explore the city of Quebec and answer questions from viewers.
5. July 2023: Launch a “photo of the day” campaign. Feature a photo of the hotel each day, along with a caption highlighting its features and amenities.
6. August 2023: Create a series of posts featuring insider tips, local attractions and activities in the city of Quebec.
7. September 2023: Create a series of posts featuring the hotel’s signature dishes and drinks. Ask guests to share their photos of their meals at the hotel.
8. October 2023: Host a giveaway on Instagram. Ask users to post photos of their experiences at the hotel for a chance to win a free stay.

III. Propose a prioritization of your recommendations

The prioritization of our recommendations:

1. Learning more about our customers;
2. Dealing with the dead periods: LinkedIn for BtoB;
3. Improve Google referencing;
4. Strategy on aggregator platforms;
5. Content strategy: Facebook and Instagram;
6. Instant messages for direct communication + chatbot;
7. Modify the content and ergonomics of the website;
8. Integration of social networks;
9. Integration of content from addicts and customers;
10. Boost YouTube channel;
11. Add more languages on the website.

References:

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