

Digital Media Marketing Project

Glance Beach Ahangama

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By

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In partial fulfillment of the requirements for the study programme
Bachelor of Technology in Media Arts Production Technology



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SUPERVISOR'S STATEMENT

This is to certify that,

01. I provided supervision and guidance for the group project (name of the project)

..... and

ensured that it was successfully done/created by following undergraduate students of the degree, B Tech in Media Arts Production Technology of Department of Film and Television Production Technology, Faculty of Industrial Technology, in accordance with the guidelines stipulated by the department

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02. I also provided my supervision and guidance for this project report based on the project/production process mentioned above 03. Since the students have fulfilled all the requirements as the above no 01 and 02

satisfactorily, I hereby recommend his/her project and the project report for the final evaluation.

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AKNOWLEDGMENT

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ABSTRACT

This project focuses on creating a social media campaign for Glance Beach Ahangama, a guesthouse located in the serene town of Ahangama, Sri Lanka. The campaign aims to increase awareness of the guesthouse, attract more guests, and boost overall bookings. It highlights the unique features of Glance Beach Ahangama, such as its beachfront location, cozy accommodations and proximity to popular surfing spots and cultural landmarks. The campaign leverages popular social media platforms, including Instagram, Facebook, TikTok and You Tube with potential customers through visually appealing content, interactive posts, and targeted advertisements.

The project outlines a strategic plan for content creation, focusing on showcasing the guesthouse's amenities, guest experiences, and scenic surroundings. The success of the social media campaign for Glance Beach Ahangama has the potential to serve as a model for other small guesthouses and businesses in the tourism sector. It incorporates storytelling to create a personal connection with the audience and uses hashtags to expand reach. Analytical tools are utilized to monitor performance metrics such as engagement, follower growth, and booking inquiries, ensuring the campaign's effectiveness and allowing for continuous optimization. By the end of this project, the goal is to leave a clear and utilizing social media to increase brand awareness.

The project highlights the potential of social media to transform marketing for small- scale hospitality businesses. By implementing a well-structured campaign, Glance Beach Ahangama can position itself as a standout destination in the competitive tourism market. The findings and recommendation of this project aim to provide a blueprint for other similar businesses looking to harness the power of social media for growth and success. The project serves as a valuable contribution to the body of knowledge on social media marketing for small businesses in the tourism sector and offers practical insights for businesses seeking to enhance their digital marketing strategies.

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Acronyms and Abbreviations

- A/C – Air Conditioning.
- AI – Artificial Intelligence.
- AR – Augmented Reality.
- GDPR – General Data Protection Regulation.
- IMC – International Marketing Communication.
- KPI – Key Protection Regulation.
- LKR – Sri Lanka Rupee.
- SEO – Search Engine Optimization.
- UGC – User General Content.
- USP – Unique Selling Proposition.

Chapter 01 Introduction

1.1 Background and context of the project

Tourism is one of the oldest industries in Sri Lanka. Sri Lanka's beauty and hospitality are highly regarded by tourists. Tourism is an important growth sector in the country that helps to sustain a tourism industry.

Sri Lankans also contribute directly and indirectly to Sri Lanka's tourism industry, which had been steadily increasing over the past few years until the Covid pandemic hit.

There are areas in Sri Lanka that are able to attract tourists, and the coastal area of Ahangama in the Southern Province is the main one. The beautiful places located in the Ahangama area have also been able to attract tourists.

Since the tourism industry is a highly crisis-prone industry, this project is expected to create positive attitudes among tourists and bring a large number of tourists to Sri Lanka. Similarly, with the current foreign exchange crisis and the rise in commodity prices, challenges have arisen for the survival of Sri Lanka's tourism industry.

Tourism is a vital sector for the Sri Lankan economy, and the country's natural sites, history, and culture continue to attract visitors from all over the world. Sri Lanka's tourism industry is a very important industry for our country's economy. Tourists come to Sri Lanka for a variety of purposes.

Ultimately, the primary objective of this project is to promote the beautiful Glance Beach Guest House in the Ahangama area to tourists by creating a digital media campaign to boost Sri Lanka's tourism industry.

1.2 Objectives and goals of the digital marketing campaign

A campaign proposed through digital media would create considerable visibility and attractiveness of Glance Beach Ahangama for both locals and international tourists alike. Tucked away in the tranquil coastal city of Ahangama, this spot epitomizes comfort combined with proximity to some of Sri Lanka's most virgin beaches-a veritable treat for both surfers and leisure seekers. The campaign aspires to take Glance Beach Ahangama to the top of the wish list of every international tourist, through innovative digital platforms, for a beach experience he/she would cherish for times.

Guesthouse facilities will thus be communicated through this hospitalized channel in order to attract guests towards this house. This will multiply through direct bookings via an engaging digital footprint where we will showcase the features, level of hospitality, and the location of the property to potential guests. Moreover, the contents, visuals, and target advertisements will certainly be planted in the minds of the target audience, thus influencing their decision about selecting Glance Beach Ahangama for their stay.

A major thrust of the campaign was to build up this online forum that is supposed to generate trust and brand loyalty. To aid this process in the campaign the plan was to use the various social networks, blogs, and reviews to give a wider sense of connectivity and engagement to past and future customers. Since it would then mean more than merely putting up in a guesthouse, sharing guests with real experiences as well as showcasing local attractions would turn the guest house into an Ahangama Experience.

It also seeks to highlight Glance Beach Ahangama's unique selling points, such as proximity to world-class surfing spots, local culinary delights, and the tranquility of the south coast atmosphere, through targeting niche markets: adventure seekers, wellness enthusiasts, and eco-conscious travelers, by curating content and partnering with influencers and travel platforms.

Eventually, the campaign would increase occupancy to measurable levels and improve the overall online reputation of the guesthouse. It would track key performance indicators in

the form of website traffic, social media engagement metrics, and booking conversions; this is to make sure that the marketing done truly converts into real growth for Glance Beach Ahangama, one of the most preferred choices of any traveler heading to Ahangama.

The objectives of this project are to once again present this guest house in Ahangama area to the tourists in a new face. During these days, the maintenance work of this guest house is carried out and the goal of the Client is to become the first among other guest houses in the area. The aim of this project is to promote this to the tourists as it is interesting to the tourists.

1.3 Significance and relevance of the campaign

The significance of the digital media marketing campaign for Glance Beach Ahangama is that it ensures a high visibility of the guesthouse in the competitive tourism market. Ahangama is a diverse traveler-catching tourist destination that is characterized by serene beaches and a perfect surf culture that hospitality must pieces must be made to attract. Digital media gives Glance Beach Ahangama an opportunity to build asset equity by characterizing its unique outputs and knocking on the doors of potential guests from anywhere in the world to help in the conversion of business bookings.

The relevance of the campaign is underpinned by changes in consumer behavior, with the increasing tendency of travelers to depend on online platforms to research and make bookings of accommodation. Digital media platforms like social media, search engines, and travel review websites are very influential in decision-making. A well-run campaign enables Glance Beach Ahangama to have very targeted content, ranging from captivating shots of the premises and beaches to guest experiences that build elements of trust and credibility in the property.

With this campaign, Glance Beach Ahangama shall be able to build loyalty among past and future customers toward the brand. Within social media platforms, real-time interactions

denote when the guesthouse gives replies to queries, updates, or another form of engagement through the means of exclusive deals. All these engagements shall become a binding tie between guests and the institutions, encouraging word-of-mouth referrals- the important ingredient in the hospitality business. Furthermore, analysis may reveal messaging feedback regarding audience likes and dislikes aiding the guesthouse a lot in modifying its marketing strategy.

The relevance of the project includes correspondence with the trends of global tourism. Nowadays, people travel in order to get a personal and unique experience. Digital marketing enables Glance Beach Ahangama to underline those special traits that make a difference, be it local food, surfing classes, or environmentally friendly services. In this way, the campaign appeals not only to eco and adventure tourism but also establishes the guesthouse as something more than just a place to stay in.

Further, this campaign supports wider economic development around Ahangama by advocating for the area as a destination of travel. This will indirectly influence the local businesses involved in restaurants, surf shops, and tour operators once Glance Beach Ahangama is marketed appropriately. This creates a ripple effect that shows the interconnectedness between digital marketing efforts and regional tourism development.

The campaign technology employs the latest strategies in digital media marketing in Glance Beach Ahangama to create a better online presence for the guesthouses, attract the maximum number and variety of customers, and thus foster sustainable growth within industry.

1.4 Self-Reflections

Looking back at the digital marketing campaign for Glance Beach Ahangama, I realize how much I learned and grew through this project. As a guesthouse in a lively but competitive tourism area, the main challenge was creating a campaign that showed the special appeal of the place while also connecting with potential guests. From the early planning stages

to the final steps and review, this project made me think carefully about strategy, creativity, and how to use digital tools effectively to achieve real results.

One of the top priorities of the campaigns was to articulate definitions of the target audiences. I engaged in various research in inquiry to ascertain the type of traveler Glance Beach Ahangama hoped for, the sort of amenities desired, and behavioral indicators. My understanding started emerging that the use of data concerning segmentation of the audiences and targeting messages for different groups of individuals is paramount. That insight when impinged on my mind, formulated the understanding that a deep insight into any target audience keeps everything-from content creation to ad planning-folded in; hence, energies can be directed where they'll make the most difference.

Creating content was both fulfilling and tough. The beautiful beach setting at Glance Beach Ahangama gave me lots of ideas, but making interesting digital content was still hard. I figured out how to mix pictures and feelings to make a campaign that really connects with people, through photography, video editing, and storytelling. Every post, story, and ad was carefully made to give a sense of calm and excitement, just like being at Glance Beach Ahangama.

The other very important factor that contributed to the campaign's success was collaboration.

The brainstorming of ideas, reserves, and other challenges with my team helped me realize how useful teamwork can be in realizing a common code for success. Merging different viewpoints and skill sets fostered valuable programs for my development as a leader in clearing communication and flexibility. Therefore, this has helped ensure that the campaign would stick as scheduled and meet its goals.

This analysis yielded insightful conclusions on the campaign's strengths, weaknesses, and performance. By tracking engagement rate, traffic to the site, and bookings, I was able to see which met with audience approval and which needed revising. This phase has

highlighted the need for continuous learning and optimization of digital marketing practices. As I reflected on these outcomes, a soberer view of where to build future creatively and data-informed campaigns emerged.

As an overall learning experience, it has been profound for me. With theoretical underpinnings, I got practical insights into how some of the principles of digital media marketing worked in practice. I have received a sense of just how powerful a strategy can be in establishing a brand presence and acceptance.

Chapter 02 Research

2.1 Review of relevant literature on digital marketing strategies and concepts

Digital marketing strategies are largely inescapable in modern-day business models, particularly for her hospitality ventures like guesthouses. For Glance Beach Ahangama, definitely a boutique guesthouse in prime time on a beach-oriented location, an adequately digital media marketing campaign may carry popular themes and strategies propelling general audience, en chaining target audience, and boosting customer loyalty. Therefore, the paper will examine corresponding literature on digital marketing strategies positively applicable in such a campaign.

Content marketing proves to be a very prime strategy in the literature, focusing on storytelling and the design content that is valuable and engaging. Design to create brand loyalty and trust in Pulizzi, content marketing would provide meaningful information to the potential client seemingly in line with their interest. Some highquality visual content such as good professional photographs and videos showcasing the peace-filled ambience of Glance Beach Ahangama, local attractions, and cultural experiences could speak directly to potential visitors. Also, a blog discussing surfing hotspots or local eating options in Ahangama could very well boost the image of the guesthouse as a source of credible local knowledge.

Social media marketing is largely dependent on the electronic marketing ability for hospitality brands. According to Kaplan and Haenlein (2010), social media platforms like Instagram and Facebook afford businesses the opportunity for direct interaction with consumers, provide a voice for the brand, and create a community. The social media platforms would be ideal for image-driven campaigns, thus making Glance Beach Ahangama perfect for marketing its beachfront property and its special offerings. This, together with paid promotions on social media and user-generated content about happy guests, would greatly enhance the visibility and credibility of the guesthouse.

The rest of the points connecting with digital marketing strategies for guesthouses are the search engine optimization tools. According to Chaffey and Ellis-Chadwick (2019), search engine visibility and traffic drawn from organic searches take place when you properly optimize your website by incorporating target keywords, mapping interactive meta-descriptions, and providing responsive designs. Glance Beach Ahangama; an example of a good search keyword that would attract surfing tourists to enjoy their stay at Sri Lankan accommodation. Furthermore, target keywords and phrases should be considered to improve the guesthouse's optimization and corresponding searches by the community.

Email marketing is still a very powerful tool for keeping in touch with existing customers and with maproviding leads. Research from Ellis-Chadwick and Doherty (2012) illustrates that targeting specific segments of customers with varied messages can ensure a higher return on investment when sent through personalized email campaigns.

The proliferation of smartphones has made mobile marketing another crucial area of focus. Varnali and Toker's (2010) research points out, for example, how location-based services, SMS marketing, and mobile apps make it feasible for companies to reach customers voicing out their wants right then and there. The truly original 5G technology and wearable devices not only let the marketers discover new paths but also ask the audience to join them in their next activities for even a closer relationship.

Big data analytics have become a critical part of the digital marketing industry. Davenport et al. (2012) talk about the use of data by companies to understand consumer behavior, and forecast trends, along with efficiently direct campaigns. An example of this is where Google Analytics and Tableau afford the marketers the ability to act on the insights got facilitating them in the implementation of data-driven strategies. The personalization process, with the help of the machine learning algorithms, is the upcoming trade on the basis of most customers' personal demand and behavior. In this manner, the customer indeed gets the kind of interaction he or she has chosen by changing his or her behavior and preferences with the functionality he or she likes of the program.

E-commerce platforms, in addition to all of this, have not allowed online services are also growing. A study by Chiu et al. (2014) contends that consolidated marketing approaches, affiliate marketing, the never-ending battle to win back consumers, are among the tactics that push sales on the abovementioned platforms. The flawless assimilation of AI-driven product recommendation systems' and advanced digital payment systems' interactive capabilities the digital shopping convenience of the consumers.

Progressive technology such as artificial intelligence (AI) and chatbots are turning the digital marketing situation around. Huang and Rust (2021) comments to the effect that AI tools that are including predictive analytics and natural language processing make the life of a marketing expert easier by providing the best campaign while customer interactions are enriched. Indeed, AI-driven chatbots have become the essentials for immediate customer support as well as the lead generation.

With the advent of platforms like YouTube and TikTok, the use of video marketing has ramped up, and as a result of that, user engagement strategies have been rank dominated. A study by Smith (2019) suggested the video content attracts and holds the audience's attention better than text or images, so it is an integral part of a professional digital marketing strategy. Live broadcasting, as well as short-form videos, is the main reason why real-time engagement becomes more effective.

One of the most featured themes on the consumer behavior and digital age in the scientific literature. Kotler et al. (2017) stress the significance of the understanding of the buyer's journey, that is, from awareness to the purchase, which is the starting point. Indisputably, digital touchpoints, such as, providing reviews, social proof and, influencer endorsements, play a significant role in making purchasing decisions, and therefore, digital marketing cannot manage without the needed omnichannel marketing.

The theory of integrated advertising communications (IMC) is the most important part of an effective digital strategies. Schultz et al. (1993) emphasize that an integrated approach,

which synchronizes conventional and digital channels, is important. IMC guarantees that the message remains the same throughout different channels, which in turn improves the value of the brand and the loyalty of the client.

Ethical considerations in the digital marketing industry have become noticeable in recent years. Martin and Murphy (2017) highlight the issues associated with personal data protection, customer manipulation, and misinformation. The General Data Protection Regulation (GDPR) along with other regulatory frameworks have effectively contributed to ensuring fair data practices, transparency, and accountability.

Gamification in digital marketing; is an innovative strategy for engaging customers. According to Hamari et al. (2014) study adding game-like features like prizes, leaderboards, and challenges motivates user experience and brand loyalty.

Gamification is especially beneficial for the mobile app economy and loyalty programs.

Fueled by continuous technological advancements, virtual reality (VR) and augmented reality (AR) are considerably modifying the entire landscape of experiential marketing. According to Poushneh and Vasquez-Parraga (2017), mixed reality applications are examples of VR and AR applications that allow consumers to have a virtual interaction with products, thus, providing them with a truly immersive brand experience. In particular, this innovation can be priceless in sectors such as real estate, fashion, and automotive.

One of the key natural features of digital marketing like globalisation is the handling of diversity and intercultural relations. Hofstede's cultural dimensions theory implies the idea that the marketing strategy applied among the different cultural contexts should vary. Okazaki and Taylor raised the issue of the local knowledge a component of marketing and the extra cost of global advertising if the cultural nuances are not optimized.

Metrics and profits are essential for the evaluation of digital marketing performance.

Srinivasan et al. (2010) lay down a fully developed scheme for assessing ROI, client costs for acquisition, and metrics of action. Advertising platforms like Google Ads and the social media platform also offer data instantly which can be used for the purpose to make campaigning in the most optimal way possible.

Brand storytelling is the proven strategy in digital marketing as the attention of the people who have been led to it and has become popular in the marketing literature. (Escalas, 2004) states that stories are the best way to engage consumers in an emotional conversation and hence induce them to the product with a personal connection. Different digital platforms incorporate the use of varied styles and medium such as blogs, videos, and social media which is an avenue for brands to tell their stories well.

2.2 Successful digital marketing campaigns – Case studies

The rapid evolution of digital marketing has redefined how brands interact with their audiences, providing unprecedented opportunities for engagement and conversion.

1. Coca-Cola:

Case Summary :

An example of Coca-Cola's "Share a Coke" is the most iconic case of personalized marketing. As a part of this campaign, Coke removed its world-famous logo and replaced it with the most popular names. The company succeeded to not only increase consumer involvement but also to provoke social sharing, thereby, as people drove to the market in search of those bottles with their names or with the names of their friends and family members (WARC, 2014). The social media strategy of the CocaCola campaign was a big success, especially because users took pictures of their personalized Coke bottles and shared them on Facebook and Instagram, thus making it go viral.

Resulting Reverberation :

The options in the portfolio of Coca-Cola have further increased as it is no longer just about carbonated drinks. The company was able to impress consumers in a changed market by

diversifying its product line. Some options are the likes of Coca-Cola Zero, Diet Coke, and also bottled water. They added to their product list through acquisitions such as their acquiring of Minute Maid and Costa Coffee, non-carbonated beverage businesses.

The emotional marketing initiatives that Coca-Cola engaged in directly aligned with its brand's strategy and later associated its products with such elements as joy, unity, and victory (WARC, 2014). It allowed them to stay in the limelight and win custodian loyalty, in spite of the fact that people have health concerns about fizzy drinks like Coca-Cola.

2. Nike:

Case Summary :

A turning point in the history of Nike was the creation of "Just Do It" slogan, in 1988 that slogan was to become a core element of all Nike advertising. Through the years Nike has leveraged its celebrity endorsements (Michael Jordan and Serena Williams, any time) and new product launches like Air Max shoes which changed athletic footwear forever (Mundell, M., 2021). As Nike diversified into apparel, into sports equipment and beyond physical products into technology the company became a market standard.

Besides business strategy, Nike has devoted attention to social responsibility and its practices in terms of environment and labor have changed a lot over the years. While the company has implemented some strides within sustainability, through manufacturing process and material improvements the company has also not been free from labor controversy.

Resulting Reverberation :

Whether it be the latest shoe designs from Nike or their incorporation of real life smart technology, the innovator that is setting all sportswear and activewear by example is Nike. Adidas or Under Armor — well, the competitors have had to innovate similarly in order to keep pace with the cutting edge product categories that Nike creates.

Other companies in the apparel and footwear industry have followed suit partly because of this greater sustainability focus on the part of the company (Mundell, M., 2021). Which incorporates recycled components, reduced carbon footprints and compliance to ethical manufacturing processes.

3. Red Bull :

Case Summary :

The target audience of Red Bull was mostly the young and energetic people who were involved in extreme sports or had an active or adventurous life style. They branded themselves as exciting, adventurous and bordering on reckless. This brand utilized sponsorship, events, and content creation to tie together an interesting and evolving story. The Red Bull Media House made films, documentaries and YouTube content, capturing viewers' attention (Smith, 2013). Their campaigns, like the notorious "Red Bull gives you wings" motto, became viral sensations, allowing word of mouth to exponentially increase brand awareness without the help of traditional advertising.

Resulting Reverberation :

Not only has Red Bull invented a drink it has manufactured a lifestyle. Consumers don't buy just Red Bull for the energy; they buy into the values, culture and excitement embodied in the brand. That has cultivated a rabid customer following.

Red Bull's distinctive type of marketing enabled it to become the leader in the global energy drink sector (Smith, 2013). It Red Bull established a bar for experiential marketing, sponsorship and media content that has been emulated by many brands across industries. still possesses a leading market share even when other brands entered the arena.

4. Zomato

Case Summary :

Zomato is yet digital food giant that could not escape but master the world of digital marketing. The brand is known to be winning hearts on social media, all due credits to its mastery in digital marketing space (Choudhury, S; 2021). It tweets, for example have been consistently promoting customers to brand and vice versa engagement.

Resulting Reverberation :

A high interactive digital marketing platform that influences and motivates people to join the Zomato community of foodies (Choudhury, S: 2021). Incorporating memes and current issues have made the brand's presence on digital media, quite remarkable and prominent.

2.3 Theoretical framework

Glance Beach Ahangama and guesthouses throughout the hospitality business have been making quite an impact due to digital marketing that has opened new opportunities for the promotion of the place. In short, it is about employing digital marketing strategies, understanding what the customers will do online, and the use of personal interactions on the web. Companies, by using social media, SEO, and content marketing, can interact with potential customers in a more substantial way thus making them prominent in the differing tourism sector.

The social media, which is extensively used as a marketing tool was mainly used because of theoretical reasoning that rested mostly on networked communication and community engagement. These platforms suggest visual storytelling, through which businesses can communicate directly to their respective audiences. The method is imprinted with eye-catching visuals and videos that depict Glance Beach Ahangama as a tranquil place with luxurious rooms and the beautiful surrounding. The ads aimed at the target consumers is in alignment with audience segmentation theory that assures the message gets across to the right people who will come to visit Sri Lanka and will know what the guesthouse is all about.

The fundamental process of the channel strategy execution-the consumer behavior, the primary leading stream in the campaign-is constructed like a traveler's decisionmaking during the booking process, that consists of three stages: awareness, consideration, and conversion. The marketing plan of Glance Beach Ahangama is also designed in such a way that it can easily go through each stage. Thus, for instance, awareness can be gained by producing blog posts and testimonials. This will be followed by trust, while User-Generated Content (UGC) and the use of promotional offers will pull through the results of the campaign. Moreover, the campaign has relief needs concept that is based on Maslow's hierarchy of needs to optimize the guesthouse's performance. This, in turn, covers stress reduction, social ties, and ultimate achievement as a portion of well-being.

The point is not that SEO can help you jump over your rivals in the rankings of search engines quickly, it is all about visiting potential clients to your place. Some reviews however express that Google prefers to rate certain pages that provide high-quality and relevant content, have a good user experience, and have strong authority. This way, the strategy is to expand the guesthouse's website by bringing natural traffic through using the right keywords, nice looking photos, and a user-friendly design that harmonizes with mobile devices. Another way to do this is to do local SEO, for instance, creating a Google My Business account for Glance Beach Ahangama services and getting reviews. This can make Glance Beach Ahangama meet the needs of both local people and international tourists.

Chapter 03 Approach

3.1 Overview of the approach used for the digital marketing campaign

Glance Beach Ahangama's social media marketing campaign is about not just staying a hotel for a rest but also for a place to book where to be able to journey with tranquility, joy and, fun in Sri Lanka. The primary responsibility of the campaign was to make Glance Beach Ahangama a well-known place among the targeted travelers and also, portray it as an escape destination where they can relax. Clue which was the concept of creating attractive, interesting, and catchy content, frequencing users with contents and running smart ads was integrated together to succeed these targets and also to please visitors with something which is really exceptional and far apart from similar goods..

At the first stage of the campaign, the main goal was to implement a full visual brand building entry strategy that was going to reflect on what is the guest house tropical nature experience and the warm hospitality socialization. The content strategy was driven by the property's location on the beach, comfortable rooms and the use of good quality images/videos showing the attractions nearby. There has been an attempt to create a wildly relaxing vacation in these scenes, so this can be a good way of relaxation and adventure at the same time, so if you are someone that is looking for some fun and relaxation, this sounds to be a good option for you. Besides, aesthetic uniformity of the photos was the utmost thing that why its attractiveness to the vision and the fact that it was recognizable with the brand name were the other matters.

In the campaign, audience participation was a principal element. Using usergenerated content that previous visitors submitted was the real thing that their personal experiences relayed, cultivating trust and credibility to those who are new to the site. To pursue of this goal Glance Beach Ahangama has added efforts to separate themselves as a hospitality brand and quality is the main focus, with the staff being very courteous to the guests.

Platforms like Instagram and Facebook have been chosen due to their potential for engaging travel enthusiasts and promoting visually rich content, and social media played a major role in this campaign. Additionally, alongside the postings, the stories to keep a continuous online presence and consequently create a regular loyal customer base were used and reels. Besides that, the paid campaigns were also implemented using the cutting-edge targeting features to reach particular audience groups. Admittedly, the aims of this post were, first of all, to raise room reservation inquiries.

Last of all, the campaign was watched for performance continuously by the analytics tools for assessing its impact and if needed the adjustments would be made. The metrics, such as social media engagement rates and booking conversions, were observed] closely. So, this cyclical process made the campaign to stay agile and also to constantly adjust the strategies to ensure maximum return on investment.

3.2 Tools and Technologies utilized

The objectives of the Glance Beach Ahangama digital media campaign were to increase the visibility of the hotel online, attract guests, and drive them toward inquiries for reservations. Digital marketing is a lifeline in the hospitality industry in these modern times. It unleashes immense potential using just the best form of tools and technologies.

1. Social Media Platforms.

This helps find the possible viewers through social media and visibility building. Social media sites used to engage with fans in the promotion of Glance Beach Ahangama's guest house and the kind of content shared. In essence, these major roads were the selection reasons for the project.

Instagram :

Given Instagram was a visual medium, it had to hint at the excellence in quality, amenities, and ambiance that your guesthouse would offer. The ideal properties of this platform were: Story, Posts, Reels, for the purpose of showcasing all types of media, from brief

movies to longer narrations. Day-to-day posting gave a way to updates powered by Geotargeting toward Location-based marketing on this very social digital community.

Face Book:

Facebook was also utilized because, aside from creating event pages and comprehensive advertisements and promotions, it allowed the reaching of a wider demography. It allows us to interact with customers through reviews and comments for guests, not forgetting Messenger. The Facebook Ads option helped us show ads to people who were interested in traveling and accommodations based on their demographic profiles.

You Tube:

YouTube was the perfect place for showcasing the virtual tours of Glance Beach Ahangama. Contents like local attractions, experiences of the guests, and room tours were uploaded consistently for the education and entertainment of the prospective visitors.

Tik Tok:

This essentially would mean the viewer gets to interact with the business, thereby going viral. Short, creative videos featuring all these USPs-beautiful views of the sites, access to the direct beachfront, and views of sunset-were showcased. Gain in the content strategy to comment on prevailing trends and challenges. Indeed, at TikTok, the algorithm wants more authentic and real content connected to the chill and friendly vibes here at Glance Beach Ahangama.

2. Create and Edit Tools for Content:

For a successful digital media strategy, the quality of content is very important. Oh shucks, Glance Beach Ahangama really needed some corporate material to highlight the uniqueness of the guest house. Many tools for content creation and editing were useful in graphic design, photography, and video production.

Adobe Photoshop:

With the help of Adobe Photoshop, I applied image augmentations and photo edits in an elaborate manner. Through the software, we were able to make our Instagram posts and marketing materials better. It made sure that the images we used were in line with what our company stood for and the message we needed to convey.

Adobe Premiere Pro:

I used Adobe Premiere Pro for editing video content that included the virtual tour of the guest house, and guest reviews. The program allowed for more detail with emerging videos such as enhancing colors and audio. Hence, the clips that we edited showed the guest house, what features are available, and the surrounding area in a much better way.

3. Analytics and Reporting Tools:

Facebook Insights:

This was utilized in the understanding of engagement on posts, advertisements, and campaigns that were to occur on a larger scale on Facebook. It would yield insight into demographics and behaviors useful for campaign performance, targeting ads, and optimizing content.

Instagram Insights:

In-app analytics that assisted in tracking post and story performances, including metrics around reach, impressions, and engagements that have given them the type of content that best suits their audience.

YouTube Studio :

YouTube Studio was indispensable for long-form video performance monitoring, showing watch time, average view duration, subscriber growth, and sources of traffic. Audience retention graphs showed where in the video viewers were losing interest, thus helping make adjustments in video length and structure. Keywords and search queries data informed future content creation in order to fall in line with audience preferences.

TikTok Analysis:

The TikTok analytics were set up to monitor performance regarding short-form video content. From this analytics tool came an understanding of particular metrics that actually seemed to be working: the views of the videos, increased followers, postengagement rates, and demographics. It also helped in deducing what kind of content better engaged the viewers and therefore needed to make certain adjustments to the creative strategy.

Chapter 04 Campaign Strategy

4.1 Target audience analysis

Glance Beach Ahangama is a quiet guesthouse among the panoramic coastline of Ahangama in Sri Lanka and attracts rather an eclectic but marked gathering of travelers. The target group of the digital media campaign for Glance Beach Ahangama includes international and domestic tourists looking forward to a more authentic and quiet experience, basically the ones who give more importance to the charm of a boutique over the conventional hotel experience. Such travelers prefer personalized services, cultural experience, and spectacular scenery of the destination. Due to these, they become the perfect target segment for Glance Beach Ahangama.

International tourists broadly include those coming from Europe, North America, and Australia. Rich Sri Lankan culture, clean beaches, and surfing conditions attract tourists from these countries. They could be well traveled and would belong to an age group extending to the mid-20s and early 50s. Most of these guests are adventure seekers, wellness-oriented, or digital nomads who believe in sustainable and ecoconscious tourism. These would appreciate the guesthouse because of its proximity to surf spots and relaxed atmosphere. This group is also very much vulnerable to visually driven content on Instagram and YouTube; hence, a digital campaign may be more efficient in engaging them better.

The other important category of segments comprises young domestic travelers, mainly from cities such as Colombo. These are professionals or university students who look for a weekend of respite from the hustle and bustle of city life. They make optimum use of social media to find destinations on Facebook, Instagram, and TikTok. For this group, affordability and ease of access come first, with word-of-mouth from friends and influencers on various online communities providing the maximum information. Thus, this target also prefers locations where relaxation and entertainment complement each other.

quite well and should find the surroundings and offer portfolio of Glance Beach somewhat fascinating.

The other most viable segment under the target audience demographic would be families and couples, also in equal proportion. Normally, their interests are in quiet, family-friendly settings where they can rest and share valuable time together. For example, beachfront settings have a romantic feel that mostly attracts newlywed couples, while Glance Beach provides safe, cozy lodging suitable for families. This audience actually interacts well with digital campaigns that include storytelling, tender heart-touched moments, and testimonials of previous visitors who stayed among them.

4.2 Selection of digital marketing channels

Facebook:

Facebook is flexible to a base foundation of the whole digital media campaign, with huge differences of content formats from promotion of events and offerings to updating by engaging posts, stories, and live videos. Glance Beach Ahangama can expose its views of the guesthouse, quiet beach, and places of interest around termed a virtual window opened for what it has to offer. More demographic targeting with the help of Facebook Ads targeting surfers, backpackers, or even just families looking for a relaxed atmosphere in a secluded environment. This would further be used for event creation on the platform, such as yoga sessions, surf camps, or local cultural experiences being hosted in the guesthouse. Facebook is great for community potential; hence, Glance Beach will find it very easy to use the platform for nurturing relations with past guests for reviews, since this plays a very important role in influencing potential travelers.

TikTok:

TikTok has those short-form videos, the catchy kind of videos, probably for reaching that younger generation of travelers. One would capture on TikTok, in a creative manner, what Glance Beach Ahangama basically is using videos for uniqueness to captivate the interest of the people behind the travel mission in quest of more realistic and relatable content. The campaign can include videos of the sunrise over the Indian

Ocean, surfers riding the waves, or local culinary experiences prepared at the guest house. Trend-based challenges and collaborations with influencers can further amplify the reach of the campaign.

YouTube:

YouTube is the best avenue available to create long-form content to tell the Glance Beach Ahangama story. This would showcase virtual tours around the room, facility, and surroundings so that any guest can feel that it is a tranquil setting amidst a luxurious and cozy environment. It will position Glance Beach to be more than just a place of accommodation through its YouTube Channel with tips for travelers, local guides, and guest testimonials. It can include major SEO potential by perfectly optimizing all those video titles and descriptions for video tags, making sure to hook searches for all traveling destinations in Sri Lanka, whether general, surf camp, or ecolodge experiences.

Instagram:

Instagram is which by nature is rather visually and interactively engaging. Glance Beach Ahangama will make full utilization of Instagram through various posts, reels, and stories showcasing the aesthetics of the property and beaches around it. It would be best to stream Instagram with pictorial views of the guesthouse, classy interior, and vibrant local culture. This will also mean the campaign will be able to create more organic reach using hashtags such as #GlanceBeachAhangama, #SriLankaTravel, and #BeachLife.

4.3 Content strategy

On the other hand, an online approach with the highest valid high-value destination guesthouse, targeting glance beach Ahangama in snazzy, tantalizingly beautiful releases of information talking outwards toward key target identification demography, will balance the scales against such a consideration backdrop. Indeed, through un-intercepted social network messages released via short video form or with an almost native form and engaging visuals look-and-tell feature on salient points or elements touching upon the Unique Offerings Environ::

Messaging will speak to the serene beauties, immersive experiences, and unrivaled beachfront location of Glance Beach Ahangama, as well as what to position this guesthouse as a haven for guests who travel for relaxation, seeking adventure, or cultural experiences. Core wording in the scripts or messages with regard to the product will identically be repetitive in each of the messages: "beachfront serenity," "authentic Sri Lankan hospitality," and "tropical escape.". The tone should be warm and inviting, aspirational-it lets the future guest dream about a perfect holiday in Glance Beach Ahangama.

Visuals will play the main role of appeal for the targeted audience: high-quality photos and videos showing stunning beachfront views of the guesthouse, cozy interior, and lush surroundings will be at the core of this campaign. It would, in fact, capture the balance between the wide views of the property, close-up details in design, and candid fun shots by the guests, capturing in great luxury. This would make quite a vibrant video in capturing these surf-friendly waves, the appeal reaching to surroundings and local attractions, seekers of adventure, and nature alike.

The development of the sense of community and authenticity in this strategy is to be actively implemented by users themselves through user-generated content, such as photos and reviews. Social media-Instagram and Facebook in particular-would be used to enhance real-time updates, stories, and engagement with the audience. These collaborations with travel influencers and photographers will further enable it to increase its reach and allow Glance Beach Ahangama to appear in front of prospective tourists.

It will also focus on the cultural and recreational peculiarities of Ahangama: infographics and maps, rich in visuals, will complement these sections, turning information into something highly communicative and visual. In such a way, Glance Beach will be positioned as a gateway not only to relaxed accommodations but also to the charms and beauty of Sri Lanka.

4.4 Budget estimation and resource planning

Social Media Campaign Budget Glance Beach Ahangama						
	Company Name	Glance Beach Ahangama		Prepared By	R.K.P.U.Jayathilaka	
	Project Name	Social Media Campaign		Total Project Days	90	
	Prepare Date	27.01.2025				
No	Content	QTY	1 Day	Total Day	1 Day Rate	Total Amount
1	Production					
	Video camera & Typot	1	1	2	8,000	16,000
	Editing	1	1	10	1,500	15,000
						LKR21,000
2	Food & Travelling					
	Travelling	4	1	2	8,000	16,000
	Room charge	4	1	1	3,000	3,000
	Food	2 Times*4	1	2	4,000	8,000
						LKR27,000
3	Distribution					

	Social Media Boost					
	Facebook	2	1	5	3,000	15,000
	TikTok	3	1	1	1,000	1,000
						LKR16,000
	Total					LKR64,000

Table 1 Budget Plan

Chapter 05 Implementation

5.1 Execution of the digital marketing campaign

Glance Beach Ahangama is a guest house in the beautiful coastal area of Ahangama, Sri Lanka. The Digital Marketing campaign objective was to gain visibility and bookings through the internet and brand awareness. The campaign began, basically concentrating on digital channels with emphasis on reaching out to both local and international travelers through social media. The main objective is to establish Glance Beach Ahangama in the best positions as the quieter and more comfortable guest option close to the beach.

First of all, while implementing this campaign, a proper strategy using social media needed to be considered. For capturing the natural beauty of the guesthouse, surrounding nature, and wide range of services offered by it, the ideal platforms identified included Instagram, Facebook, and Twitter. A nice online appearance was done through regular posting of high-quality images and videos related to the guest house rooms, amenities, and beach nearby. The organic posts were supported by paid targeted ads to be able to reach more users who are interested in touring Sri Lanka. The social media content strategy included user-generated content: past guests were encouraged to share their experience in the social network and tag Glance Beach Ahangama. Thus, it would have created a good impact on the target audience because one of the significant driving forces is social proof when deciding on any booking.

It was structured to be scalable for the different seasons and market behaviors. Special offers were available during the off-season to capture the interest of local travelers, while in peak seasons-like summer and holidays-it was equated with more premium offers to cash in on the expected international tourist inflow. Digital platforms allowed flexibility in making the changes to the campaign performance and emerging trends in travel. This further continuously makes sure of the effectiveness, timing, and relevance of the campaign for its target audience through constant optimization and analysis.

5.2 Details of the campaign launch

The online presence of Glance Beach Ahangama was carefully thought out, as the perfect strategy needed for promoting this tiny pretty guesthouse right on the silent Southern coast of Sri Lanka. In fact, with every travel and hospitality going online and reaching broader reaches, that strategically was just about the correct time when social media platforms, search engines, and all types of other online channels came alive. The main objective was to position Glance Beach Ahangama as an ultimate holidaying destination with adventure, offering the spirit of real living along the coast for tourists seeking a comfortable holiday. In other words, digital tools will drive brand awareness, bookings, and loyalty with innovative marketing techniques. The social media campaign platform links are ,

- Facebook – <https://www.facebook.com/share/15YTprXiof/>
- YouTube – <https://youtube.com/@glancebeach?si=e36Hjh-409rE8spw>
- Instagram - <https://www.instagram.com/glancebeach?igsh=YzljYTk1ODg3Zg==> •
TikTok - <https://vm.tiktok.com/ZS6novWuk/>

The pivot of the social media campaign lay with major groups of channels: Instagram, Facebook, and TikTok, showing all the aesthetic and tranquil beauty the place had in store. On the visually driven Instagram, the story, reels, and posts narrated stories of breathtaking ocean sunrises right through to snapshots showing guests having a lot of fun time doing surfing, yoga, and local gastronomic experiences. Facebook was used as the community center where followers could engage with the brand, take part in contests, and learn about special deals. This means that on TikTok, they had to create short, snappy videos which would appeal to the more adventurous audience that's younger, showcasing the dynamic experiences available at Glance Beach Ahangama.

Chapter 06 Results and Analysis and discussion

6.1 Metrics used for evaluating campaign success

Digital marketing campaigns are quite instrumental in the reformation and increased visibility of a company before its clients. Drawing an example from Glance Beach Ahangama, which is a tranquil beach holiday spot, the success of such a digital media campaign will have to be measured against some metrics that relate to the aims of such a campaign. These will fall under conversions, engagement, reach, and overall return on investment.

1. Conversions

Conversions depict the level at which the campaign is driving users to take desired actions—such as making a booking or signing up for newsletters. In the case of Glance Beach Ahangama, the main conversion goal is to increase room reservations.

2. Engagement Metrics

Engagement metrics show how well the campaign grabs the eyeballs of target audience segments by involving them deeper. The essential engagement metrics in the case of Glance Beach Ahangama will be the following:

Social Media Engagement:

Likes, shares, and comments about posted posts regarding a guest house.

Saves, click-throughs from social media channels: Instagram, Facebook.

Video Views and Watch Time: For video content promoting the property, the number of views and average watch time needs to be tracked.

Content Interaction Rates: The frequency at which users interact with blogs, images, and other content shared on the social media.

3. Reach and Impressions

Reach and impressions are those metrics that show the spread and visibility of the campaign. It comprises:

Unique Reach: It is the total number of unique users who have viewed the campaign content in order to make sure of a higher reach.

Impressions: The number of views of the campaign content shown out, even when one user sees it more than once.

Audience Development: New followers or subscribers who will be garnered by Glance Beach Ahangama, either from social media channels during the tenure of this campaign.

5. Customer Feedback and Sentiment Analysis

Customer feedback and sentiment are relevant in understanding how the campaign will precisely alter perception about the brand. The metrics include:

Online Reviews: This shall be done on platforms such as Airbnb, Booking.com, and Destinia.

Sentiment Analysis: Analyze all comments on what customers feel about the campaign-feelings towards the guesthouse.

While the different Sentiments, Conversions, Engagements, Reach, and ROI-all these variated, what actionable insight could be drawn on how digital media work for Glance

Beach Ahangama, so that some overperforming and underperforming features could be changed with a view to optimizing it further.

6.2 Data analysis and interpretation of results

1. Facebook Analyze Report

- Engagement Rate



Figure 1 Engagement rate

The engagement rate shows that 1,111 people interact with post compared to people who see them.

- Facebook Reach



Figure 2 Facebook reach

Reach indicates a total 2807 unique users viewing content. Using the key Facebook metric insights, discovered how content resonated with audience and improved marketing strategy based on findings.

- **Page overview**

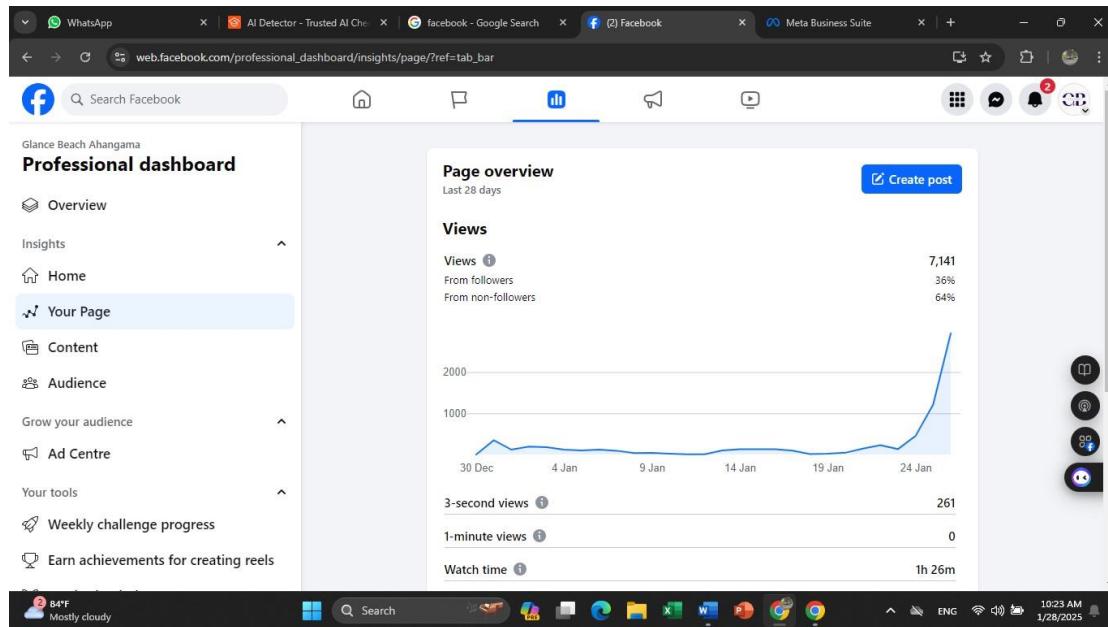


Figure 3 Page overview

Reach indicates a total 7141 unique users viewing content. Using the key Facebook metric insights, discovered how content resonated with audience and improved marketing strategy based on findings.

- **High Post Reach**



Overview i

Views	3,926
Post reactions, comments and shares	115
Total clicks	156
Reach	1,791

Figure 4 High post reach

Among the posts have made, the most reached post is the post shown in the picture with a reach 1,791.

- **High comment post**



Overview i

Views	426
Post reactions, comments and shares	128
Total clicks	7
Reach	195

Post reactions, comments and shares i



Figure 5 High comment post

5 appears to be the most commented post among post on Facebook.

- **High Reaction Post**

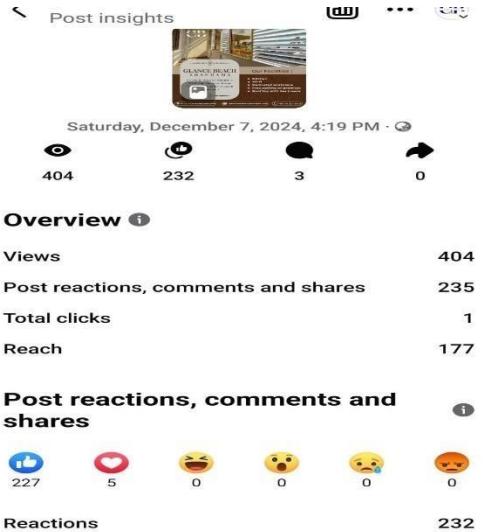


Figure 6 High reaction post

232 appears to be the most reaction post among post on Facebook.

- **Facebook views**

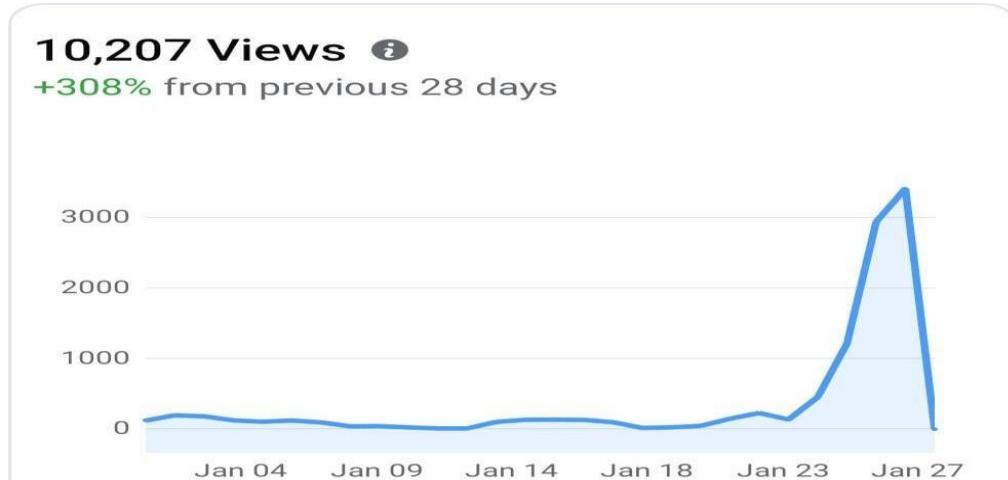


Figure 7 Facebook views

10,207 views were seen by Facebook page.

- Facebook followers.

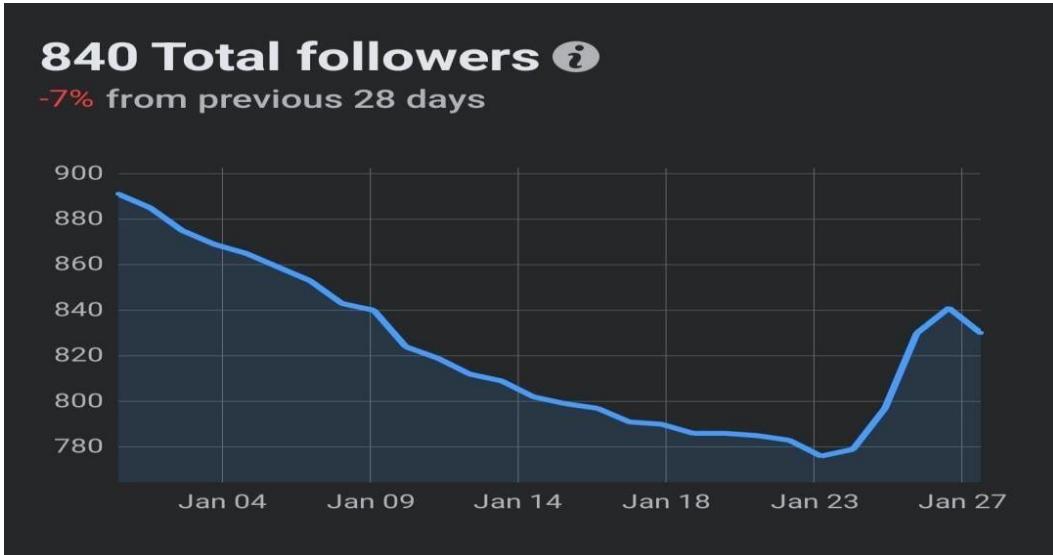


Figure 8 Facebook followers.

840 followers by Facebook page.

- Cost per results

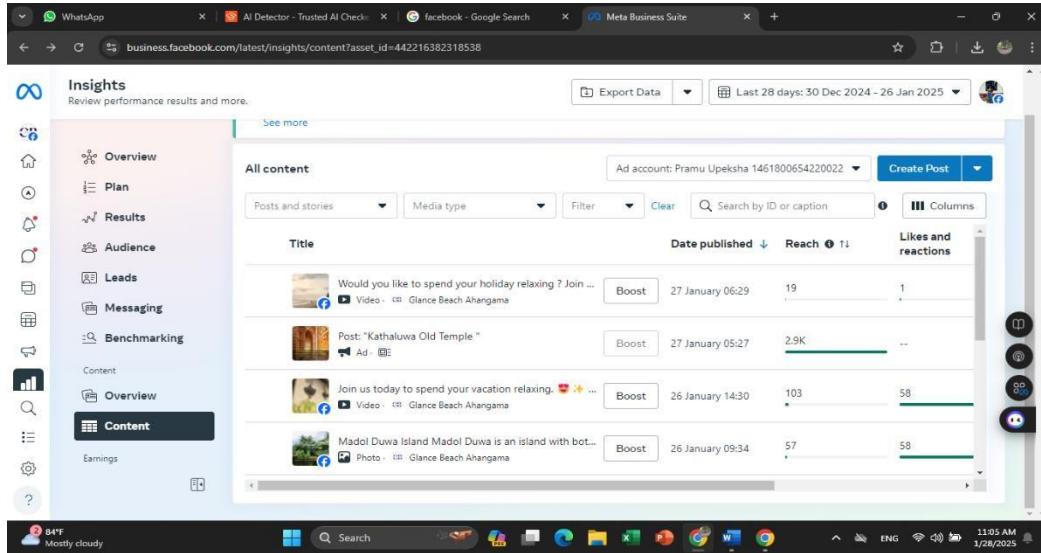


Figure 9 Cost per result

When all is said and done. How much did it cost to get that change? It makes all costs of social media campaign visible.

- **Video view**

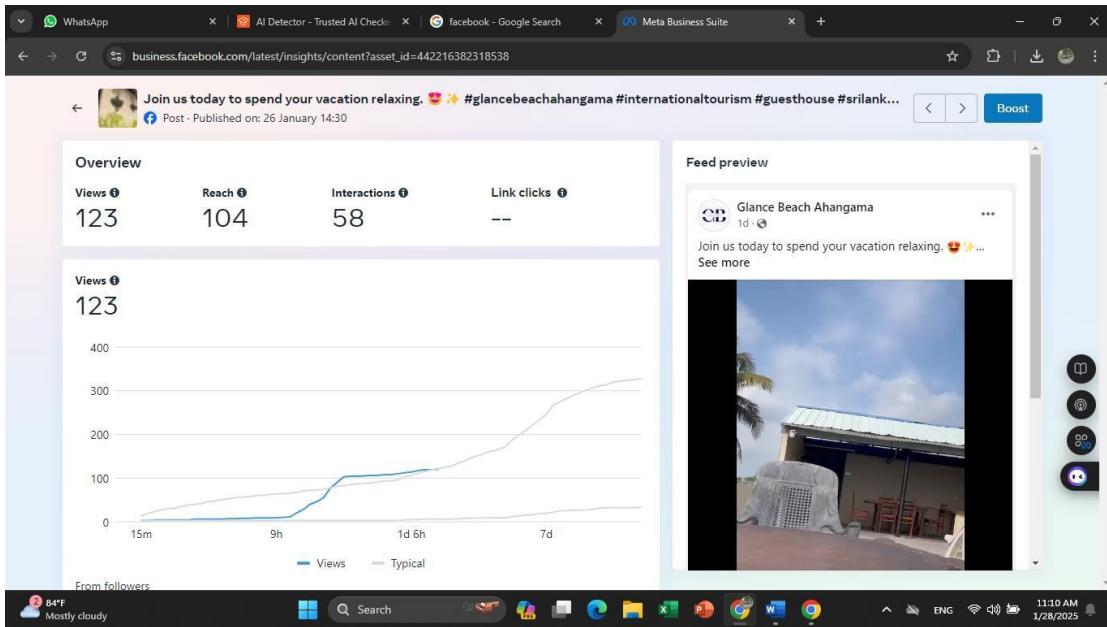


Figure 10 Video view

Video is very important in today's social media strategy. Used Facebook videos to promote guesthouse. This Facebook video metric shows that video content attracted 123 views. Video views are counted after users watch the first 3 seconds of video post.

- **Facebook Top Content Formats**

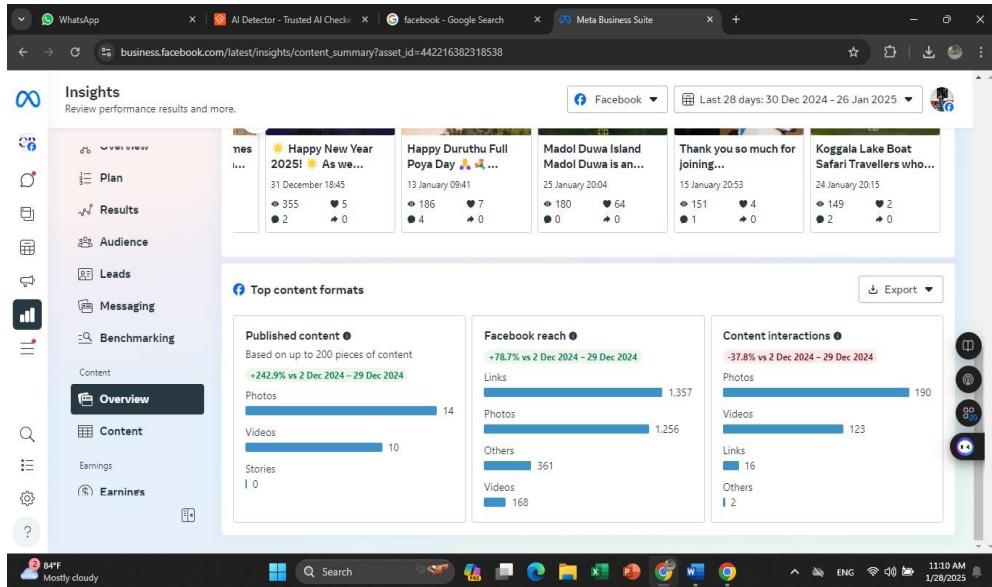


Figure 11 Facebook Top Content Formats.

This is Facebook top content formats. It has included for published content, Facebbok reach, content interactions.

- **Paid Reach**

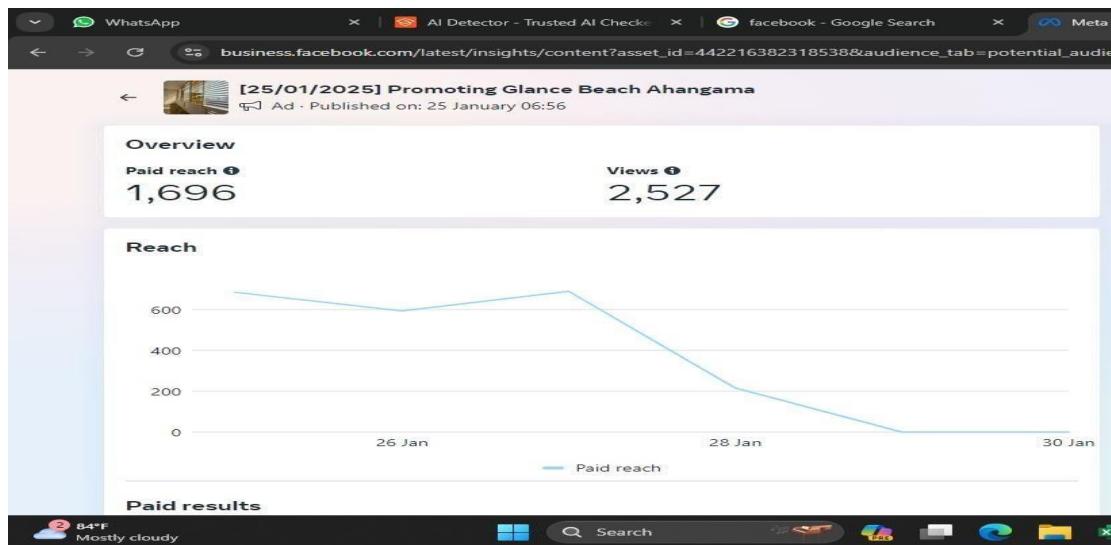


Figure 12 Paid Reach

1,696 visible directions for Facebook page with boost.

- **Followers Demographics.**

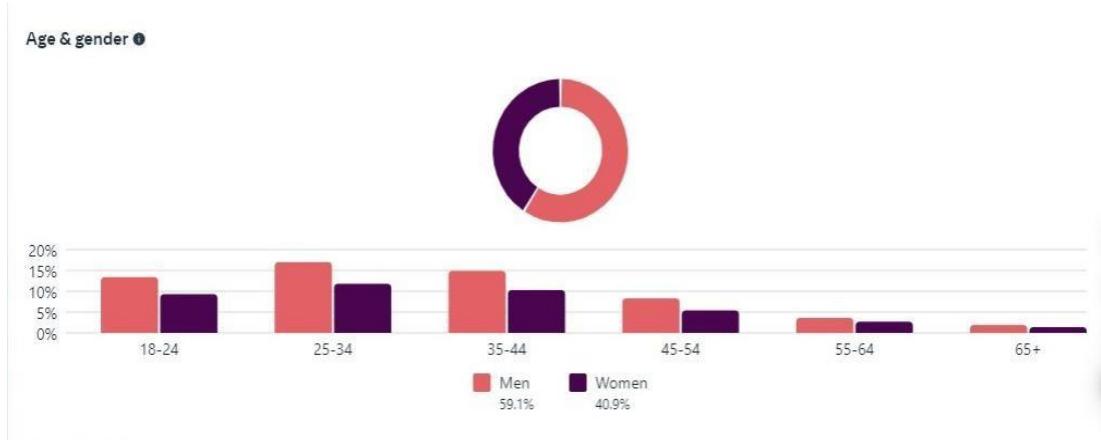


Figure 13 Followers Demographics.

Understand the gender of audience. Statista reports that 59.1% of Facebook users are young male and 40.9% are women users.

- **Top Town & Cities .**

Top towns/cities



Figure 14 Top Town and Cities .

Ho Chi Ming City , Dhaka and Hanoi are the most visited when looking at Facebook page.

- **Country Views.**

Top locations ⓘ



Figure 15 Country View

It turns that Facebook audience is also attracting a foreign audience looking at nationally, with Vietnam 59.7% and Bangladesh at 12.3%.

2. TikTok Analyze Report.

- **Followers and Likes.**



Figure 16 Followers and Likes.

As a growing page, seen 2,000 more people Like and 132 Followers. It is important not only to measure how many new followers get , but also to know how many people like this TikTok video.

- **Overall Viewers.**

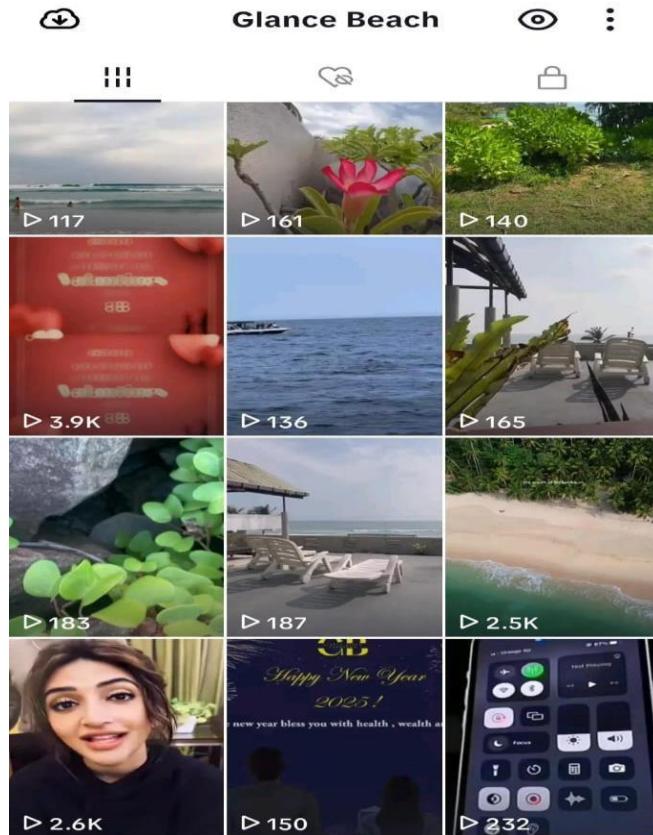


Figure 17 Overall Viewers

As the only type of video content use on this platform is short videos, able to ensure that the number of views and plays reaches new height. Total plays are definitely 10,471 seen in our TikTok analysis reports. Creating engaging, entertaining content with information about guest house is definitely success.

3. Instagram

- Instagram Followers.



Figure 18 Instagram Followers

As a growing page, seen 896 Followers. It is important to measure how many new followers get , but also to know how many people like this Instagram page.

- Post

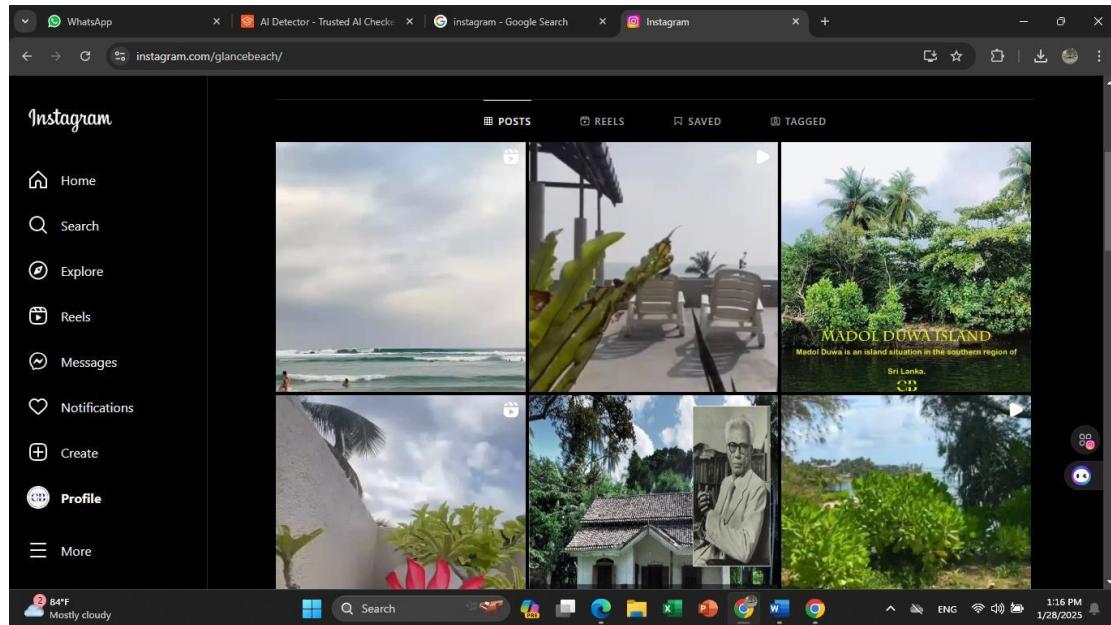


Figure 19 Post.

30 posts with Instagram marketing posted.

4. You Tube

• Content

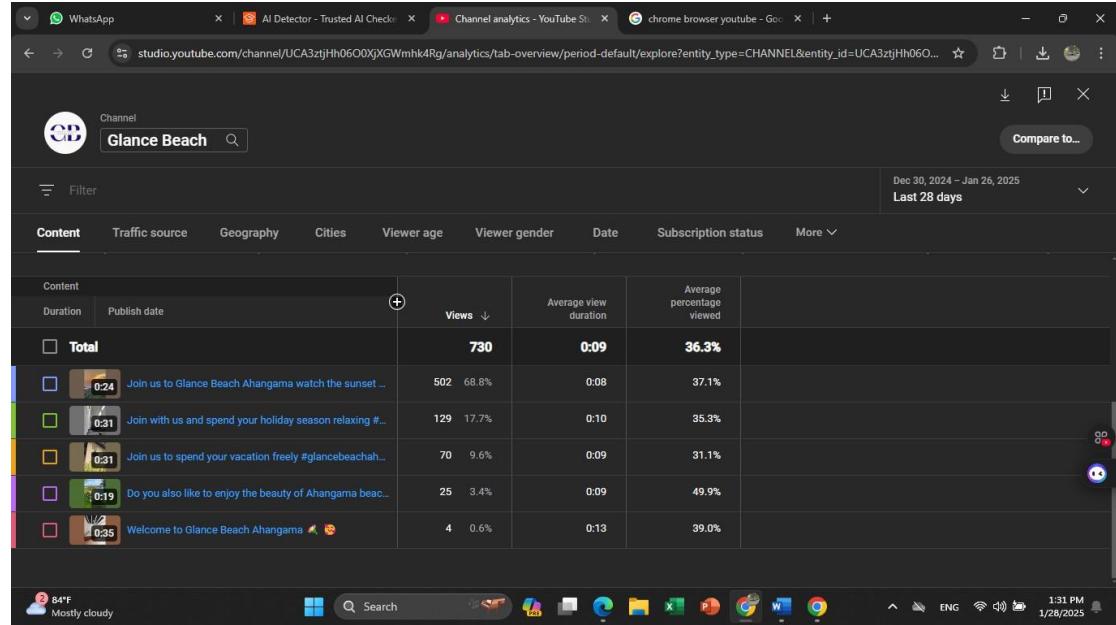


Figure 20 Content

730 viewers have viewed. Have a 42 subscribers.

• Traffic Source.

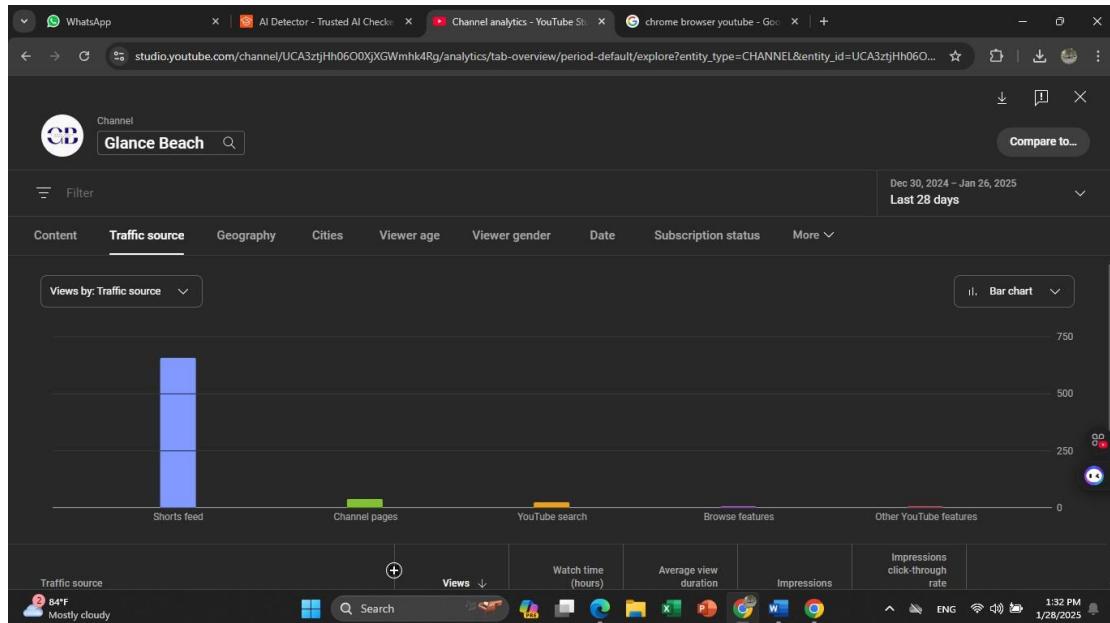


Figure 21 Traffic Source.

This channel visitors come mainly through 2 way. Short feeds 89.9% , Channel page 5.1%

- **Geography**

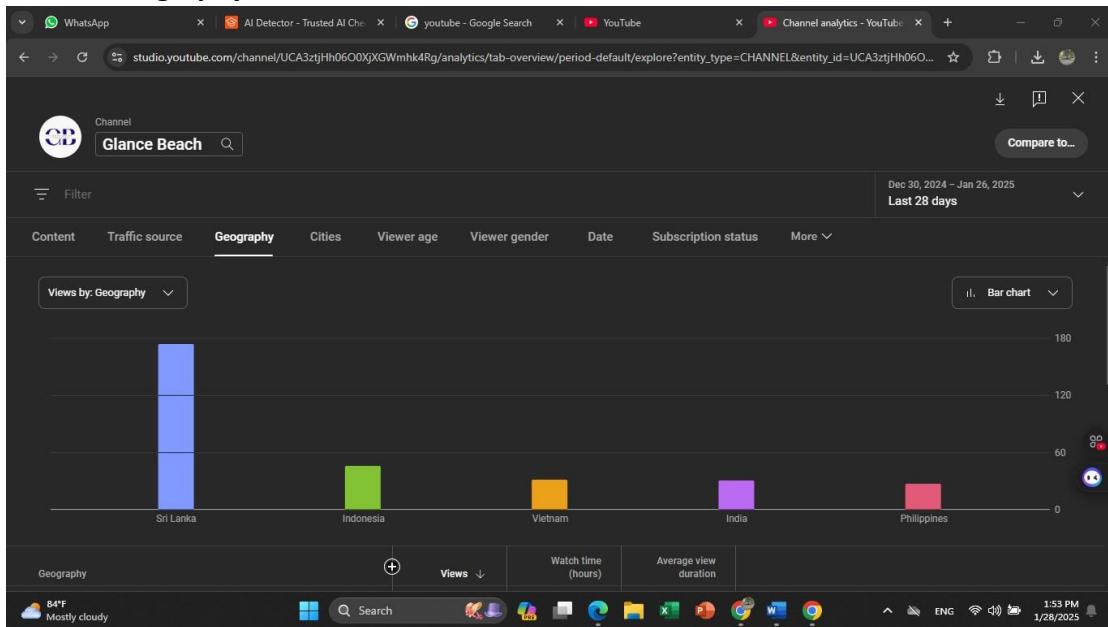


Figure 22 Geography

The Sri Lanka visitors 174 visit channel and Indonesia visitors 46 visited channels.

- **Cities**

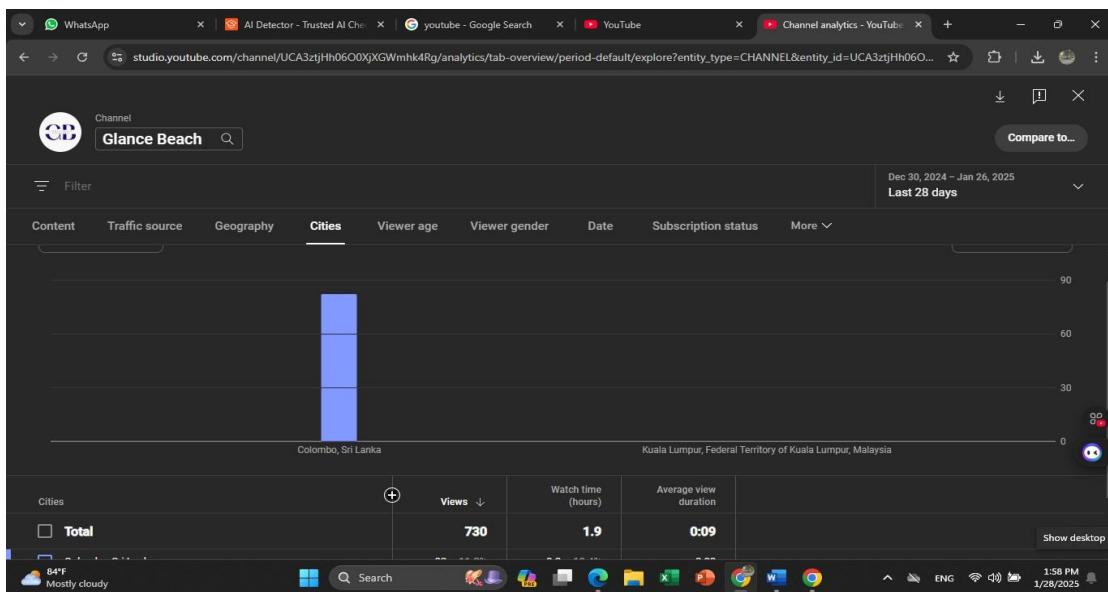


Figure 23 Cities

The statistic shows that the viewers who have visited channel so far are only Sri Lanka, especially those who live in Colombo.

- **View Gender**

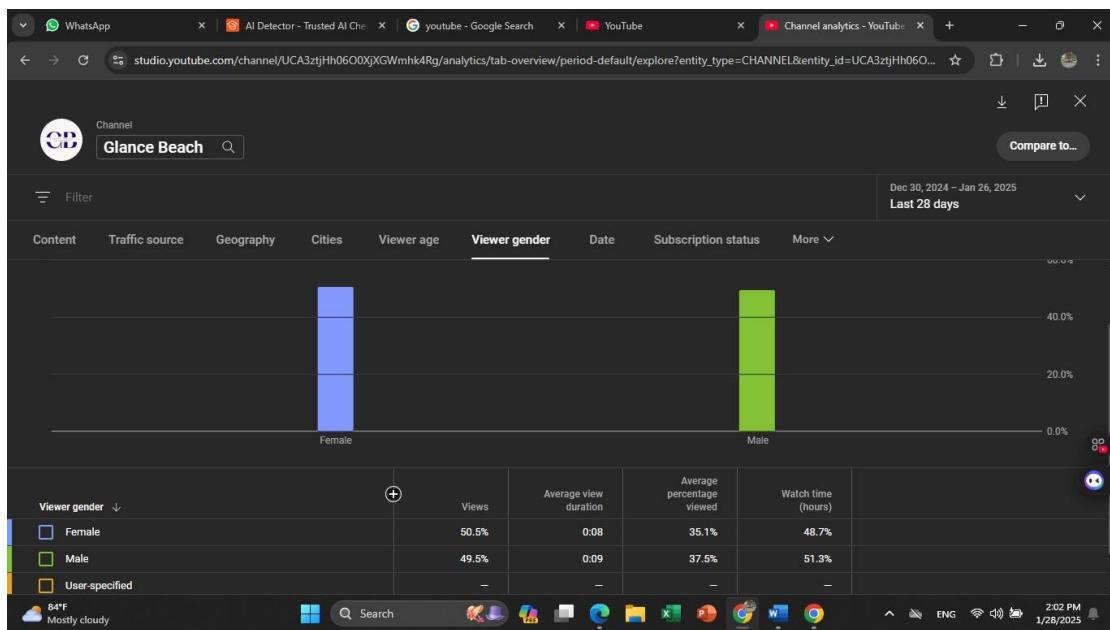


Figure 24 View Gender.

Looking at the gender of the view who have visited channel same the viewing rate of men and women.

- **Content Type.**

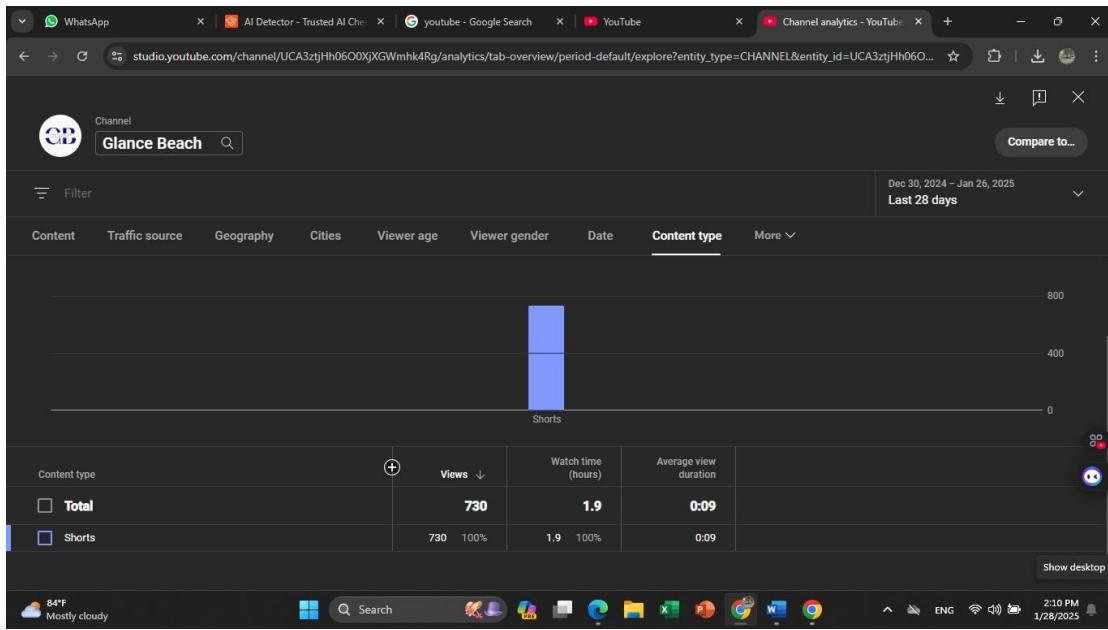


Figure 25 Content Type.

Based on the short videos uploaded, the most watched videos by the audience are 100%.

- **Device Type.**

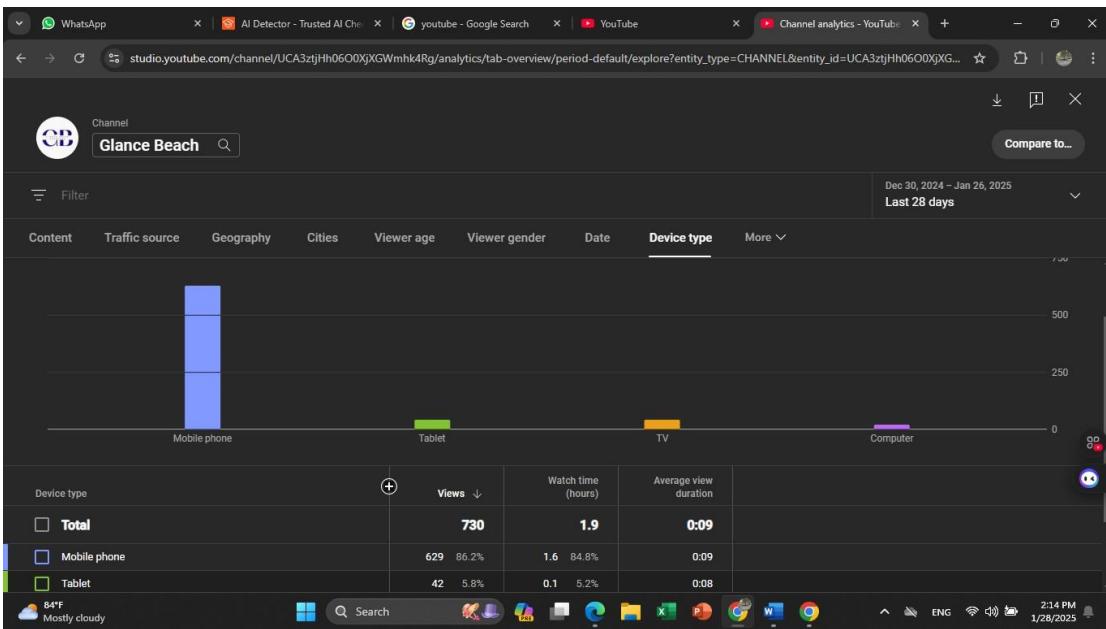


Figure 26 Device Type.

This channel mainly views through 1 device. Mobile phone 86.2% and Tablet 5.8%

- Date

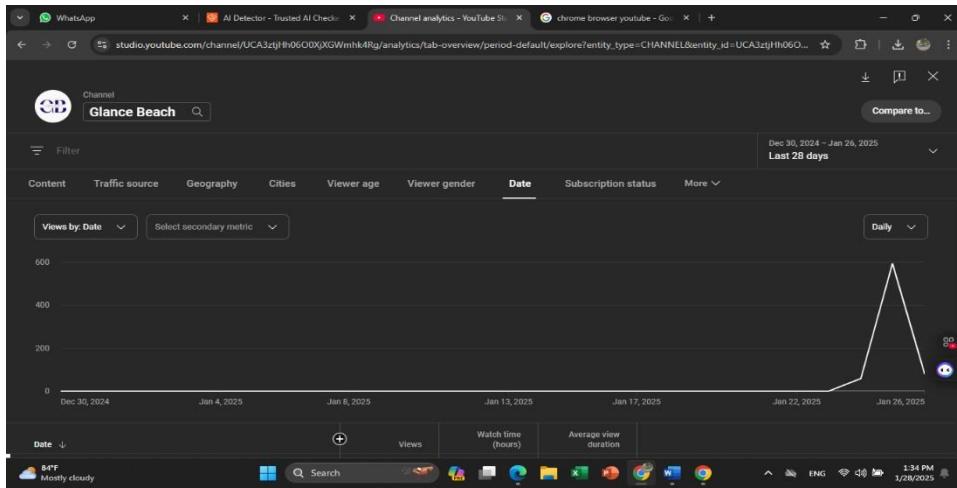


Figure 27 Date.

Looking at the week of the viewers who have channel .

6.3 Discussion

6.3.1 Interpretation of results in relation to campaign goals

The Glance Beach Ahangama digital marketing campaign was tailored to address some specific objectives, which were related to brand visibility, generation of bookings, and customer engagement. In this regard, the performance of the campaign is looked at in greater detail against these three key objectives by using relevant metrics and observations.

The aftereffect was high visibility of the brand because of a well-implemented social media strategy. It brought about Glance Beach Ahangama's strong unique selling propositions via Instagram and Facebook: a location that is serene for customer comfort and proximal to key attractions. Good-quality imagery and videos of an engaging audience with user-generated content created recognition in the audience, hence becoming known as the

Glance brand. In the campaign's aftermath lay a muchimproved following across platforms with exponentially increased reach.

Conversion rates going through the roof paved the way for some bookings, the rest, but due to limited inventory and market constraints, could not net the desired numbers. On the other hand, the activity created a base for further growth, as an abundance of inquiries and leads have been generated to be nurtured over time.

These campaigns have resulted in much more engagement; comments, likes, and shares have been highly increased. For example, in the user-generated content project, the request to share one's experience at Glance Beach created a social feeling with authenticity. This helps enhance customer loyalty while introducing new audience issues appealing to the positive remarks shared priorly by other guests.

6.3.2 Analysis of what worked well and what could have been improved

The Glance Beach Ahangama digital marketing campaign was one of the major moves for increasing visibility, audience engagement, and eventually bookings within the guest house. Partially, the campaign turned out to be a success, yet it also had gray areas that needed improvement. This analysis covers both aspects that worked well and those that could have been refined to achieve even better outcomes.

The best part of this campaign was the use of really engaging content. Glance Beach Ahangama is a guesthouse and is situated at a very beautiful place. Making use of highquality images and videos with beaches, guest rooms, and an ambiance paid off quite well. The social media platforms where one could do more with visuals were Instagram and Facebook. Allowing the campaign to strike an emotional bond with the target audience. It was the serene, tropical experience communicated in the content that the property had to offer, and it created a compelling reason to visit. This approach has significantly increased the engagement rate on posts and stories, with many likes, comments, and shares from users who were captivated by the imagery.

Another strength was the targeted advertising itself. Based on demographic and behavioral preferences-for instance, the age of the ideal customer, travelers who also take an interest in beach, yoga retreats, or relaxing stays-the campaign reached appropriate audiences. Paid advertisements on especially Facebook and Instagram had already been optimized to geography, such as nearby cities and countries from where most tourists travel to Sri Lanka. This targeting has resulted in a greater proportion of inquiries and bookings from international travelers and young professionals desiring a quiet retreat.

All these aside, there were still areas in which the campaign could have been better. First, posting schedules were not consistent at all times. While the content was great, there were those periods when updates were not regular, hence affecting audience retention and general reach.

6.3.3 Lessons learned from the campaign

The digital marketing campaign for Glance Beach Ahangama was all about finding out the various opportunities and challenges in promoting a guesthouse within such a competitive industry. Probably the biggest lesson was understanding the target audience. We learned through different analytics tools and audience segmentation that the more relevant the content would be for the preference of low-budget travelers or even surfers visiting Ahangama, the greater the results in terms of better engagement and conversion rates. This realization hit home and made us understand the importance of decision-making in digital marketing based on data.

This campaign proved how impactful social media channels can be in increasing brand awareness. Instagram and Facebook proved to be particularly effective in showcasing the uniqueness of Glance Beach Ahangama: the views it possesses, the surfing spots nearby, and the experiences waiting to be had with the locals. At the same time, this success was the realization that content posting and its quality need to be consistent. Any lag in engagement or fall in the quality of visual content would directly influence follower growth

and interaction rates. This taught us the need to keep consistency in branding in order to engage the audience with it.

This also highlighted a need for follow-up and frequent readjustments of the campaign, based on results that should be included in ad spending management for the proper selection of a platform where money is to be spent on paid advertisements. With time, iteratively, since the need to analyze key performance indicators such as click-through rate and return on investment arose, basing the campaign turned onto the concentration on channels that would yield best results.

one of the most amazing and important lessons learned is how customer reviews and feedback are dealt with. Surely, it could be seen that prompt and professional responses toward negative feedback improve the reputation of the guesthouse and reflect the seriousness of the management regarding customer satisfaction.

Chapter 07 Conclusion

7.1 Summary of key findings

Glance Beach Ahangama is a middle guesthouse in one of the premium beach areas, and the digital campaign aimed at putting this beautiful property in the limelight, multiplying bookings while gaining brand awareness in both local and international traveling circles. It therefore harnesses key digital platforms such as social media, search engines,, comprehensively.

Social media has played a huge role in the engagement of the audience and community building regarding Glance Beach. Further, visually appealing content dealt with Instagram and Facebook, featuring high-resolution images and videos of the guesthouse amenities and setting at the beachside. These, when combined with other interactive campaigns like giveaways and user-generated content, further improved follower engagement and helped attract new potential guests. It also leveraged influencer marketing by working with travel bloggers and influencers to showcase the property to their audience, which increases inquiries and bookings at the properties.

Targeted social media advertising allowed for precision in audience segments, based on demographics, interests, and travel behaviors, to reach significant audiences: travelers from Europe, Australia, and Asia seeking unique yet affordable beachfront accommodations. Such a campaign uses retargeting: converting website traffic into bookings simply by reminding those visitors of the Glance Beach brand through timely, targeted ads.

The other important insight derived from the research is that reviews and ratings are major influencers in how the guest house is perceived. The campaign included Airbnb, Booking.com, and Google Reviews in its strategy. By encouraging positive reviews from their satisfied guests, the property achieved not only a rise in ratings but also built trust

with potential customers. This focus on reputation management improved the credibility of Glance Beach, leading to higher conversion rates.

7.2 Achievements and shortcomings of the campaign

The digital marketing campaign for Glance Beach Ahangama has been quite an important step in building awareness and driving bookings, creating a strong brand online. It utilized other tools and platforms for the execution of the campaign, including social media, SEO, and targeted ads, among others, to reach potential guests. Besides the successes of the campaign, it also had quite a number of challenges that will be useful lessons for future strategies.

One of the key successes of the campaign was indeed the effective use of social media platforms such as Instagram and Facebook. The communication about Glance Beach Ahangama was done through high-quality images and videos showcasing the property, beach views on visually appealing content. Guesthouse hashtags and geotags also attract lots of views and interaction with people who could become potential guests-locally and internationally-only if done on a regular basis.

One major problem that this whole campaign encountered was the relatively small budget, which drastically lessened the exposure paid promotions receive. This tiny budget makes it very difficult to maintain an ad level that is relatively good, specifically for those really lean months where the bookings are low. Thus, the need for organic promotion, which might prove effective for long-term purposes but lacked immediacy or short-term engagement of paid adverts.

Other issues included inconsistency in the generation of content. While there was very engaging content in the beginning, especially when posting on social media, at some point the posting ceased. Continuous posting is an important part of sustaining the interest of audiences, and that was lacking in the campaign, which should have been done by

generating a regular flow of new content. Inconsistency partly arose from the absence of adequate resources to ensure such professionalism in providing highquality visual content regularly, either from a full-time content developer or photographer.

7.3 Recommendations

The point is to create an online presence through different digital platforms. The website should be attractive to the sight and easy to use since this will be the major contact point for prospective customers. The website shall highlight high-quality images of the guest house, surroundings, the beach, and amenities offered. Accommodations, costs, and how to book should also be clearly outlined. The section for blog inclusions would further provide tips on how to travel around Ahangama, sharing stories that would improve the user engagement and organic traffic.

Social media marketing will be the second most engaging activity within the realm of this campaign. Glance Beach believes this will yield great views through creating and showcasing breathtaking videos displaying its unique charm across the variety of social media platforms: Instagram, Facebook, and TikTok. The social media will be characterized by frequent uploads of the view, amenities, and places of interest around the guesthouse. Besides this, user-generated content in terms of customer reviews, photos, and testimonials will go a long way toward gaining trust and building credibility. A tie-up with local influencers or travel bloggers with an enviable following base only extends this reach and lends credibility to the brand.

The video marketing for the campaign would also have to be considered. Small, interactive videos of the guesthouse itself, along with the ambient and natural surroundings, may be shared on the social media video platforms such as YouTube. Live videos can be made, even virtual tours, where clients feel exactly what they actually get in real time and further gain the trust and excitement of their clientele.

Of course, it would also not be impossible not to do analytics and, in turn, performance tracking in determining the success that could be set out with a digital marketing campaign. It is in this domain that Google Analytics, insight on social media, and email campaigns offer real value reporting on audience engagement and conversion rates. It will, in turn, make it easier to refine the campaign continuously in due course of time for better and finer results.

Chapter 08 Overall Self –reflection

8.1 Self-reflection on requirement identification

The requirement for this project was to create a digital media campaign for Glance Beach Ahangama Lodge, a tourist lodge located in Ahangama town, Sri Lanka. There, several basic points that needed to be paid attention to were understood. The main focus was on the location of this accommodation, the beautiful places around it, and the people who come to this tourist accommodation.

In a discussion with Mr. Charith Chandrasekara, the owner of the Glance Beach Ahangama Guest House, he mentioned that he wanted to promote his tourist accommodation. There, he was asked to promote his guesthouse on social media.

One of the needs that was realized was that there were no social media accounts and that one had to be created from scratch. What was important to know was how these social media accounts should be presented. He stated that since his primary target group is foreign tourists, all these social media pages should be run in English.

Another thing that was noticed here is the beautiful places around this guest house. Ahangama is a beautiful city that has always attracted foreign tourists. This city is filled with foreign tourists because of its beautiful places and beaches. Accordingly, several easily accessible beautiful places around the guest house were selected for this purpose.

Another key point identified here was the main target audience. According to the discussion, it was clear that the main audience for this project is foreign tourists. Meanwhile, since tourists from European countries come to this city, he asked me to prioritize European tourists.

Accordingly, the following are the points that need to be considered when implementing this project.

8.2 Self-reflection on Campaign strategy setting

Another point of emphasis in carrying out this project was to understand the strategies used in carrying out this project. Accordingly, the brand name Glance Beach Ahangama can be cited as a key point to understand here. Accordingly, one of my main responsibilities was to promote the brand and the guesthouse through social media in a way that would appeal to tourists.

The main reason for this was the Ahangama beach in front of this guesthouse located in Ahangama town. This Ahangama beach can be considered as a place where surfing is widely practiced in Sri Lanka. Accordingly, this Ahangama beach can be considered as a tourist destination where a large number of foreign tourists come.

Content creation was another very significant area in my approach. I instantly knew informative content with value would engage possible customers and build the brand's authority in this area. I have created various blog posts and social media updates that include tips for travelers visiting Ahangama, surf spots, and other attractions—the go-to resource for both first-time and repeat visitors. This was purely informative content but also drew connections with the local culture and community, furthering the brand identity of this guest house.

The fact that this guesthouse, glance beach Ahangama, is located in front of the Ahangama beach was also very advantageous for this social media promotion. It became clear that this promotion could be done using this beach.

Another point to be considered in conducting this campaign was the media used for this purpose. A good media should be used to promote a campaign. Accordingly, the digital media strategy used to promote this campaign was digital media. Accordingly, the digital media platforms used for this purpose were Facebook, Tik Tok, Instagram, and YouTube

platforms. For this, attractive high-quality images and videos were included of the beautiful places around the Ahangama beach and the glance beach Ahangama guest house.

These videos and images were also used to capture how foreign tourists who come to the guesthouse spend their leisure time. They also captured how tourists who come to visit the beautiful places near the guesthouse enjoy themselves in those places.

These images and videos were posted on social media in a way that would attract the attention of foreign tourists.

Another tool used to promote this project was the Booking.com website, where the guesthouse's attractive features were promoted through Booking.com.

In this way, we can outline the strategies used to promote the Glance Beach Ahangama Guest House.

Indeed, it has been quite a challenge, yet so enriching, creating the digital media campaign for Glance Beach. My practical knowledge has really helped a lot in the theoretical understanding of all concepts about digital marketing strategies and how they apply to the real world.

8.3 Self-reflection on Campaign implementation

The main problem I had to face while carrying out this project was my illness. Due to my illness, I was hospitalized for two consecutive months and received treatment. This caused a major obstacle to carrying out my project. It was difficult to go to the relevant places and take photos and videos. The reason for this was that due to the worsening of my illness, the doctors recommended that I stay at home and receive treatment. Due to the worsening of my illness day by day, I was unable to carry out the necessary work for the project properly and on time.

However, achieving the desired results within a short period of two months was also a challenge. I quickly spoke with the project inspector and completed the necessary work within a short period of time.

Accordingly, I quickly went to the relevant locations and obtained the necessary photos and videos for the project. After that, I quickly edited the relevant videos and photos and uploaded them to the relevant platforms.

Another challenge faced in carrying out this project is the cost of the project. Finding the amount of money to be spent on this can also be considered a challenge. Obtaining the necessary funds for the promotion of this project can also be considered a challenge.

The main challenge faced in carrying out the project was time. Of the three months given to carry out the project, about one and a half months had been spent in the hospital, so about a number of months had passed to carry out the project. This can be considered as the main challenge faced in carrying out this project. Accordingly, all the work of the project had to be completed in the short time remaining.

Another problem that arose during the implementation of this project was the social media platform to be used for this. Accordingly, the social media platform that should be used to promote this guest house was identified.

In this way, the challenges faced in carrying out this project can be outlined.

8.4 Self-reflection on Campaign results

As a result of these projects, it can be said that this guesthouse name has been promoted to foreign tourists. Accordingly, being able to take that tourist accommodation, which was only known to the people of the Ahangama area, to the forefront, can be considered as one of the most excellent results achieved here. Accordingly, this has enabled the tourism

industry, which brings in the most dollars to Sri Lanka, to grow. Accordingly, by promoting this tourism industry on social media, more tourists have come to this accommodation than before.

Furthermore, as a result of this project, these social media accounts have been embraced by tourists in a short period of time. Accordingly, the posts and videos posted on social media have received high recognition. Accordingly, all the posts and videos uploaded here have reached a large number of people in a short time.

Furthermore, as a result of this project, social media pages were created for this accommodation. Accordingly, new social media accounts were created in a short period of one and a half months and were able to reach a large number of tourists in a short period of time. Furthermore, as a result of this project, this stop has been booked continuously for several months through Booking.com.

The result of this project is that Sri Lanka will be able to attract more tourists. Tourism is one of the main industries that brings dollars to Sri Lanka. Tourism is one of the oldest industries in Sri Lanka. Tourists have a high regard for the beauty and hospitality of Sri Lanka. Tourism is an important growth sector in the country, which benefits the country's economy in the long run and helps to preserve its natural and cultural heritage.

Sri Lankans also contribute directly and indirectly to Sri Lanka's tourism industry, which had been steadily increasing over the past few years until the COVID pandemic hit.

Since the tourism industry is a highly crisis-prone industry, this project is also expected to create positive attitudes among tourists and bring a large number of tourists to Sri Lanka.

In this way, the results obtained from the digital media campaign based on the glance beach Ahangama Guest House can be presented as follows.

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Appendices

Appendices 1

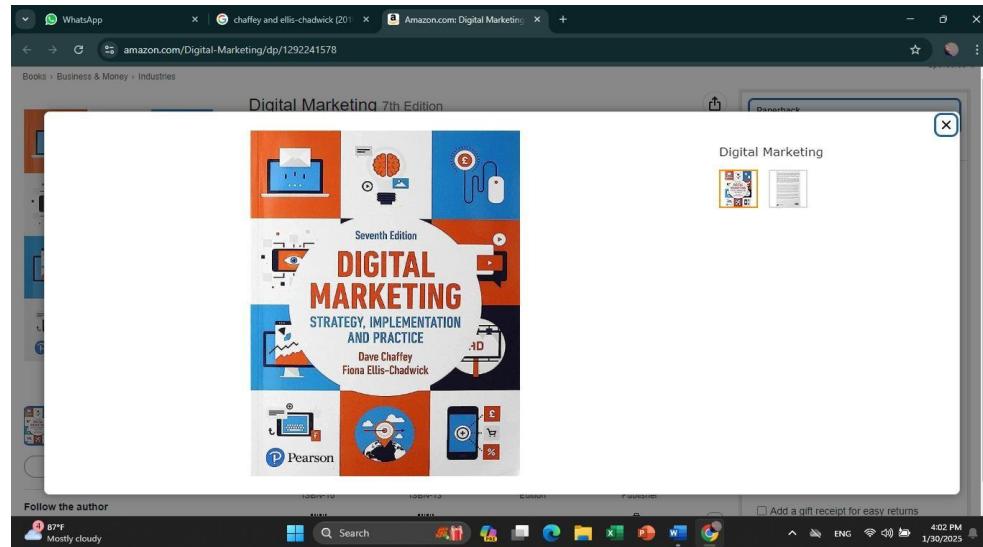


Figure 28 Appendixes 1

Appendices 2

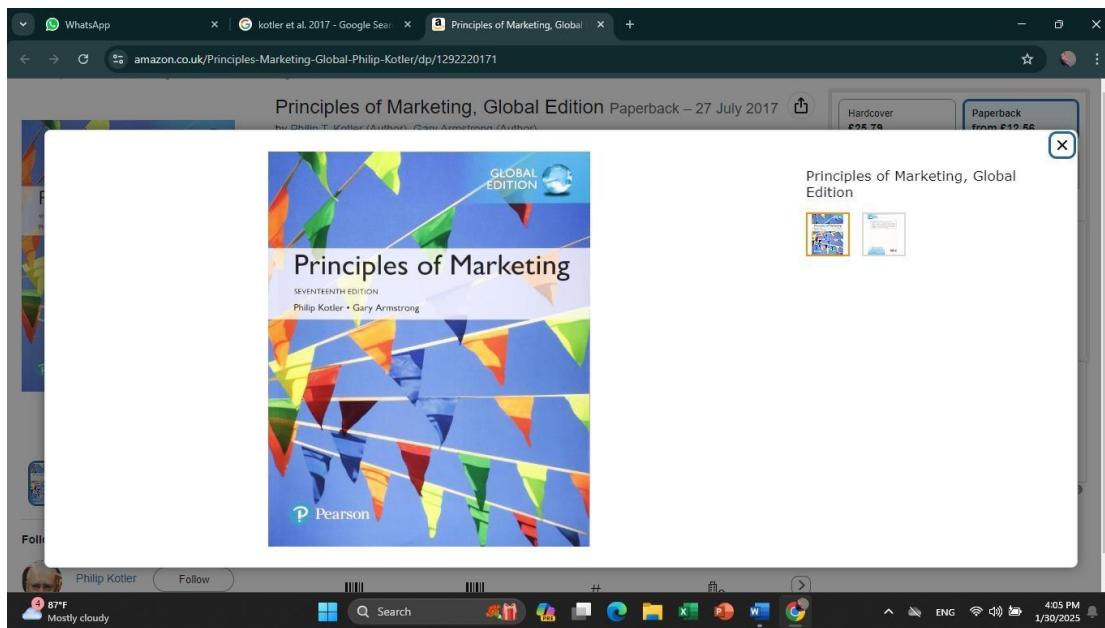


Figure 29 Appendixes 2

Appendices 3



Figure 30 Appendixes 30.

14. Appendixes 4



Figure 31 Appendixes 4.

02. Development.

In today's competitive hospitality industry, digital marketing is the key factor for companies to gain a foothold in the field, interrelate with customers, and more importantly, cause growth. Glance Beach Ahangama, the popular guesthouse located on the scenic southern coast of Sri Lanka. As travel behavior evolves, so too do the strategies that businesses have to employ in order to stay current and in the view of the target market. In many ways, social media, search engines, and online review platforms have dramatically changed the way customers locate, research, and book accommodations.

Glace Beach Ahangama also targets better coverage in visibility through the use of digital marketing because it connects to the rest of the world and highlights a USP for the guesthouse that would match both local and foreign tourists. The idea will be to enable a traveler who intends to take a journey via the online to achieve his goal of finding the ultimate retreat at the beach house. This guesthouse uses, in digital marketing, social media in trying to raise for itself an online community along with the brand image to be booked by any probable guest. In this more digitalized travel and hospitality industry, such a successful long-term success digital marketing strategy definitely requires major improvements. By allowing Glance Beach Ahangama to appeal to a wider range of customer segments in their marketing and develop meaningful experiences that will nurture the loyalty and engagement of such.

The digital field is above all offering real possibilities of continuous feedback and adaptation. Glance Beach Ahangama will, therefore, be able to continuously work on optimization by monitoring user engagement, analyzing data, and tracking performance for different campaigns so that resources are utilized in such a way as to have a high return on investment. Capturing the attention of an intrusive traveler base and creating more than just a booking transaction will include engaging content, compelling visuals, and interactive campaigns. It can be done through social media sites like Instagram, Facebook,

and YouTube by providing panoramic views of the surroundings, remarks from the content guests, events, seasonal offers, and promotions aimed at probable guests.

2.1 Self- Reflection on Development.

The development of the digital media marketing campaign for Glance Beach Ahangama was a transformation in depth, related to understanding the strategies of marketing, consumer behaviors, and the power of digital platforms. In this project, creativity, out-of-the-box thinking, and strategic planning have been required so that the campaign can reach out effectively to, and engage the right audience with a reflection of the identity of the guesthouse.

From strategy on social media and content creation to SEO and paid ads, I have gone through almost every aspect of digital marketing. The research for the correct target audience was very crucial since Glance Beach Ahangama attracts local and international tourists who are in search of an ideal and peaceful beachfront. Their preferences, behaviors, and expectations helped to carve out and mold what this campaign could be in words and visuals, creating an engaging brand presence.

The biggest takeaway, perhaps, was how much digital marketing is storytelling. People connect with a brand that evokes emotions and provides an experience rather than just sells services. All that really helped build striking content-developing, breathtaking photos and videos, along with customer testimonials-at Glance Beach Ahangama, greatly played a huge role in increasing the online attractiveness. The eventual real benefit lay in building recognition and trust among the potential guests through disseminating one consistent brand voice across platforms.

Social media engagement was a challenge, too, but brought an opportunity: the time and effort that responding to inquiries, interacting with user-generated content, and regular posting required paid off in loyalty from an online community. From this, I learned that

digital marketing is not about promotions; rather, it's about building relationships and gaining the trust of prospective customers.

03. Pre – Production

3.1 Budget

Social Media Campaign Budget Glance Beach Ahangama						
	Company Name	Glance Beach Ahangama	Prepared By	R.K.P.U.Jayathilaka		
	Project Name	Social Media Campaign	Total Project Days	90		
	Prepare Date	27.01.2025				
No	Content	QTY	1 Day	Total Day	1 Day Rate	Total Amount
1	Production					
	Video camera & Typot	1	1	2	8,000	16,000
	Editing	1	1	10	1,500	15,000
						LKR21,000
2	Food & Travelling					
	Travelling	4	1	2	8,000	16,000
	Room charge	4	1	1	3,000	3,000
	Food	2 Times*4	1	2	4,000	8,000
						LKR27,000
3	Distribution					
	Social Media Boost					
	Facebook	2	1	5	3,000	15,000
	TikTok	3	1	1	1,000	1,000
						LKR16,000
	Total					LKR64,000

Figure 32 Budget

3.2 Location Scouting and Recce.

Since we're going to work based in Ahangama. From that selected Ahangama beach and guest house some places and did our work.



Figure 33 Ahangama surfing place



Figure 34 Guest House



Figure 35 Ahangama Beach

3.3 Write a Technical Script

Glance Beach Guest House You Tube Video Script

Scene	Time	Narration	Visuals
01	01 Minutes	Calm background music	Soom a beautiful flower FX : Calm music
02	30 Seconds	Calm background music	Guest house enter FX : Calm music
03	05 Minutes	Calm background music	Star enter FX : Playful Sound
04	05 Minutes	Calm background music	Enter a corridor FX : Refreshing Sound Effect
05	07 Minutes	Calm background music	Open a room door FX : Playful Sound
06	07 Seconds	Calm background music	Room view FX : Calm music
07	05 Minutes	Calm background music	Washroom view FX : Soft beach Sound

Figure 36 Technical Script

The screenshot shows a Microsoft Word document titled "Glance Beach Guest House Tik Tok Video Script". The table has four columns: Scene, Time, Narration, and Visuals. The data is as follows:

Scene	Time	Narration	Visuals
01	01 Minutes	(Calm music)	Beautiful Beach at Sunrise FX : Calm music
02	30 Seconds	(Calm music)	Exterior shot of Guest House FX : Calm music
03	05 Minutes	(Calm music)	Guest Enjoy the beach FX : Playful Sound
04	05 Minutes	(Calm music)	A guest relaxing in a stylish FX : Refreshing Sound Effect
05	07 Minutes	(Calm music)	Outdoor activities FX : Playful Sound
06	07 Seconds	(Calm music)	Text on screen with the logo FX : Calm music
07	05 Minutes	(Calm music)	Fade out with beach FX : Soft beach Sound

Figure 37 Technical Script

3.4 Self – Reflection on Pre – Production.

Pre-production, therefore, becomes an important milestone in the entire process of digital media marketing of Glance Beach Ahangama, where much detailed research, strategizing, and creative brainstorming take higher precedence. While I was going about the initiation process, understanding the brand and its identity and the target audience struck me in coming up with a suitable campaign matching its objectives. Glance Beach Ahangama is a guesthouse in the competitive tourism industry, which has to have a strong digital outlook to compete for travelers by creating a need for ample planning before execution.

The other main pre-production aspect of market research: I went through several digital marketing trends in the hospitality industry, competitor research, and uniquely selling points about Glance Beach Ahangama. What helped create a campaign strategy that would promote the positive aspects of the guest house, its direct beachfront view, personalized care, and calming ambiance. I had researched what kind of people the target is: their interests, behaviors, and which social media platforms they use. As a matter of

fact, by knowing these components, I learned what marketing channel and content will work best for the prospective clients.

Another major part of the pre-production process was planning the content. This required me to work on a content calendar that showed the type of postings, videos, and ads across all digital platforms. This included ideating on visually appealing, engaging content that would strike a chord with audiences looking for a beachfront getaway. I also needed to consider tone and messaging for consistency in all marketing materials. Coming up with interesting stories showing what happened when one guest experienced Glance Beach Ahangama was demanding but really exciting.

04. Production

4.1 Use of Technical Script

Scene	Time	Narration	Visuals
01	01 Minutes	Calm background music	Soom a beautiful flower
			FX : Calm music
02	30 Seconds	Calm background music	Guest house enter
			FX : Calm music
03	05 Minutes	Calm background music	Stair enter
			FX : Playful Sound
04	05 Minutes	Calm background music	Enter a corridor
			FX : Refreshing Sound Effect
05	07 Minutes	Calm background music	Open a room door
			FX : Playful Sound
06	07 Seconds	Calm background music	Room view
			FX : Calm music
07	03 Minutes	Calm background music	Washroom view
			FX : Soft beach Sound

Figure 38 Technical Script

4.2 Post Making

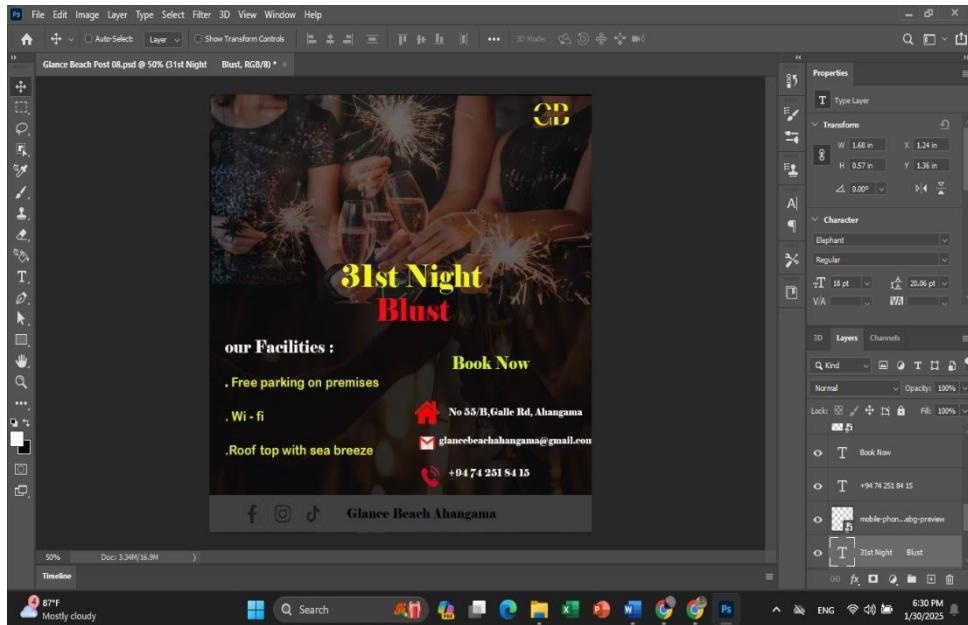


Figure 39 Post Making

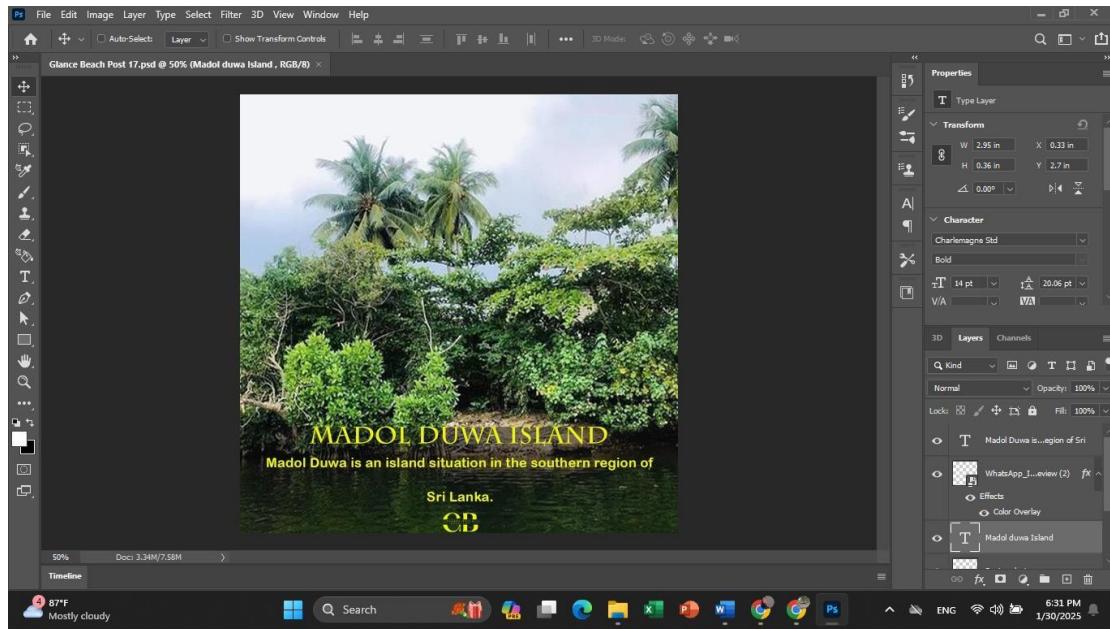


Figure 40 Post making

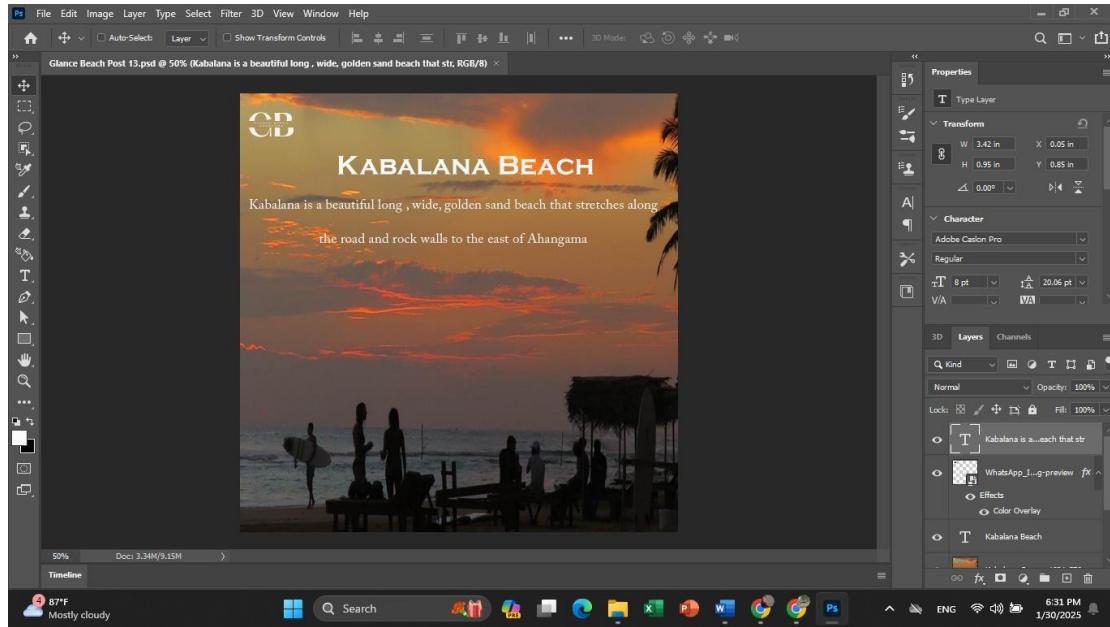


Figure 41 Post making

4.3 Video Editing.

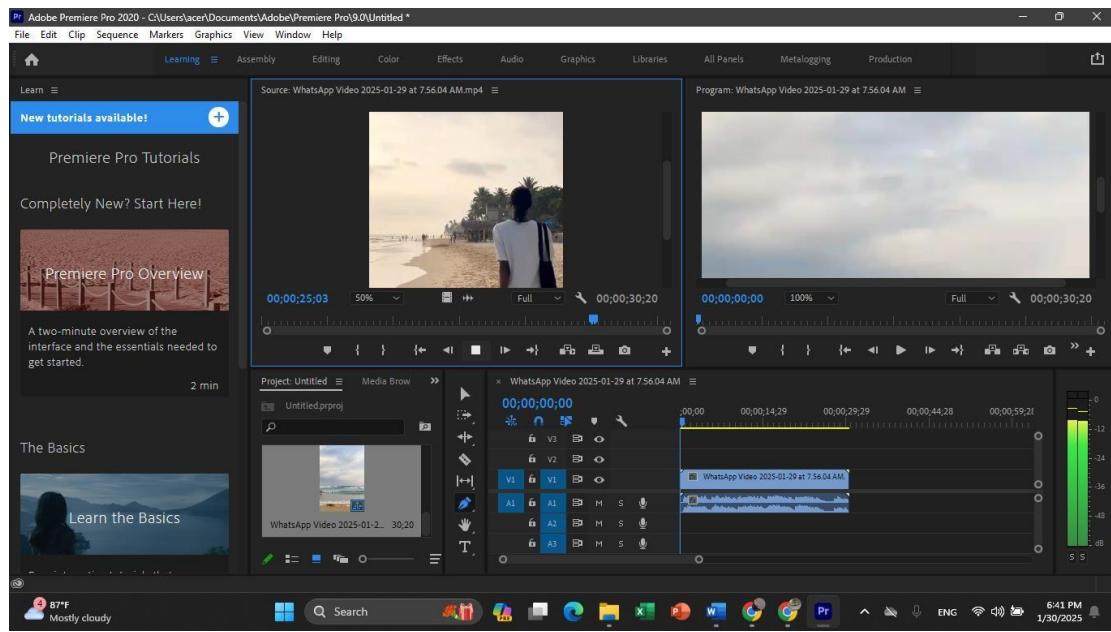


Figure 42 Video editing

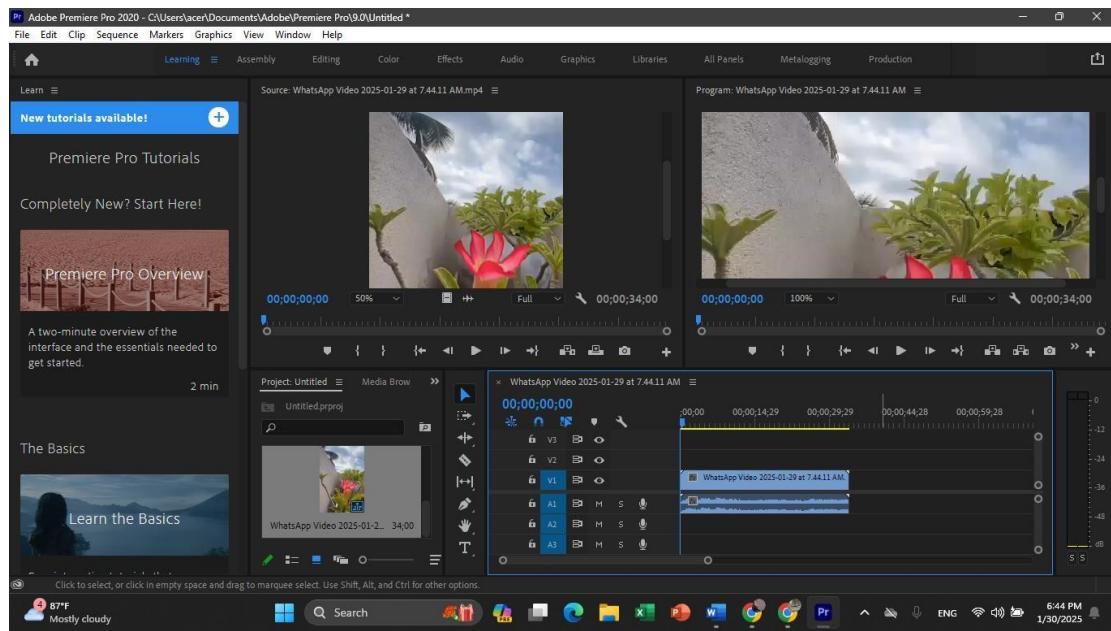


Figure 43 Video editing

4.4 Production



Figure 44 Production 01



Figure 45 Production 02



Figure 46 Production 03



Figure 47 Production 04

4.5 Self – Reflection on Production

The Glance Beach Ahangama digital media marketing campaign turned out to be really quite an enlightening and rewarding work. That was an opportunity to peep into the dynamically changing face of digital marketing, and also to apply theoretical knowledge to a real scenario. Each stage-from conceptualizing the content to analyzing the metrics of engagement-required creativity, flexibility, and a sense of the targeted audience.

The development of the brand identity to which the potential guests would relate was an important aspect of the project. In capturing Glance Beach Ahangama with great visual content, the creation of appealing and engaging content was to be considered. The right selection of images to use, writing effective captions, and consistency in theme across platforms were to be put in place for an inviting online presence. In order to understand audience behavior, including the best times to post

and the kind of content that was most engaging, this was all going to make a difference in terms of how the campaign turned out.

Of course, a big and multi-headed challenge had to be balancing organic reach and paid promotions. Organic helped build up much-needed authenticity, but paid media did the job for reach and audience targeting. It involved a great deal of analytical thinking in the management of ad budgets, optimization toward the highest return on investment possible, and continuous adjustment.

Besides this, collaboration at work was the other important learning experience. Coordination with photographers, designers, and content people kept the quality of visuals and messaging of the campaign high. Timely response, personalized interactions, and community-building activities built a strong engaging community for a brand online. Experimenting with different content formats, reels, stories, promotional posts allowed showing diversity in their feed and made it more engaging for the audience.

05 . Post – Production.

5.1 Social Media Post.

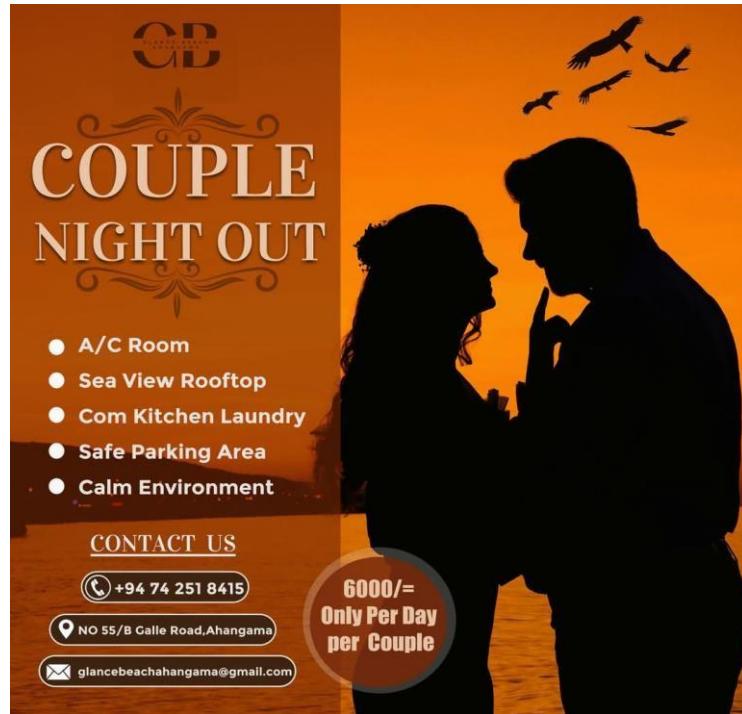


Figure 48 Post 01



Figure 49 Post 02



Figure 50 post 03

5.2 Video

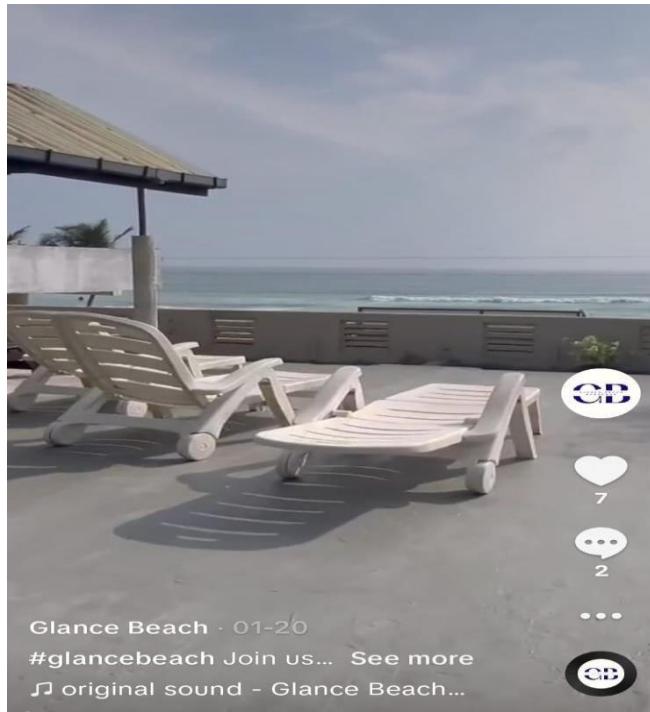


Figure 51 Video 01

5.3 Self – Reflection on Post – Production.

General strategies that worked during the post-production of the digital media marketing campaign of Glance Beach Ahangama were further deliberated upon. One could be all but certain that such aspects as visual storytelling, targeted ads, and even the way one chases after engagement are likely to play a decisive role regarding the whole impression on those interested.

This was the moment when going into the performance metrics of the campaign became important and would depict certain behaviors or level of engagement within the audience. Through the analysis from social media platforms, website traffic, and ad performances, it really, really came crystal clear as to what exactly actually worked with this target audience. Whereas some of the content did wonders, really reaching the highest levels of engagement, some needed tweaks. That further reiterated that digital marketing is all about adaptability because very often, strategies need refinement based on real performance data.

Other important post-production work was quality checking for consistent content delivery. Everything, from the visuals and videos down to the promotional materials, needed to match the brand identity of Glance Beach Ahangama. That taught me about the value of cohesive branding and storytelling involved in building a digital presence. This post-production also helps in pointing out gaps or anything needing improvement in the execution of content and details the lessons for future marketing operations.

The post-production phase has, in general, been an important part in understanding the successes and challenges faced by the digital media marketing campaign for Glance Beach Ahangama. It actually retraces the importance of data-driven decisionmaking, creative adaptability, and strategic planning in accomplishing marketing objectives. The experience provided important lessons to take along in future projects on digital marketing, improving both the technical ability and strategic thinking in the field.

06 . Conclusion.

6.1 Self – Reflection on Conclusion.

In the entire digital media marketing campaign for Glance Beach Ahangama, I have been able to grasp how online marketing can be so powerful in the hospitality industry. This project enabled me to study different strategies, such as promotions on social media and search engine optimization, and to analyze their effectiveness in improving visibility and engagement of the brand. The nature of digital media itself is dynamic, and so it was important to constantly adapt, test, and refine strategies to achieve the best possible results.

This campaign learned two main pillars: creating content and engaging with the audience. Creating relevant images, storytelling, and branding helped them continuously capture the attention of potential guests. Moreover, they knew who their target audience was and what they liked; thus, this helped them shape the promotions that would be needed for better exposure and conversion rates. Website traffic, engagement rate, and inquiry about booking helped track measures to be optimized in the future.

Another enriching learning was to handle problems at every step, such as algorithmic changes, other similar guest houses, and staying genuine online. Overcoming all these challenges required a mix of creative, analytical, and strategic thinking. It ultimately cemented the view that digital marketing is not promotion but a relationship with people and building up a loyal community.