

# Digital Customer Experience and Customer Relationship Management

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## Abstract

It is seen that every innovation that emerges and is made available in the field of technology brings about change in the functioning of social and institutional life. The behavior patterns and habits of individuals have started to shift towards a new axis emerging with the development of technology. For commercial organizations, it can be said that there are changes in their relations with consumers and in their communication with all environmental elements. With the rapid changes in technology, traditional marketing has been replaced by new generation marketing types such as digital marketing and online marketing. Technology-oriented approaches in stages such as data collection, measurement and evaluation of digital marketing approaches provide clearer results. Today's digital revolution has led to major transformations in tourism marketing as in many other fields. The rapid development of technology has forced tourism businesses, which are the most important stakeholders of the tourism sector, to go beyond the traditional marketing approach and use digital marketing tools effectively. The rapid increase in competition in the tourism sector in the age of digital transformation and the need for new methods and techniques by businesses indicate a new transformation process in terms of marketing tools and methods used in the sector's relationship with marketing. Thanks to digital marketing channels, it is seen that the interaction between a brand, a business or an organization and its customers has become easier, faster and advantageous for both parties. Brands that use a multichannel marketing strategy, which is

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called a marketing channel, are one step ahead in every sense. For example, by using all the tools of the multichannel marketing channel (mobile phones, websites, mobile applications of the brand), customers can maximize brand satisfaction by placing orders to businesses in the food and beverage sector more easily, accurately and quickly. For this reason, the presence of brands in the digital space and the effective use of digital marketing channels can increase brand sustainability and minimize customer registrations.

The transformation of word-of-mouth marketing technique, which is one of the important tools of traditional marketing and transforms tourists' vacation experiences that they tell other people into a new touristic demand, into "viral" marketing and the power of technology and digitalization in communication based on sharing experiences can be seen as a clear example of the outputs of the aforementioned transformation process. In today's world where the nature of communication has differentiated and access to information has become much faster, it has brought the communication between businesses and customers to a more advanced dimension. For this reason, digital marketing practices are important for the tourism sector. Digital marketing refers to a new era of online marketing after traditional marketing. In this context, digital marketing uses many digital marketing platform channels such as mobile phones, social media, display advertising, electronic mail, educational, gaming and media platforms that offer digital content, SEO, SEM and many similar digital marketing platform channels and utilizes new methods such as "phenomenon marketing" that shortens the distance between consumers and marketing tools. Phenomenon marketing is considered as a version of viral marketing, which is based on the assumption that consumers are more influenced by people they know, trust and are in their immediate environment during the purchase decision process (Jurisch, Ikaš, Palka, & Krčmar, 2012). In this study, the digital transformation process of digital marketing, the history of transition from traditional marketing to digital marketing, digital marketing channels and strategies, metrics in digital marketing, and the importance and usage areas of digital marketing in the tourism sector are primarily included. In addition, it is seen that digital marketing increases the competitiveness of businesses in the field of gastronomy and that they benefit from technology by actively using marketing tools or channels. In this context, the areas of use are mentioned in the section.

## **1. Transition from Traditional Marketing to Digital Marketing**

It is seen that the rate of change and renewal process of technology is progressing much faster every day. As a result of this development, it is observed that every innovation brings about a change. Great differences occur in social life and in the functioning process of corporate life. While

people's behaviors and habits are adapting to new generation technologies depending on the new regulations brought by technology, it is observed that commercial institutions also change their relations and communication with their customers. Thanks to this change, different strategies and marketing methods have started to be used. Unlike traditional marketing methods, digital marketing has emerged where communication with the customer gains importance. The confusion of concepts that emerged when interpersonal communication started to be mentioned together with virtual communication has been left aside. For this reason, people's use of the internet in the communication process with each other has enabled them to communicate simultaneously. However, behavioral changes in people and all disciplines that are effective in communication have also caused re-evaluation. Over time, the concept of digital marketing communication has emerged, which requires the integrated use of all elements of marketing communication with technology. With digital marketing, destination choices, marketing of culinary cultures and regional structure are being changed.

Today, it is known that regional destination characteristics and culinary culture are very important in the destination choices of individuals and tourists. It is seen that the changes in destination and culinary culture with the effect of technology, digital culinary applications and marketing of digital destination routes have occurred by separating the regional culture from traditional marketing. While there is a one-sided flow and communication between the producer and the consumer in the traditional marketing approach, it has revealed a two-sided and constantly renewing communication process depending on the opportunities provided by developing technologies and the internet. In this way, businesses have turned towards the digital side in their marketing practices and marketing practices and methods in the construction and functioning of the producer-consumer network thanks to the opportunities provided by the "digital world", unlike the conventional forms of the system to date. Businesses that continue to apply traditional marketing methods have also succeeded in transferring these traditional methods to the digital world through digital marketing applications. Thus, by instantly responding to the demands and needs of consumers, they have integrated the benefits offered by digital marketing applications into their marketing processes. Digital marketing applications are preferred because the campaigns carried out through digital marketing have significant advantages in many aspects such as the positive conversion rate of the campaigns carried out through digital marketing, low emergence costs, instant and effective communication with consumers. At the same time, it offers great benefits

to businesses in the process of collecting, processing and evaluating data about consumers due to the advantages offered by technology. For this reason, it becomes clear that digital marketing strategies, which require the application of recurring and creative works, should be progressed by using all multimedia features provided by new media environments, taking into account the demographic characteristics of the target audience (such as gender, age scale and region of residence) and their behavior patterns. In the light of all the information mentioned above, in this book chapter, the concept of digital marketing and digital transformation are explained and digital marketing channels are included. Digital marketing strategies are explained and the importance of digital marketing in the sectoral sense is emphasized.

## **2. Digital Marketing Concept and Digital Transformation**

Today, the word digitalization is used quite frequently. When we talk about a change in the field of technology or in the digital world, it is possible to say that the main actor is the internet. Thanks to digital marketing applications in the digital environment, it reaches consumers quickly. Most brands can reach customers faster thanks to online platforms. When we talk about a change in the field of technology or in the digital world, it is possible to say that the main actor is the internet. Considered one of the most important inventions of the last century, the internet has been the trigger of many innovations and changes, especially since the beginning of the 21st century, with its usage area and speed increasing day by day. Traditional methods have been replaced by modern methods in the marketing world of the internet, which can be gathered under the upper heading of new media and communication technologies and is at the center of the internet, thus becoming a period that revised the entire system from top to bottom. In the world of the digital age, which is enveloped by social media and the internet, it has become inevitable for every brand to resort to digital marketing. According to 2024 data, the digital world, where 10 billion internet users live (Internet Live Stats, 2024), is growing and developing day by day. With the advancement of technology, the capabilities and benefits of the digital world have increased day by day. People can now access information much faster thanks to these developing capabilities. As a result, the purchasing behavior of users in the developing digital world is evolving and changing. In the new marketing method, which is called digital marketing and where traditional marketing methods are applied in the virtual environment, in addition to providing many advantages to businesses due to its unique differences, it has also changed the communication process with the target audience.

In the most general sense, all marketing practices carried out using digital marketing channels are defined as marketing methods carried out in the digital environment. Although digital marketing is defined as the realization of traditional marketing practices through digital channels, it has many advantages compared to traditional marketing practices. First of all, digital marketing, which provides a great financial benefit in economic terms, reveals the effect of competitive features due to differences such as simultaneous access to the target audience, instant updating, high level of creativity and always being open to innovations. Digital marketing strengthens the communication and bond between producers and consumers. In this way, it increases the speed of access to customers. In addition, its feature that allows businesses to provide access at the same time by allowing the target audience to participate in the simultaneous communication process offers a communication process that is open to the feelings and thoughts, ideas and comments of the target audience at every stage, unlike traditional marketing. For this reason, digital marketing, which allows customers to access their experiences with other customers in a shorter time and faster, offers great advantages in terms of time, labor and money by providing access to the target audience through various channels. When the literature is examined, it is seen that digital applications (online ordering, online payment, online reservation, virtual tour in 3D environment, QR Code payment and QR Code content scanning, metaverse applications, etc.) have become widespread today (Bulmaz, 2016; Mert, 2018; Alan, Kabadayı, & Erişke, 2018; Alankuş, 2021). Digital marketing, which allows for the necessary interventions and improvements at the time, allows for increased interaction with the target audience thanks to the internet, mobile platforms and social media channels. It is seen that digital marketing, which was called internet marketing in the past years and later expanded and expressed with the concept of e-commerce, which includes commercial enterprises and the sales process, is carried out by organizations through all kinds of content sharing and e-mails on their websites related to their own brands. Digital marketing, which is summarized as promotional activities, helps to provide access through both the internet channel and other digital channels at the most basic point.

The digital marketing channel, which has become very important with the increasing use of smartphones and tablets on mobile platforms, has made it necessary to put forward two perspectives in terms of both the necessity of making the content produced compatible with mobile platforms and the necessity of producing content specific to the field. It is possible to get successful feedback on digital and social platforms by evaluating

the perceptions and behaviors of users. Thanks to the internet, users have instant access to many brands that sell products or offer services. In the face of users with multiple choice options, the competitive battle of brands continues to increase day by day. Undoubtedly, it is possible to say that the brands that use technology the best will be the winners of this war. Today, according to TUIK household information technology usage survey data, the rate of individuals using the internet increased by 1% in 2024. Among internet users, it is observed that while individuals in the 16-74 age group had 87.1% usage in 2023, it increased by 88.8% in 2024. In the distribution by gender, it is observed that it has increased significantly as 92.2% for males and 85.4% for females (TUIK, 2024). While 49.5% of individuals who used the Internet in the last 12 months used the Internet to purchase goods and services on the Internet and to place e-orders in 2023, 51.7% used the Internet in 2024.

It is seen that social networking sites such as Facebook, LinkedIn and Twitter; photo sharing sites such as Flickr, SmugMug, Photobucket and Instagram; video sharing sites such as YouTube and Vimeo; and information sharing sites such as Wikipedia have become much more important in internet connections made from mobile phones (Safko, 2012). Mobile platforms, which are primarily used as new media tools for accessing appropriate content, information and news, provide easy accessibility for consumers. It is possible to say that the investments planned to be made in this field will continue to increase in the future periods in the investments of hotel businesses, travel businesses such as THY, Pegasus, and food and beverage businesses such as McDonalds, KFC, Starbucks, Burger King. Small, medium and large enterprises are trying to integrate social media tools into their marketing, public relations, communication and customer service practices. Businesses that can integrate their systems early in this process have a significant advantage over those who expect social media to become mainstream media and therefore postpone the process (Safko, 2012). However, businesses may fail in social media for various reasons every day. The main reason for this is the lack of understanding of what social media is based on. Another reason is that businesses may be working on social media in a way that is not in line with the principles of marketing and advertising. This is because the basic idea behind social media is not understood. In addition, many businesses are being helped by social media experts and marketing specialists. They partner with self-proclaimed knowledgeable professionals to manage their social media strategy. But often this so-called knowledgeable person is not an expert. Most businesses ignore how smart their customers are. They don't use old marketing strategies and tactics on behalf of an organization

against their “not real” customers. Consumers know the difference between a real association with a business or brand and a simple sale (Luttrel, 2015). The digital marketing channel, which is called social media and includes social networks and social platforms that people use in their interactions and sharing with each other, is a digital marketing channel in the communication that businesses have established with their target audiences and is in a very effective position during promotion in marketing practices. In order for companies to reach target audiences very quickly and at low costs, they can organize all kinds of campaigns depending on the opportunities provided by technology. In this context, it provides an area where they can make various applications for the campaign to get positive results and create brand loyalty. Social media transforms the investments made by businesses in their own brands into a medium that has been increasingly used in recent years.

Unlike traditional marketing, digital marketing, which consists of four steps: Acquire, Convert, Measure & Optimize and Retain & Grow, focuses on customer acquisition and creating awareness of its own content rather than directing the customer to make a choice by addressing an unlimited number of stimuli and variables. In the ‘Acquire’ stage, activities are carried out to draw the customer’s attention to the website or sales page, while in the ‘Earn’ stage, activities are carried out to help customers achieve their goals after clicking on the website. In the ‘Measure - Optimize’ step, it is very important to understand what is done wrong and what is done right, and to compare organizations with their competitors. The final stage, ‘Own it, Make it Big’, refers to the efforts made to ensure that existing customers are satisfied and that they become repeat customers (Çözen, 2011). To summarize in general, businesses that are used for digital marketing management and invest in it must first create their own unique content. Afterwards, the target audience of the original content they produce should be selected correctly and the sharing time of the content in the digital environment should be strategically shaped in order to reach the target audience in a healthy way.

### **3. History and Advantages of Digital Marketing**

In 1969, when the first message was sent over the Internet at the University of California in Los Angeles, the aim was to communicate only in a digital environment. The concept of “Digital Marketing” first entered our lives in the 1990s with the introduction of personal computers into consumers’ homes and the spread of internet usage. It is seen that only static information can be accessed on websites to be used on Web 1.0 platforms. The digital transformation of marketing began when AT&T launched the first clickable banner ad on Hotwired.com in October 1994 (The First

Banner Ad). After Yahoo, which took the first step into the search engine market, companies such as HotBot and LookSmart also entered this market. In 1998, with the birth of Google, search engine usage started to gain volume in the internet world. With the increasing importance of ranking high in search engine results, Alan Emtage, Bill Heelan and Peter Deutsch conducted studies to explore the potential of search engine optimization. The introduction of browser-based cookies in the mid-1990s became one of the most important transformations in digital marketing. Thanks to cookies, the information of users who left the site could be remembered. Cookie technology, which still has an important place today, has a great importance in the rise of the internet sector in this period with its reuse in marketing. In this context, many websites, especially e-commerce sites, have been invested more than their value. The fact that the investments received could not turn into profitability and the users were not yet ready to shop online was one of the most important reasons for the Internet Bubble Crisis (Dot-Com Bubble Burst) in the 2000s. After the crisis, many internet companies had to close down. While this crisis was taking place, good things also happened in the internet world. Taking the increasing volume of search engines as an opportunity, Google launched the Adwords product, which targets users' searches and displays ads in search results. With Adwords ads, brands have had the opportunity to effectively market their products and services in the digital environment. Thanks to Web 2.0 technology, users' content creation has become the most important turning point in the history of digital marketing. In the Web 1.0 internet era, websites contained only readable static content, but with Web 2.0 technology, the era of dynamic content has begun. Users can upload the content they want to the website. Other users can share this content and thus create an interactive environment. It is seen that the culture of sharing this content, which provides interaction between users and the website, is one of the most important steps that led to the birth of social media.

In the 1990s, there were also common messaging services such as ICQ, MSN and IRC. These services, whose main purpose was to communicate only between two people, were replaced by social media sites such as MySpace, which were born in the 2000s. By the mid-2000s, social media was still in its infancy. With the high usage rates of Facebook and Twitter, social networks became an important marketing channel for marketing experts. Later, social media became more powerful with the introduction of important platforms such as Foursquare, Pinterest and Instagram. These networks, which are integrated with each other, allow users to communicate with their friends or followers in real time at the same time when a post is made. In 2005, three



PayPal employees founded YouTube as a video sharing website. YouTube, a site where users can upload their video content, easily share their uploaded content and watch the uploaded content from anywhere with a click, was acquired by Google in 2006. YouTube, which has developed both in video technology and video advertising thanks to the investment from Google, has an important role in the content marketing strategies of brands today. With the increase in the number of mobile devices, mobile marketing and digital marketing have entered our lives. It is possible to talk about the first steps taken in the world of digital marketing when businesses operating on a large and small scale offer offers to users using SMS technology. Google, which has stepped into the mobile world with the Android operating system, has become one of the strongest competitors of the iPhone. This situation has created more options for users, thus increasing the number of mobile device users. It is obvious that iPhone prices and Android phone prices are not the same. Although some of the users pay for the brand, some of them buy price-performance products. Digital marketing has created a comfort zone for people. Thanks to easy and fast access, people can order products easily from where they sit and where they are. In this way, they can reach the products within minutes. Thanks to digital marketing, users' previous purchasing behaviors have changed. For example, while cassettes or CDs were bought to listen to music before, today, thanks to Spotify membership, many music from around the world can be accessed simultaneously. While this change offers new business opportunities for entrepreneurs, for users it offers more economical, more convenient spaces and faster access. With the advantages of the digital world, Newsweek magazine, which has an 80-year history, has transformed from print to digital media. Seeing the increase in the number of tablets and e-book readers as an opportunity to get rid of printing and distribution costs, Newsweek has been operating only digitally since 2013. Encyclopedia Britannica, which was first published in Edinburgh, the capital of Scotland, in 1768, and for which a part of everyone's home was reserved, ceased to be published in 2012. With the Britannica Digital Learning platform, it transforms into a world of knowledge that is always up-to-date.

### **3.1. Why Digital Marketing?**

The world has been undergoing a serious digital transformation in the last 20 years. Investment in digital is increasing every year both globally and in Turkey. IAB Turkey reports that digital advertising investments grew by 15.50% in 2017 compared to 2016 (Digital Advertising Investments - IAB Turkey, 2018). The way of business processes with computers and communication with social media has changed. Products that exist only in

the digital world and are created with computer software have emerged. In parallel, these products need marketing. At this point, digital marketing has come to the rescue. While digital marketing is surrounded by digital equipment in a world where we only live online, it has become easier for brands to reach their target audiences through these technologies. Communicating non-stop with the target audience traveling in the digital world means communicating the brand message by advertising your brand on the websites they visit, the search engines they use, the music they listen to online and the videos they watch. The digital world, which is growing very fast in the face of traditional media, also increases the need for people who know and manage digital channels well in the sector. In order to fill the gap in this field, it is necessary to know basic digital information in the best way and to have a good command of digital channels. Digital advertising models offered by internet companies such as Google and Facebook can produce effective results for large and small companies. Companies with employees who recognize and make the best use of these tools are in a much stronger position against their competitors. Before integrating the opportunities offered by the digital world and changing marketing strategies with the brand's digital marketing tools, the following questions may come to mind (Gökşin, 2018):

- Who needs digital marketing? Is it only important for big businesses?
- Is digital marketing really affordable?
- Can I see the results immediately?
- Can I make more money when there is more traffic on the app?
- Is email marketing considered spam?
- Do I need to be on every platform?
- Are digital ads really cheap?

#### **4.Digital Marketing Channels**

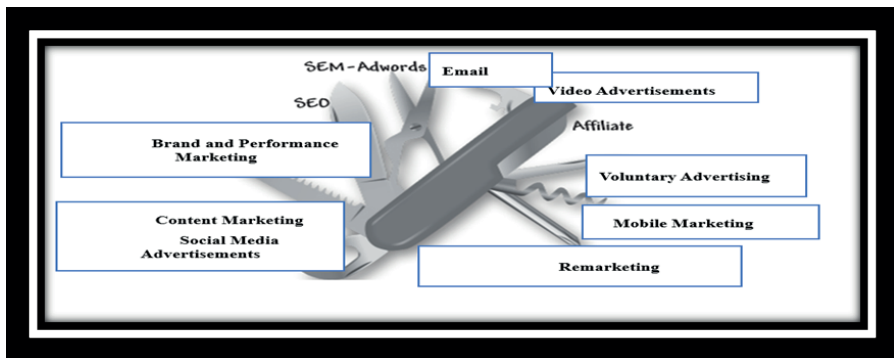
In the dynamic environment of the digital world, brands and consumers are regularly confronted with new waves of innovation. With the growing influence of digital media, both stakeholders are struggling to identify what works for them. Due to the rise and popularity of these new media, marketers have been using digital innovation to deliver information and advertising campaigns to consumers, especially in recent years (Chaudhuri, 2020). It is undeniable that the acceptance of digital strategies in businesses has its own benefits. However, the multiplicity of digital channels that can be used

makes it difficult for decision makers to determine the best and right one for their own use. Digital marketing channels have changed dramatically over the last century with technology and innovation. Marketers increasingly aim to reach value partners, especially consumers, with greater efficiency, effectiveness and persuasiveness. No transition has laid the foundation for a more significant shift in digital marketing channels than the digital revolution. Digital marketing is defined as the use of media technologies such as e-mail, websites, IPTV and Wireless to project one's goals in a digital environment. There are many marketing channels under the umbrella of digital marketing and all of them serve different objectives. Before starting an effective digital marketing strategy, the capabilities of digital marketing channels and the differences between them should be determined very well.

Digital marketing channels function very similarly to traditional marketing channels by coordinating the delivery of products and services from the point of origin to customers through a supply chain of some kind (Pride et al., 2017). This supply chain consists of tools and methods that aim to deliver products and services primarily through online digital channels over the internet. The strategy developed to decide which marketing channel can work better on the way to your goals and to determine which advertising models to use in the channel you choose is very important. For example, the advertising model used by a brand making a new launch to increase awareness and the advertising model used by a known brand to sell products are quite different from each other. For this reason, it is important how to analyze and optimize advertising models that move towards different goals with different metrics.

For some service providers, this process must be completely online. For example, software as a service consists of products designed for use on computers and delivered to consumers over the internet (Gedik, 2020). In fact, physical products may not appear or move in digital environments, but their research, customization, purchase, review, and post-purchase communication between the brand and the consumer takes place through well-designed mobile applications (Key & Czaplewski, 2017). The development of mobile-based digital marketing channels is very effective in creating, communicating and delivering value. For example, McDonald's uses online digital channels to reinforce brand messages and relationships. McDonald's has created communities for children such as the Happy Meal website with educational and fun games to keep customers close to them at all times (Chheda, 2019). It is known that the goal of every marketing expert who manages digital marketing channels is to provide the most effective channel management by targeting maximum efficiency with minimum cost.

For this reason, it is necessary to stop using all digital marketing channels at the same time when you are just starting to experiment with digital marketing channels on behalf of the brand. It will be a much more logical choice to publish your ads through a small number of channels and optimize them by focusing on the results. When you use existing marketing channels, it is a healthy method to implement successful optimization results in other channels. For example, assuming that everyone has a blog page, the idea that “I should create a blog page immediately” may not be the right starting point. For this reason, you need to turn to the solutions you really need in line with your marketing goals and strategy. Figure. 1 shows the networks of digital marketing channels.



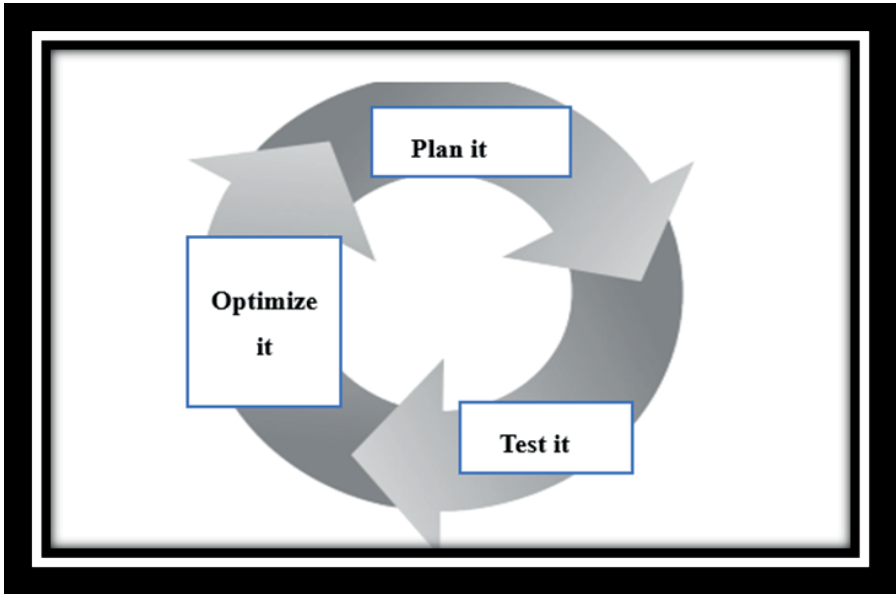
*Figure.1 Diagram of Networks of Digital Marketing Channels*

*Source: (Gökşin, 2018)*

The most important step to be taken before choosing a digital marketing channel is to determine the target. While determining your target, answers to the following questions are sought (Gökşin, 2018):

- ❖ Will the advertisement bring more members to the business or brand?
- ❖ Will sales be achieved?
- ❖ Or will awareness increase?
- ❖ Which metrics are used to measure advertising success?
- ❖ Which measurement tools should be used?

After determining the realization of the target, the digital marketing channel that is most suitable for the business should be selected. In addition, it should not be forgotten that the visuals and texts to be used to attract the attention of the target audience will play an important role in creating a successful advertising campaign.



*Figure.2 Digital Marketing Channel Dynamic Process*

*Source: (Gökşin, 2018).*

The fact that the dynamics of digital marketing channels are very different from each other aims to manage all channels in the most efficient way at the end of the day. In order to achieve the best and most efficient result, it is necessary to conduct many trials and optimize the managed channel. For this reason, no matter which channel is managed, it is very important to plan, test and optimize channel management processes (Figure 2).

The tourism and food and beverage sector has to follow and keep up with developing technologies every day. In this context, it is seen that many services such as online purchasing, online reservation, virtual tour realization and online payment have become widespread. Hotel businesses serving in the tourism sector aim to reach their customers through digital marketing strategy and thanks to this strategy, their customer loyalty continues for longer years compared to other hotel businesses. Comparing the services offered by the business and accessing comments on the experiences of previous customers are more advantageous in digital channels. However, instead of focusing only on a single digital channel, these businesses should examine more than one channel in omnichannel marketing more closely. Omnichannel marketing is one of the most effective marketing strategies because it allows to take full advantage of online commerce as well as traditional physical stores (Dudakov, Mozharova, Mironchuk, & Dorzhdeeva,

2023). Most consumers complete their purchases more quickly by switching between online channels. For example, the customer chooses the alternatives related to the food order from the restaurant through the mobile application and performs the purchasing behavior on desktop computers or tablets. Any problems experienced in this order will be communicated to the brand by commenting on a contact number of the restaurant or through social media applications. Especially brands that prefer omnichannel marketing channels will provide customer satisfaction by strengthening the communication between them and their customers. They will also offer a more relevant and personalized experience to their customers by looking at cross-device behavior.

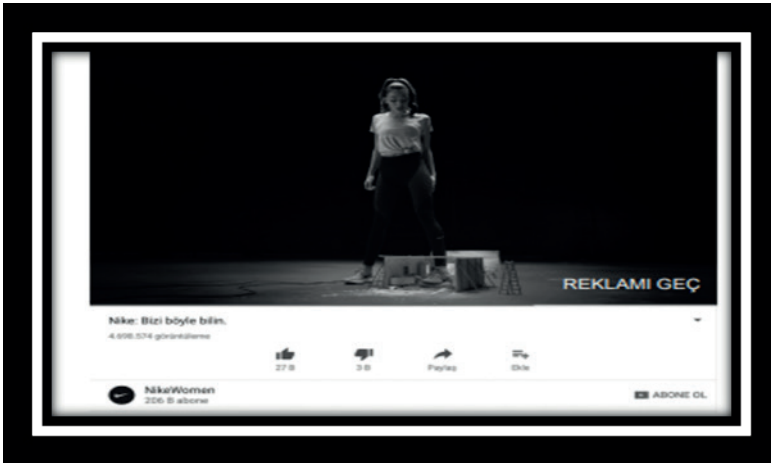
Hotel businesses that have a website, mobile applications or social media accounts on the digital platform always offer more information to the customer. Today, it is seen that consumers make decisions through digital channels to evaluate alternatives and to determine the hotel that suits them before they decide to go on vacation. The customer should be able to use the hotel's social media accounts, phone numbers, e-mail addresses and mobile applications to make reservations, room selection, view, additional bed options, entertainment/animation options if they have children, proximity to the sea, different restaurant alternatives or to ask any questions they have. To develop an understanding of digital marketing, researchers have categorized digital marketing into various channels and formats. Parmar (2019) categorizes digital marketing channels as search engine marketing (SEO), search engine marketing (SEM), content marketing, influence marketing, e-commerce marketing, social media marketing, direct email marketing, while Ambati (2017) categorizes digital marketing channels as social networking and gaming advertising, display advertising, membership marketing and affiliate marketing. The most frequently used digital marketing channels by tourism businesses today are listed below.

## **5. Brand and Performance Marketing**

There are many marketing channels, advertising models and metrics in the field of digital marketing. In order to achieve the targeted result, it is most appropriate to proceed by choosing the right strategy. Whichever digital marketing channel you aim to use, first of all, the dynamics of that channel should be well known. Within that channel, the advertising models that are most suitable for your target and the most accurate metric to measure the success of the advertisement should be chosen well. As it is known that the dynamics between channels are very different, first of all, the difference between brand and performance ads should be well understood.

## 5.1. Branding Advertisements

It is one of the advertising models to increase brand value and trust. Examples include television commercials in traditional media, Youtube video ads or banners in digital media. The advertisements made by world giants such as Nike, Coca Cola, BMW, Apple share the stories of their products, not their prices. These stories carry emotions that reflect the happiness, power, excitement and experience you get when you buy the product and service offered by the brand. In this way, it helps to increase brand awareness and strengthen the bond between them and the target audience. The return on brand advertising is considered long-term. It is aimed that the investment in branding ads will return to the brand as loyalty and income in the long term. If a deep enough bond can be established with the target audience, they are no longer considered as customers, but as brand representatives who make advertisements.



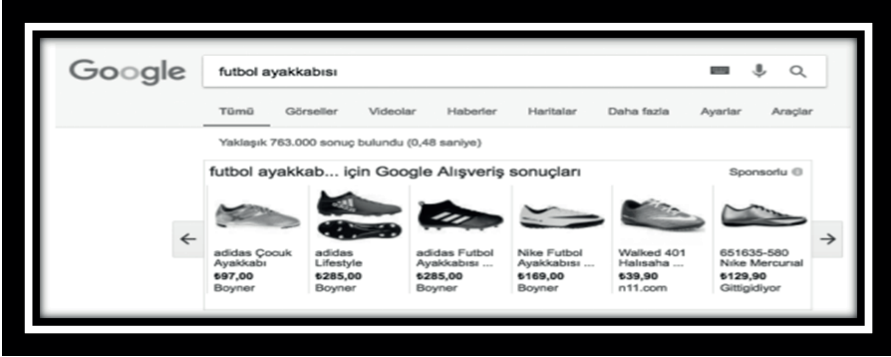
*Figure.3 Brand network Ads and Nike sample ads (Google.com, 2024).*

### 5.1.2. Performance Ads

Rather than managing the brand perception of performance ads, they are made to get the user to buy the targeted conversion through sites such as sales. The goal here is for the sales membership or user to complete the targeted conversion. Measuring the targeted action is a very important step in performance ads. It needs to be optimized to increase the conversion of users coming through the ad on the site or mobile application. For this reason, if there is a problem with measurement, the investment made in that advertisement is considered to be a wasted investment.

## 5.2.Nike Women Youtube Truview Advertisement Example

In the case of this video ad, the goal of the ad is not product sales. It symbolizes that women are strong enough under the category of Nike women.



*Figure. 4 Brand network Ads and example ads for soccer shoes (Google.com, 2024).*

### 5.2.1. Nike Performance Advertisement Example

In the Google Ads ad example above, the user starts the buying process by searching with the keyword “discount on Nike shoes”. It may not make much sense to advertise the brand to this user who searches with the brand name and starts the purchasing process. Because it makes much more sense to give product and price information to users who now know the name of the brand and decide to buy a product from this brand. If it is considered to have a sufficient budget for brand advertisements, it is thought that these advertisements will continue to provide returns in the long term.



**Combining what we learned in the second part, it is worth examining the place of brand and performance marketing in the funnel.**

When a new brand is born, the funnel (Figure 5) should be looked at first. The funnel consists of awareness (awareness), interest, evaluation, approval, decision, conversion and retention. Brand advertising is important for the awareness area at the top of the funnel. The brand pays attention to use many advertising models throughout the brand launch. When it is necessary to give examples of advertising models, it is possible to mention that TV and radio ads are at the forefront in traditional media, and Youtube,



Instagram and Facebook video ads in digital media. The purpose of these advertisements, which serve brand awareness, is not to make sales, but to convey the targeted brand message to the target audience in the most accurate way. For this reason, attention is paid to the use of brand advertisements at the most awareness level. With brand awareness, a significant portion of the targeted users visit the website or mobile application and even have the opportunity to examine the product or service offered in detail, and the target audience at the level of interest should now recognize the brand and know the many benefits it offers very well. At this level, more sales-oriented performance advertising models such as Google Ads, remarketing or email marketing should be used instead of brand advertising to users who are much closer to conversion. For this reason, performance ads should be used at the most interest level. The fact that the desired conversion has not been realized but is very close to realization helps to complete the conversion processes in which users will reach their goals (Gökşin, 2018).



*Figure.5 Marketing Funnel*

## 6. SEM (Search Engine Marketing) in Digital Marketing

SEM is defined as “Search Engine Marketing”. This marketing channel is based on paid advertising through search engines. Search engines are one of the environments that offer fast access to information, which are mostly visited by users in the virtual environment and used as a channel. Thanks to search engine marketing, it is important for companies to find the opportunity to create awareness and has new opportunities because it requires a different application (Yurdakul & Bat, 2011). Search Engine Marketing supports a

website, a brand, a product or a service to increase its traffic and visibility on digital platforms through a search engine. Search engine marketing has become one of the most important digital marketing topics in recent years. This is because every day millions of people search for an answer to a situation on the internet and people's online experiences are realized through their searches. During this search; whether it is a problem to be solved, a product to be purchased, a vacation planning, finding a new restaurant, searching for a new travel package or vacation package, etc., the fact that people can find the answers they are looking for and that the search results of the products or services rank high determines their preference tendencies. In search engine marketing, increasing the visibility of the website on search engine result pages is one of the digital marketing methods that provide the opportunity to promote and sell. Search engine marketing consists of a series of processes that use search engines to reach direct buyers and allow websites to reach target audiences through search engines, including comprehensive studies such as internet advertising, website optimization and performance analysis (Scott, 2009). Search engine marketing is known as a flexible marketing management that provides fast results and direct access to potential target audiences and customer groups, thus providing a strong support to the sales process (Hiçdönmez, 2010).

Search engine marketing provides a process of gaining traffic and visibility from search engines through both paid and unpaid efforts. Search engine marketing proceeds on two main processes. SEO (Search Engine Optimization) is gaining traffic through free listings; SEM (Search Engine Marketing) is buying traffic through paid search listings. What was originally called "search engine marketing" is now used as an umbrella term rather than SEO and SEM. Search engine marketing is now typically used to describe paid search activities (Search Engine Land, 2019). Search engine marketing is increasingly recognized as one of the most effective ways to promote, sell and grow in an increasingly competitive marketplace. With millions of businesses and brands all competing for the same pair of eyes, it is possible to say that online advertisements and their place in marketing communications have become extremely important, effective, widespread and measurable. Unlike traditional online advertising, advertisers in search engine marketing only pay when users actually click on an ad. When successfully implemented, SEM can be said to provide stable traffic levels and return on investment (ROI) (Paraskevas et al., 2011).

There are two main differences between SEM and SEO. First, SEM is obliged to the permanence of the results, unlike SEO, which has a limited budget. While timeliness and continuity in SEO studies ensure that the

company is in the top position in the search engine, SEM allows the company to be in the top position as the investment continues. The second difference is based on the fact that SEO costs are lower than SEM costs. The fee applied per keyword in SEM activities may increase or decrease according to the use of other companies, but SEO is based on a predetermined fee.

Search marketing, also known as search engine marketing or SEM, allows the ranking and visibility of search engines such as Google, Yahoo or Bing to display advertising variations within sites by focusing on keywords. It helps organize many advertising campaigns. Most online advertising campaigns have two main objectives. Brand development and direct response to the target audience or customers. Choosing an appropriate marketing channel ultimately depends on which strategies provide the highest return on investment. It is clear that companies that offer products and services through a website can profit from internet advertising because potential customers are already making purchases online. Non-web-based companies, on the other hand, choose online marketing to increase their visibility and promote their brand. SEM allows companies to closely monitor their target audience in terms of audience acquisition for their brand. In the pre-digital marketing period, companies spend large budgets on advertisements. In cases where they did not have a clear idea of their effectiveness, marketing managers have now conducted detailed cost-benefit analysis. Search engine marketing, which allows companies or brands to target consumers by placing commercials on search engines, is known to offer an effective audience acquisition strategy called marketing communication.

## **7.The Importance of Content in the SEO Process in Digital Marketing**

Search engine optimization (SEO) refers to actions aimed at improving ranking and visibility in search engine results, which in turn helps to generate traffic to a website (Boughton, 2005). SEO is one of the important issues that businesses are turning to in digital marketing. In SEO, results are analyzed in two aspects: ads and organic results. Organic results include results that do not change for a fee with the search engine's own algorithm. Since users tend to prefer organic links instead of ads, businesses often increase their visibility in organic ranking results by choosing search engine optimization techniques instead of search engine ads (Yüksel, Sümbültepe, & Tolon, 2020). However, since consumers now have the opportunity to compare delivery methods and payment options of products and services based on the types of information provided by search engines provided by businesses,

businesses should take this into account and prepare various content that increases brand visibility (Key & Czapski, 2017).

In the digital age, SEO is very important for businesses in the tourism sector as in other sectors. SEO is a tool that affects the visibility and profitability of tourism businesses from airlines, hotels, travel agencies to destination centers. Today, people who plan to travel for tourism purposes prefer search engines such as Google, Yahoo and Bing to get information about the destination and the tourism businesses (such as travel agencies, accommodation, entertainment, food and beverage) they will choose. Search engines provide information about touristic products or services based on the searches that people who intend to travel for touristic purposes will make at the time of their needs. Therefore, unlike traditional advertising channels, search engines present products or services to people at the stage of seeing and evaluating options when they are curious, want to see and even intend to buy. Therefore, ranking high in the result list of a related search is a situation that is likely to produce results for tourism businesses (Kethüda, 2021).

Although SEO provides multiple advantages to brands in the tourism sector, businesses in the sector need to plan their SEO strategies well with the increase in competition. Consumers rely heavily on search engines to explore various places, evaluate different alternatives, and shape their travel plans accordingly. The purpose of SEO is to increase the visibility of tourism businesses in search results, affect consumer behavior and increase bookings. Consumers who want to have more information about the places specified in their travel plans prefer websites that rank organically rather than websites that rank high with paid advertisements. For example, a customer who is going to visit one of the tourism destinations in Seferihisar, Turkey's first Cittaslow (slow city) and is looking for a nice boutique hotel to stay for the evening will most likely start the search by typing the phrase "Seferihisar Boutique Hotel" into the search engine. As a result of this search, the customer is more likely to prefer one of the top-ranked boutique hotels. Hotel owners targeting local and foreign tourists coming to Seferihisar want to be the first in the results pages by anticipating that such phrases will be searched. In addition, thanks to local directories, a customer searching for boutique hotels will also come across restaurants or areas with various events. Thus, the customer can find directions, contact numbers and make reservations for boutique hotels, restaurants or other event venues at the same time.

## 7.1. Google Ads

The internet universe, which is in a continuous process of change today, has led to changes in many approaches. One of these approaches is the transformation process of advertisements within the promotion activities of marketing. Google ads are one of the most popular media among the internet ads that are used more and more every day. The most important reason why Google ads are so popular is that it is the leader of the worldwide search engine market. It is seen that Google ads serve in two different structures. The first of these structures is Google Adwords (Google Ads) and the second is Google AdSense.

## 7.2. Google Adwords (Google ADS)

The main name of search engine advertising on Google is Google AdWords, now known as Google Ads. Google AdWords works in line with keyword targeting strategies on the basis of the search network. The most basic costing system is based on the “Cost Per Click” (CPC) model. In this advertising model, advertisers do not need to pay for the publication of their ads. Payment is made only if the published ad is clicked. In the Google AdWords system, not only search ads are included in the broadcast model. At the same time, ads are published on millions of websites so that ads can be delivered to target audiences. Unlike the search network, this system also includes the Google display network. Google AdWords is known as the online ad delivery service that was launched in 2000. It has developed around two models, the search network and the display network model. Since Google is the most widely used search engine in the world and in Turkey, businesses aim to stand out in Google search results. For this reason, businesses are advancing their online advertising activities by using the Google AdWords system. Within the framework of marketing activities, advertising can be broadcast with much smaller budgets through the Google Ads system without the need for high budgets required for the use of traditional media such as television and radio. It is also possible to analyze and measure the data obtained as a result of the budget spent, depending on the services offered. It is not possible to make specific targeting in ads broadcast through traditional media, but it is possible to broadcast ads by setting very clear and specific targets in Google Ads. Ads broadcast on television reach all populations, young and old, and there is no segmentation. However, in the design of Google Ads, it is possible to broadcast ads within the scope of location, age, gender, interests, broadcast time, device preference and many special targeting studies. Google AdWords ads are published both on Google search sites and on the networks of many Google partners such as

AOL. Content such as text, video and images, which are considered rich ads, are published on the Google display network. The display network consists of millions of websites that serve ads through AdSense, and specific websites such as Google Finance, Blogger, Gmail and YouTube. When a query is created with any search term on Google, at the top of the result page that opens at the top of the result page are the sections where ads with the phrase 4 ads in the first row and 3 ads in the last row are placed. Shopping ads are another advertising model in the search network. Shopping ads are placed at the top of the result page, on the right side and at the bottom according to the search terms (Alçelik, 2017).

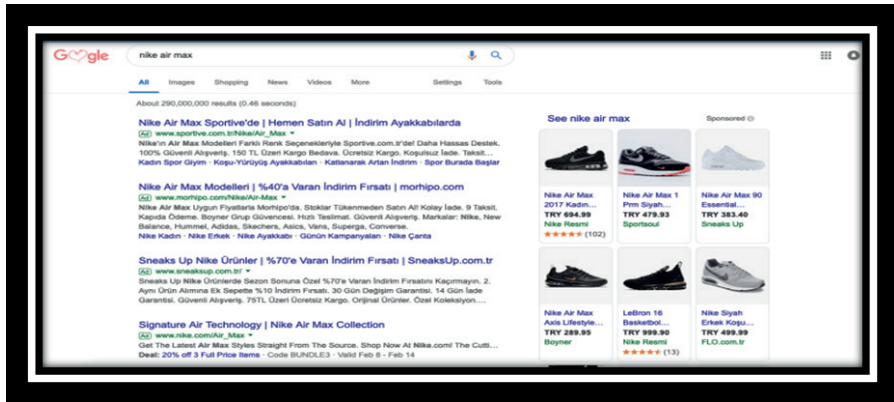


Figure. 6 Google search and shopping network example ads (Google.com, 2024).

### 7.3. Google ADS Ad Models

There are many different advertising models within Google Ads depending on both usage areas and content. These are classified as Google search network, Google display network, remarketing, email marketing, social media marketing, shopping ads, video ads and app ads.

#### 7.3.1. Search Ads

The search results of keywords or phrases related to the topics that internet users are interested in are published on Google search results and other partners' advertising sites through text ads in Google search network campaigns. The advertisements prepared by advertisers are published by taking into account the terms entered by the searchers during the matching process with the search result pages. For example, if a search is made on Google for "sneakers" or "best vacation", the advertisements given as keywords within certain settings and preferences are transferred

to users. The main purpose of search campaigns is to enable advertisers to make targeted users click on their ads and make phone calls. In search advertising campaigns, users who are actively searching for information on the internet are targeted and relevant ads are displayed accordingly (Google Ads Help, Search Campaigns in the New Google Ads Experience, 2024). To summarize, search ads are the text ads created within the framework of keywords and phrases determined by advertisers, depending on certain targeting criteria, the words that come across the internet users who want to be reached depending on certain targeting criteria so that they can search exactly on Google, and the ads provided by the interaction of consumers and businesses. In addition, no fee is paid for the ad display process published on the search network. Advertisers only pay the fee within the limits determined by the auction system when users click on the advertisement.

### **7.3.2. Display Network Ads**

Businesses are oriented towards different targets within the framework of different purposes. The goal of businesses is to increase the brand awareness of the products and services offered to the market, and the display network is among the advertising models that are deemed necessary to be preferred. Depending on the budgets that businesses foresee to spend in their marketing activities, the right media selection and meeting the audience target depends on the high awareness and interest of the ads in the display network. Ads prepared within Google display networks can be displayed on millions of websites such as Youtube, Gmail, Blogger and also AdSense. Many different banner sizes are used during display advertising. Images can be prepared for each banner size, as well as automatically adjusted standard banners that are created by adding basic images and texts in a certain format. The banner ads prepared during the publishing process can be accessed by users with a click, and it is also important which link they want to access. Depending on the performance of the ads, there is a direct relationship with the content of the ads, the content of the linked website and the budgets of the businesses. When clicked, display ads are charged based on two different situations: cost per click and cost per thousand impressions (Çelik, 2018). In addition, display ads dominate the publishing process integrated with multiple targeting combinations and remarketing campaigns.

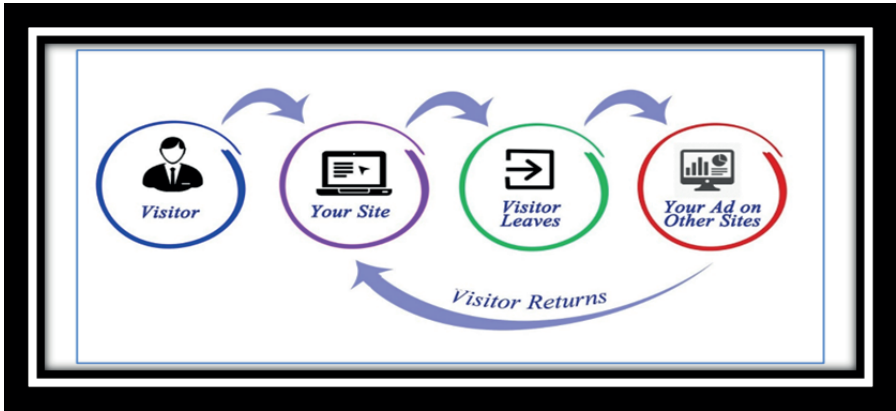
### **7.3.3. Remarketing**

In the digital age, businesses have a strong online network, which gives them an advantage in the increasing competition. One of the most effective ways to gain this advantage is digital marketing, which involves the use

of various online platforms and channels to promote products or services. Remarketing, also called retargeting, is the re-engagement with customers whose purchasing behavior or anticipated action did not materialize (Guliyeva, 2023). The main point here is to attract potential customers back to websites by reminding them of products or services that they have previously expressed interest in using digital methods (Isoraite, 2019). This practice allows for the creation of more specific messages for the specific group of consumers targeted, helps to eliminate “blind marketing” to disinterested audiences, and increases the impact among relevant audiences. Remarketing is seen as a suitable digital marketing strategy to offer customers the opportunity to revisit websites they have already visited in order to continue making purchases. For example, when a consumer reviews the restaurants in a city for a travel period, they may encounter customized offers, campaigns and advertisements related to the restaurants. In this way, the consumer who evaluates all alternatives, offers, campaigns and advertisements can make a decision more quickly. This will provide an advantage for the consumer to save time.

Remarketing is an important component of digital marketing that offers various benefits to businesses of all sizes. Remarketing enables businesses to reconnect with potential customers who have previously shown interest in their products or services, understand customer behavior, keep customer interest alive, improve customer engagement and experience, reduce customer acquisition costs, increase brand awareness, recognition and loyalty, reduce advertising costs and help increase sales. Businesses can use this information to deliver remarketing efforts to the right audience and increase the likelihood of customer conversion. Therefore, targeting customer groups correctly will provide advantages in terms of effective use of remarketing strategies (Guliyeva, 2023). For example, the customer profile that reviews vacation packages or hotel reservations may not always be the same. This profile changes according to some demographic characteristics. The hotel features that a family with children will choose, the hotel features that a family who wants to choose a hotel for honeymoon or the hotel features that families who do not prefer to have children or pets in the hotel are very different from each other. Each family will complete their vacation by choosing among the hotel alternatives they want to stay in.





*Figure. 7 Remarketing Process (Seo.com, Remarketing: What Is And Why You Need It, 2017).*

#### 7.3.4. E-mail Marketing

As e-commerce has grown, so has the potential of email marketing. So much so that it has become a core element of online marketing communications. Email marketing is considered to be an excellent mechanism for generating sales leads and one of the most productive digital marketing channels for engaging with customers in a data-driven market. The majority of businesses use email marketing on a daily or weekly basis and invest large amounts of money in email marketing (Salesforce, 2022). Marketing researchers suggest that businesses can earn 38 to 44 dollars for every dollar invested in email marketing. Therefore, knowledge about email marketing helps marketing managers understand how to reach target consumers most effectively (Thomas, Chen, & Lacobucci, 2022). But will one type of email be enough to move consumers to action? Will they click on the email, go to the website and inquire about the products they are going to buy, create a shopping cart or abandon the cart? These questions form a critical point in the customers' buying process. For example, it is a powerful phenomenon for customers to search websites and mobile apps for information about restaurant menus, but cart abandonment is often cited as e-retailers' "biggest problem" (Smith, 2014). Businesses seeking to increase their brand visibility on e-commerce are partly concerned about shopping cart abandonment. Businesses should put an end to customer churn by finding the most effective email content for customers to complete their purchase behavior (Thomas, Chen, & Lacobucci, 2022).

### **7.3.5. Social Media Marketing**

Social media marketing is a marketing channel that brings businesses and customers together directly and increases interaction. Social media marketing also consists of online platforms and applications that facilitate content sharing and collaboration. Businesses share content such as text, cartoons, news, photos and videos with their customers through platforms such as Instagram, TikTok, Twitter and Facebook. Social media marketing has a significant impact on brand reputations. In addition, social media marketing plays an active role in users' purchasing behavior compared to traditional media (Gedik, 2020). For example, influencers/phenomena on social media have made a big difference in the purchasing behavior of most consumers. By promoting the products of various brands on their social media accounts, influencers/phenomena increase the visibility of both brands and themselves. They also encourage more users to purchase by generating additional income from these collaborations.

## **8. Strategy in Digital Marketing**

Digital marketing, as the name suggests, is the development of a product or service online, using digital platforms as an approach, strategy, branding or marketing effort (Mandal & Joshi, 2017). Among all modern marketing tools, digital marketing is a highly interactive tool that can provide advantages for agriculture, industry and service sectors. In fact, many areas such as travel, accommodation and gastronomy in the tourism industry are undergoing a deep transformation and development by using elements such as data-driven approach, personalized experience, artificial intelligence, virtual and augmented reality, multi-channel customer experience, internet of things in business processes in areas such as human resources, strategy and innovation, customer experience, customer engagement, information technologies, risk and cyber security with the power of the digital age (Nebati, 2022).

In an era where connectivity is crucial, tourism businesses are leveraging the power of digital marketing to shape how they interact with travelers, shape their perceptions and drive economic growth. With the majority of travelers researching and planning their trips online, digital platforms have become crucial channels for destination promotion (Cooper, Camprubi, Koc, & Buckley, 2021). The ability to reach a large and diverse audience, coupled with real-time interaction, has made it an indispensable tool for increasing visibility, attracting tourists and maximizing economic impact. Digital marketing, especially using social media, has increased the recognition and visibility of businesses in the tourism sector (Raji, et al., 2024). For example,

the Seychelles archipelago in the Indian Ocean has temporarily handed over its social media accounts to visitors, thus both engaging customers and using digital channels effectively. Users have used these channels to showcase the beauty, attractiveness and interesting features of the destination in order to influence their followers and increase the number of followers. Thus, the destination management promoted Seychelles through the content created by visitors at no cost (Kethüda, 2021).

Businesses in the tourism industry that provide services in many areas such as travel, accommodation and gastronomy should use digital marketing strategies such as artificial intelligence-supported reservation systems, travelers' social sharing, virtual and augmented reality, video and photo content, social media content marketing, email marketing, influencer marketing, data privacy and security, and search engine optimization to offer products and services according to the wishes, needs and interests of visitors. By using digital marketing strategies effectively, these businesses can expand their customer potential and increase their brand visibility.

## 9. Metrics in Digital Marketing

Every step taken and every decision made in the digital marketing world has a great impact on the outcome. For this reason, it is very important to measure the success of each result in order to see it clearly and to make measurements using the right metrics. One of the most important steps is to understand and determine the usage areas of metrics and the differences between each other in the best way and to measure the selection of metrics and the correct measurement of the campaign by measuring according to the target. It is advantageous to learn a lot of information about metrics and measurement in the "Measurement and Reporting" section and to know the basic metrics for the correct and appropriate use of digital marketing channels.

### 9.1. What is CPC (Cost Per Click)?

CPC, which stands for "Cost Per Click", is known as "Cost Per Click" in Turkish. CPC, one of the most important metrics of digital marketing, is also known as PPC, i.e. "Pay Per Click" in some areas. Google Ads text ads that appear when you search on Google are one of the best examples of CPC working model.

#### 9.1.1. How to Calculate Cost with CPC?

One of the 2 values that need to be known to calculate cost with CPC is CPC (Cost Per Click) and the other is the Number of Clicks.

$$\text{Cost} = \text{CPC (Cost Per Click)} \times \text{Number of Clicks}$$

For example:

- ❖ Let your CPC value for an ad you place be 16 Krş. (0.16 TL)
- ❖ Get 600 ad clicks
- ❖ Your cost =  $0.16 \times 600 = 96$  TL.

### 10. What is CPM (Cost per 1000 Impressions - Costpermille)

The Turkish equivalent of CPM (Cost Per Mille) is expressed as “Cost Per Thousand Impressions”. In other words, it is expressed as the equivalent of the cost to be paid as a result of the ad you purchased being shown 1000 times.

Since the cost of your published ads is proportional to the number of impressions, it will be useful to know the word “Impression”, which is the English equivalent of “Impression”.

$$\text{CPM} = \text{Cost} / \text{Number of Impressions} \times 1000$$

The CPM cost of the advertisement broadcast is measured using the formula below.

For example An advertisement was purchased. While the cost of this advertisement was 1,300 TL, it provided 400,000 impressions. According to the formula, the CPM value of the ad is calculated as follows.

- ❖  $\text{CPM} = (1300/400,000) \times 1000 = 3.25$  TL.
- ❖ 14.8.3. What is CTR (Click Through Rate)?

#### 10.1. How is Click Through Rate Calculated?

$$\text{Click Through Rate} = \text{Number of Clicks} / \text{Number of Impressions}$$

Click Through Rate is the ratio of users who clicked on an ad to users who viewed the ad.

For example:

- ❖ A published ad has been viewed 15,000 times. This ad was clicked 974 times.
- ❖ Click-through rate =  $975 / 15,000 = 0.064$

### 10.1.1. What is CPV (Cost Per View)

The Turkish equivalent of CVP (Cost Per View) is “Cost Per View”. CPV is used specifically for video ads. After a certain period of time, the video is considered to have been watched. Within this period, differences may occur in each ad network. For example, in order for a video ad on Youtube to be considered watched, it is necessary to be watched for 30 seconds.

### 10.1.2. How is CPV Calculated?

The CPV cost of the video ad broadcast you have made is measured using the formula given below.

$$\text{CVP} = \text{Cost} / \text{Number of Views of Video Ad}$$

For example

- ❖ A video advertisement is purchased. The cost of this advertisement is 3.500 TL. It is seen that 100,000 impressions were provided to the video ad. When we calculate the CPV value of your video ad according to the formula, the calculation result is as follows.
- ❖  $\text{CPV} = 3500 / 100.000 = 0.035\% \text{ TL.}$

### 11.0. What is CPA (Cost Per Action)

CPA (Cost Per Action) is expressed as “cost per action”. It is based on the principle that each targeted action is usually charged on a fixed or percentage basis. It is known that the target of e-commerce sites is often product sales. Either a fixed fee or a certain percentage of the product is paid to the publisher for each product that is sold thanks to the traffic coming through the ads running in the CPA model. CPA is one of the favorite metrics of marketers. Because it is known that remuneration is realized only in the process of product sales.

### 11.1.1. How is CPL Calculated?

CPL is calculated by dividing the Total Cost by the Total number of form fills.

$$\text{CPL} = \text{Cost} / \text{Total Number of Form Fills}$$

For example:

- ❖ A form is filled in by the target audience for a test drive of a new model automobile.
- ❖ A budget of 2,500 TL is allocated for this advertisement. When 85 forms are filled as a result of the advertisement, the CPL of this advertisement is calculated as follows.
- ❖  $\text{CPL} = 2500 / 85 = 29 \text{ TL}$ .

### 12.0. What is CPI (Cost Per Install)?

CPI (Cost Per Install) is seen as one of the most fundamental metrics of mobile marketing. Mobile application advertising is measured by the CPI metric of the cost of downloading an application.

#### 12.1. How is the CPI Calculated?

$$\text{CPI} = \text{Total Cost} / \text{Total Number of Downloaded Apps}$$

For example:

- ❖ Advertises an application on Instagram and aims to get it downloaded. It is seen that an expenditure of 700 TL was made for this advertisement.
- ❖ As a result of the advertisement, it is seen that the application was downloaded 500 times. The CPI of this ad is calculated as follows.
- ❖  $\text{CPI} = 700 / 500 = 1.4 \text{ TL}$ .

#### 12.1.1 What is Conversion Rate?

It refers to the percentage of success that helps to measure whether the visitors who come to the site by examining the website have achieved the desired goal. These goals are generally realized through a purchase or form filling process.

### 12.1.2. How is Conversion Rate Calculated?

$$\text{Conversion Rate} = \text{Targeted Conversion Number} / \text{Number of Visitors}$$

For example:

An advertisement is made in Google Ads for a vacation package that you sell online.

Clicking on the ad by visitors directly leads to the page where the vacation package is sold and helps to download the page. The conversion rate here is equal to the ratio of people who bought the vacation package to those who visited the page.

- ❖ Number of people who clicked on the vacation package ad = 100 and
- ❖ If the number of people who purchased the vacation package after clicking the ad = 5
- ❖ Conversion Rate of the ad =  $5 / 100 = 5\%$ .

## 12.2. What is ROI (Return On Investment)?

- ❖ ROI (Return On Investment) is one of the most basic metrics of digital marketing. ROI metric increases the performance provided in the investment made. In this way, it helps to analyze the return in the best way in a short time.

### 12.2.1. How is ROI Calculated?

$$\text{ROI} = (\text{Revenue} - \text{Cost}) / \text{Cost}$$

For example:

- ❖ An airline ticket is sold on an e-commerce website with a profit of 50 TL.
- ❖ An advertising investment of 1,000 TL was made for this flight ticket.
- ❖ Over this advertising investment, 80 flight tickets are sold. What is the ROI?
- ❖  $\text{ROI} = (50 \times 80) - 1000 / 1000 = 3$ .

### 13. Digital Marketing in Tourism and Gastronomy

It is possible to mention that the concept of digital marketing in tourism is often referred to as virtual marketing, e-marketing, online marketing and marketing in the internet environment (Kırcova, 2005; Parvez et al., 2018). This concept, which is considered as digital marketing, basically refers to the execution of marketing-related activities in the electronic environment with the help of network tools (Kırcova, 2012). Parvez et al. (2018) define digital marketing as “the promotion of products or brands online”. Depending on the internet technologies that are becoming widespread day by day, businesses benefit from digital marketing approaches as well as traditional marketing in order to promote their products to more audiences. Even though digital marketing uses different tools and methods than traditional marketing, it should not be considered as a tool that completely eliminates traditional marketing. On the contrary, digital marketing uses traditional marketing tools. However, with its much more high-tech, fast and continuous technical knowledge and equipment, it carries innovations forward and enables the development of new methods. In this way, it is seen that it helps the seller and buyer to make more profit (Kırcova, 2005). The most important feature that distinguishes digital marketing from traditional marketing is that it is measurable and advertisers can update their advertisements instantly while performing these transactions at low cost (Dijilopedi, 2024).

In order for tourism businesses to maintain the identity of their brands and products in the markets, they reflect their marketing activities to the internet environment in order to establish a bond between consumers and the brand and to allow them to feel special. It is seen that digital marketing practices in hotel businesses have positive effects on hotel performance. For example, in a study conducted on hotel businesses in Belgium, it was concluded that digital marketing strategies have a positive contribution to hotel performance indirectly by increasing the value and intensity of online reviews (De Pelsmacker et al., 2018). It has been observed that the services offered by hotel businesses are regularly developed according to new trends and changing consumer demands, and these changes and updates are reflected in sales efforts in marketing channels. There is no doubt that the internet is the most preferred source of information for tourists (Zhang et al., 2014). However, it is seen that internet access and usage is increasing day by day and digital marketing channels are utilized in tourists' hotel selection, booking and management (Xie et al., 2011). Today, the available data on the behavior of internet users is considered as one of the important opportunities for determining the right marketing strategies, especially for hotel managers (Leite & Azevedo, 2017). New media tools provide managers with a new



way of communication and an opportunity to share and deliver content to identify and identify audiences (Chaffey et al., 2009). These resources help facilitate a simpler, cheaper, and space-agnostic form of communication between hotel businesses and their suppliers, partners, and customers (Leite and Azevedo, 2017). By using the internet for marketing activities in digital environment, businesses benefit from significant advantages in terms of saving marketing budget, saving time, equal opportunity, rich information, mutual interaction and communication, global reach, controllable purchasing time and easy access (Kırcova, 2005). However, no matter how much hotel businesses seem to gain advantages from the use of digital marketing, it should be pointed out that some hotel managers do not use these tools effectively. For example, as a result of interviews with managers in 4 and 5 star hotels in Porto, it was concluded that although digital marketing tools provide many benefits to the hospitality industry, managers are not fully utilizing the potential of these tools. Therefore, it is crucial for hoteliers to specialize in digital marketing and strategically plan, build and update their online presence (Leite & Azevedo, 2017).

The marketing system in the tourism and food and beverage sector includes sales promotions, analyzing prices and changes, publishing advertisements to attract customers, forecasting customers' income, determining customers' needs, planning services and expanding the product range. In order for a tourism and food and beverage business to achieve its goals, it needs to use digital tools and communication channels by incorporating them into its marketing strategies. Each of these strategies should have different functions and achieve different goals. One of the most common digital marketing tools used in tourism is websites. It is possible to say that websites are an effective digital marketing tool because they create a first impression of businesses. Creating a website for tourism and food and beverage businesses offers a powerful strategy to maintain and increase their online presence and competitiveness in the market (Salem, 2017). Websites have also become an important element of marketing strategy in serving as a communication channel for customers (Young, 2017). It is important that the content on the website is designed in an interesting way and regularly updated according to the changing needs of the visitors (Kotler et al., 2017). The presence of content such as information about the service offered, contact information, complaint and request forms, pricing information, online reservation, multiple language options, information about the location of the business and profile information of the business on the websites facilitates customers' access to all information (Zafiroopoulos & Vrana, 2006).

### 13.1. Digital Marketing Areas and Digital Marketing Tools in Tourism Sector

One of the most important reasons why digital media is frequently preferred in the tourism sector today is the potential for users to influence each other. According to Yilmaz (2021), the comments and opinions of existing customers who share their experiences have a great influence on the purchasing decisions of potential customers. In addition, dynamic and active two-way information exchange on digital marketing platforms has many effects such as building trust, business awareness and improving consumer perception of the brand. Before traveling, tourists can search for information using many different digital information sources on the internet and social media. Social media applications such as Facebook, Youtube, X, Instagram, Snapchat, LinkedIn, Telegram and Whatsapp Business are frequently used as digital marketing tools that motivate consumers to research and plan travel destinations (Stylidis, 2022). Extensive social media platforms allow consumers to search for information and take a more active role in their decisions during the hotel selection process. Tourism businesses increase their success in marketing activities to the extent that they attach importance to social media content that facilitates consumers' decisions. Especially for SMEs in the field of tourism and hospitality, the presence of reservation and marketing processes on social media has a positive and significant impact on the overall performance of businesses (Tajvidi & Karami, 2021). When the tourism literature is examined, it is seen that the most commonly used digital marketing tools in tourism businesses are websites, online booking platforms, search engines, blogs, e-mail, social networks and mobile applications (WTO, 2024; Parvez et al., 2018). *Table.1* shows the purposes of use of the most commonly used digital marketing tools in hotel businesses according to the years and the development of the tools used in marketing methods over time.

*Table.1. Most Used Digital Marketing Tools in Hotel Businesses*

<b>Websites</b>	Morrison vd.,1999;Schegg vd.,2002; Muylle, vd.,2004;Pavez vd.,2018;Sezgin& Parlak,2019
<b>Search Engines and Search Engine Optimization (SEM)</b>	Sigala,2002;Sirovich & Daire,2007;Ghose vd.,2012;Puchkov,2016;Florivic,2016;- Sezgin and Parlak,2019
<b>Mobile Internet Access Applications</b>	Sigala,2002;Chen vd.,2012;Gulbahar and Yildirim,2015
<b>Social Media and Networks: Facebook, Twitter, Google+, LinkedIn, Instagram, YouTube, blogs and microblogs</b>	Ye vd.,2009;Lanz vd.,2010; Xie vd.,2011;Ghose vd.,2012; Civelek and Dalgın, 2013; Munar and Jacobsen,2014;Bilgihan vd.,2016;Leite and Azevedo,2017; Karamehmet and Aydın,2017;Le Thi Ngoc Lan,2019
<b>e-WOM (new media word-of-mouth marketing)</b>	Chu and Choi,2011; Munar and Jacobsen,2014; Kalpaklıoğlu, 2015; Bilgihan vd.,2016

Especially since websites play an effective role in the interaction between customers and businesses, it is defined as successful among the sites that can attract the attention of consumers, make them feel that the site is secure, keep users connected to the site and satisfy them (Liu & Arnett, 2000; Muylle, et al., 2004). Thanks to Web 2.0 technology, instant updating of website content with new services, special offers and service packages helps hotels to realize their actions in target markets (Sezgin & Parlak, 2019). In a study investigating the use of digital marketing tools in hotel businesses, it was observed that airlines, tour operators and travel agencies have also developed collaborations through hotel websites (Parvez et al., 2018). Search engines are perhaps the first source used by tourists to access information on the internet. It allows customers to get detailed information about the relevant product and service before purchasing the product and to make comparisons between substitute products (Sezgin & Parlak, 2019). In addition to being one of the most important ways of searching and filtering the information that individuals need for traveling, search engines have become an intermediary channel for evaluating hotel businesses in the potential market (Xiang et al., 2008, Sezgin & Parlak, 2019).

Studies using digital marketing tools in hotel businesses have shown that search engines play a primary role in promoting hotel businesses by optimizing websites with videos and photos related to their location and activities (Parvez et al., 2018). Social media serves as a bridge to market

products and services to various tourism and catering businesses around the world through mobile phones, Facebook, Twitter (X), blogs, Google +, LinkedIn, Instagram, Youtube. In tourism businesses, social media has become a source of marketing rooms, breakfast, lunch, dinner buffet, spa, bar, animation, sightseeing, entertainment and many other products to customers. Social media serves as a bridge between users and visitors in tourism businesses. It helps them interact with each other online to share information about the hotel and opinions about the business. For example, in a study investigating the purpose and level of utilization of social media tools by tourism businesses in Muğla and Balıkesir, it was determined that tourism businesses mostly use Facebook, Twitter and Youtube among social media tools. In addition, it was also emphasized that social media contributes to making the name of tourism businesses more well-known, is an important tool for reaching tourists, and enables them to communicate better with past guests (Civelek & Dalgın, 2013).

### **13.2.Digital Marketing Areas and Tools in Gastronomy**

The use of social media and digital marketing channels for the gastronomy sector varies, with likes, comments and conversations taking place on different social media channels, but nevertheless has a significant positive impact on performance. According to the findings of the study by Liv (2021), given the limited marketing budget of small and medium-sized restaurants, important insights were gained on the most effective social media platforms by selecting appropriate promotional activities. It is important to mention the opportunities offered by social media in destination selection, trip planning, evaluating opinions on tourist attractions and making vacation recommendations, restaurant selection and reservations, and choosing the best and most beautiful place to eat, and it should not be overlooked that there are significant differences in the frequency of social media use of different generations (Hysa et al., 2021). In addition to websites and social media, the use of current digital tools such as online advertisements, new product promotion advertisements, campaign product advertisements, e-mail marketing, and mobile technologies has gained great popularity throughout the tourism industry due to its positive impact on businesses in the tourism sector (Hassan & Sharma, 2020). Tourism businesses use various digital marketing tools on platforms that provide traditional marketing. The use of digital marketing strategies on these platforms with the right marketing mix strategies is thought to provide sales success above the product and sales standard (Kapoor & Kapoor, 2021). As a matter of fact, it is possible to talk about a process of approximately 20 years for the

transition period from traditional marketing to digital marketing. Therefore, although the one-way communication structure of digital marketing is being challenged by digital marketing, it is seen in the literature that the use of these two systems together to the right extent expresses the future of the marketing concept (Kotler et al., 2016). One of the most widely used digital marketing tools in tourism is applications such as Instagram, Facebook, X, Google, LinkedIn, Foursquare and TripAdvisor due to the inclusion of guest comments (Kapoor & Kapoor, 2021). This method benefits the business by measuring how efficiently the business uses its capital to generate profit.

No-wait application (Graham, 2014), Yelp Waitlist (Aramburu, 2019), which are among the digital applications used by food and beverage businesses in the field of gastronomy, are among the applications that make it easier for guests to order and follow their meals without waiting in line. Hong Chiang has customized mobile and tablet ordering apps that manage empty seats in restaurants and allow customers to pay for their orders with a QR code. In Turkey, applications such as Yemeksepeti, Getir, Trendyol Yemek, Migros Yemek, Sanal Market, Sanal Manav enable customers to order food online and pay for it online. This not only saves time but also provides easy access to product supply. Again, with QR Code (QR code) applications, which have become widespread today, “findine” menu applications, which allow customers in food and beverage establishments to review the menu without the need for a printed menu, order easily and digitally examine the products in detail, allow guests to access the products without waiting (Finedine, 2022).

With the developments in information technologies, the widespread use of the Internet, the increase in the number of mobile devices and applications, the hardware update of the technology in the devices, and the widespread production of new technological devices, tourism and food and beverage businesses have started to gain competitive advantage.

### **13.3. Digital Transformation and Customer Relationship Management (CRM)**

Businesses' relationship with their customers and customer satisfaction levels have an important place in their continued existence. In an increasingly digitalized world, it is no longer sufficient to ensure customer satisfaction with traditional methods. For this reason, it is necessary to improve the digital capabilities of the business through digital transformation and to reshape customer relations in line with new technologies. With CRM systems that undertake this function, it is possible to build customer relations in the

context of technology. CRM systems have an important place among the applications used in the digital transformation process.

### **13.3.1. What is Customer Relationship Management (CRM)?**

**CRM**, which consists of the initials of **Customer Relationship Management**, is briefly defined as the whole of data, strategies, technologies and applications used to manage the relationship and communication of a business with its customers. Translated into Turkish as **customer relationship management**, this concept essentially aims to increase customer satisfaction and develop **brand loyalty** in customers.

#### **13.1.1. Why is CRM (Customer Relationship Management) Important?**

With the development and proliferation of digital technologies, it has become much easier for customers to reach alternative brands. Customers are no longer limited to the businesses around them. This situation brings with it their becoming more selective and the development of consumer awareness. Therefore, ensuring customer satisfaction has become much more important than before. **CRM applications** offer various opportunities to maximize customer satisfaction by leveraging technology. This is where its importance comes from.

#### **13.1.2. Digital Transformation and CRM Relationship**

Digital transformation has become a goal to be achieved for today's businesses. In a rapidly changing and globalizing world, businesses need to make the most of the opportunities brought by digital technologies in order to survive efficiently. CRM solutions can also be handled in this direction. Customer experience can be brought to the perfect level with these applications that enable customer relations to be handled in a holistic manner and to establish a bond between them and the brand or to strengthen the existing bond by utilizing the power of data.



*Figure. 8 Digital Transformation and CRM Relationship diagram*

### 13.1.3. The Role of CRM Systems in Digital Transformation

With digital transformation, businesses are introduced to many new technologies and programs. Each of these digital innovations aims to increase the efficiency of the business and give it a more advantageous position. Customer relationship management is among the steps to be taken to achieve this goal. In other words, it can be defined as one of the parts used to reach the whole. It is not possible to create an excellent customer experience without CRM systems, and it is not possible to increase business efficiency and awareness without creating an excellent customer experience.

### 13.1.4. How to Achieve Digital Transformation with CRM?

CRM systems play an important role in the success of digital transformation. In order to achieve the desired level of success with CRM systems, the following points should be taken into consideration:

- Always being customer-oriented
- Using the right CRM software
- Strategic planning and implementation
- Utilize data analytics effectively
- Training employees accordingly
- Automating processes
- Training and integrating employees into innovations
- Continuous improvement through customer feedback

### **13.1.5. Key Features of CRM Systems**

The main reason why CRM systems are so important for digital transformation is their features. The main features of these systems can be briefly evaluated under 4 headings.

#### *13.1.5.1. Customer Database Management*

Customer database management can be defined as the most fundamental feature that makes CRM systems functional and important. Analyzing the data left by customers or potential customers in the digital world in line with business interests and managing this database enables better customer recognition and understanding of the customer journey during the purchase process.

#### *13.1.5.2. Communication Management*

Managing the communication between the business and customers is another feature of CRM systems. This feature enables real-time communication with customers. A communication management that makes it possible to understand customers and make them feel valued is of great value in terms of **customer satisfaction**.

#### *13.1.5.3. Sales and Marketing Automation*

In order to market the products or services produced by the business to customers in the best way, the right marketing strategies need to be developed. CRM programs that benefit from customer data can develop marketing strategies with a high success rate based on this data. Moreover, this is not limited to a single campaign. Thanks to marketing automation, as customer characteristics and desires change, marketing strategies change flexibly accordingly.



#### 13.1.5.4. Customer Service and Support

The ability of customers to find support whenever they need it greatly increases their loyalty to the business. Therefore, providing customer service support on a 24/7 basis provides businesses with a great advantage in terms of customer relationship management. Artificial intelligence applications are actively and efficiently used in digital transformation. CRM programs offer instant support and communication at any time of the day with improved artificial intelligence support.

### CONCLUSION

With the developments in information technologies, the widespread use of the Internet, the increase in the number of mobile devices and applications, the hardware update of the technology in the devices and the widespread production of new technological devices, tourism and food and beverage businesses have started to gain competitive advantage. In today's world where technology is rapidly developing and new marketing tools are constantly becoming universal, it is of great importance for the tourism sector to keep up with these developments. It is thought that addressing digital marketing tools and especially social media during this adaptation process will be useful in providing information resources to the literature in the field of tourism and gastronomy. In this direction, digital marketing and its channels, the place and importance of social media in the tourism and gastronomy sector have been mentioned. The fact that digital marketing tools are sustainable and cost-effective has become a frequently preferred marketing strategy for service providers in tourism. Technological developments have continued to accelerate and increase with the impact of the Covid-19 pandemic period. In all types of food and beverage businesses, cafes, restaurants, bakeries, fast-food, etc. Digital menus with QR codes have started to take their place on the tables. Even if the effects of the pandemic subsided, the applications continued to be permanent and consumers continued to use them. In addition, thanks to digital marketing and especially social media tools, consumers have moved from being passive recipients to becoming actors as a result of their comments, likes and sharing their experiences. Customers, who can share their experiences and play a role in the spread of word-of-mouth marketing information, contribute to the tourism marketing process in digital marketing and social media due to their ability to respond instantly according to their needs. Especially on social media platforms, it has become a tool of digital marketing in tourism marketing considering the areas where popular trends can be closely followed, the needs and behaviors of potential consumers can be observed and data can be collected, consumers can interact directly and take part in interaction and the strategies determined in this direction.

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