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13			New Product Launching		Holiday SlideShare		
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17		Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
18							
19	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
20			Social Media Ebook				
21			Social Media Blog Post				
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24		Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
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26	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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31		Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
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33	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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38			Facebook Experiment	Facebook Experiment	Facebook Experiment		

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Improvement Marketing in Hospitality and Travel Pratap Dixit,2025-02-20 Marketing in Hospitality and Travel is a comprehensive guidebook that explores the dynamic and evolving landscape of marketing within the hospitality and travel industries We blend theoretical insights with practical strategies offering a roadmap for professionals and businesses aiming to thrive in an increasingly competitive and consumer driven market We begin by exploring fundamental concepts of hospitality and travel marketing highlighting the unique challenges and opportunities faced by businesses in these sectors Our in depth analysis of consumer behavior market trends and industry dynamics lays the foundation for strategic decision making and marketing planning A key theme of our book is the integration of technology and innovation in marketing strategies We discuss the impact of AI data analytics virtual reality and mobile platforms on customer engagement personalization and brand experiences Case studies and examples illustrate how leading companies leverage these technologies to create memorable marketing campaigns Sustainability and responsible tourism are also central themes We examine the importance of eco friendly practices green certifications and community engagement in shaping consumer perceptions and preferences Strategies for promoting sustainability while enhancing guest experiences and driving business growth are explored in detail Moreover we cover essential topics such as digital marketing content strategies social media engagement influencer partnerships and customer relationship management Practical frameworks tools and best practices are provided to help readers develop effective marketing plans optimize budgets and measure campaign success With its comprehensive approach and real world insights Marketing in Hospitality and Travel is an indispensable resource for marketing professionals business owners students and anyone interested in mastering the intricacies of marketing in the hospitality and travel industries **Strategic Public Relations Writing** Jim Eggenesperger,Jeanne Salvatore,2022-06-28 Putting strategy front and center this public relations writing textbook coaches students to readiness for a career as an effective strategic communicator The book focuses on the strategic aspect of public relations writing that distinguishes it from other writing such as journalistic or academic It highlights the essential types of writing necessary for effective public relations in multiple media channels demonstrated by contemporary cases direct from practitioners working today Overviews of the various tactical formats that must be mastered for powerful strategic public relations ranging from social media posts and website updates to podcasts speeches and infographics prepare students to be effective and up to date professionals Full of examples and exercises the book s strength is in its practical utility for career preparation and success This text is suited to public relations writing courses at the undergraduate and postgraduate level particularly those with a focus on strategy or that combine strategy and writing into one course Online resources include chapter outlines a testbank sample homework paper and portfolio building assignments and lecture slides They can be accessed at www.routledge.com/9781032163871

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