The Impact of Facebook and Instagram Marketing Initiatives on a Hotel Performance: A case study of The Crowne Plaza, Geneva

Aim: To investigate the impact of using Facebook and Instagram for marketing on the performance of The Crowne Plaza in Geneva, Switzerland. Objectives 1)Critically review the literature on social media marketing to develop a framework to evaluate the hotel practices. 2) To evaluate the impact of the Hotel marketing initiatives through an analysis of the material available on the hotel Facebook and Instagram account. 3)Ascertain the hotel Facebook and Instagram initiatives strategic objectives, best practices and limitations through the interview of employee position. 4)Compare and contrast the findings of the literature review, analysis and interview to make recommendations to the employee position.