

DIGITAL MARKETING STRATEGIES ADOPTED BY ONLINE TOURISM COMPANIES IN INDIA

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ABSTRACT

In recent years, India is showing exceptional growth in tourism industry. The heart of digital marketing lies in the active seeking of information process. Because of digital marketing, customer acquisition and retention has become very easy. There is seen a boost in the business models in the Indian online travel booking industry, since the success of IRCTC's railway ticket purchase site. The Indian online tourism companies extends beyond travel based services to hotel reservations, holiday package bookings etc. In this research paper researchers have studied different digital marketing strategies and analyzed those strategies. Each of the selected travel companies have their unique strategies. How the digital marketing strategies used by the travel companies influence their business has been discussed. After the analysis of the digital marketing strategies, the growth opportunities and the challenges faced by the companies are discussed. This research is based on secondary database and has a descriptive design. Findings of this research paper will be helpful to tourism industries to design their websites and digital marketing strategies. It will help the companies to implement some more services in their portfolio. The paper will help the companies to understand their competitors and their performance.

Keywords: Digital Marketing, Internet marketing, Travel and Tourism, Social Media.

Introduction

Tourism Industry is one of the largest service industries, which plays an important role in the growing the economy of the country. In 2019 India has ranked 44th position in the travel and tourism Competitive Index (TTCI) of World Economic Forum. Tourism opens opportunities not only for hotels, but also transport infrastructure which includes aviation, roads, shipping, and railways. Tourism sector increases the employment rate of the country. There are several opportunities created by government to promote tourism industry. Free loans are provided by government to MSME's which includes tourism sector, and this will help them to face covid-19 crisis. Air Bubble Agreements are made with almost 27 countries. Recently Sri Lanka is added in the list and negotiation is going with Thailand. Campaigns are being launched by the government to boost the potential of tourism industry. "Swadesh Darshan" is one of them. Some more tourism policies are also being focused to develop Religious Tourism. Destinations are being added to the existing ones. India is culturally rich, has great historical Heritages, diverse culture, which attracts tourists. In recent days, many different digital tools are being used in travel industry for analyzing the budget, exploring places and bookings. This has a huge

impact on growth of tourism industry. Not only the travel agencies, but also International Hotel Chains are seen emerging. Staycations are on bandwagon. To get relief from stress people stay at luxurious hotels to accomplish those needs of people major hotels change are offering such facilities. Overall, huge potential growth can be seen in India's Tourism Industry. Over a period, transition from traditional to modern marketing has occurred. The innovative technologies are having huge impact on the field of marketing. To sustain in the market adapting the technology as a part of marketing activities is the most crucial step. Use of electronic media like web, email and wireless media in concurrence with digital data which includes customer behavior, to manage and execute marketing activities can be said as digital marketing. Potential customers can be reached with the use of advanced electronic devices and platforms. Interactive communication channels have been introduced which has affected the marketing strategies. Targeting the expected audience with pre-designed messages, which suits the customer problems and needs has become quite easy because of digital marketing. Communication, data, and messaging are integrated on multiple platforms by digital marketing which makes it the best form of integrated Marketing.

Importance of Digital Marketing in Tourism Industries

Digital platforms help in getting maximum leads which helps in expanding the business and so as the profit. With the help of digital marketing various travel deals and offers reaches the potential travelers than traditional marketing. Social media has a strong impact on digital marketing. It helps in developing brand awareness. The young travelers now do not rely on the travel agent. They use digital platforms to decide the destination and plan their journey. Travel blogs now a days are in a bandwagon and creating unique inspirations for different travelers. Travelers are using all the digital media which is boosting the tourism industries. Digital marketing has made it easy for tourists to plan their complete journey, starting from selecting the destination to booking the tickets and hotel. It is helping not only the customers but also the tourism businesses to build their strong networks and customers. Digitization has brought great opportunities for tourism industries to implement variety of digital marketing strategies, which will help them in creating awareness about the company and their services. Large number of audiences can be reached using digital marketing. Exclusive offers can be provided which will inspire travelers. Customers in any part of world can be connected by the means of digitization. Customer's needs and requirements can be understood even before they enquire about services. "The best places to travel" is the most common and most searched line on search engines by travelers does not matter if the person is a traveler or seasoned traveler. This is the reason it is very important for the personnel in tourism industries to invest in search engine optimization. That helps in increasing number of visitors who visit your pages and get to know your exclusive offers. Encouraging the travelers to buy your product is not the only goal of digital marketing. It involves something beyond it that is to get customer loyalty in the digital marketing content if the basic but essential information is added like about the maps or guides, specific tourist sites, transportation, rules, and regulations. It will help the seasoned travelers and will give them the excitement for going with your packages.

Travel bloggers and vloggers can be the biggest assets for tourism industries as they are the major influences.

Literature review

Radmila Zivkovic, Jelena Gajic, Ivana Brdar, (April 2014) in their research paper they said that Fundamental changes are seen in tourism industries due to digital technologies. It has simplified understanding of decision-making process of travel and tourist behavior. Travel related applications has an opportunity to grow and tourism industry needs to understand the motivating factors and traveler's needs. Social media will be recognized as one of the most important tools in tourism marketing. It will be used to concentrate on developing relationships and adapting to tourist needs. Using social media tourist will be encouraged to talk about and share their good experiences.

Dr. S. Praveen Kumar in his research paper (November 2014) he concluded that, travelers are heavily dependent on internet as tourism is basically a service sector and is associated with a higher level of perceived risk. For travel suppliers and tourism authorities, it is very important to understand traveler's behavior, in order to formulate efficient marketing strategies and policies which will fully exploit the potential of this new channel.

Anwasha Mukherjee and Manasa Nagabhushanam (June 2016) in their research paper they have discussed about Content Analysis, which can be used to analyze the content of social media marketing by tourism industries to promote their plans. Quantitative analysis can also be made in the form of questionnaire survey to understand how social media impact tourist during travel plan. This analysis will help in understanding the 360 view of how tourism industries use social media to promote themselves and how far the travellers are dependent on social media while planning their trip.

I Gde Pitana and Putu Diah Sastri Pitanatri in their research paper (September 2016) concluded that, Online Travel Agencies are stealing the market by operating on wider coverage area internationally. For travel agencies, going digital is an important factor to achieve success. People are relying widely on social media and their content is wide and

varied. More organic campaigns are needed to do through visitors and local community keywords that should be in the campaign.

Avinash B.M, Dr. S. Harish Babu and Megha.B (2016) in their research paper found that, almost 90% of people who responded the survey opines digital platforms as they provide quick and updated information and provides easy access. People prefer to get best deals offered by whichever site that shows price sensitivity. Customers are very satisfied with tourism services offered through digital platforms and digital marketing. People will continue sharing their travel experience, photos and blogs using social media which will influence tourist.

Gurneet Kaur (June 2017) in the research paper found that, due to digital marketing, businesses are reaching customers in a different way. Digital marketing has the ability to track the data of consumer behavior. Few years ago, digital marketing has transformed the business of tourism industry. In tourism industry if one wants to be successful, they must maintain the Website quality, Search Engine Optimization, Email Marketing, Quality Content, Mobile friendly and strong presence on social media. Due to digital marketing, businesses are reaching customers in a different way. Digital marketing has the ability to track the data of consumer behavior. Few years ago, digital marketing has transformed the business of tourism industry.

Nina Siti Salmaniah Siregar, Nasrul, Yusuf, Ana Ariekaningsih, Eliyanti Agus Mokodompit, in their research paper (February 2020) concluded that, in travel industry, Facebook is ruler as it gives maximum data of potential customers. The travel marketers can collaborate with their clients using Facebook and twitter. As you tube is second largest search engine, travel industries can use this platform wisely. Blog marketing can help travel industry in increasing its ranking. Article marketing is one of the important tool in generating traffic to the website and increasing the ranks.

Shwetasaibal Samanta and Mukunda Bg in their research paper (August 2020) concluded that, Social media is a platform where awareness of destination can be created, travelers can be encouraged to plan their journey, brand image can be developed. Social media is being used widely to promote travel destinations and products. They also said, Odisha needs to have a strong presence on social media. There should be a two way communication between the company and the potential customers. Customers spend a lot of time on social media and this time can be utilized to create a destination image in their minds.

Research methodology

Research objectives

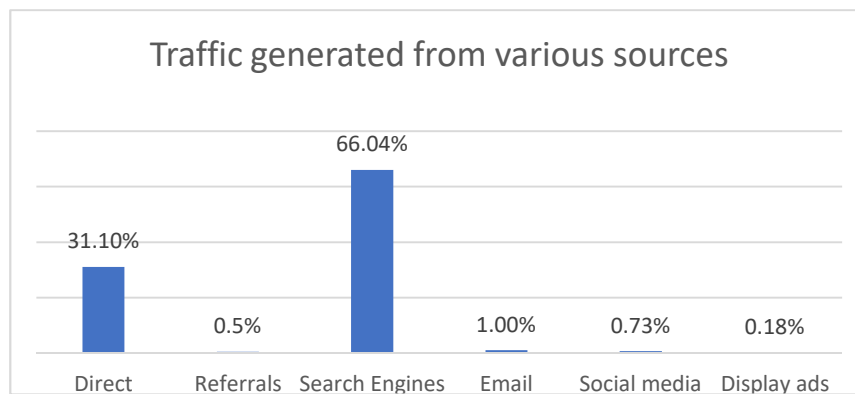
- To study the digital marketing strategies of online tourism companies in India.
- To study the influence of digital marketing strategies of online tourism companies in India on their business performance.
- To study the growth and opportunities for online tourism companies in India using digital marketing strategies.
- To study the influence of new trends in digital marketing in online tourism companies in India.

This research paper is basically based on secondary data. To data collection several recent blogs, articles, educational websites, research papers, social media sites, books, journals, social media pages of the companies selected are referred. It is a Descriptive Research design.

Digital Marketing Analysis of Selected Tourism Companies

MakeMyTrip- Basic policy of MakeMyTrip is putting customer's needs at the top priority, which helps them to gain loyal customers. They focus on brand popularity and establishment. They communicate by means of Television Commercials, Electronic Banners on its websites and offline retail stores. Their target customers are the youth of age 18-48.

Digital Marketing Analysis-
(Generated by researchers, using secondary data)



Search Engines- The search engine optimization strategy of MakeMyTrip focuses on targeting keyword so as to remain on the top. The resulting meta-tags takes the previous to the landing page. MakeMyTrip uses PPC strategy to increase its ranking. Homepage of MakeMyTrip gives customers various options for managing trips. My 20 tab enables business travelers to know the corporate affairs with easy modifications, Curated hotels for safe and hygienic stays and GST invoice assurance using their work email. Users can earn wallet cash by signing in and the tap for it lies on the upper right corner itself. Various offers and allowances are seen on the homepage of makemytrip.com like allowances on domestic flights and bus booking. Tagline like “Zero Penalty, Zero Worries” are used in the offers with graphics. According to recent covid pandemic condition the initiatives taken up by the company are highlighted on the homepage. Trip ideas are given on the homepage which can guide the tourist to plan their trip budget and preferred destinations. Trip money option gives the facilities of travel loan personal loan and insurance. All these features on the website makes it easy for the traveller to plan their complete trip on a single click. About 66.04% of traffic is from search engines, out of which 87.21% is from organic keywords. Top 5 organic keywords are makemytrip, make my trip, mmt, pnr status, flight booking. 12.79% is paid traffic from paid keywords. Top 5 paid keywords are makemytrip, make my trip, mmt, flight ticket, makemy trip. Direct Traffic- Search engines are followed by direct search with 31.10 %.

Campaigns- MMT is launching its new campaign featuring Ranveer Singh and Alia Bhatt. The main objective of this campaign is to drive the attention of consumers towards online hotel bookings. The ad campaign delivers clear message of reliability and perks of booking hotels online.

Email marketing- It includes welcome emails with welcome offers. Welcome code is made available for users to begin their journey with MakeMyTrip. Also in the welcome mails several allowances are provided on flight bookings, hotels and bus bookings with book now option. Also there is an option provided to download the application which promotes the mobile applications. Reminder emails are sent with catchy subject lines. The description may consist of landing, blogs or videos. Referral codes are also provided by mmt. About 1% of traffic to the web site comes from email marketing. Though it is not a big number, but if the company works on email marketing, they can increase this number.

Social media marketing- Social media marketing lies on 5th number. It has a significant presence. It can help in generating more revenue. 0.73% of traffic on website comes from social media.

You Tube- Maximum traffic is generated from YouTube of 39.50%. “Think International, Think MakeMyTrip”; “International Trip, Only With MakeMyTrip”; “Pay at Hotel” are some of the tags used in YouTube ads. From this it can be said that MakeMyTrip tries to use pull strategy of marketing via YouTube means of communication. MakeMyTrip has signed in with duo, Alia Bhatt and Ranveer Singh. Series of videos are seen on this platform in

“to be continued” format and short stories. Multiple themes can be seen in the video advertises. MakeMyTrip app is promoted on YouTube ads at the end.

WhatsApp webapp- WhatsApp web app comes to the second position with 37.10% of the total social media marketing.

Facebook- Facebook follows WhatsApp with 11.51%. The Facebook posts of make my trip majorly focuses on destination videos. It also gives the option of booking in the description. The Facebook posts inspires viewers for traveling. Facebook marketing of MMT uses Pull marketing strategy by posting beautiful and attractive destination post which attract the travellers.

Twitter- Twitter contributes 5.33%. #MyIndia travelling campaign is been promoted through a video featured by Alia Bhatt. CSR activities and awards are promoted through Twitter. Hashtags are implemented on timely basis by MakeMyTrip which helps in receiving better response. The recent #MyIndia contest is receiving an overwhelming response on Twitter, it is trending edit will result in some leads.

LinkedIn- LinkedIn shares 4.25% in social media marketing. Using LinkedIn platform make my trip promotes its CSR activities and Awards. All their posts are related to social responsibilities and their activities towards society.

Instagram Marketing- #DriveUpGetAway and #NearbyGetaway are the hashtags used in Instagram contents. Gateways and destinations are explored on Instagram. Nearby getaways initiative is promoted by this platform. Short videos of #RoadTrippinWithRnM are also

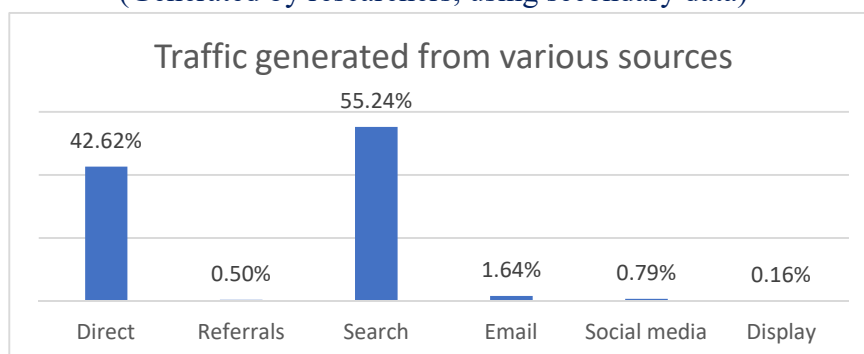
seen posted on Instagram. “Swipe up” option in the stories takes the visitor to the website of MakeMyTrip. As the contact details are provided on the page, it enables the visitors to immediately contact them which can help company to get revenue. It creates mod for direct communication. Instagram is quite popular among young generation which helps the company to reach the students and fresh employees to plan their journey. It creates and awareness and recognition among the viewers. Display advertising- It lies at the last position in generating the traffic for website. 0.18% is the contribution of display advertising. Top publishers are joinhoney.com, bing.com, couponexplorer.com, zoutons.com. Top ad networks are Vcommission, Admitad, Google display network, Optimize.

Blogs- MakeMyTrip blogs helps travelers for planning their next holidays and inspires them for travels. Blogs on adventures, beaches, festivals, hotel ideas, and luxury gateways are seen. “Surprise Me” is a Pandora box of surprises which has collection of blocks from selling travelogues to budget travel ideas and road trips.

Mobile apps- “MakeMy Trip travel booking” is the most used mobile app followed by “MakeMy Trip experiences”. These applications are present on all the major platforms including iOS, android and windows phone.

Goibibo- Goibibo has introduced travel booking currency called “Go Cash”. They have also incorporated travel social network, “Go Cash + rewards” which has helped them grow rapidly. Because of affordable ticket prices goibibo has largest consumer base.

Digital marketing analysis-
(Generated by researchers, using secondary data)



Search engines- The landing page of goibibo promotes its mobile application. Various

initiatives and campaigns are highlighted on the landing page. “Go Tribe” is an initiative of

goibibo which aims at bringing the customers of goibibo together to join all the similar young travel enthusiast, who can connect with each other this initiative is for oil customer and to build the loyal customers. "Tribe coins" are offered on every booking to the go tribe star or superstar member, which they can use to claim tribe coupons. "Go cash" option gives chances for visitors to check credit balance and rewards. Out of the total traffic 55.24% comes from search engines and from this 55.24%, 88.75% is organic traffic and 11.25% is paid traffic. Top 5 organic keywords are goibibo, go-mmt extranet, go ibibo, ibibo, and goibibo flights. Top 5 paid keywords are goibibo, go ibibo, goibibo flights, flight booking, and goibibo flights. Direct traffic- Direct website visitors are 42.62%. Their share is quite higher as compared with others.

Popular Campaigns- "Go Befikar", "#BreakBhiEssentialHai", "WeWillTakeOffAgain" are some of the recent campaigns by Goibibo. "Go Befikar" companies featuring Deepika Padukone. The objective of this campaign highlights the brand's promise of offering an amazing stay experience with "GoStays". "#BreakBhiEssentialHai" is the latest campaign which encourages people to have a break from never ending work. It is helping people to explore themselves to the type of brake they are looking for. Goibibo has launched its new campaign "#WeWillTakeOffAgain". This digital campaign gives a message of hope and appreciation from the elder generation to the younger generation, who is moving ahead in this challenging situation of covid Pandemic. Veteran actor, Anupam Kher and goibibo have come together to encourage the youth contributing in the fight against covid-19.

Email marketing- Goibibo uses hyper personalized emails to increase conversions by 11%. User's behavioral data and preference is analyzed to create the content of emails. If a person visits the website and does not make any purchase within 30 minutes, then a mail is triggered to them. As compared with MakeMyTrip, goibibo gets more response from email marketing of 1.64 % of total traffic.

Social Media- Social media lies on fourth position in generating traffic. 0.79% of traffic is generated from social media.

YouTube- "Reclaim your Travel" is the initiative of series by goibibo where customers can post their best travel contents and blogs with goibibo and in return they can win an All-expenses paid trip to "The Maldives". Videos of this initiatives are seen on the YouTube channel. Moral appeal with #WeWillTakeOffAgain is the recent one which is giving a moral support to all the fighters in the pandemic situation. Pull marketing strategy is used by goibibo with the combination of different types of appeals. Variety of themes is seen in the YouTube ads of goibibo. Goibibo promotes itself maximum through YouTube. YouTube contributes 49.33% of total social media traffic. Deepika Padukone is seen casting the advertisements of goibibo. The YouTube ads contents mainly focus on the rewards and Go Cash. They also promote "Go Stay" and their offers.

Twitter- Goibibo is active on Twitter since 2009. It is used for direct communication with the customers to get their reviews both good and bad. Grievances are called using this platform. Goibibo replies very quickly and tries to cover each of them. Goibibo is trying to grab the attention of cricket lovers with bade "BADE SHEHRON KI CHHOTI CHHOTI BAATEIN"- #LeakedChats by goibibo. The content of Twitter follower's similar theme as like Facebook. Goibibo tries co-branding strategy on Twitter with its partner's offers. The brand uses 360 degree approach to ensure more conversations. It uses different types of hashtags to promote its activities and initiatives, in order to build customer relationship. Twitter is second highest contributor in social media traffic. 25.73% of total social media traffic comes from Twitter.

WhatsApp web app- 16.27% of social media traffic comes from WhatsApp.

Facebook- Cover page shows the image giving message of "Go Befikar". "Book Now" option helps customers to plan or book their tickets and hotels. Website and link to FAQ's is provided in the about section. Content of goibibo on Facebook tries to do something extra ordinary. Define each occasion as an opportunity to share their content with

interesting hashtags. It's Facebook communication strategy do not only focus on travelling but also try to include travelling associated aspects like accommodation, places to visit, culture, speciality etc. This strategy has become very effective. The Facebook content of goibibo tries to create customer awareness and engagement by posting offers, destination based post and basic response based activities. Also the Facebook page remains flooded with grievances and queries. Goibibo tries to respond each of them to give proper customer service. Its content on Facebook is experience-based and focuses more on emotional quotient. Facebook has very less share. Hardly 5.67 % people are reached through Facebook.

Instagram- Posts of Instagram is quite similar to Facebook post. The post highlights orange color. They try to grab attention using current news, trends and occasions. Goibibo is creating awareness among people regarding the individual's social responsibilities. "#GetVaccinated" is the initiative taken to encourage people for getting vaccinated. It uses different types of appeals like moral appeal, emotional appeal, fear appeal, humor appeal. Goibibo on Instagram conducts basic activities

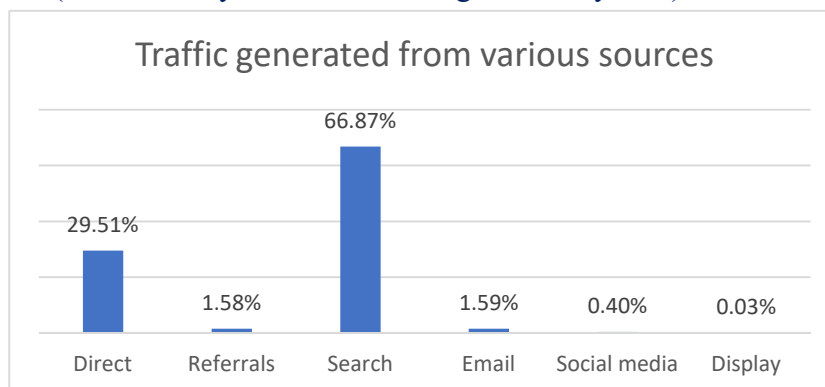
to keep the customer engagement alive. Goibibo tries to post compelling content in the new age marketing.

Display ads- Display ads contribute 0.16% of total traffic. If worked on it, it may help in generating more traffic and more revenue. Top Publishers are bing.com, look and find me, zoutons.com. Top ad networks are admitad, Vcommission, optimize.

Mobile Applications- Goibibo-travel, hotel, flight, and travel is the most liked and preferred application. These all are present on all platforms like iOS, Android and windows phone.

Yatra.com- Yatra.com uses partnerships promotional strategy with SBI by introducing holiday-cum shopping card. They uses Customer centric Innovative strategies. There are various products of yatra.com under brands namely TravelGuru, yatra.in. Creating "happy and satisfied travelers" is the motto of yatra.com. Using yatra.com, users can personalize their packages, travel needs, hotels, flight bookings according to the budget. Yatra has launched self-booking platform to strengthen corporate travel segment.

Digital marketing analysis-
(Generated by researchers, using secondary data)



Search engines- The dashboard of yatra.com facilitates customers with a wide range of portfolio of services like flight, hotels, villas, holidays, cabs, fret etc. Offers are differentiated on the basis of one way, round trip and multi stays. Freight services are one of the unique services provided by Yatra. "Yatra special" offers are seen on the dashboard with allowances and discounts. "Travel Talks" consists of the blogs on creative contents which creates and excitement among the visitors and

also new locations and places are explored. Popular, domestic and international flight routes are displayed on the dashboard. It also provides chat box to have a direct communication with the customers to solve their queries and guide them. Top 5 paid keywords are Bhuj to Pune flight, Kolkata to Bangalore. flight ticket prayagraj, Dibrugarh to Pune flight, Nagpur to Pune flight. Top 5 organic keywords are Yatra, Yatra login, Yatra flight booking, yatra.com and Yatra customer

care. Search engine is almost 66.87%, out of which 92.11% is the organic traffic whereas 7.89 % is paid traffic. Direct Traffic- 29.51% of the total traffic is by direct means. From this we can understand that yatra.com website is quite popular amongst the audience.

Campaigns- #ReasonToTravel is the digital campaign by Yatra which is focusing on building consumer confidence and is giving the message- “it is time to travel again”. #TravelManao is another campaign which aim at encouraging people to do something different and celebrate festivals by travelling.

Email marketing- While logging in, Yatra 6 for permission saying, “Would you like to be kept informed of special promotions and offers by Yatra”. A welcome mail pops once logged in successfully. “Welcome to the world of happy travelling” is the first line in the descriptive content of email. Using the phrase "Happy travelling", Yatra tries to describe its motto of business. From the analysis, we can understand, and email marketing is quite better as compared to make my trip and goibibo. 1.59% of people visit the website via email.

Social Media- Almost 0.4% of traffic comes from social media to the website. According to the recent news of August 2020 yatra.com has launched reason to travel digital campaign which promotes travel in post pandemic world.

YouTube- 10.6k people have subscribed YouTube channel of Yatra. Yatra publishes advertisers using rhyming content like- “Kab tak hoge ghar pe bor? Just go and Explore”. “Yatra ke sath #TravelManao” is the title line used in many videos to encourage people for travelling using Yatra. Short travel stories by travellers are shared in the form of video on the YouTube channel under the campaign #RelieveHappiness. Travellers share their experience in the form of video under this campaign. Analyzing the social media marketing of yatra.com it was studied that it mostly works on YouTube. 50.17% social media traffic to the web site comes from YouTube alone. The content of YouTube ad is found to be musical. It uses Bollywood music to reach the customers with the content focusing on the offers and the portfolio of their products and services. It makes us understand that yatra uses musical appeal in advertises.

WhatsApp web- Once the view were logins to yatra, permission is asked regarding notification via WhatsApp. As WhatsApp is most widely used, Yatra passes on the offers and discounts using this platform. This helps in reaching maximum people. Following YouTube WhatsApp lies second in generating traffic to the website of yatra.com. 20.94% of traffic is generated from WhatsApp web.

Facebook- Yatra aims at engaging with fans and acquiring new customers. Yatra wishes to create strong brand credibility. Yatra content focuses on emotional appeal and is more personal. The theme of the Facebook page of Yatra is “Miles to Smile”. Cross promotions with other brands is carried out by Yatra. Special offers, allowances and promotions are posted on the page. Interesting destination pictures with descriptive captions posted to encourage travellers. Almost 150k+ users view post daily. Post on Facebook are related to travel but have a special human touch. Yatra content consists of travel, offers and co-branding. Facebook is found contributing a significant amount of almost 16.37% of social media traffic.

LinkedIn marketing- 7.95% of traffic is generated from the LinkedIn platform. Through this platform yatra.com tries to reach the customers by the means of videos and post which focuses on safety and customer’s convenience.

Instagram- Yatra introduces itself on Instagram as #IndiaKaTravelPlanner. The content of Yatra on Instagram is multi-pronged. Yatra tries to target its audience on Instagram by posting post which explore Indian culture, Indian heritage, and trekking destinations. Offers and basic activities are also seen which keeps the customers active.

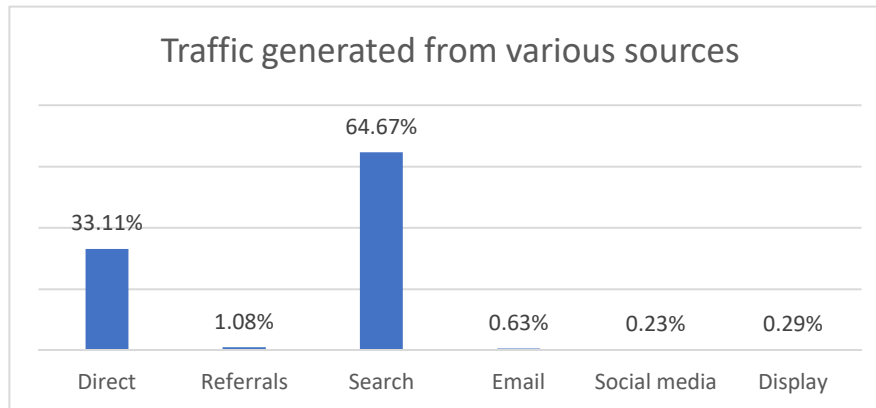
Mobile applications- “Yatra-flight, hotel, bus, trains and cabs” and “Yatra for business” are 2 mobile applications which are widely used by the tourist. These apps are available for Android and iOS platforms.

Cleartrip.com- “Making travelling easy” for the users is the main motto of Cleartrip. Cleartrip is a customer centric brand. They invest in the activities that are consistent with customer’s expectations. They also ensure ecological factors in their activities. They are committed to prioritizing animal welfare. As

far as advertising is concerned, cleartrip looks on Return on Investment (ROI). Cleartrip uses maximum of online platform for advertising.

Its basic strategy is, improvise on the existing medium.

Digital Marketing Analysis-
(Generated by researchers, using secondary data)



Search engines - Top 5 organic keywords are Cleartrip, clear trip, flight booking, flight tickets, online flight booking. Top 5 paid keywords are Cleartrip, flight booking, flight ticket, clear trip.com, cleartrip. Search engines have the greatest contribution of 64.67% of traffic around 81.15% is organic traffic whereas 18.85% is paid traffic. Direct traffic- 33.11% of people visit cleartrip.com website directly.

Emails- 0.63 % of people visiting cleartrip.com comes via emails.

Display ads- Display ads also play one of the important roles in generating traffic to the website. Almost 0.29% of traffic is generated by means of display ads. Top Publishers are Indiatvnews.com everysaving.ae Top networks are TradeTracker, which has the major contribution, cuelinks, admitad and Vcommission.

Social Media- 0.23% of traffic is generated from social media. After analyzing the social media statistics, it was found that YouTube contributes the major portion of 25.05% of traffic generation followed by Twitter, Facebook, Pinterest, and WhatsApp web.

YouTube- 25.05% of traffic is generated by means of YouTube. Informative approach is seen in YouTube videos. Musical appeal is used to showcase the information. Multi branding strategy is also seen as it also promotes Flyin. Cleartrip also uses the shorts feature of YouTube where they promote

themselves saying #travelAnywhere. “Make travelling easy” is the message which has been passed on by Cleartrip through YouTube ads. They have also promoted the “Book now and Pay Later” offer in their YouTube ads.

Twitter- Cleartrip has joined twitter in 2019 and community of 29k follows them. Co-branding strategy with the tie up companies can be seen on twitter. The brand tweets on various topics like, venture capital, business travels, Cruise travel, financial services, Luxury travel. It maintains the number of 1 tweet each day. The content strategy tries to focus on awareness appeal that is why they rarely post offers. Followed by YouTube, twitter lies on second position in generating traffic by the means of social media with 23.75%.

Facebook- As soon as one lands on Facebook page of cleartrip cover page can be seen where one line quote, “The better way to travel for work” grabs attention of any business personnel. Strong community of almost 102.1k can be seen on Facebook page. Self-promotional updates are made on this platform. Cleartrip uses Facebook to increase the conversion rate. Through this platform, cleartrip drives the audience towards its mobile application, which can help them to generate revenue from the same customer in future. It helps cleartrip to retarget the customer in future. This strategy has helped them to attain 2.5 times higher return on investment.

Facebook page of cleartrip uses travel theme and humor appeal to reach maximum number of customer. Brand regularly post its content, it maintain the figure of around 5 post per week. No variation is seen in the content of post. It follows identifiable content. They engage people by destination promotions, which is basic strategy used by almost all travel companies. The company makes its presence by posting the available discounts and allowances. Facebook contributes to 20.58% of traffic from the total social media traffic.

Pinterest- Variation is seen in the content of posts on this platform. Food specialties are explored, No offers and direct marketing is seen in the Pinterest post. Famous travel quotes are seen. Memes are used for the purpose of grabbing the attention. After studying the posts of cleartrip.com’s Pinterest profile it was found that most of their posts are promoting their activities related to environment. Cleartrip promotes animal welfare activities, and this has been promoted by the means of Pinterest posts. Overall, the profile of cleartrip on Pinterest is seen very colorful and attractive. 20.08% of overall traffic of social media comes from Pinterest.

WhatsApp web- 5.97% of the total traffic from social media comes from WhatsApp webapp.

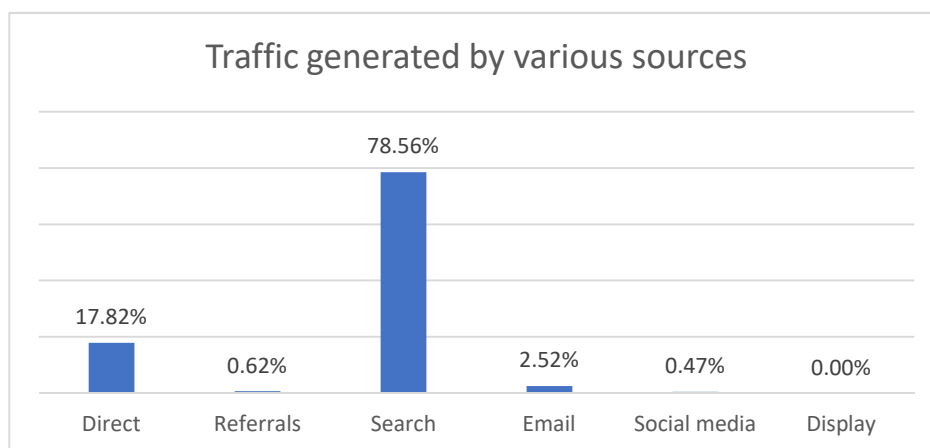
Instagram- A small activity, “Stay awhile and explore the world with us. Share your travel photos and stories using #TravelWithClertrip can be seen on the landing page which keeps the customers engaged with it. 49.3k followers can be seen on Instagram. There is no great difference in Facebook and Instagram content. Stories of Instagram gives the information about the current offers. “Swipe up” option takes one to the website of cleartrip, which will help it for future use.

Web Design- Website of cleartrip is quite decent but very informative. All the services are provided on the first page of the website. The website gives a travel guide which can help the travelers in the preparations. It gives the overall information regarding airline.

Mobile Applications- Cleartrip-Flight, Hotels, Train bookings is one of the most liked application used by people. These apps are present on iOS and android.

Ixigo- Ixigo is an Indian online travel portal. The main aim of this company is to sort out the travel needs like booking flights, hotels, trains, buses using Ixigo. All the queries related to bookings of trains are answered by the Ixigo app. Ixigo uses 360 degree marketing approach to reach their customers.

(Generated by researchers, using secondary data)
Digital Marketing Analysis -



Search engines- Top 5 organic keywords are ixigo, irctc login ixigo train, where is my train, train running status. Top paid keywords are ixigo, ixigo flight, ixigo flight booking, ixigo pnr status, cancellation option flight. Location specific ads by ixigo are found, which

mentions low rates, ad extensions present, cash back offers, ixigo money service. Out of the total visits to this website, 78.56% comes from search engines, out of which 99.47% is the organic search and 0.53 % is from paid searches. Direct search- Website page helps in

direct search of required information. Offer banners are seen which attracts the customers. The overall features of websites are- clean website, proper navigation, user-friendly, responsive on mobile and tablet devices. 17.82% of people directly visit the website.

Email marketing- Email marketing plays a significant role in this, because almost 2.52% of traffic is generated by means of emails.

Social Media- 0.47% of people visit the website by means of social media marketing. After analyzing the social media marketing of ixigo.com it was found that you tube generate the maximum traffic of almost 39.60%, followed by LinkedIn, Twitter, and Facebook.

You tube- Ixigo uses musical appeal in its TV ads. Short informative videos are seen on YouTube channel which guides about common words in different regional languages. Guiding videos are posted which guides visitors regarding bookings. This helps in creating brand awareness among visitors. 39.60% of traffic generated from YouTube. "Plan and Go" is the message given by YouTube ads.

Twitter- Ixigo joined twitter in 2009 and has 23.8k followers. Approximately 2 to 3 tweets each day are tweeted by ixigo. Co-branding strategy is seen on tweeter. Offers and services by ixigo promoted through this platform. If ixigo start using hashtags, it will help them in generating more traffic. Traffic generated from twitter is 13.09%.

LinkedIn- Ixigo appreciates its employees through LinkedIn. Awards and achievements are showcased through posts. 32k people follow ixigo on LinkedIn. 2 to 3 post per week is maintained by ixigo on this platform. LinkedIn contributes 33.13 % of total traffic generated by the means of social media.

Facebook- Basic objectives of ixigo behind Facebook marketing is attracting Facebook follower's attention towards brand, brand awareness, drive more traffic to company website. They promote their app from Facebook by giving the option of "use app". Contents are quite similar to twitter posts. Facebook generate 8.90% of total traffic of social media marketing.

Blogs- Several blog categories by ixigo are found which are according to the customer's interest.

Mobile applications- "Cheap flight, hotels and bus booking- ixigo" and "irctc Train booking, pnr status, running status – ixigo" are the most popular mobile applications of ixigo. These applications are available for android and iOS devices.

Opportunities

Humans are affectionate towards travel. They keep on travelling for various purposes may it be career, job or destination vacations. Technology friendly era has simplified everything, travel planning has become simple because of technology which attract traveler towards online travel companies. Travel industries have major role in increasing the GDP, hence Government have issued several initiatives supporting online tourism industries. Online travel agencies have wide portfolio which includes inbound travel, outbound travel and domestic travel. Wide portfolio attracts customers towards them. Tourism industry is fast growing and is heavily influenced by technology.

Challenges

Infrastructure- India lacks in good quality of infrastructure which affects country's international tourist arrivals. Technology and Funding- Many small travel companies have innovative ideas but lack in funding and technology and hence are not recognized. Perception of India- This is one of the major challenges Indian tourism sector is facing. There is a need to push tourism in India. The travel marketing strategies needs to be well planned in order to motivate tourism. Taxes- India is quite expensive country for luxury travel. Heavy taxes affects this industry. Competition- Growing competition is one of the major challenges which every company is facing these days. Currently, the GST rates are reduced which will help the industry but the ease provided by other countries for traveler has to be matched up. Companies need to have some innovative strategies in order to sustain and lead the market. Unable to maintain service standards- In a wide range of portfolio, it is difficult to maintain every service. If anyone of them fails to give good services, it affect the brand image. Difficulty in maintaining data- Company collects data from various platforms.

But it is quite challenging to maintain this data and use it. Companies need to install advanced systems to maintain this data. Difficulty in building loyal customers- Due to increased competition and similar offers and allowances, customers prefer the one's which gives them more profit, ignoring the brand. This results in difficulty to acquire customer loyalty.

Findings

The most common thing found while analyzing all the companies was that search engines have the most significant role. Maximum traffic is generated from search engines followed by direct search. In social media marketing, every company try to work maximum on Facebook. MakeMyTrip is leading amongst the others. Variation is seen in the themes of contents of YouTube ads, Facebook post and LinkedIn post. Each of them passes different messages. Make my trip is using SEO wisely to rank high which is helping them to be visible on the top when customer searches for travel needs. Goibibo is promoting Go Cash from their ads and posts. Email marketing is trying to express its existence, as people usually check mails every morning, which increases the chances that the mail will be read. Goibibo is concentrating on this as it is direct marketing approach. Yatra.com is not working more on social media. Using social media, which is most used in this generation they can lead this industry. Cleartrip.com is trying to create its existence out of India as well, with comparison to others. They are promoting their mobile application by using Facebook. They are working equally on all social media platforms. Comparing emails and social media, ixigo is a step forward in email marketing. Maximum focus is given on YouTube and LinkedIn platforms of social media marketing.

Conclusion

Tourism industry is adapting itself in the dynamic digital world. All the Indian tourism companies are trying their best to build a strong existence on the digital platforms using various strategies. Innovative ideas are being

used to reach maximum people and build a strong customer base and brand recognition. Make my trip is leading the travel industry in India. They have a strong brand recognition and uses digital platform very wisely. Their content on every platform is diversified according to the audience. Many campaigns are driven by make my trip which helps in grabbing the attention of the customers. Goibibo works on itself according to the customer's feedbacks. Their variety of offers and initiatives are helping them to take off in the market. They are building opportunities for themselves in the competitive market by launching new campaigns and initiatives. Using digital platforms, Goibibo is trying to build loyal customers. It is trying to be a challenger for other travel companies. Goibibo is leading in email marketing in this domain as it uses hyper personalized mailing system. Yatra is dominantly working on business travels. Yatra uses customer centric approaches on the digital platform. Yatra is also using WhatsApp wisely to reach their potential customers. Cleartrip has a strong existence in India as well as Qatar and is emerging in Africa. Digital marketing strategies of cleartrip focus on customer satisfaction and services. The content on social media sites does not any variation, but still cleartrip can be a strong competitor in coming future. Ixigo is trying its best to create its existence on digital platforms. Ixigo is using LinkedIn and Facebook to maximize traffic towards its website. There are activities/ offers/ services, which travel companies can provide like Group offers, Educational tour planning, Destination wedding plans. Retargeting ads, Viral marketing, Cookies, Virtual assistant AI technology, Bucket list option (As there is cart option in E-commerce, travel companies can add bucket list option where travelers can add the destinations which they wish to visit and then personalized reminders and accordingly offers can be provided to them) are some of the marketing strategies which can be used by travel companies.

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