

Direct marketing, presence on social networks of hotel enterprises in Kosovo

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Abstract

The main purpose of this paper is to analyze and clarify how direct marketing is and how should be developed through the presence on social networks in hotel enterprises.

Direct marketing is a process of direct communication between enterprises and consumers to achieve customer feedback and stimulate a positive attitude towards the company's products and services. We are living in a digital world and through social media this communication can be achieved. A social network is a website or other application wherein people with similar interests come together to communicate. Knowing that the main social media platforms on the Internet are Facebook, Instagram and Twitter, then our research is also based on these three platforms. The research was done online and the quantitative method was used. The sample is from hotels that operate in Kosovo. The research process is based on the presence of hotels in the three social networks and the comparison between them. The measuring elements used in the questionnaire are: number of comments, number of posts, engagement, fans, interactivity, daily posting, reactions, comments and distribution and number of likes. Based on our findings, the hotel enterprises of our country should increase their posts on a daily basis and increase the number of fans. By increasing these two elements then we will have positive implications for the other elements as well. If this is achieved then we will have a greater and more direct communication between potential customers and hotel enterprises. This results in the development of direct marketing in these enterprises through social networks.

Keywords: direct marketing, social networks, Facebook, Instagram, Twitter.

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