

Recommendations for the Social Media Promotion of Hotel Spa Services

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Abstract

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<p>Abstract</p> <p>Most hotels do not pay due attention to the promotion of spa services. Because of this, many potentially interested customers do not know information about them. Thus, due to insufficient promotion of these services, hotels lose money that they could earn. This study is aimed at studying the impact of social networks on the promotion of spa services. This research will be practically useful for spa owners and spa hotel owners, because in the course of work recommendations, ideas and various materials will be created to simplify the promotion of spa services.</p> <p>At first, the theory of marketing in social networks was deeply studied. And they also revealed in more detail, from a theoretical point of view, the impact of spa services on the hotel business and examined the methods of promoting spa services. This served as a basis for further research. When writing the dissertation, a systematic approach to the consideration of the problem as a whole, methods of collecting and analysing information, statistical methods and computer technologies were used. Since the practical purpose of the study is to create effective recommendations, a questionnaire was created in order to achieve the desired result. The main purpose of which is to find out through which channels young people find information about spa services. It was revealed that every participant of the survey aged from 18 to 35 years uses social networks. Instagram and TikTok took the leading positions for finding information about the spa. Therefore, recommendations for the promotion of spa services were created in these social networks according to their algorithms and rules. Among other things, the analysis of social network data was carried out, which showed their advantages and disadvantages, which were also taken into account in the implementation of the recommendations.</p> <p>As a result, effective recommendations were developed about the design, content filling and promotion of spa service profiles in Instagram and TikTok. The effectiveness of these recommendations is determined by their low cost in terms of finance. At the moment, promotion in these social networks is possible organically without investing funds. This will help companies reduce marketing costs and direct funds to more uninhabited places. Also, using recommendations from work, increase the brand awareness of the hotel as a whole will be improved and the demand for spa services in the hotel will be increased, which ultimately leads to more profits. This profit is the main goal of any business, so these recommendations are practically applicable and are recommended for use in various hotels that have spa services.</p>		
<p>Keywords</p> <p>Marketing, promotion, social networks, SMM, target, spa services at the hotel, spa promotion, spa hotel</p>		

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1 Introduction

1.1 Background

Tourism is one of the evolving areas in the world, which affects the economic development. The growth of the tourism market and the hospitality industry creates conditions under which the level of competition in them sharply and rapidly increases. This means that hotels, tourist operators and all market participants have to constantly look for ways of development. This leads to a constant revision of the marketing strategy in an attempt to gain a place in the market. The research is devoted to the study of the promotion of spa services in the hotel business. (Beker. 2012)

Looking at the hotels' websites, at best, one article is allocated to the spa information section. Where there is not enough information presented. On the hotel's website or its social network, it is impossible to place enough information to build a competent promotion of the spa and its services. As a financial literacy of the hotel, this is unproductive, and rather leads to a decrease in profits.

In addition, the fact that the hotel is equipped with spa service, absolutely does not guarantee its full occupancy. It is necessary to constantly remind guests and potential customers about the existence of this service in order to arise a desire to use it. In traditional hotels, booklets or flyers in the rooms become a reminder. However, not every guest will read all the information presented on the table or bedside table. In the 21st century printed advertising is significantly inferior to online advertising. More numerous number of individuals perceive information visually more easily and choose goods and services according to a beautiful "package". Social networks are an ideal tool for recalling about the service, increasing audience loyalty to spa services and multiplying sales.

In the thesis, the effectiveness of social networks as a way to promote and create a loyal brand for the sale of spa services in hotels will be studied in detail. The general disadvantages of promoting spa services will be deduced and a plan of recommendations and specific ideas will be created when using which any hotel will be able to improve the promotion of spa services and increase its profit. In addition, the most effective and minimally costly ways of promoting spa services will be identified. This study will be relevant to any owner of a spa at a hotel premises, because in the end, the main task of any promotion is to expand sales and profits.

1.2 Objectives

The purpose of the study is to analyze the promotion of spa services in the hotel business using various social networks, establish a list of recommendations and ideas to increase the number of interested customers and, lastly improve sales of spa services. Based on the purpose of the work, the following targets were set:

1. to study the theoretical provisions of marketing communications in the promotion of goods and services
2. to explore various methods of promoting spa services in the hotel business
3. to analyze and evaluate of the work of social networks in the promotion of various spa services
4. to develop a program of recommendations and ideas to increase the number of interested audience and increase sales of spa services.

The object of the study is spa services in the hotel business and the impact of social networks on their promotion.

1.3 Theoretical framework and delimitations

The structure of the work consists of three key parts: theory, analysis and practice.

In the theoretical part, the characteristics of marketing communications and its components will be given. Also, the place of spa services and their attractiveness among the services of the hotel business is described. Additionally, various methods of promoting spa in the hotel business, in particular social networks, will be given in detail. The analytical part consists of a survey, the purpose of which is to find out which social networks people use to search for information about the spa. In addition, there will be a detailed analysis of social networks such as Tick Tok and Instagram. Lastly, in the practical part, these ideas and various recommendations will be structured and compiled into a detailed plan that will allow spa owners increase the number of customers, their loyalty and client desire for spa services.

1.4 Research questions

This study mainly focuses on one question: "How social networks influence the promotion of spa services and their sale?" Social media marketing involves not only promotion, but also communication with users of social platforms. Social networks help attract a stream of customers to the site. Businessmen who are actively engaged in promotion on social networks are able to attract significantly more interested audience. It is all about the trust that

the brand builds through communication in social networks. This is exactly the question of learning how to create content in order to attract more customers to the spa services at the hotel. This study is aimed at studying methods of how to attract, retain the audience and eventually sell offered spa service through social networks.

1.5 Research methods

There are two methods of collecting information: quantitative and qualitative. Qualitative analysis determines quantitative data. This allows us to study the properties and attributes of objects or study participants. Qualitative analysis answers the question "why is something happening?". Analysis can be combined with quantitative analysis.

Quantitative analysis reflects the amount at which the data was extracted. They are classified, and then calculated to get certain results. The data is randomly selected in a large sample and analyzed. The obvious advantage of this analysis is that the results can be applied to the general population using research models that were created in the sample. Qualitative analysis loses out to quantitative analysis in this. The study will use a survey focused mainly on the numbers of how many people use social networks as a means of finding spa services. (Studfiles).

The methodological and theoretical basis of the research was marketing and promotion of goods and services of the hotel business books, articles and sites. During the writing of the thesis, a systematic approach to the consideration of the problem as a whole, methods of collecting and analyzing information, statistical methods and computer technologies were used. The practical significance of the research is based on the fact that the recommendations and ideas created in the work can be used as a basis for new marketing campaigns when promoting spa services in hotels. (Studfiles).

2 Marketing communications in the promotion of spa services in the hotel business

2.1 Marketing communications and their essence

The main tasks of the participants of the tourism market are the creation and promotion of goods and services directly. The demand for a product is the most essential organizational goal for the promotion of any service or product. It is paramount to convey to the client the benefits of using product or service, to show its advantage over analogues. Well-established marketing communications can help solve this problem by creating the attractiveness of a product or service in the eyes of consumers. Success in tourism largely depends on promotion. Nowadays, it is impossible to imagine the work of any business without well-established communication. (Avdyukova. A. 2018, 56.)

The meaning of the word "marketing" has changed along with changes in the production and sale of goods and services throughout the world history. In the 50s, in developed countries, marketing was considered as the main management function that used to determine the production and market strategies of enterprises. It was built on the basis of consumer demand. In the modern world, marketing is a system of organizing all the activities of a company for the creation, production and sale of goods or services based on market research and customer desires in order to get the highest profit.

Marketing consists of several stages: preparation, packaging, positioning, pricing, promotion, distribution, sales of goods and services. Marketing can be called a social process during which potential buyers acquire what they need or what they want to get. Marketing is widely used in tourism and hotel business. (Avdyukova. A. 2018, 66).

When forming a strategy to promote a service, marketing managers are guided by the goals and objectives of the organization. Based on the objectives of the promotion strategy, various elements of a stimulating strategy are formed, specifically, personal sales, advertising, direct marketing, publicity and public relations. These elements are taken into consideration in order to help getting a general plan of marketing communications of the company.

In order to function successfully and meet market demand in a highly competitive environment, any company should use various marketing tools. Therefore, more and more owners of tourism businesses are turning their attention to the use of integrated marketing commu-

nications (IMC). IMC is the combination of all elements of marketing communication, starting with advertising and ending with packaging, to convey to the target audience a consistent convincing message that contributes to realization of the company's goals. (Avdyukova. A. 2018, 68-69.)

As of today, marketing is constantly undergoing changes. This can be explained with the help of number of factors. Competition on the world stage is only increasing every day, the markets of goods and services are very diverse and full of analogues. This forces everyone to take seriously the promotion of products and services in order to attract new customers and retain old ones. (Avdyukova. A. 2018, 68-69.)

Along with the awareness of the importance of marketing, the role of marketing communications is also growing. Now it is not enough to have only high-quality goods and services. To get the maximum profit, it is essential to explain to the consumer the benefits of using the product or service. It is the reason why the use of marketing communications is paramount. Effective communication can be considered one of the success factors of any company.

As mentioned before, marketing communications consist of four elements: advertising, sales promotion, direct marketing, public relations. Advertising is information distributed in any way, in any form and using any means addressed to an indefinite circle of persons and aimed at attracting attention to the object of advertising, forming or maintaining interest in it and its promotion on the market (Avdyukova. A. 2018, 80).

Advertising is mainly aimed at large groups of the population. Advertising is distributed through the following media: television, magazines and newspapers, radio and the Internet. At the moment, the most popular and effective advertising is advertising via the Internet. Advertising through Internet resources has a number of advantages:

- low cost of advertising
- high speed of data transmission and creation of advertising on the network
- interactivity (makes it possible to conduct a dialogue with the client)
- it is easy to analyze the effectiveness of advertising
- it is easy to make changes to the advertisement at any time
- a high level of targeting by various factors (time, geography, age, and so on). (Vasiliev. 2015, 123.)

Many travel companies and hotels use the Internet as the main source of promotion of their goods and services. Promotion through social networks in the modern world is extremely effective.

Advantages of social media promotion:

- a large number of potential customers
- an ideal option for advertising the brand itself and its products and services.

In addition to promotion through advertising, it is also necessary to create an attractive image of a product or service. This is done by PR or public relations. Advertising should be linked to all factors of marketing communications. When creating advertising of various kinds, it is necessary to think it over in detail. Advertising should encourage action and desire to purchase offered product or service (Mosobreklama.2022).

Public relationship (PR) is a communication through information between a company, brand, media personality and the public. The main goal of PR is to put a positive, trusting image about brand, company or media personality into the heads of potential customers and other interested parties. Their activities are carried out through special programs and activities, for example, publications in the press or appearances on television. (Aashish Pahwa. 2022.)

It is difficult to reach an understanding with the interlocutor, and in order for them to listen to carefully, it is necessary to make enough effort. In a personal conversation, it is possible to change the communication strategy depending on the reaction of opponent. However, there are no instant reactions in marketing communications. This fact shows how complex marketing communications really is. Without proper knowledge and skills, the company simply will not be able to convey information about the product and service to the audience, which means it will not be able to sell them. Therefore, marketing communications are an important component of any business. In the following chapters the place of hotel services in the structure of tourist infrastructure and methods of their promotion by means of marketing communications will be considered. Attractiveness of spa services and how it effects on hotels (Pahwa. 2022).

2.2 Attractiveness of spa services and how in effect on hotels

Spa services are still characterized by many individuals to be a kind of luxury, however, increasingly the middle class prefers to relax in the spa. Since there is a change of thinking among customers, the growth in spa services is constantly growing.

Due to the pandemic in 2019, many spa hotels or spa facilities were forced to close. The British Spa Association conducted a survey and found that about 80.6% of establishments with spa services were closed, but 80% of customers really wanted to visit the spa, immediately or in the coming months. After quarantine, people got tired of being in four walls and became more willing to visit spa services. (Fortune.)

As of today, the usual life is returning, many restrictions have been lifted and people are returning to their fast pace of life. Many individuals get very tired during the working week and just want to relax and unwind. Spa services come to the rescue. Since 2018, the growth of the development of spa tourism has begun. People started to travel for the sake of interesting spa services. (Prohotel. 2011.)

Youngsters also influence the development of the popularity of spa services. Now there are many skin and body care procedures and the younger generation is willing to test them. Many people go to cosmetologists to have facial procedures.

Spa services are also popular among the elderly population. Back pain, knee pain, eating disorders and overall health decline are the reason for this popularity. In 2020, the Global Wellness Summit 2020 published a report on the "10 Trends in wellness". In this report, a special role was given to the rehabilitation of the elderly population. (Frontdesk.ru.)

The popularity of spa services among residents of the hotel company is growing day by day. Today, newly built hotels of the four star's and five stars' level, as a rule, necessarily create this business unit, and the presence of a spa center at the hotel often indicates a high level of the hotel complex and good service. Experts predict that in the near future the spa at hotels will become as common a component as a restaurant or bar. Hotels with spa complexes are very popular not only in resorts, but recently large city hotels have been providing their guests with the services of fitness or spa centers. Special spa hotels are also gaining popularity, where the tasks of wellness, relaxation with the use of various water procedures and other means come out on top. The presence of a SPA at the hotel greatly increases its attractiveness in the eyes of a potential guest (Vagen. 2016, 46).

Modern spas in hotels are a combination of a fitness room, a beauty salon, several swimming pools, as well as a spa center that offers its guests various water treatments, wraps, peels and hydrotherapy treatments. spa today stands for the whole industry of beauty and health, aimed at the treatment of nervous disorders, the fight against excess weight, the overall improvement of well-being and rejuvenation of the body.

Creating a spa in hotel, it is necessary to initially pay attention to marketing: identifying the target audience, forming a unique salon concept based on the preferences of future customers – all this should anticipate the organization of high-quality spa services. Based on research in recent years, the spa market is under active development, so there should be no shortage of customers with a good level of service, because due to the ever-accelerating rhythm of life and numerous stresses, residents of megacities with average income and above increasingly have a desire to relax and gain strength in a specially created place for this. Therefore, competent promotion of spa services is necessary, because many people interested in buying spa services simply have no idea that some hotels have such services. Therefore, hotels lose customers, even if the service is very high. (Spa & management. 2015.)

2.3 Methods of promotion of spa services in hotels

Many companies neglect the importance of competent promotion of hotel spa services. It is considered to be a habit, without thinking about a thorough strategy. To effectively promote such services, it is necessary to review marketing process at least once a year to ensure that it is still suitable for desirable market (Antipov. 2020, 145).

Before starting an active promotion and choosing the methods by which it will be carried out, it is necessary to identify the target audience. This applies not only to new enterprises in the hospitality industry, but also hotels that have been operating for a long time should analyze the situation among their hotel guests every year. Only then it is possible to choose the right channels of communication with guests. In order to identify the target audience, it is beneficial to pay attention to what exactly in your hotel can attract a client. This may be the theme of the hotel, some services, for example, a spa. (Goncharova et al. 2014, 56-57.)

After determining the target audience, the next step is to start choosing promotion methods. Promotion is marketing actions aimed at increasing brand awareness and its products and services, attracting new customers and improving sales.

Public Relation is a competent management of information flows between the hotel and the public, the main task of which is to create a positive image about the brand and services of the hotel in the minds of consumers and business stakeholders. The better reviews are

placed about hotel in the media, the stronger brand is and the more people will hear about it. To create this image, it is worth transmitting to the media information about the positive aspects of spa, for example, the completion of repairs, the installation of a new pool, staff training, and so on, as a good image helps to create participation in charity events. For example, offering a day at spa as a prize for some charity auction is an effective way to attract.

Personal sales in the case of spa services are made on the territory of the hotel itself for clients. The guest may simply not know all the services of the hotel and therefore the employee can tell about them and sell them on the spot. (Antipov. 2020, 234.)

Advertising of hotel spa services is process, the main task of which is to form or strengthen a positive opinion about the spa area and its services in the audience by forming a brand and increasing audience loyalty.

Sales promotion is the activity of implementing various commercial and creative ideas that encourage the sale of goods and services of the company. Sales promotion often takes place in a short time. Sales promotion occurs by offering the client an additional motive for making a transaction. This is usually a small discount. Moreover, promotions with expiration dates can be implemented. (Antipov. 2020, 250.)

In the case of advertising for spa services, booklets and flyers left in the rooms are often used. Booklets and brochures give the client detailed information about the services and products of the hotels. Not every customer notices such an advertisement or is ready to read it, so its effectiveness is controversial. This can either attract a client to the spa, or not.

The second channel of promotion of spa services of hotels is via the Internet. Quite often hotels allocate a small section on the spa on the website or indicate a little information on the hotel's social networks. Unfortunately, this is not enough to fully promote the spa service. With this method, only people who are initially interested in the hotel will find out about the spa, and it appears not as a separate service, but as a pleasant addition when staying at the hotel. However, there is still a huge audience that is only interested in spa services. It is this audience that can be missed, as a result of which the profit decreases. (Hotel report.)

To have a good promotion brands need more opportunities to place promotions, offers, photos. It is necessary to separate spa services and the hotel, to create their own channel of communication with the audience. Social networks are ideal for posting all this information. (Hotel report.)

2.4 Social Media Marketing as a way of promoting

Social networks are a very smart device. They know a lot about their users: their age and gender, the country and city of residence, the brand of the phone and all kinds of hobbies of users. For example, Facebook can easily find out which of its million users belong to the group of men 20-35 years old, lives in Helsinki and loves cycling. Users themselves provide all the necessary information. By filling out social media profile, basic information is given to the program: name, age, gender, country, city. Actions on the expanses of social networks also carry information about what personal likes and dislikes. This helps social networks to set up the most accurate advertising and get into interests and pains. For example, someone's birthday is coming soon and different social networks will start showing them content and ads on this topic (Chernaya. 2020).

Promotion in social networks wins over advertising in search engines, for instance, Google. In the search engine, the customer will advance using keywords, for example, "Helsinki massage sending". It turns out that the ad will be shown only to those people who are already looking for it or are interested in this topic. However, there will still be a limit on the users it will cover. Many people who might find these services interesting or even necessary may be left without this advertisement. They will just go to the first spa they come across that they know and not the fact that it reflects their needs. Advertising on social networks works differently. It forces a potential client to think about their needs and take a step towards meeting the acquisition of them, thanks to advertising. This is called targeted advertising. (Chernaya. 2020.)

For targeted advertising to work, it must be combined with social media marketing. Social media marketing is aimed at attracting and retaining an audience. Also, social networks give businesses the opportunity to talk about the product, arouse more customer confidence. In addition, social media marketing sets itself the task of increasing the level of brand or company awareness. This is due to the work on reputation.

Social media marketing is a set of actions that consists of managing communities and a subscriber base. social media marketing deals with content on business pages on social networks and active interaction with the audience. For success with this method of promotion, it is necessary to constantly maintain the attention and interest of users on the network. With the help of maintaining a profile in social networks, hotels will be able to directly tell their guests about spa services and find out their needs and reviews about their services. With the help of social networks, it is possible to combine all types of marketing and use them effectively. (Hubspot. 2019.)

With the help of social media marketing, many problems can be solved. Increase in site flow. It is used as a step in the sales funnel or a way to attract traffic to the site. News portals often use this to make the figures on the site look more attractive to advertisers.

Informing about discounts and new products. This is especially valuable for existing customers, because it is always nice to get a product from favorite company at a bargain price.

Expanding the target audience, increasing brand awareness. New potential clients from any social group can notice brand in social networks. This is due to the reposts of brand's subscribers, advertising in groups, targeting and getting into different publication tops. (Chernaya. 2020.)

Popularization of the company's views and values. Participating in charity events and doing good needs. This should be talked about it in order to win people attention.

Improving the reputation, creating the desired image in the eyes of the consumer. It is beneficial to post beautiful photos and high-quality videos, share positive customer reviews and photos of happy customers, talk about awards and achievements. It is advised to react to information feeds and be closer to the people (Chernaya. 2020).

Collecting feedback and working with the negative. Complaints and negative customer experience can be turned into a positive one if respond to it correctly. Even a customer who is against can become the most loyal customer.

In addition, advertising on social networks is much more effective than other types of advertising, since in social networks it is possible to combine the marketing element together (Chernaya. 2020).

Thus, it can be concluded that when promoting services in the hotel business, Social Media Marketing is the most effective communication channel. It has the most advantages in terms of price and variety of promotion. Configure the audience for displaying and so that it gets into the pains and problems of the client and causes the decision to purchase the product. By using social networks, getting to know audience is easier and better and tell more about the services, principles, thereby arouse loyalty, which in turn will increase sales and increase the occupancy of the space. In the next part, Instagram and TikTok in detail as promotion channels will be analyzed, as well as the results of the survey analysis will be presented, the purpose of the survey is to find out how customers find out about spa services at the hotel.


3 Analysis of the advantages and disadvantages of social networks in promoting spa services at the hotel

3.1 Results of the questionnaire "Through what people learn information about various services"

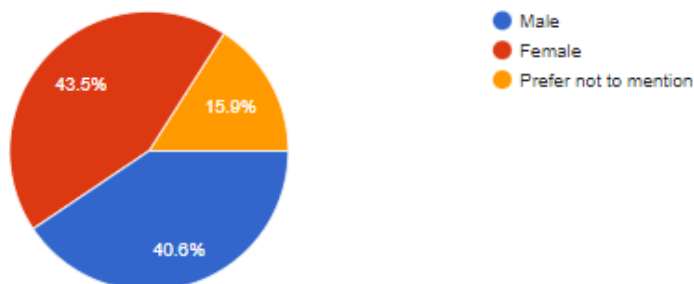
A survey was conducted to find out how often people use social networks to search for spa services. In addition, the survey helped to find out how much social networks influence customers' purchase decisions. The audience that took part in the survey were Finnish students and young people living in Finland.

In order to understand how much social networks are in demand among the audience, a survey of students in the age range from 18 to 40 years was conducted. The majority of the participants are between the ages of 18 and 35. The main conclusion that can be drawn from the survey is that all participants are users of certain social networks. According to the survey results, men and women use social networks in approximately different numbers. However, women are still five percent more. From this it is possible to make a conclusion that there are more women on the social media platforms, which means that goods or services aimed at this target audience are more in demand.

What is your gender?

 Copy

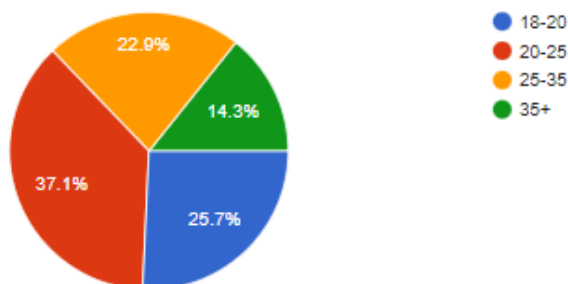
69 responses




What is your age category?

 Copy

70 responses



Do you use social networks?

 Copy

69 responses



Figure 1. Pie chart of survey results

75% of people use spa services. This is a great indicator of interest and demand for spa services. Which is important to know when building a strategy in social networks. Social networks take the 2nd place in the search for information about spa services, gaining 67% percent. The first place is taken by simply searching for information from the Internet – 74.3%. The leading social networks according to the survey were instagram (84.3%) and

TikTok (68.6%). This makes it clear that most of the interested audience is in these social networks. And it is in them that spa services need to be promoted.

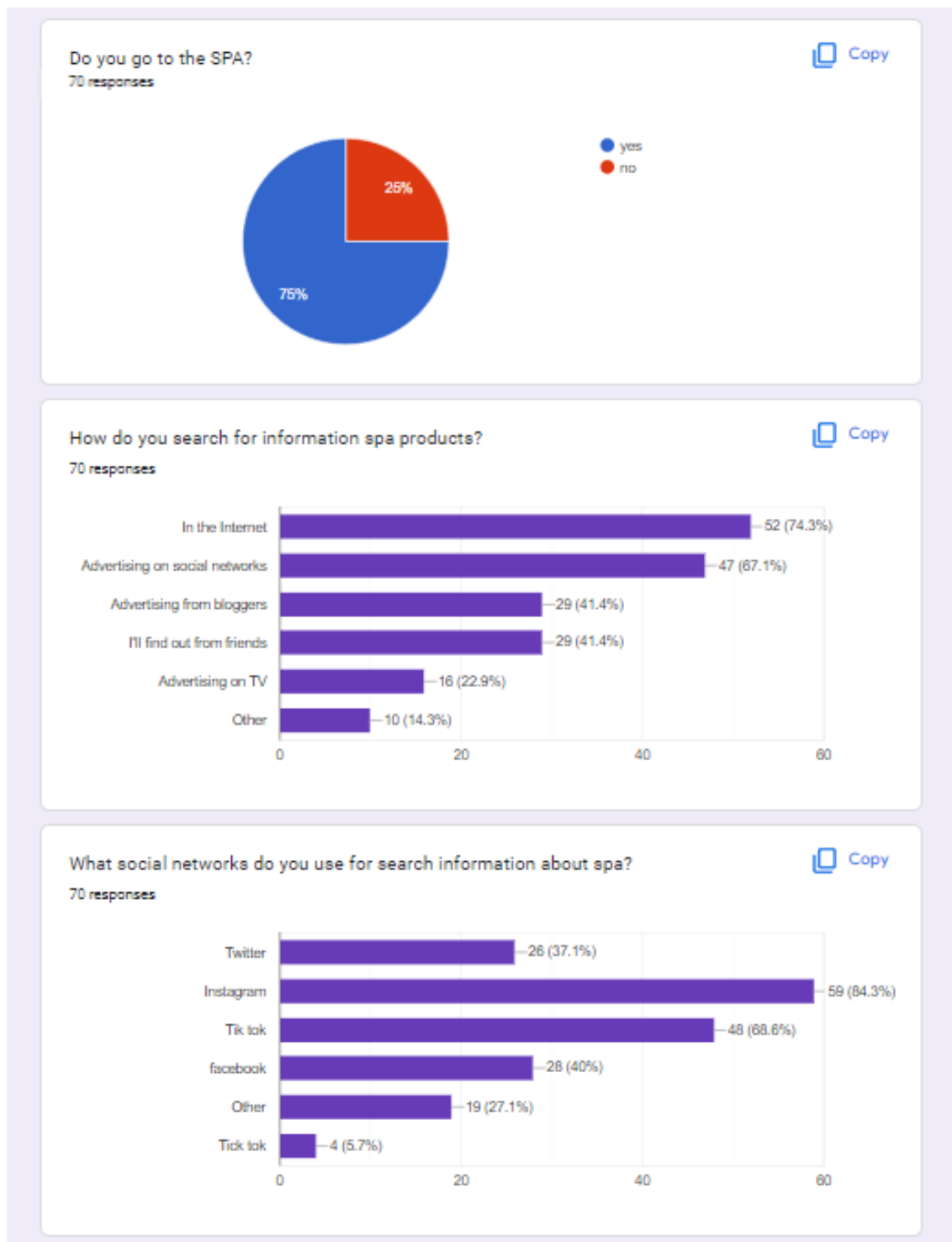


Figure 2. Pie chart of survey results

54.3% of respondents study the social networks of spa service if they are interested in them. 35.7% of percent sometimes study social networks before buying. 84.3% of respondents noted that the appearance of the company's social networks is important to them: good

quality photos, detailed descriptions of goods, and etc. And 74.3% of percent noted that poorly designed social networks of the company can cause distrust and scare them away from buying. All this helps to understand that it is important enough for people to see the brand and its services so that they have confidence in them. After all, without trust, the desire to buy will be extremely small.

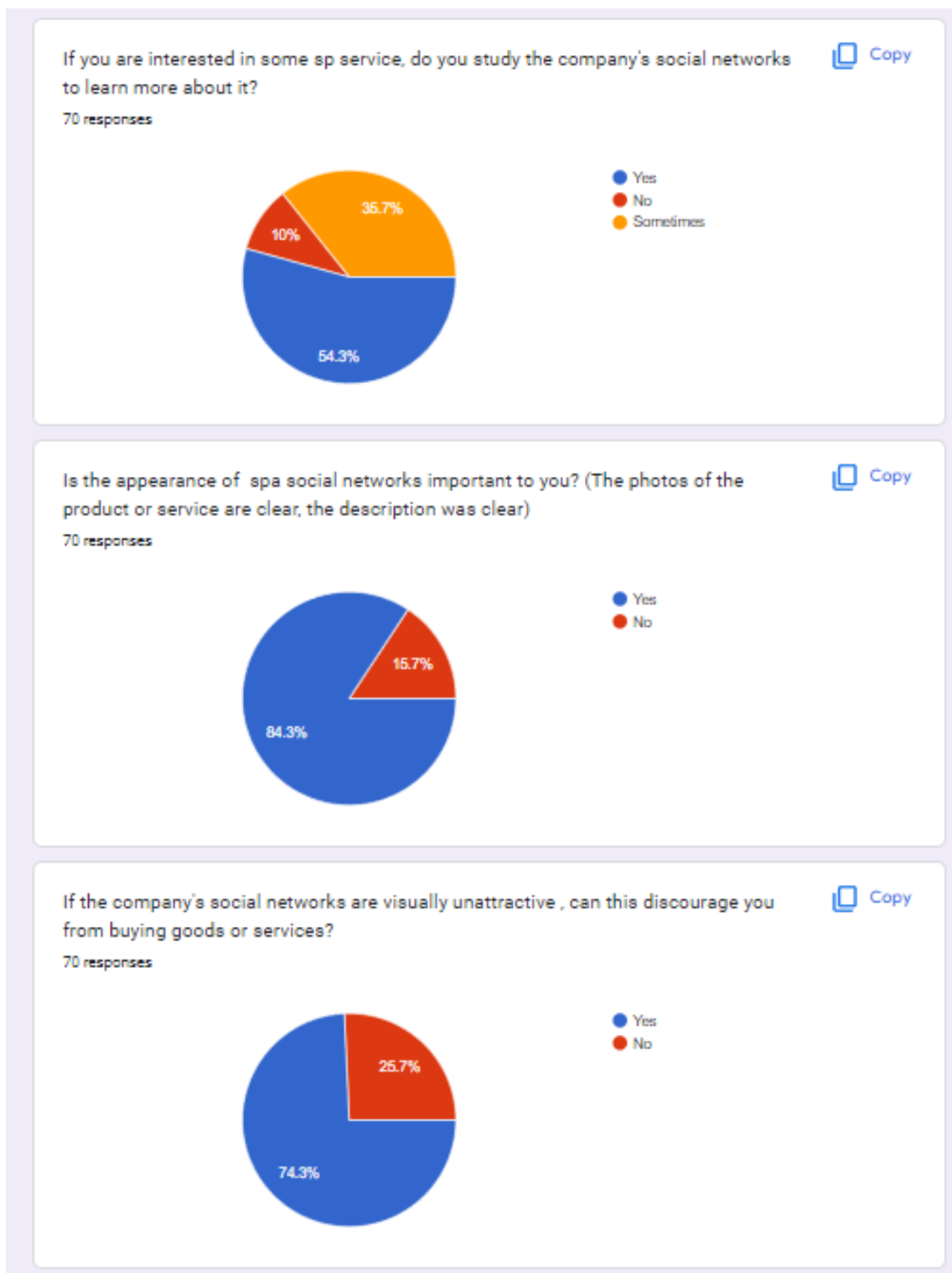


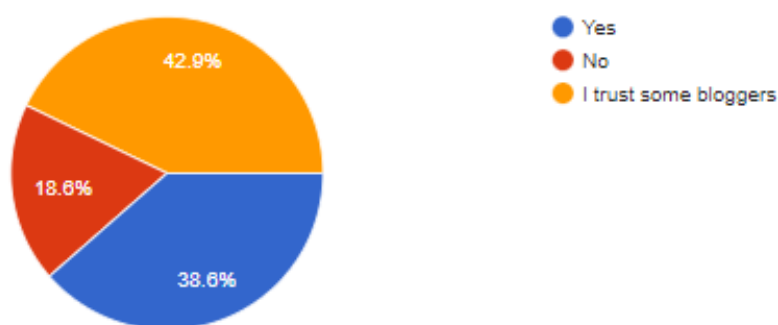
Figure 3. Pie chart of survey results

Most of the respondents trust the advertising of bloggers in one way or another. 42.9% trust some bloggers, 38.6 always trust bloggers. Only 18.6% of percent do not trust bloggers, believing that this is just an attempt to make money and they do not care what to advertise. It is seen that advertising is effective for bloggers, but not for everyone. Therefore, this type of advertising for a spa is produced, it is necessary to carefully study the blogger, their advertising feed and in general the product that they promote. For example, a blogger promoting sports betting will obviously not bring confidence to the brand.

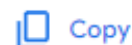
Do you trust advertising from bloggers?



70 responses



If you answered no, then what confuses you?



9 responses




Figure 4. Pie chart of survey results

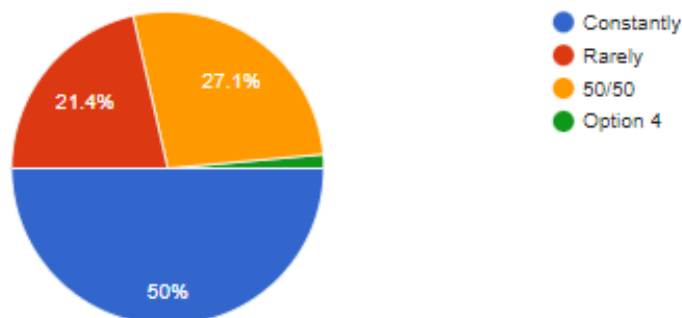
Targeted advertising in social networks most often guesses the desire of users and arouses the interest of 50% - advertising always guesses the desire of the subscriber. 32.9% sometimes guess their interests. About 80 percent are willing to subscribe to blogs because of

targeted advertising. 45.7% do it quite often. 32.9% subscribe at times. Only 21% of respondents do not trust such advertising. Targeted advertising really works and helps people find the goods and services they need. This makes understandable that it should be used when promoting on social networks, because it is a strong element.


How often does social media advertising guess your desires?

 Copy

70 responses



Do you subscribe to an account if targeted advertising guessed your wishes?

 Copy

70 responses

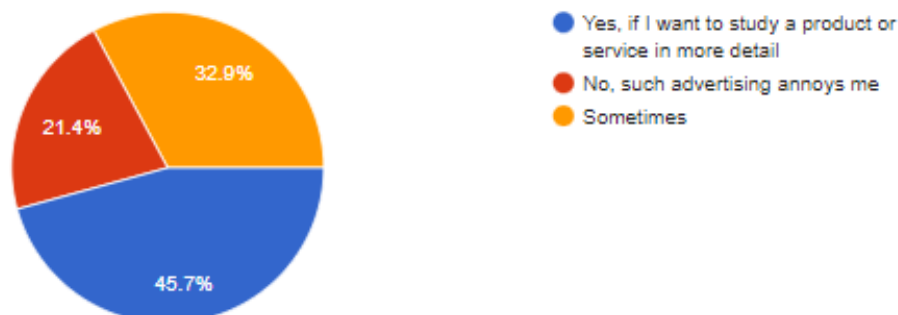


Figure 5. Pie chart of survey results

3.2 Analysis of the social network Instagram

Today Instagram has reached the peak of its development as a marketing channel — it has a large active audience — 400 million users per month, engagement at 1.08% and 33% more subscriptions to brand accounts. There are also qualitative advantages of communication on Instagram.

- Whether for ordinary social networks the audience engagement rate does not exceed a tenth of a percent, then in Instagram it reaches four percent

- Over 60% of users have business profiles in their subscriptions
- The majority of users (about 70%) make posts about brands that have a residence permit in this social network. (Mosoblreklama. 2022.)

The first thing to note is that Instagram is an excellent platform for increasing brand awareness and increasing trust in it. Instagram is used to get positive emotions and distract from boredom. Brands that know how to use this information correctly may be more advantageous in this market. This means that it is useful to publish selling content as part of entertainment, without causing users to have explicit associations with advertising. It is important that the content reflects the interests of the audience and arouses a desire to follow the brand. All this develops the process of memorizing the brand and causes various associations connected with it. For example, the spa brand uses a certain font and certain colors in its stories. When the user sees this font somewhere else, this particular spa brand will pop up in their subconscious. The most important reason to create such content is the natural growth of the audience. The audience will not feel that purchases are imposed and will be more willing to subscribe to the brand account. (Soffer 2022.)

The second thing Instagram can do for a brand is to significantly increase the loyalty of potential customers. If the user is interested in the brand content, then they will treat the brand more and more softly every day. To recognize from different sides, as a person. This will increase their desire to trust in brand and eventually bring new requests for services. The last advantage of using Instagram is the ability to manage the company's reputation and faster customer feedback. Instagram allows to react more quickly to various unpleasant situations from customers and translate into a positive direction, which ultimately shows the brand's respect for its customers. (Soffer. 2022.)

The disadvantages of the promotion of this social network include:

Depersonalization of the profile. When people make purchases offline, they establish personal contact with the seller. When they leave the store, they realize that they can return at any time – to hand over a purchase or make an exchange. The store is not going anywhere; the seller was remembered in person. Making a deal on the Internet is much more difficult psychologically. It is difficult to trust the application, especially if a person has not encountered this brand. A person is not visible behind the advertising posts of the business profile. Therefore, the business owner needs to make every effort to revive his depersonalized account. Make it open, friendly and having a unique author's face. (Much tech. 2019.)

Focus on sales. Users create an Instagram account to share funny photos with friends and family, follow the celebrities, and just have fun, yet not to look for a winter jacket. When they come across a business account, they scroll through the feed. Only an unusual presentation

of the topic or the exclusivity of the product can attract their attention to the business account. The recommendation of a well-known blogger may also arise interest, but it is not a fact that people will immediately rush to make a purchase. (Soffer. 2022.)

Paying and promoting business. Social networks are designed in such a way that businesses are obliged to pay for the promotion of their accounts. To win the competition from personal blogs, advertising posts should appear more often and with a large number of users. Instagram, like other social networks, lives at the expense of advertisers. Nevertheless, companies, in fact, have nothing to complain about. After all, Instagram provides businesses with a unique technology for promoting goods to a potential buyer. On a reimbursable basis, the platform offers a universal set of tools to company accounts. The business can only use Instagram's capabilities competently and adapt them to its profile. (Much tech. 2019.)

All of the above makes us understand that it is very important to build the content correctly on Instagram, so that it inspires trust and is not intrusive. It follows from the analysis that Instagram promotion has both pros and cons. However, still, at the moment, Instagram remains the most convenient platform for business and the sale of services, since there are many opportunities for publishing services, communicating with the audience and promoting in this social network. (Mosoblreklama. 2022.)

3.3 Analysis of the promotion of spa services via Instagram using the example of real cases

In order to better understand what mistakes hotels make in promoting spa services, it is necessary to analyze several examples and draw conclusions about which tools work and which do not. Taking into consideration the promotion of spa services in the Instagram of the VALO Hotel & Work Helsinki spa. The first thing that should be noted is that all the promotion of spa services is quite meager. There is no separate page for these services, there is only a section on the site. The site is not the most convenient and attractive, which repels customers. The information on the site is quite basic. There is no scale to disclose the promotion service. As a client, such a description would not bring confidence in offered service. There is no information about the masters of the spa, about additional services and much more. The hotel has an Instagram account, but little attention is paid to the promotion of spa services there. Posts written about the spa do not cover the pains and objections of a potential buyer. (Official site of the VALO Hotel.2022.)

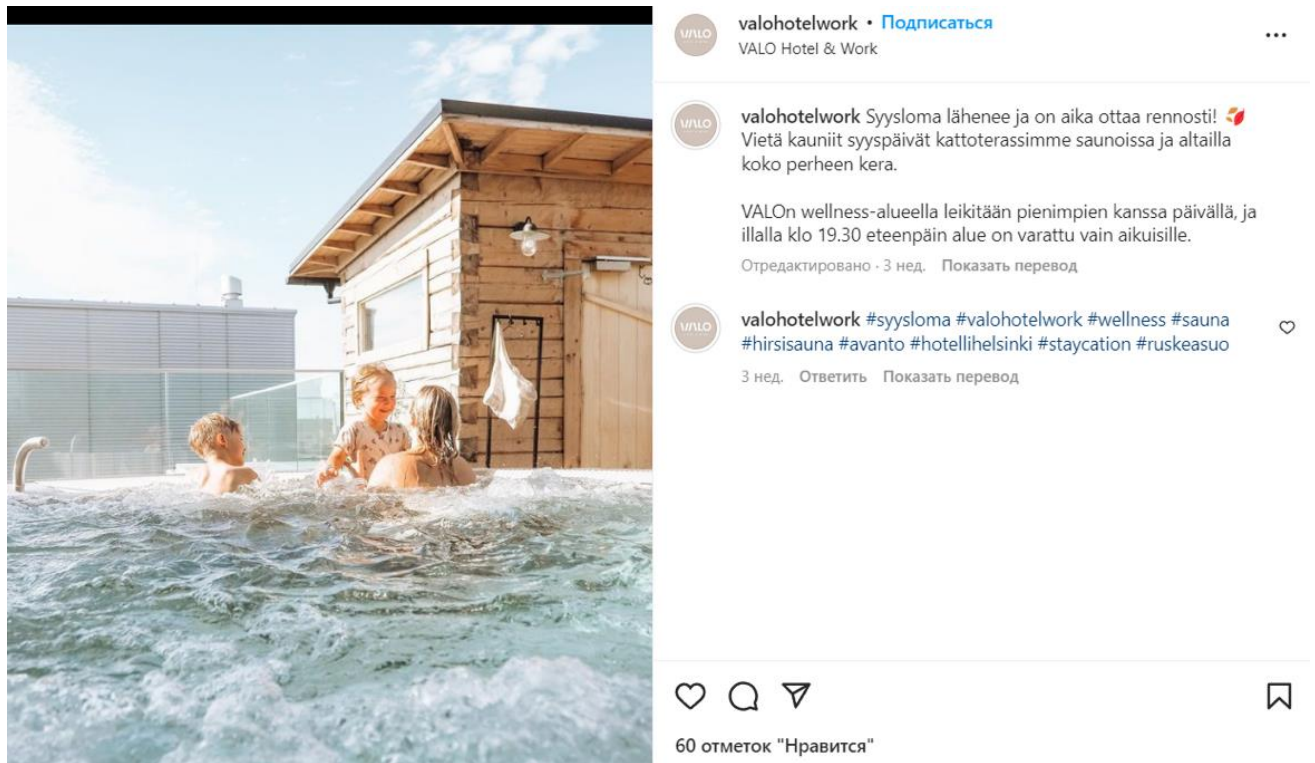


Image 1. Instagram of VALO Hotel & Work Helsinki spa (Instagram.2022).

In case of the current stories about the spa, then it is again just videos and reviews about the spa. Instagram reviews should carry meanings, and not just be beautiful. These meanings should reveal in the head of clients the idea that spa is the best and it is necessary to go to this brand. Unfortunately, this effect is not created by the information about the spa of this hotel. (Instagram.2022.)

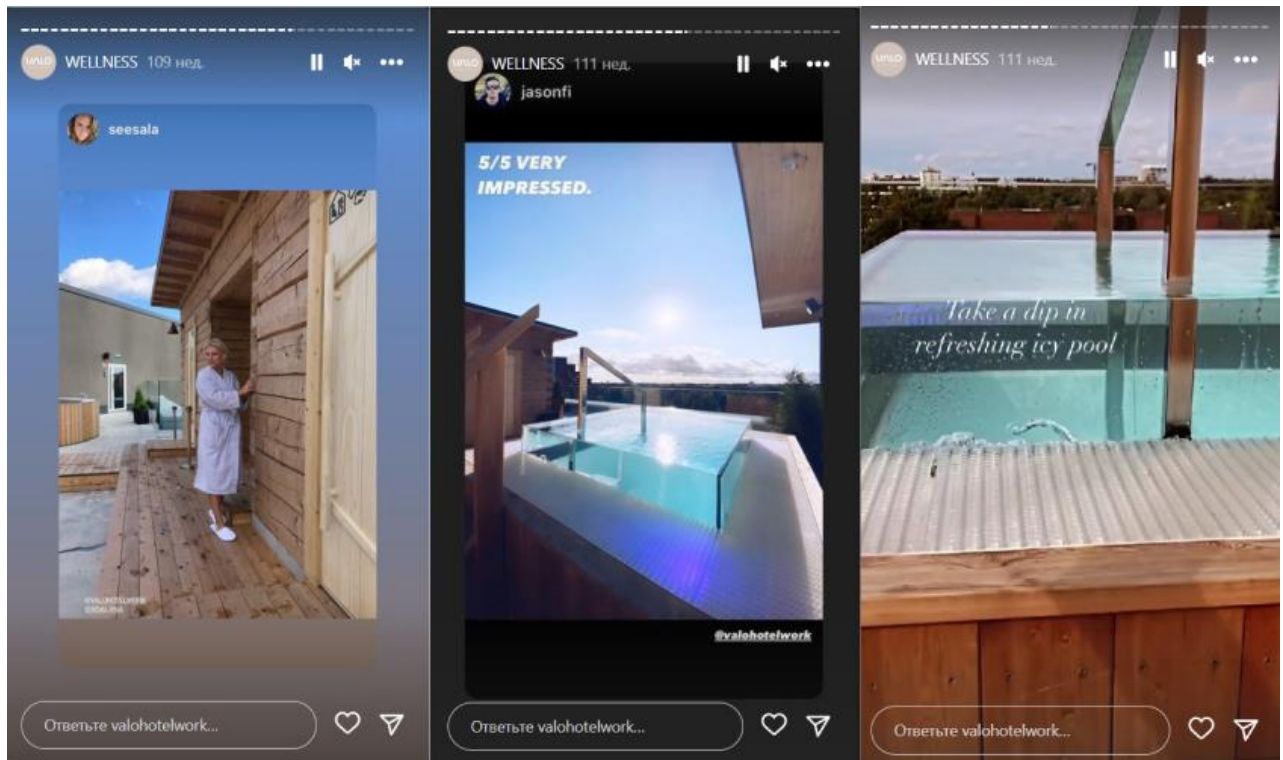


Image 2. Instagram of VALO Hotel & Work Helsinki spa (Instagram.2022)

Looking at the statistics of likes and comments on posts, it is very low. The account has 6.5 thousand subscribers, and 40-120 people like posts. This is 2% of the audience. For large accounts, a good percentage of audience engagement starts at 10%. The conclusion that can be drawn from such a simple calculation: The audience is not interested in Instagram. The only thing people are interested in is posts with jokes. There's a really good asset of 500-700 likes. This is about 7.5% of the total audience. Most of them are just as indifferent. Such an asset under posts with something free perfectly shows that people do not see the value in the product and are ready to receive it only for free. (Instagram.2022.)

In comparison, there is another spa located at the hotel, yet having its own page. This is the Carelia spa brand at the Hilton Hotel in St. Petersburg, Russia. This profile can be considered an example in the promotion of spa services at the hotel, because spa services are advertised and sold both for hotel guests and just for those who want to visit the spa. This approach significantly increases the occupancy rate and the sale of services. In addition, visually the page looks interesting, catches the attention, the profile feed conveys the very atmosphere of relaxation that the user should feel at first glance. In addition to visual design, the profile is also logically filled. All important information is fixed either in the profile header or in the highlighter. Looking at current stories in more detail, they are made very competently, because they close all possible questions and objections of the client, thereby increasing the likelihood of selling their services. Bringing the emphasize separately that the

account actively uses reelsti, regularly posts content and actively promotes through this promotion channel. Below a screenshot of the video views will be attached. (Instagram.2022.)

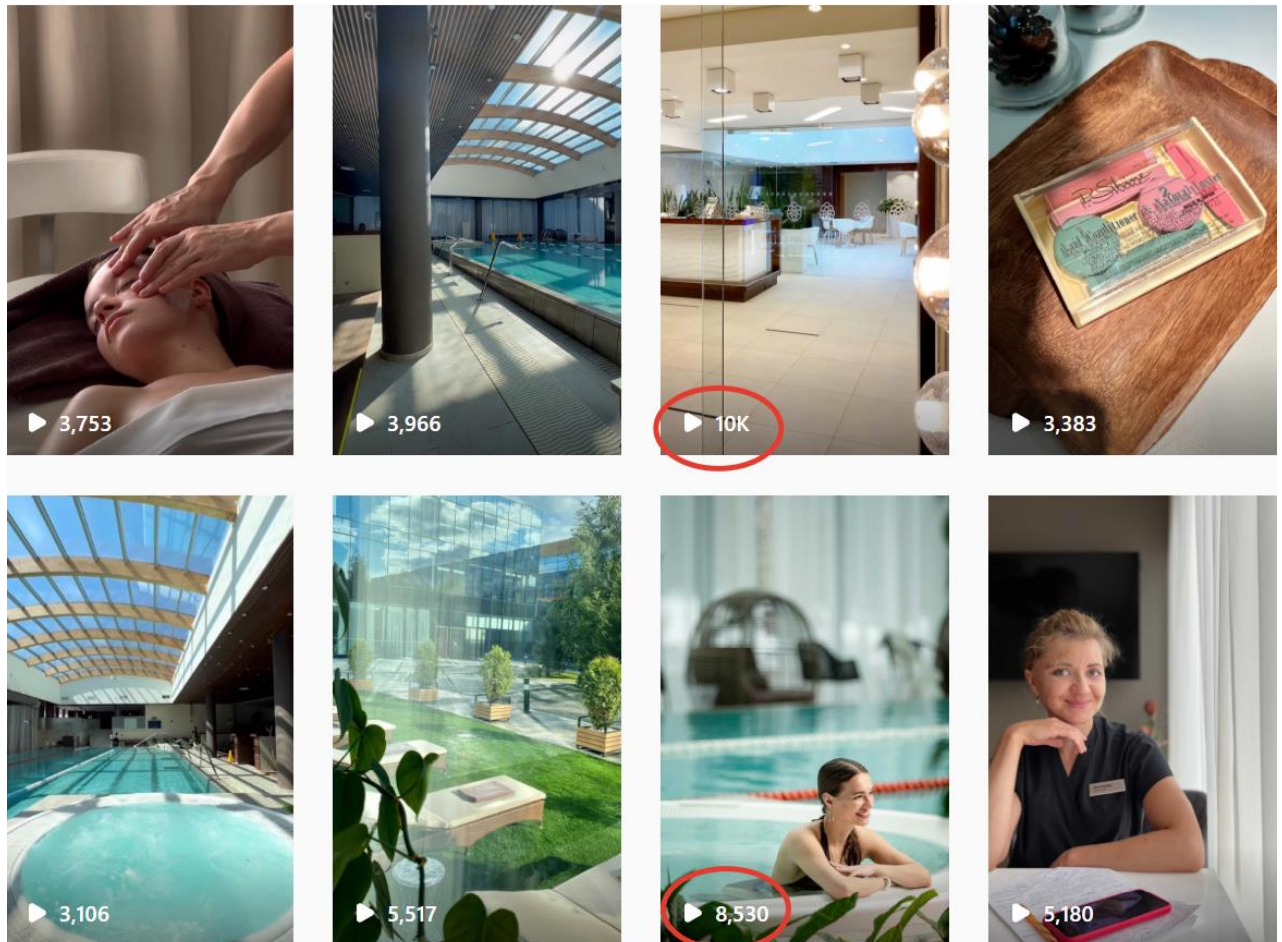


Image 3. Instagram of Carelia spa (Instagram.2022)

Such figures are very good indicators that cannot just attract with a picture but sell services. The account regularly posts stories, which is crucial when promoting through reels. Since the new subscriber, the first thing after switching to the profile, they will want to study the spa services and brand and will go to study stories. (Instagram.2022.)

However, a few disadvantages will be noted. The first thing that catches eye is too much text in the profile header, it is confusing. It would be better to shorten the text and make it more readable by delineating. Also, now more and more accounts are leaving posts and replacing them with rails. There is no doubt that, this is a good way to promote, and it really gives high coverage and increases the ranking of the page. However, it is necessary to remember that people get tired of everything. Therefore, it is advised to mix the types of content and post not only videos, but also posts so that subscribers can switch from one to another, which helps to retain them. (Instagram.2022.)

From all of the above, conclusions about the following mistakes in the promotion of spa services at the hotel in social networks can be drawn. The first is when the hotel does not create a separate account for spa services and does not promote them properly. This reduces the availability of spa services and the hotel loses profit. The second is an outdated visual or a completely unformed profile. This greatly reduces the chances of a potential client signing up for an account simply because the profile did not cause proper confidence, feelings and desires from the first seconds of acquaintance with them. Without a well-designed profile, further promotion is generally impossible, or it will be very difficult. Third, the content is not trustworthy. Accounts post content on a whim, without a clear strategy and without goals. Such content is boring and awakes the desire to scroll through. It is necessary to think over different formats and topics, to hold the attention of the audience, just like a TV series. The creator should be capable of inspiring trust and desire through publications. After all, selling on the Internet is much more difficult than selling in real life. In real life the reaction and emotions of the buyer can be seen, and the seller reacts in time to find an approach. On the Internet, services are sold to faceless profiles. It is impossible to see the buyer, neither start small talk and inspire confidence in the purchase. That is why it is important to be able to inspire trust and desire through content. And the last thing that should be noted is ignoring reels. Now reels are a great assistant in promotion. Reels is a free and very effective channel for promoting services. Recommendations for the promotion of spa services in the hotel will be based on these errors. (Instagram.2022.)

3.4 Analysis of the TikTok social network

A good marketer knows that the only way to get ahead of the competition is to use a proactive approach to developing marketing strategies. Using TikTok for business is a well—thought-out decision, not a bold assumption.

Now the TikTok platform is very popular. Because of this, there is a change in the usual model of social networks. Professionals working with social networks, such as GaryVee, Rachel Peterson, are actively following the development of this platform. They are sure that TikTok is as strong a player in the social media market as Instagram (Vc.ru. 2021).

Here are some statistics why it is necessary to use a TikTok to promote your services.

- This social network has 500 million active users worldwide
- In 2020, TikTok became the most downloaded app in the App Store
- TikTok is available to users from 150 countries and approximately 90% of users log into TikTok several times a day
- Every day in TikTok, users view about one million videos

On average, each user spends about an hour in a TikTok current per day. Since TikTok is a relatively new platform and is mainly focused on attracting more users, rather than aggressive monetization of the platform. Therefore, marketers can easily get the most out of this platform by spending only on creating content and getting maximum coverage in a short period of time. (Vc.ru. 2021.)

Advantages of promotion during TikTok:

An easy way to create a community. Modern users consume most of the content through videos, so it is beneficial to consider users as part of the community. Sharing ideas through videos and attracting like-minded people is what is important. There is no group creation functionality in the platform yet, but a good marketer sees that community creation is at the heart of this platform, and a formal community function will appear soon. (Meet. 2022.)

Marketing that does not look like marketing. Generation Z does not like it when they get bored with ads, which is why 51% of them use ad blockers. It should be clear that the old marketing techniques will not appeal to these users. As a smart marketer or entrepreneur, it is necessary to find less invasive methods and quickly attract the attention of target audience with engaging content. Once brand master the technique of incorporating itself into well-structured stories, the brand will be a winner. (Vc.ru. 2021.)

An ideal place for content. TikTok is trustworthy, as it is based on organic content. Many platforms before TikTok eventually began to suffer from one problem – fake views. This causes complete distrust of users to such platforms. In turn, TikTok encourages creativity and everyone has an equal chance of promotion in it. This is due to such content as "challenges", "duets" and many other TikTok current mechanisms. (Vc.ru. 2021.)

Everyone can quickly and powerfully promote their TikTok if they try a little with the content

- The audience is as loyal as possible and ready to "consume" almost any content
- There are not so many bloggers in the top yet because of the youth of this social network
- Brands can attach active links in profile to drive traffic to the main social networks

Disadvantages of TikTok:

- Lack of targeted advertising (however, TikTok announced that it will appear in the near future)
- The audience is reluctant to subscribe. That is, it is relatively easy to get into that and gain thousands of views, but users do not really want to be convicted into subscribers.

- The audience is still too young and therefore insolvent. However, this is for now, in a few years it will grow, but it will still use TikTok current, so now it is time to go to this platform (Dzen. 2019).

TikTok is such a fast-growing community. In it, it is possible to safely collect some activity without any special investments. However, due to the large traffic of content, it is necessary to be able to attract an audience and retain it. In addition, it is impossible to conduct sales directly in TikTok, it is necessary to overtake the audience either on Instagram or on the company's website.

3.5 Analysis of the promotion of spa services via TikTok on the example of real cases

When studying the expenses of TikTok, it was concluded that hotels do not particularly use this channel to promote their services. Of course, there are hotels that use TikTok, but they are very few. Also, it is often that hotels promote their brand and not spa services. Therefore, the promotion of spa services through TikTok using the example of a spa salon will be analyzed. (TikTok.2022.)

As an example of promoting spa services in TikTok, consider the account @breezestudio.lv, this is a spa in Riga. The account is properly designed; the brand logo is on the avatar. The information column indicates the key procedures that the spa conducts. A button to go to Instagram has been set up, which allows a new client to study the brand and its services in more detail. There is a color identity of the brand. Blue and turquoise color in the video. Such colors are well suited for the movement of spa services, because they are associated with water, with tranquility and relaxation.

With a small number of subscribers (895 followers) videos get 10, 30 and 100 thousand views. If the viewers carefully study the videos that have gained such huge views, they will notice that such videos get into the clients' pain, tell how they can close them and what result the client will receive after a particular procedure. It can be seen that the brand carefully treats the content and competently creates it. If they shoot a video with some trending sound, they do not just make a funny video, but a video reflecting the theme of spa procedures. For example, this video has gained 27.8 thousand views. The trending sound was taken in it and the video script was made to show the spa services. (TikTok.2022.)



Imagine 4. TikTok of breezestudio, Riga (TikTok.2022)

It is worth paying attention to that the spa has chosen its target audience correctly and this is also one of the reasons for success in promoting in TikTok. The brand is located in Riga, in its TikTok it uses not only Latvian, but also Russian language. Firstly, most of the residents of Latvia know Russian better than English. Secondly, Latvia is adjacent to countries such as Russia, Belarus, Lithuania and Ukraine, although it is not neighboring, but it is not far away. Because of the common history in these countries, many people know and understand the Russian language perfectly. Therefore, they also fall under the target audience, thanks to the use of the Russian language. Yes, this audience is fickle. It is not permanent and may come once for procedures. However, it is impossible to forget about the old word of mouth. If a tourist likes services, they will recommend the brands to friends and the list of potential customers will grow. Therefore, it is very good that this spa uses two languages for promotion, thereby they can reach their entire target audience. (TikTok.2022.)

The content of the TikTok account is diverse. There are funny entertaining videos, educational videos and various tips and selling content that encourages the customer to buy.

There are also various promotions and contests, which additionally arouses interest in the brand's services. As for the disadvantages, spa does not create collections of its videos. It is more difficult for the client to navigate by the TikTok current page. On the one hand, this will cause a desire to sort things out and go to the Instagram page, but simultaneously it may also alienate. It would be best to create collections of services and pin them at the top of the page. (TikTok.2022.)

Using the example of this case, spa services can be promoted in TikTok. The most important difference between TikTok and Instagram in TikTok, expectations for picture quality are lowered, so even if there is no professional equipment, it is possible shoot videos and promote spa services. (TikTok.2022.)

4 Development of a number of recommendations for the promotion of spa services in the hotel business

4.1 Recommendations based on results of the questionnaire

The most important point that was found out from the survey is that everyone who took part in the survey uses any social networks. It turns out that if a brand wants to attract a new young and solvent audience, it needs to develop its pages in social networks.

Instagram and TikTok took the first places among social networks in which users search for various information about spa services. Therefore, it is these social networks that need to be developed. It turned out that the survey participants trust social media advertising more. For example, targeted advertising initially extinguishes the desire of users and arouses interest in exploring the account. Nevertheless, it is worth noting that for most of the respondents, it is important what the company's social networks look like: how much photos reveal a product or service, how these services are described in detail. This is important in building the trust of a new interested client and the company's service. Directly, this affects the purchase decision. More than half of the respondents noted that poorly designed social networks may be the reason for not purchasing any service. In order for any advertising on social networks to work, it is necessary to properly create a brand account. Therefore, the developed recommendations will be aimed at:

- registration of spa service accounts in social networks
- generating the right content for spa services
- development of a social media promotion strategy with minimal investment.

4.2 Recommendations for Instagram promotion

Having studied the existing spa accounts at hotels, recommendations for the correct design, management and promotion of spa services on Instagram were developed. The first recommendation is to create a separate spa services account. This will make it possible to post information limitlessly and facilitate promotion in this social network. It will be easier to communicate with the audience, to post some promotions and special offers, in general there will be a place for a detailed description of all services. In addition, using Instagram, has facilitated creation the necessary positive image of the spa area in the hotel.

In order for Instagram to work fully, it is necessary to design a profile competently and in a marketing manner. The main thing to remember is that the nickname should be short and

memorable. It should be convenient for people to print it. It is worth avoiding a huge number of dots, underscores and numbers.

After the creation and correctly naming a separate account, it is necessary to issue it. First visual recommendations will be described, and then the content will be discussed. The first thing that catches the eye of the user is the avatar. The avatar is the face of the brand. Therefore, in the case of spa services in a hotel, it is best to put the hotel logo or the hotel logo on the background of the spa on the avatar. Just here many people make a mistake and put various elements of a spa, a swimming pool or a piece of a sauna on the avatar. It does not attract attention. An avatar is a substitute for eye contact on the Internet. It is necessary to make the right impression on a potential client.

The profile header correctly should be filled correctly. The profile header is a section with key information about owner and product. The name field works on the principle of keywords. Compose it so that when searching for the word spa, it is account that is issued. The formula of a competent name field: the name of the service + location (city, district in the city) and only then the name of the brand. For example, spa Helsinki, flower hotel.

The graph about brand is the information that a potential subscriber will see first. They should answer the questions "what kind of brand is this?" and "why should the client choose you?". Therefore, it is necessary to accommodate everything that distinguishes services from competitors. A good option in the case of a spa: specify the opening hours, write some values of your company's work, or describe some unique services that only the brand has. Also, some unique offers here should place, for example, for the first visit -20%, in order to immediately interest potential customers.

Going further down the page, the user will see current stories. Now analyze the appearance of the covers, without taking into account their essence. Covers should not be outdated. There are two most advantageous options for how to design this section beautifully. First: use parts of the profile photos. Second: create a unique cover design. To promote spa services, both options are suitable, it already depends on the taste of the owner.

And the last part from the point of view of design is the tape itself. Why is it important to pay attention to the visual feed? The business has only eight seconds to attract a new customer. If during these eight seconds a person's eye does not catch on the tape, then the potential client will simply leave. To begin with, when creating a profile, it is worth developing a concept for the tape and stories.

Speaking of current stories, they should be issued according to the sales funnel. When a potential customer studies the information in them, they must close all their objections and

doubts about the purchase of product. These stories should inspire confidence and a desire to buy exactly offered spa services.

To stand out from all competitors, it is necessary to create a single visual concept. The visual concept is the reference point of the future tape and stories. It has its own structure and logic, determines how to use various elements, fonts, photos, what can be used in the account and what not. In the future, this will create a unique style of brand, help to distinguish among competitors and assist in putting associations in people's minds. In case of promotion of spa services, it is recommended to choose a color palette of blue and beige shades. The blue color represents depth, calmness, peace, which directly fits the description of spa services. Beige color is associated with warmth, comfort and positivity. This is the atmosphere inherent in spa areas.

In addition, three rules were explained that will contribute to the owners of the spa in the hotel to make the account tape attractive to the eye:

Balance. It is necessary to maintain balance. There are three main elements of balance in the tape. Balance according to the plan of photos: general, long-range, medium, large and super-large.

Colors. There should be no color sticking together in one piece of tape and mass equilibrium: alternation of uploaded and minimalistic photos. To make the tape look beautiful and harmonious, it is advised to combine photos with each other, relying on these three elements.

Use text bars. A text die is a design element that is used as a substrate for text. Their main task is to demonstrate the brand's expertise at a glance.

Photo means the same as meaning. Photos should not only be beautiful, but also carry meaning. For instance, there is a posted photo of the pool, and the text under it is written about the sauna. Undoubtedly, this will cause dissonance in the reader's head. It is worth combining the feed with the content.

As for the content in the profile, this is just as important as the visual part that was written above. According to the meaning of the content, it can be divided into entertaining, useful and selling. A common mistake that businesses make is publishing ONLY selling content. To gain trust and keep the audience on the page, brand need to mix all kinds of content.

To make it easier to compose content, was created a table of questions based on which the brand will understand what it can talk about on its page at all. The table is divided into 2 parts, revealing the personal and professional side of the brand.

Table 1. Brand disclosure from different sides

Side of the brand	Questions	Answers
The personal side of the brand	<ol style="list-style-type: none"> 1. The mission of company, what global goal is the company implementing? 2. Company values: what beliefs does the brand pursue in work? 3. Who is the leader? What did they do before? Why did leader decide to establish a business in this niche? 4. The company's past, how was it created? How did the idea of creation come out? 5. What were the main stages of development in the company? 6. One or two main personalities from whom the blog will be conducted: their character, behavior, roles in the company. 7. What interesting things can the brand tell the customer about the company's niche? 8. Interesting stories / processes within the company. 9. Is there a corporate logo, colors? Why are they exactly like that? 10. What difficulties arise within the company? 11. What kind of team incentives does the brand have? Special conditions and rewards? 	

	12. How is the work within the team structured?	
The professional side of the brand	<ol style="list-style-type: none"> 1. What life hacks / useful information can be shared on the company's blog? 2. Tell about brand's product/service. What does it include? How is it created? 3. What are the advantages of product/service? 4. Which team is behind the creation of the product/service? 5. How is everything arranged inside? 6. What is the location? 7. What is the work schedule? 8. What result does the buyer get? What needs does it cover? 9. What are the cases, examples of work? Is there a photo? 10. Are there any reviews? Or can they be recorded? What is noted in the reviews most often, what are the strengths of the product / service? 11. How many years has brand been working in the market? 12. Are there any certificates, certificates, permits? 	

Answers to these questions and there are ideas for a blog. Brand needs to remember that the content needs to be alternated by meanings. In order to better understand what content can be published, was also created a list of content examples for spa services.

Entertainment content. This type of content is needed so that subscribers do not get bored with the amount of useful information. In addition, this content will help convey the atmosphere of spa. The business creator is capable of shooting various videos with the environment in the spa. Showing clients on various procedures, as well as, shooting some funny moments of work.

Informative content. Spa is body care and relaxation. Therefore, it would be good to write a list of skin care tips or make a list of how to relax at home. Some interesting tips can be shown, for example, a massage technique: which oil is best suited for massage. Appropriate spa services at home can be described. It is necessary to give people information that will be useful, but it must adhere to the theme of the account. To attract attention to the posts, it is worth using the following formulations: top three massage oils, the best tips for relaxation at home, and so on.

Selling content. The first thing that needs to be published is customer reviews, it is advisable to do this with a profile mark. So there is more trust in the company. To talk about each service in a fractional way, it is good if at the end there is a review for this particular service. Showing and telling about the team of masters working for the spa. Their stories of how became massage therapists, where they studied can be presented. This also increases the loyalty of the audience to services well. It is possible to show and talk about the "kitchen" of the brand. How the work is built? Where everything lies and so on. It is necessary to study the target audience and write out a list of contradictions that may arise when deciding to go to spa or not. Also, it is very beneficial to figure out how to make advantages out of all the imperfections and convince customers to choose this option.

By its appearance, the content is divided into posts, stories and reels. To make it interesting for people to follow the profile, it is necessary to combine content here too. Before uploading post or reels, it is necessary to prepare the audience, this is done with the help of stories. In stories, the topic is presented more extensively and colorfully, and fix it in posts and reels. If brand uploads reels or posts to the feed and does not do it, brand broadcasts the information to stories, there is a great chance of skipping it due to the huge amount of content around users.

In order for people to see stories more often, it is necessary that users interact with account and the content in it more often. In this case, reels help very well. They have such a feature that if someone just saw reels in the recommendation or squandered a story with a reels, it will be considered that the account is covered. However, this does not mean at all that it was a viewing. This function helps to increase the statistics of the account, thereby bringing it forward in the recommendations of its subscribers.

It is worth talking about reels separately, because it was concluded that few hotels and spa accounts use them. Nevertheless, this is the most effective and free way of promotion. Instagram reels are short vertical videos that can last up to 60 seconds. Instagram users can share videos in their feed, stories and on the Reels study page. (Astrey. 2022.)

Since its inception, Instagram Reels have been a good way for brands and companies to show their creativity and add a visual experience beyond posting on the grid. Nonetheless, this is not just an opportunity to creatively show services and products. It is also a great way to promote for free, if the creator has an idea of how it is functioning. Having studied the information about how the reels work, the following recommendations for the promotion of services were prepared:

It is necessary to shoot a lot. According to the observations, it is necessary to upload videos at least 5 times a week, and preferably all seven days to post reels. Accounts that are created from scratch, it is better to upload two or three videos to get into the recommendations and attract a new audience. (Astrey. 2022.)

Regularity in the publication of content. It is not enough to post 100 videos in a day or two, and then rest for 2 weeks. As was said above, regularity is necessary, preferably one or two videos a day, but every day. More than 100 at a time. In addition, with this approach, it is easier to study statistics and analyze what the audience likes and what does not.

Shooting quality. Everyone wants to see a beautiful and high-quality picture. Therefore, before promoting services through reels, high-quality equipment should be bought or a professional who has it should be hired. (Astrey. 2022.)

Duration. It must be remembered that Instagram is originally an entertainment platform. Therefore, videos should not be too long. The ideal timing is 15-30 seconds. This is necessary so that users watch the video to the end, user engagement directly depends on this.

Meaning. It is not recommended to mindlessly publish trends. It is necessary to look for ways to both creatively and variously show services in order to catch the attention of the target audience. This requires a deep analysis of all work with reels. The creator should understand in what the audience is interested. For example, if focusing on families with children, the content that will reveal spa center from this very side should be shot. Mindless repetition of another company's video will not bring the necessary results.

These recommendations, ideas and tips will help the spa brand to create a strong page for the promotion and sale of its services. Since Instagram sales are built through content. The more interesting it is, the more the brand is viewed from different sides, the more trust and desire the audience has to buy services.

The best way to promote a brand on Instagram is reels, because it is absolutely free and very effective. It helps to bring the account to the first positions in the Instagram search engine. Helps to tell about brand services to a new audience, and helps to sell these services. Reels is similar to TikTok, but the promotion in TikTok is different.

4.3 Recommendations for TikTok promotion

TikTok is a new platform for which businesses mostly avoid, because they consider it not serious enough. However, in fact, this platform can bring a huge number of new customers for the services. TikTok is a platform where people come to relax and watch entertaining videos. Unlike Instagram, TikTok has lower requirements for the quality of the video. Of course, this is important, but a video with a non-professional camera may also become popular. Therefore, the content for TikTok is much easier to shoot.

The first recommendation for hotels promoting spa services is to consider this social network as a way of promotion and create an account in it. When the account is created, it is necessary to issue it. The nickname should not be long. It should be simple and reflect brand's field of activity. On the avatar, as in the case of an Instagram, it is best to put the brand logo. This gives solidity in the eyes of potential customers and causes more trust. In the description column, as well as in the Instagram, it is necessary to fit all the most important points: opening hours, location of hotel, name and advantages. At the bottom, a link to the website should be added so that the client can go directly from the TikTok and order services. It is good to use a single style of content design for Instagram and TikTok: the same colors, fonts and various elements.

To advance in the TikTok, it is necessary to create a promotion strategy based on the goal. For example, increasing sales of spa services through the website or finding a new audience for Instagram to promote there. Nevertheless, before shooting the videos, brand needs to understand who they are for. In addition to a competent strategy, the brand must create a portrait of its target audience. Was developed a table of questions to simplify this process. By filling out the table, the brand will have a clear idea of which people in TikTok may be interested in their services and for whom the content will be created.

Table 2. Target audience analysis

	Questions	Answers
1	Determine gender, age and activity	
2	What country/city do they live?	
3	Sites and social networks where they often spend time	
4	What are their priorities and life values?	
5	Do they have a specific slang, like a specialist, hearing which they would pay attention to the product?	
7	What problems do they have?	
8	What are they most afraid of?	
9	What do they think about most of the time?	
10	What are they watching and reading? What kind of bloggers?	
11	What always makes a repulsive impression on them?	
13	What do they like about brand's competitors?	
14	What they do not like about brand's competitors?	

In addition to understanding who the spa brand videos are for, it is useful to know about their correct format. The main thing to remember is that videos should not be long or too serious. TikTok is a platform where people come to relax and watch entertaining videos. The second recommendation is to upload videos on a regular basis. It is needed to try different formats, study which videos have flown in and which have not. Looking for the reason why and form target audience.

Now will describe universal themes for TikTok content that hotels can use to promote their spa services. Invite subscribers to look into the "backstage" of hotel and spa services. There are many options: sharing funny stories of employees during work, the process of preparing for work, or how the hotel is preparing for an important event.

Safety. Telling about the security measures and showing what security measures have been taken in connection with COVID in hotel and spa. It is very beneficial to tell how the rooms and spa areas are being cleaned now, what has changed in the kitchen and what new services have appeared in hotel to prevent the spread of the virus.

Welcoming and encouraging guest content. More and more people are sharing their travel experiences on social networks. The TikTok community has already shown interest in such videos, starting to actively promote the #TikTokTravel tag (18.9 billion views). Here they discuss the most interesting places for filming commercials. One of the most popular hashtags for tracking is #TikTokTravel, which can be adapted for any country or city, for example #TikTokFinland, #TikTokUkraine or #TikTokMinsk.

Sharing expert opinion. New ideas, insights, current news and ways to solve a particular problem will attract the attention of the expert community. Such videos arouse the interest of both colleagues in the industry and potential guests.

Launching the Hashtag Challenge. Various kinds of challenges have become a new genre of short videos, when one person performs a task, and then offers to repeat it to their subscribers, marking the video with a special hashtag. To attract people more willing to participate in the challenge, come up with a prize for the best video.

Customer experience. It is also worth not forgetting about creating a good brand in the eyes of customers. It is necessary to mix reviews and make it interesting. To show the client's path from point A to point B. For example, to shoot a video where the client says that before the massage he had a very sore back, but now he does not and he wants to come to spa more than once. This needs to be laid out in order to build the trust of the audience.

Atmosphere. The relaxing atmosphere of spa area should be conveyed. Taking pictures of clients on procedures, as well as, pictures of the spa. To increase expertise, various reviews on cosmetics and give recommendations can be shown. People love simple and effective advice.

To make it easier to create a list of content topics, was developed a table. In order to get from one to five ideas for commercials, the brand only needs to write a detailed list of the pains or fears of their target audience. This information can be obtained after creating a portrait of the target audience. From each point of pain or fear, it is always possible to single

out the client's desire. By combining these two graphs, spa brands will be able to understand topics that will be relevant and most likely will be interesting to their target audience and will be able to interest them.

Table 3. Creating content based on the pain of the desires of the target audience

№	Pain and fear	Desire	Themes for the videos
Subject: spa Services			
1	Fear of dirt, poor treatment and disinfection of the spa	They want to visit a clean spa. It is necessary to be sure that the pools and all materials are disposable.	1. Show the treatment process of the spa area 2. Show that the tools are disposable 3. Show how the washing and disinfection of dressing gowns are carried out 4. Show the place where the materials for the procedures are stored
2			

A list of recommendations was also compiled, how to shoot a video that will definitely become popular:

Inadequate customers. People really like correspondence with not quite standard clients. For example, some girl will ask to offer her a day at the spa on Instagram. From the screenshots of the correspondence, a video can be made. Such videos are gaining a lot of views and comments, because people are beginning to express their positions in the comments.

Videos that make individual want to know what they are about. Videos that are understandable only to a certain circle of people help very well in promotion, and the rest will need to go to the comments and find out the answer to understand the video. People will start writing something like "What does this mean?" in the comments and TikTok will think, thanks to such activity, that the video is interesting and will show it more often.

The text in the last second. Another trick, how to make the video more viewable, is to put a large text on the last second so that a person could not read it and had to review the video

again. For example, at the end of the video, at the last second, give a list of useful procedures at home.

Several parts. A life hack that will help increase transitions to profile is the division of stories into several parts. TikTok algorithms give the user one of the parts of the story in the recommendation. Therefore, it is better to divide any long stories into two or three parts. To find out the end of the story, user will have to go to the profile and view it. Such transitions will make the video even more popular in the eyes of TikTok. It will be shown even more often in recommendations.

Unpacking. People like different reviews, so unpacking of oils or some other equipment can be posted. The main thing is not to initially show what will happen in the end, creating some intrigue.

Using trends. If there is a wish to remove some trend, the idea of how to beat it in the account should be considered. The content should convey the essence and purpose of the brand. In the case of a spa, all content should be directed only to the spa.

TikTok is an absolutely free promotion channel. If a literacy strategy based on a business goal is developed, brand is able to see the achievement of very good results in promotion without any financial investments. To do this, the target audience should be clearly understood and content should be made specifically for them. The content itself should be unobtrusive. It is necessary to sell the brand through entertainment, because this is the main task of TikTok to entertain people. The content should be diverse and constant. An important point of TikTok is the reduction of user requirements for the quality of shooting. The essence is more important here, not the picture. Therefore, using the recommendations, life hacks and tables described above, any hotel will be able to attract a new audience to its spa services.

4.4 Effectiveness of the proposed recommendations

To assess the effectiveness of promotion activities is one of the most difficult tasks in promoting products and services, since all the methods of promotion that exist at the moment are not ideal, each has its own minuses and pluses. In addition, various factors influence the promotion of goods, for example, seasonality, competitive goods or the influence of fashion.

In order to achieve the effectiveness of the promotion program, it is necessary to study the consideration of the current state and prospects for the development of uncontrolled factors, and in addition, fractional work on controlled factors, which together will help to create an

ideal promotion program that can achieve the set marketing goals, as well as communication goals.

The effectiveness of promotion can be considered by two factors: communicative and economic. Economic efficiency is the financial results of product promotion, in other words, the economic performance of an enterprise: profit, sales volume, profitability, and so on. The estimate is made in calculations. Communicative effectiveness is measured by the impact of the promotion program on customers and the availability of feedback. The assessment is made through marketing research. To obtain the most accurate assessment of efficiency, it is necessary to take into account both factors.

The effectiveness of the proposed recommendations for the promotion of spa services in hotels will be evaluated. Basically, the listed recommendations are aimed at development in social networks, in particular in Instagram and TikTok, because at the moment these two social networks are the most popular for consumers and traffic in them is not expensive and quite effective.

In social networks, the user needs about eight seconds to understand whether he will subscribe to account or not. It is high-quality visual content that helps to do this. Therefore, the most detailed recommendations have been developed to create a catchy tape. Designed social networks are the basis on which to build promotion in them. The recommendations are designed to help accounts increase the number of subscribers, and thereby increase the number of potential customers. Also, the recommendations on content will help to keep new and old subscribers on the account, arouse their trust and desire. All this leads directly to the sale of services. These recommendations will help reduce the cost of the target by three or four times. Because new people will be more willing to subscribe to an account if they can close all their objections from the first seconds.

Separately, it is worth showing the effectiveness of using video content for pro-movement. Namely, reels in Instagram and videos in TikTok. The modern world is speeding up and people need fast and easy content. For hotel spa services, it is a way to show services and an effective promotion channel. Using the described recommendations with the help of reels, it is possible to bring the account to the top of the search engine because of the large coverage and interaction with the content. If working correctly with reels, the video will become popular to the paying audience, and it is possible to either immediately sell them product, or the potential customers subscribe to account and later, when using the sales funnel, it will be probable to convince them that it is worth buying offered services. In addition, reels are an absolutely free form of pro-movement, which is a huge plus for the effec-

tiveness of this method of pro-movement. From the point of view of investment and efficiency, only promotion in the tik current can be compared with reels. TikTok is another way to promote brand on social networks for free. Shooting regularly, and not violating the rules of the TikTok current, following the strategy and analyzing videos and audience actions, it is possible to get into the pain of the target audience, thereby causing a desire to purchase the services.

All the recommendations and ideas created are practically applied and will bring a new paying audience to hotels with spas. Among other things, these recommendations do not require costs or the costs for them are minimal. This will help hotel owners reduce their marketing budget. It will be possible to either send this money to more urgent issues that need to be addressed, for example, equipment failure, or save money for something more important for business. Low implementation costs and a high percentage of efficiency are what every business owner is looking for and that is why these recommendations are effective and recommended for use.

5 Summary and Conclusions

The purpose of the dissertation is to find out how social networks can influence the promotion of spa services on social networks. The purpose and objectives of dissertation were fulfilled. It was concluded that social networks positively influence the promotion of spa services, because they help to create a positive image about the brand. Social networks are an effective and inexpensive channel for promoting a spa due to free promotion tools.

While writing dissertation, it was managed to understand the theoretical aspects quite deeply. Namely, it was studied what marketing communications are and what they consist of. The methods used in the promotion of spa services were also studied: direct marketing, public relations, advertising and sales promotion. Each method has its advantages and disadvantages, and it is worth using them all to achieve the desired result. Social networks as a channel for promoting spa services have been studied in more detail. Social networks are the place where a brand can combine all methods of promotion and get huge results without large financial investments. Social networks are a good tool for creating a strong brand. Social networks are convenient for holding various promotions and contests. Among other things, it was revealed that people believe advertising on social networks and often it helps them to purchase the necessary services or goods.

To identify the role of social networks in people's search for spa services, a survey was conducted. It showed that each participant of the survey has at least one social network, and brought out the leaders in popularity in using Instagram and TikTok. It was noted that the absence of high-quality photos of services, a clear description in the profile can scare away a potential customer from buying.

These social networks are convenient not only for personal use, but also for business. This was revealed during the analysis of real cases on the promotion of spa services in TikTok and Instagram. And based on this analysis, a number of recommendations, ideas and tables have been developed that will help simplify the process of profile linking, content creation and promotion of spa services in these social networks.

The proposed recommendations are not financially expensive. They require time and careful work on profiles. They are extremely effective in promoting the brand and its services, because one video can bring a brand from ten deals on their services. These recommendations are the result of a detailed analysis of the algorithms of Instagram and TikTok, due to this they are universal and will suit any brand promoting spa in the hotel business. Using their brand can significantly reduce the promotion budget and get more interested buyers.

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Appendix 1. Questionnaire to know did people use social networks as a way to know new services or products.



18.10.2022

Dear students,

My name is Iuliia Spiridonova, and I am a student at LAB University of Applied Sciences, in field of Tourism and Hospitality Management. At the moment I am conducting research about do people use social networks as a way to find new services or products. Thus, I would like to ask your opinion on certain topics, described in this questionnaire.

The survey contains 13 questions, with questions where you are asked to choose an answer option, Yes or No questions, open-ended questions, and questions with several options. All of your answers are valuable for the research, so please, answer as many as you can.

The survey is anonymous and I, on behalf of LAB University of Applied Sciences, guarantee you that your personal data will not be shared.

The results of the researched can be reached by a contacting the email below. If you have any questions or comments about the questionnaire below, feel free to send a message to my email, I will personally look into your matter:

iuliia.spiridonova@student.lab.fi

Thank you kindly for your participation!

Best regards,

Iuliia Spiridonova, student at LAB University of Applied Sciences.

Questionnaire

1. What is your gender?

- Male
- Female
- Prefer not to mention

2. What is your age category?

- 18-20
- 20-25
- 25-35
- 35+

3. Do you use social networks?

- Yes
- No

4. Do you go to the SPA?

- Yes
- No

5. How do you search for information about spa services?

- In the internet
- Advertising in social networks
- Advertising from bloggers
- I will find out from friend
- Advertising on TV
- Others

6. What social networks do you use to search information about spa?

- Twitter
- Instagram
- TikTok
- Facebook
- Others

7. If you are interested on some spa services, do you study the company's social networks to learn more about it?

- Yes
- No
- Sometimes

8. Is the appearance of spa social networks important to you? (The photos of the product or services are clear; the description was clear)

- Yes
- No

9. If the company's social networks are visually unattractive, can this discourage you from buying goods or services?

- Yes
- No

10. Do you trust advertising from bloggers?

- Yes
- No
- I trust some bloggers

11. If you answered "No", then what confuses you?

12. How often does social media advertising guess your desires?

- Constantly
- Rarely
- 50/50

13. Do you subscribe to an account if targeted advertising guessed your wishes?

- Yes, if I want to study a product or services in more details
- No, such advertising annoys me
- Sometimes