
Using digital promotion tools as a mean to improve the brand image

Study of Sofitel Algiers Hamma Garden Hotel During the second six-month period of 2023

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Received:10/03/2024

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Published:27/06/2024

Accepted:09/05/2024

Abstract:

The present study aims to identify the extent to which digital promotion tools (website, email, social networking sites, digital advertising, search engines, digital content creation) contribute to improving the brand's image. We have chosen the Sofitel Hotel, Algiers, for the case study. The study included a sample of employees in the hotel under study. We relied on the interview as a tool for collecting data, and we analyzed that data following a qualitative approach.

This study reached several results, the most important of which are: there is a contribution of digital promotion tools to improving the brand image of the Sofitel Hotel Algiers, as the latter applies digital promotion strategies. One of the most important research recommendations is that the Sofitel Hotel should explore opportunities for cooperation with digital influencers in the field.

Keywords:digital marketing - brand image - digital mail - digital website - social networking sites - search engines.

Jel Classification Codes:M310 ,M31,

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1. Introduction:

In the era of modern technology and fast development in the field of communications, digital marketing tools have become indispensable for companies and institutions to improve and enhance their business image. Sofital Algiers hotel is one of the pioneers in creating hospitality, providing exceptional experiences for guests. This hotel reflects luxury and quality, and thanks to its leadership position, the increasing reliance on digital promotion tools has become of great importance.

These tools, which include the website, email, social media sites, digital advertising, search engines, and digital content creation, constitute a qualitative shift in marketing strategies.

These tools have the ability to achieve immediate interaction and wide audience reach, which contributes to deepening the hotel's connection with its customers and building positive interaction with the market. Hence, the importance of this research, which seeks to understand how digital promotion tools can be used effectively by the Sofital Algiers Hotel, with the aim of improving its commercial image and enhancing its interaction with its audience.

The focus will be on analyzing the impact of digital promotion strategies on customer experience, and how these aspects can be enhanced to ensure continued success and excellence in the diverse and challenging hospitality market.

1.1. Research problem: Through the above, the following main problem can be raised:

- How do digital promotion tools contribute to improving the brand image of Sofitel Hotel?

1.2. Sub-questions: The following sub-questions fall within this problem:

- How does the website contribute to improving the brand image of the SofitalHotel?
- How does e-mail contribute to improving the brand image of the SofitalHotel?
- How does promotion through digital content creation contribute to improving the brand image of the Sofital Hotel?
- How do search engines contribute to improving the brand image of SofitalHotel?
- How do social media sites contribute to improving the brand image of SofitalHotel?

1.3. Hypotheses: Through the problem of the study and the sub-questions, the study hypotheses were formulated as follows:

-Main hypothesis: Digital promotion tools contribute to improving the brand image of Sofital Hotel.

1.4. Sub-hypotheses:

- The website contributes to improving the brand image of Sofital Hotel.
- Email contributes to improving the brand image of Sofital Hotel

- Promotion through digital content creation contributes to improving the brand image of the Sofital Hotel.
- Search engines contribute to improving the brand image of Sofital Hotel
- Social media sites contribute to improving the brand image of the Sofital Hotel.

1.5. Research significance:

This research highlights the importance of revealing the vital role that digital marketing tools play in improving and enhancing the image of the Sofital Algiers Hotel among its target audience.

The research provides a strategic analysis of the use of digital marketing tools, highlighting how to achieve the best results through social media and digital content.

The research contributes to clarifying how the goals of the Sofital Hotel can be achieved through digital marketing strategies, by effectively exploiting the available opportunities.

1.6. Research objectives:

This study aims to clarify how to use digital marketing tools to enhance awareness of the Sofital Algiers Hotel, as well as to analyze how digital content can affect improving the quality of the brand's image, by examining the positive impact of effective interaction with the public via social media, and exploring how it can Unique experiences enhance digital interaction with the hotel.

1.7. Definition of research methodology:

This research is based on the qualitative interview analysis approach, and aims to examine and analyze the data and information obtained during the interview with hotel employees about the use of digital promotion tools at the Sofital Algiers Hotel. This analysis includes evaluating marketing campaigns, analyzing digital content, and studying the impact of social media interaction.

1.8. Previous studies:

Study by Rahalia Bilal, Abdi Muhammad Al-Saeed, Jaber Mahdi - 2021) Article entitled: "Digital promotion and competitiveness of a sample of tourist agencies in eastern Algeria" Journal of Economic Notebooks, Volume 12, Issue 02, Pages: 315-326. The study touched on providing theoretical grounding. For digital promotion as well as competitiveness. The researchers conducted a field study by distributing a questionnaire to a random sample of tourist agencies in : (Annaba, Guelma, and Souk Ahras). The questionnaires were directed to officials of several agencies in those states, who numbered 63 officials, where the independent variable included the following dimensions (advertising Electronic, electronic public relations, sales promotion, intention to re-deal, customer loyalty, price insensitivity, and complaint behavior (the researchers analyzed the data using the SPSS program.

This study aimed to clarify the reality of the practice of digital promotion in Algeria and to know the difficulties facing the application of the latter in tourist agencies. This study reached many results, including:

There is a direct relationship between the variables of digital promotion and competitiveness, that is, the greater the success of digital promotion, the more competitive tourism agencies increase.

Study (Hadji Karima - 2022), article entitled: "The impact of brand image on the purchasing behavior of the final consumer, a case study of the Naqaos Beverages brand," Journal of the Institute of Economic Sciences, Volume 25, Issue 01, Pages 311-331.

This study aimed to find out how consumer awareness of the Naqaos brand image and its impact on the purchasing decision. The researcher distributed a questionnaire to a random sample that included 100 consumers of the brand and analyzed the collected data using the program SPSS19.

The study reached several results, perhaps the most important of which are: the existence of an impact of the brand's image through the quality, characteristics and prices of its products and the attractiveness of advertisements on the consumer's purchasing decision.

❖ **Similarities and differences between the current study and previous studies:**

Our current study is similar to the study of (Rahalia Bilal, Abdi Muhammad Al-Saeed, Jaber Mahdi) in choosing the same independent variable, digital promotion, but our study differed from the previous study in that the previous study addressed digital promotion from the elements of the digital promotional mix, while our study expressed digital promotion by focusing on its tools (website, email, social media sites, digital advertising), Also the previous study dealt with the variable in the tourism agency sector, while our study focused on an important part of the tourism field, which is hotel. Likewise, the previous study tested the hypotheses with a quantitative test using the SPSS program, while our study relied on qualitative analysis using the individual interview approach with hotel officials.

Our study is similar to the study of (Hadji Karima) in choosing the same variable, "brand image," but the differences are evident in that the previous study dealt with it as an independent variable, while our study dealt with it as a dependent variable, and the previous study dealt with the brand image for products that are widely consumed in the consumer sector. While our study focused on brand image in the hotel field, the previous study used the questionnaire tool and the results were analyzed with the Al-Hazm Program for Social Sciences (SPSS), while our study used the interview tool as a mean that allows the researcher to conduct a qualitative field

theoretical framework of the study:

2. Digital promotion:

2.1. The concept of digital promotion:It is also known as: All activities are in the form of a series of communications and responses with current and potential customers via the Internet (Dardour, 2016, p. 14).

Also known as: Promotional efforts made by business organizations using electronic means to influence the purchasing behavior of customers towards making a purchasing decision through websites and electronic pages (ELkhier, 2015, p. 176).

Therefore, we conclude that digital promotion is the organization's communication with the target market to persuade them to purchase the product or service that has been promoted, as it is considered a complement to the rest of the other elements of the promotional mix, in order to achieve the desired goals.

2.2. The importance of digital promotion: Electronic promotion derives its importance from the many advantages it provides to institutions, which are:

- Obtaining all information and data about the product or service provided.
- Purchasing directly through websites.
- Measuring the level of efficiency and effectiveness of electronic promotion activities and linking them to the level of costs (Mouhamed, 2016, p. 17).

2.3. Dimensions of digital promotion:

There is a set of basic tools, means, and techniques that are used in marketing communication services via the Internet, the most important of which are:

- **Website:** The website is defined as a group of pages, texts, images and digital video clips, interconnected according to a cohesive and interactive structure, and it is a form of online marketing, on which most organizations rely on for implementing their marketing strategies in terms of implementing ideas, distribution. And pricing of tourism services.
- **Email:** Website promotion is a form of direct digital promotion, which includes sending personalized or targeted messages to current and potential customers at the right time and at a low cost. It is also an effective method that helps organizations strengthen relationships with customers, and one of its advantages is also the ease of measuring impact. Through the rate of opening messages and the rate of clicks (Labidi & chaoui, 2022, p. 73).
- **Social media sites:** Social media sites are one of the most important opportunities to create value, which is most important in digital promotion at its core. Because it represents an opportunity to allocate the interaction between the service provided and the time or marketing effort to more than one customer at a time, as social media provides an unprecedented opportunity to communicate with customers through a two-way channel, communications and distribution. It also allows knowing more about a single customer through continuity of interaction, providing any individual service, and reporting any available individual service. This is what made most institutions seek to publish all their activities on the level of social networking sites and blogs and make communication around the clock, by preparing activities and topics of customers interests to make them reveal

their experiences as a result of using its services, and some basic information about their experiences (Laith & Zain , 2017, p. 204).

- **Search engines:** The search engine is the first tool used by the electronic customer to search for a specific product online, which makes the chances of the customer accessing the promotional offers provided by the organization greater thanks to search engines, and with the presence of thousands of them, the organization must choose the most used, to increase its chance of earning the largest number of possible visitors, because this provides it with greater promotional opportunities and increases the volume of its sales across the network. Search engines constitute an important advertising and promotional support, as they contribute to collecting approximately 45% of online advertising revenues. One of the most famous search engines is (Google), which contributes to launching campaigns called (Ad Words), and most search engines offer two types of search: regular search and advanced search (Osama & Amin, 2011, p. 15)
- **Digital promotion with content:** Content marketing is one of the most important modern marketings techniques. In 1996, Bill Gates presented a description of content as the basis or king, to explain the importance of studying marketing content and developing strategies that suit the modern era, on how to market products and services using purposeful, valuable, and relevant content c losely linked to the needs of the public. Content promotion differs from traditional promotion, in that traditional promotion is related to how to reach the target audience (How to talk to consumers), while content promotion is related to how to talk to and address the target audience (Hayet , 2022).
- **Digital promotion through influencers:** Promotion through influencers is considered the latest type of oral promotion that takes place through various social networking sites through a group of marketing celebrities, in which the messages to be promoted and announced are conveyed through influential people through social networking sites to their followers,
- **Digital promotion through influencers:** Promotion through influencers is considered the latest type of oral promotion that takes place through various social networking sites through a group of marketing celebrities, in which the messages to be promoted and announced are conveyed through influential people through social networking sites to their followers. It also represents the various methods and efforts made by the organization by relying on influential people in society to promote its products or brands and achieve its marketing goals (Aram , 2021, pp. 293-294) .

3. Brand image:

3.1. Brand image concept: Brand image is defined as the totality of mental and emotional perceptions that are in the form of added value to the brand. It combines real values and perceived values that the individual associates

with the brand, and includes innate and acquired ideas and subjective and objective feelings that appear voluntarily or involuntarily (Dailmi , 2009, p. 62).

It is also known as: It is all the information that the consumer receives about the product that owns the brand through experience, the opinions of other consumers, advertisements, packaging, experience, etc., and all of these factors may overlap (Hassani, 2022, pp. 01-29) .

3.2. Components of brand image Brand image consists of two groups of elements:

- **Functional elements:** These are the elements related to the product directly or indirectly, in addition to the benefits obtained by the consumer.
- **Imaginative elements:** They represent aspects related to the emotional aspect of the consumer, such as self-expression and class affiliation, and everything that affects the perception factor of the brand (Bilakhder, 2022, pp. 304-321) .

3.3. Brand Image Functions: The most important functions of brand image are as follows:

- Enhancing confidence in the organization's new products.
- Supporting customer loyalty through satisfaction with the brand's products.
- Accompaniment in the stages of purchase and passage to the situational-behavioral dimension (Timawi & Bessaoud, 2021, pp. 93-107) .

4. The field work:

3.1-Table (01): Evolution of accommodation capacity in hotel establishments in Algeria

years	2018	2019	2020	2021	2022
Hotel 5*	6734	7234	7345	7613	8559
Hotel 4*	4746	6161	6824	7935	10223
Hotel 3*	5886	6427	6861	7707	9083
Hotel 2*	5185	5381	5995	7935	10403
Hotel 1*	11684	12612	127724	13027	14075
Hotel no classe	8590	9456	9456	9456	9456
Classified hotel establishments	54428	59242	61176	65706	75180
Unclassified hotel establishments	64727	66434	66438	66560	70346
Total	119155	125676	127614	132266	145526

Source:(Statistics, 2020)

Table (02): Classification of hotels according to legal ownership and accommodation capacity for each category

Legal ownership	General	Specific	Local communities	Common	total
Number of families	19717	118020	3134	4655	145526
Percentage	13.54%	81.03%	2.15%	3.19%	100%

Source:(Ministry of Tourism and Traditional Industries, 2024)

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Table (03): National inventory of hotel establishments by type

Hotel style	Urban	Coastal	Desert	Rural	Climatic	Total
Number	1154	283	86	33	20	1576
Percentage	73.22	17.95	5.45	2.09	1.26	100%

Source:(Ministry of Tourism and Traditional Industries, 2024)

Table (04): Percentage of specialized projects for tourist attractions in the strategic tourism development plan Perspectives 2023

Percentage	Number of tourism projects	Tourist attractions
28.75%	23	Northeast
40%	32	North Central
22.5%	18	Northwest
05%	04	Southwest (TouuatGueerara)
02.5%	02	Great South (Ahaggar)
1.25%	01	Great south (Tassili)
/	/	/
100%	80%	Totale

Source: (Ministry of Tourism and Traditional Industries, 2024)

4.2. Definition of Sofitel Algiers Hotel: (sofitel algiers hamma garden , 2023).

Built in Algiers, Algeria, Sofitel Algiers is part of the AccorHotels hotel chain. It was opened in 2016. Here is some general information about the Sofitel Algiers Hotel.

-the site: It is located in the heart of the capital, Algiers, which facilitates access to the tourist attractions and business centers in the city. It is located near the Botanical Gardens and the Museum of Fine Arts in the city of Algiers, and is five minutes away (sofitel algeirs hamma garden , 2023)

❖ **Definition of interview:**An interview is a communication process that takes place between two or more people to exchange information and ideas. The interview aims to examine the skills and experiences of the person being reviewed or interviewed, whether in the context of work, education, or any other context. An interview can be part of the recruitment process, used to gather information, or even to exchange opinions.

❖ **Time frame for the interview:**

-The first employee:

- **Duration:** 20 minutes, via phone.
- **Position:** Public Relations Officer: Works on building and managing relationships with the media and the public to enhance the hotel's reputation.

-The second employee:

- **Duration:** 30 minutes, via social media.

- **Position:** Digital Marketing Specialist:Manages marketing strategies across digital media such as social media and email.

-The third employee:

- **Duration:** 20 minutes, via phone.
- **Position:** Marketing Communications Manager:Manages marketing communications and advertising to emphasize the brand message.

4.3. Presentation and discussion of the interview questions results:

- Presentation and discussion of the first question:The first interview question was formulated as follows:
How does Sofitel Hotel promote its services through the search engine?

Based on the respondents' answers, most of them agreed that when Sofitel Hotel promotes its services through a search engine such as Trivago, it relies on multiple strategies to attract more guests. Here are some of the methods it may use:Search Engine Optimization (SEO) :The hotel is working on improving its website to rank at the top of organic search results for important keywords

-Paid advertisements: A hotel can use paid advertising services on Trivago to appear prominently in search results and promote

-Trivago: Improve the hotel page, The hotel relies on its page on the Trivago website to display comprehensive and attractive information about the rooms and services provided.

-Offering special offers and discounts: The hotel can display special offers or discounts for specific periods on Trivago to attract more bookings

-Photos and reviews:The hotel is interested in improving the quality of its photos and managing reviews on sites such as Trivago to improve its appeal.

-data analysis:The hotel analyzes the data available on Trivago to understand its performance and identify areas that can be improved.

-Offering special offers and discounts: The hotel can display special offers or discounts for specific periods on Trivago to attract more bookings

-Photos and reviews:The hotel is interested in improving the quality of its photos and managing reviews on sites such as Trivago to improve its appeal.

-data analysis:The hotel analyzes the data available on Trivago to understand its performance and identify areas that can be improved.

-Activate advanced content:The hotel takes advantage of services provided by sites like Trivago to include advanced content and multimedia to attract attention.

-Enhancing communication with guests:The hotel can motivate previous guests to leave positive reviews on review sites.(answers, 2023)

4.4. Presentation and discussion of the second question results:

The second question of the interview was formulated as follows: How does Sofitel Hotel promote its services through social media sites?

The answers of the respondents were that: Sofitel Hotel constantly promotes its services through social media to interact with its audience and attract more guests. Here are some strategies Sofitel might adopt on social media:

-Attractive and engaging content:The hotel shares attractive and engaging content that matches its target audience. This could be through posting high-quality photos of facilities and rooms, and sharing stories about guest experiences

-Promoting special offers:The hotel can publish special offers and promotional campaigns via social media platforms to encourage people to book.

-Using paid advertisements:The hotel can target a wider audience by using paid advertisements on platforms such as Facebook and Instagram to expand its circle of influence

-Interacting with followers:The hotel interacts with followers' comments and inquiries, which enhances audience interaction and creates an interactive experience

-Sharing success stories:The hotel can share success stories and positive experiences with guests, which helps to build a strong reputation through social media

-Use hashtags:The hotel uses clever and inspiring hashtags to make its posts easy to find and to participate in promotional campaigns.

Organizing competitions and events:The hotel organizes competitions and events on social media to increase interaction and attract new followers

-Interaction with local content:The hotel can interact with local content and community initiatives to enhance local connection.

-Live broadcast and instant interaction:The hotel can also use live streaming to provide live footage and instant interaction with the audience

-Short stories and various videos: The hotel uses short stories and video content to make the content more diverse, These are some of the strategies that Sofitel can follow on social media to enhance its services and build strong engagement with the audience.(employees, 2023)

4.5. Presenting and discussing the third question results of the interview:

The third question was formulated as follows: Do Sofitel hotels effectively promote their services through their websites to attract guests and facilitate the booking process?

The answers of the respondents were unanimous in saying: The strategies that the Sofitel Algiers Hotel can follow through its website

- Provide an attractive and easy-to-use website for visitors, with a focus on improving the user experience.
- Display high quality images.
- Display excellent photos of rooms and facilities to highlight the luxury and quality of service.
- Comprehensive description of rooms and services.
- Provide a detailed and attractive description of each type of room and services provided, including important details.
- Easy and smooth reservation system.
- Provide an easy and efficient online reservation system that allows guests to quickly choose and reserve rooms
- Offering special offers and packages.
- Highlight attractive special offers and packages and encourage guests to book directly through the website
- Virtual experience.
- If possible, a virtual experience can be provided to review the rooms and facilities to make visitors feel physically engaged.
- Targeted advertising content.
- Direct targeted digital advertising campaigns to attract potential visitors and motivate them to visit the site and make reservations.
- Providing information about the site.
- Provide detailed information about the location, including maps and easy ways to reach the hotel.
- Distinctive guest experience.
- Highlight the elements that make the hotel guest experience unique and special
- Follow up on visitors' inquiries.
- Provide means to follow up on visitors' inquiries and provide immediate support via live chat or contact forms
- Periodic updates.
- Regularly updated content, including the latest offers, news and events at the hotel
- Encouraging guest reviews.
- Encouraging guests to leave reviews on the site, to build a positive reputation and increase trust among visitors.(answers), 2023)

4.6. Presentation and discussion of the fourth question from the interview:

The fourth question was formulated as follows: Do Sofitel hotels constantly promote their services via email to stay in touch with current guests and attract potential customers?

In this regard, the answers confirmed that the strategies the Sofitel Algiers Hotel may use to promote its services through e-mail are: Publish offers and discounts.

- Sending special offers and exclusive discounts to newsletter subscribers to encourage them to book directly.
 - Informing subscribers about upcoming events and events at the hotel, such as cooking demonstrations or music concerts
 - Sending periodic updates about updates and promotions at the hotel, such as renovating rooms or adding new services.
 - Include success stories from guests and positive reviews to build trust and attract the interest of new subscribers.
 - Provide information about local weather conditions and events in the area to encourage guests to visit.
 - Share information about cultural events and exhibitions in the area surrounding the hotel.
 - Sending questionnaires to guests to measure their satisfaction and collect their feedback to improve services.
 - Provide updates on health and safety procedures at the hotel to re-assure guests.
 - Run email contests for a chance to win free nights or unique experiences.
 - Send emails using attractive and enticing headlines to increase the open rate
 - Maintain a regular communication schedule to enhance communication and interaction with subscribers.
- (answers), 2023)

4.7. These are some of the strategies that Sofitel Algiers hotel can use in their e-mail marketing campaigns

Sofitel hotels use content marketing strategies to attract audiences, and build strong relationships with guests. Here is how Sofitel can promote its services through content marketing.

- The hotel creates content that provides value to the audience, such as travel articles, tips for exploring the city, and information about local events.
- High quality photos and videos.
- The hotel shares high-quality photos and videos to show facilities and rooms, which helps to attract attention and enhance the experience of potential guests.
- Promote unique experiences.
- The hotel promotes unique experiences that guests can enjoy during their stay, whether special events or unique services.

- The hotel shares guest success stories and positive experiences on its website and social media.
- The hotel creates digital catalogs that highlight all the services and facilities it offers, and updates them regularly.
- The hotel uses live streaming to show live footage of special events or to provide virtual tours of the facilities.
- He regularly posts blog articles covering topics such as travel, the best local restaurants, and tips for navigating the city.
- Content is used to promote special offers and campaigns that can include price reductions or additional benefits.
- The hotel shares content via social media to enhance interaction and engagement
- The hotel shares tips on great local places to visit and things to do for guests.
- The hotel monitors comments on social media platforms and participates in conversations to enhance communication.
- The hotel creates a comprehensive guide to the city that includes the best restaurants.

The aforementioned strategies contribute effectively to improving the image of the Sofitel Algiers hotel brand through the pivotal dimensions I mentioned: price, quality, and perceived image.

- **The price.Special offers and discounts:** Special offers and discounts advertised by the hotel via social media platforms and email can draw attention to the competitive aspects of pricing.
- **Promotion campaigns:** Targeted promotional campaigns can be organized that highlight the quality of service while providing added value to guests
- **The quality.High quality content:** The hotel uses high-quality content, whether photos, videos, or articles, to highlight the quality of the facilities and the unique experience
- **Providing unique experiences:** Promoting unique dining experiences or special events can enhance guests' understanding of the hotel's distinctive quality
- **Perceived image.Improve evaluation ratings:** By encouraging guests to leave positive reviews, a hotel can improve its perceived image and enhance public trust
- **Share success stories:** Shares positive stories and successful guest experiences to enhance perception of comfortable stay and exceptional service
- **Interaction and participation.Interaction with followers:**Effective interaction with followers on social media can contribute to building a positive image about the hotel's openness and willingness to meet guests' needs.

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- **Respond to reviews:** Responding to reviews effectively promotes transparency and shows the hotel's interest in improving service
- **Innovation. Providing digital services:** The hotel uses digital technology to improve the guest experience and provide services that match modern expectations
- **Announcing innovations:** Continuous innovations and improvements in services and facilities can be promoted through various digital marketing mediums using these strategies.

Sofitel Algiers hotel can comprehensively improve its brand image, enhance the public's understanding of the added value it offers for the price, and make the quality and perceived image of the hotel an integral part of the guest experience.

Presentation and discussion of the relationship questions results: Using digital promotion tools effectively can have a significant impact on how people view the hotel brand, and to find out how this relationship is formed, relationship questions were formulated and the aim of them is to collect data to test the extent of the effect of using digital promotion tools in improving the image of the hotel brand.

-Presentation and discussion of the fifth question: The question was formulated as follows: Can digital promotion campaigns such as paid digital advertising via social media and digital video content contribute to building strong awareness about the hotel and its facilities? This question combined three digital promotion tools.

-Most of the respondents' answers agreed that the brand image is improved once the public is aware of the hotel and its services through digital advertising, and high-quality content through websites, applications and social media can draw attention and reflect the hotel's positives, in addition to that quality content contributes In building a brand image as an organization concerned with providing exceptional experiences, interaction, communication, and quick responses to comments and inquiries via social media can enhance communication and improve audience interaction.

- **Presentation and discussion of the sixth question:** The question was formulated as follows: Does the interaction reflect genuine interest in visitors, which enhances the brand's image?

The answers of the respondents were as follows: Videos and interactive content can be used to highlight the unique experiences that guests can enjoy, and providing unique experiences enhances the public's understanding of the hotel as an exceptional destination and distinguishes it from competitors.

-**Presentation and discussion of the seventh question:** The question was formulated as follows: How can promotion campaigns be used to encourage guests to leave positive reviews?

The answers agreed that: Positive reviews play a major role in building the brand image and increasing trust through the use of technology and innovations in promotional campaigns to enhance the innovative aspects of the hotel, as innovation shows the brand's commitment to improving and modernizing the guest experience, which positively affects its image by using these tools in an integrated manner. A hotel can effectively enhance its brand image and better attract potential guests. (answers), 2023)

5. Sum-up:

Through these answers, it is clear to us that the respondents focused their answers on their use of digital promotion tools, which represent the basic foundation for achieving the hotel's brand image, through the use of the website, social networking sites, e-mail, and digital advertisements, well and effectively.

6. Conclusion:

This study reveals to us the most important aspects that influenced the image of the Sofitel Algiers Hotel through the use of digital promotion tools. Smart investment in digital marketing was not just a strategy, but rather an essential contributor to building that brilliant image.

Thanks to digital marketing campaigns, directing engagement towards unique experiences, Sofitel hotel has adopted a strong identity that transcends words and images, reflecting a unique blend of luxury and technology. In light of technological advancement, a hotel brand has become not only measured by luxurious services, but rather by the extent of its integration with the world of digital marketing.

For readers of this study, learning from the Sofitel hotel experience should be a valuable lesson. By examining the digital marketing strategies used, other hotels can reap similar benefits. They must embrace effective engagement, deliver personalized experiences, and focus on quality content to exceed guest expectations.

Study results:

- ✓ Increasing public awareness of Sofitel Algiers Hotel through digital promotion campaigns.
- ✓ Improving the quality of the brand image through attractive and diverse digital content.
- ✓ Increasing interaction with the public leads to improved communication and building strong relationships.
- ✓ Achieving unique experiences through the use of technological innovations.
- ✓ Effective management of evaluations leads to enhanced trust and credibility.
- ✓ Improve online search rankings and attract more visitors.

Recommendations:

- Enhance website interactivity to improve user experience.
- Developing targeted promotional campaigns for peak periods and tourist seasons.
- Improve SEO strategies to increase the hotel's visibility in search results.
- Providing diverse content that reflects the diversity of services and events at the hotel.

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- Encouraging guests to share photos and positive evaluations.
- Using social media analytics to understand audience response and improve campaigns.
- Providing special offers and promotional campaigns to followers through social media.

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