

## Using online media and innovative techniques to boost sales

**Naveen Bhalla**

Leading Quality Productivity and Innovative Solutions, India

In these days of using online media for every business, it is important to use this to the full advantage of every business and Hotel and Restaurant business is no exception. In fact, Hotel and Restaurant business has to consider Online Presence and Promotion very seriously because "Online" is where the user is looking for suggestions for dining out, accommodations and facilities and whether they have positive reviews or disappointed clients in past for a particular hotel or restaurant. There are many hotels which do not have a strong presence on internet and they think that this is not needed also, but they forget to understand that even though they are not on Internet, their potential customer is. And his decision can be influenced by the reputation the business has on Internet. The presentation will explain what Key Areas or Websites a business has to consider for promoting the business online and how to make the best use of the budget allocated towards online or offline promotion and marketing.

naveen@qpi.in