

THE ROLE OF MARKETING SUPPORT IN BOOKING INQUIRIES MANAGEMENT AND SOCIAL MEDIA E-BLASTS

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ABSTRACT

This study examines how marketing assistance manages inquiry booking and social media e-blasts. Inquiry booking record management manages potential clients. Marketing assistance can help manage inquiry booking records by recording and processing inquiries swiftly, following up on unanswered inquiries, and giving accurate and up-to-date reports for each inquiry booking. Popular email and social media e-blasts market products and services. Today's competitive business environment requires marketing support for enquiry bookings and social media e-blasts. Inquiry booking management and social media e-blast campaigns can boost a company's revenue. Social media e-blast strategy, implementation, and evaluation necessitate marketing support. Marketing support may help determine the right audience, generate compelling content, and choose the ideal social media platform for social media e-blast campaign design. Marketing support can help organize regular e-blasts to build brand trust. The study examines marketing support's importance in the company. This study also examines marketing support elements and tactics for managing enquiry booking records and social media e-blasts.

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1. INTRODUCTION

Marketing is one of the most essential aspects of business for increasing sales and profits. In today's digital era, many businesses use social media to promote their products and services to prospective consumers [1], [2]. To utilize social media effectively, however, effective management of inquiry booking and e-blasts is necessary. This is where the significance of marketing support becomes apparent. This study will examine the function of marketing support in the management of inquiry booking and social media e-blasts. It is anticipated that the findings of this study will provide companies with insights and solutions for enhancing marketing effectiveness via social media [3], [4].

In the modern business context, marketing support plays an important role in assisting companies in developing effective marketing strategies and maximizing results [5]. Marketing support can be responsible for managing the recording of booking inquiries, which are data about requests for information or order requests from potential customers that enter the company's system [6]. In addition, marketing support can also be responsible for sending e-blasts, which are mass electronic messages sent via social media or email to promote company products or services. Inquiry is a question, examination, and request for information. The term inquiry is a search or request for truth, information, or knowledge [7], [8]. Where in this case the Inquiry asked by the client or the company's social media account aims to ask for availability.

In this study, it aims to analyze and show how important the role of marketing support is in helping companies achieve marketing goals through social media, especially in managing the recording of inquiry bookings and e-blasts [9]. The benefits of research are a better understanding of the role of marketing support in the management of booking inquiry records and e-blasts, companies can maximize the potential of social media as an effective marketing tool and are able to improve overall marketing performance. This research will also discuss several factors that can influence the performance of marketing support in the

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management of booking inquiry records and e-blasts on social media[10]. These factors can include technical expertise, communication skills, product knowledge, ability to analyze data, and ability to manage tasks efficiently and effectively. The results of this study are expected to provide a broader view of the role of marketing support in the management of booking inquiry bookings and e-blasts on social media, as well as provide insight into how companies can maximize the potential of social media as an effective marketing tool and improve overall marketing performance

2. METHOD

This method combines qualitative and library research techniques. Library research is research conducted using books, notes, or previous research results reports [11]. In this study, the emphasis was placed on the results of data collection using secondary data types and sources obtained from research results, articles, and reference texts discussing research-related topics. The results of the literature review are used to describe the role of marketing support in the management of inquiry booking records and social media e-blasts, as this study describes and describes objectively the things related to the role of marketing support, the factors that affect marketing support performance, and strategies for improving marketing support tasks in the management of inquiry booking records[12] and social media e-blasts to customers. In this study, there is also a technique for collecting data at Bina enterprises, a creative company that operates in multiple business sectors, including Property Management, Travel Experience, Creative Project, and Multimedia. Bina Enterprises Enterprises assists with marketing client properties via social media and OTA (Online Travel Agent) channels, including Airbnb, Vrbo, Fave, Traveloka, Booking.com, Agoda, and Pegi-peg. Additionally, Bina Enterprises has a number of Marketing Partners with whom they collaborate. The marketing support department at Bina Enterprises plays a crucial role because it is responsible for marketing the company's products and real estate, as well as managing social media accounts that conduct e-blasts to all consumers.

3. RESULT AND DISCUSSION

The Role of Marketing Support in Inquiry Booking Recording Management

Inquiry is a question, examination, and request for information. The term inquiry is a search or request for truth, information, or knowledge. Where in this case the Inquiry asked by the guest on the OTA or the company's social media account aims to ask about the availability of the company's property (the property in question is in the form of products, hotel rooms, villas, or boarding houses). Inquiry booking recording starts from OTA Airbnb, Qontak login, OLX, Facebook, Instagram, Mamikos use company email, then enter the chat menu, guest inquiries from various countries will appear there. Then the recording system is carried out by the author on a spreadsheet file. Marketing support has an important role in the management of a company's inquiry booking records.[13]. Good record keeping of inquiry bookings is important in managing potential customers and ensuring that each request is given a prompt and appropriate response. Marketing support can assist in managing the recording of booking inquiries in a number of ways, such as ensuring that each request is properly recorded and processed in a timely manner, following up on unresponsive requests, and providing accurate and up-to-date reports on the status of each incoming booking inquiry. enter. In addition, marketing support can also assist in increasing the efficiency of inquiry booking record management by utilizing the right technology and tools, such as integrated inquiry booking management systems or automated marketing tools.[14], [15]In the modern competitive business, good inquiry booking record management can be the difference between success and failure of a company in generating sales[16]. Therefore, the role of marketing support in ensuring the effective and efficient recording of inquiry bookings is very important in the marketing success of a company. The role of marketing support in recording booking inquiries is needed by companies, because every inquiry that enters the company's OTA will be pivoted (calculated) as report data to the commercial manager to see which products or properties are most in demand by customers.

The Role of Marketing Support in E-Blast Social Media

E-blasts are a popular form of marketing on social media, in which mass electronic messages are sent via email or social media platforms to promote a company's products or services. For example, Facebook E-blast is the activity of sending messages via Facebook to multiple recipients at the same time. The Facebook e-blast feature is mostly used by working professionals as a marketing objective to market their company's products to various marketplace groups on Facebook. Marketing company property on Facebook begins by logging in to the company's Facebook account, then clicking on the "goods for sale" menu, then completing several steps starting from creating a title, rate, property location, description to

selecting photos to be posted and displayed on the Facebook public page. Marketing support plays an important role in social media e-blast management, including in strategic planning, implementation, and evaluation of e-blast campaign results. In planning a social media e-blast strategy, marketing support can assist in identifying the right target audience, determining relevant and interesting content for the audience, and selecting the most effective social media platforms to reach the target audience. Apart from that, marketing support can also assist in arranging regular and consistent e-blast delivery schedules to build trust and brand awareness. In implementing social media e-blasts, marketing support can assist in designing attractive and effective messages, organizing and formatting content, and ensuring that messages are properly delivered to the target audience. Marketing support can also take advantage of technology and automated marketing tools to speed up and simplify the process of sending e-blasts. Once an e-blast campaign is complete, marketing support can assist in evaluating campaign results, such as tracking the number of email opens, clicks, or other positive responses from audiences. On research by [8], [17], [18] explained that Marketing support for conducting Facebook e-blasts is also very reliable, as it is known that Facebook e-blasts are activities to market the company's villa/hotel properties to several marketplaces on the Facebook application. Where one property that is marketed generates 5-6 inquiries per day. This can help companies evaluate campaign effectiveness and make improvements for future campaigns. In a modern business that is increasingly connected to social media, social media e-blasts are an important part of a company's marketing strategy. Therefore, the role of marketing support in the management of social media e-blasts is very important to ensure effective and efficient e-blast campaigns, and assist companies in achieving the marketing objectives of the products owned by the company.

Factors affecting Marketing Support Performance

In a modern, competitive business, good inquiry booking record management can be the difference between a company's success and failure in generating sales [19]. Therefore, it is important for companies to pay attention to the factors that can affect the performance of marketing support in the management of inquiry booking records, and take the necessary steps to improve the efficiency and effectiveness of inquiry booking recording management [20]. Some of the factors that can affect the performance of marketing support in the management of inquiry booking records are as follows:

- a. Skills and experience: Marketing support who is skilled and experienced in booking inquiry record management will be better able to process requests quickly and accurately, thereby increasing performance and productivity.
- b. Technology and systems: The availability of technology and a good inquiry booking management system are very important in increasing the efficiency and effectiveness of inquiry booking record management. Marketing support with access to an integrated booking inquiry management system can speed up response [21]–[24] to every request and enable the company to optimize the use of technology in developing the company's human resources.
- c. Communication and collaboration: Marketing support who communicates and collaborates well with other marketing teams and other parts of the company, such as sales or customer service teams, will find it easier to process requests quickly and accurately [25], [26].
- d. Capacity and workload: The number of incoming requests and marketing support workload can affect their performance in booking inquiry record management. If the workload is too large and the requests are too many, marketing support may struggle to process requests quickly.
- e. Training and development: Ongoing training and development can help improve marketing support skills and competencies in the management of booking inquiry records, so as to improve their performance in their daily work.

The use of social media e-blasts is very important to build relationships with target markets and increase sales. Several factors that can affect the performance of marketing support in social media e-blasts are as follows:

- a. Understanding and knowledge of social media: Marketing support who understands and has good knowledge of social media platforms and how to use them effectively can reach their target market more efficiently and effectively [27].
- b. Relevant content: The content posted by marketing support must be relevant to the target market and their needs. Engaging and informative content can help build relationships with target markets and increase their engagement with brands [28].

- c. Consistency and frequency: Consistency and frequency in sending social media e-blasts can help build brand awareness and help maintain relationships with target markets. Marketing support should plan a schedule for when and how often social media e-blasts will be sent in order to maximize their impact.
- d. Analysis and measurement: Marketing support must be able to perform analysis and measurement to measure the performance of social media e-blasts. This analysis can help improve campaign effectiveness and help understand how to fix ineffective social media e-blasts.
- e. Creativity: Creative marketing support can help build engaging and innovative content, which can catch the attention of the target market and increase their engagement with the brand.

Strategies to Improve Marketing Support Performance

In developing strategies to improve marketing support performance in the management of inquiry booking records, companies can prioritize service factors to customers[29]. There are several strategies devoted to marketing support in the management of booking inquiry records due to interacting with customers so the ability and understanding is important in maintaining customer loyalty[30], [31] To be the main thing, there are several strategies that companies can implement, namely:

- a. Employee HR Training: Providing proper training and development to marketing support employees can help them acquire the necessary skills and knowledge to better handle booking inquiries[32]. Training can include good use of CRM software, communication techniques and time management.
- b. Updating the Recording System: Updating the recording system can help improve efficiency and accuracy in managing booking inquiries. Better record keeping systems can help marketing support employees manage booking inquiries more effectively and provide better customer service[33]–[35].
- c. Improve Team Collaboration: Increasing collaboration between marketing support employees and the sales team can help improve efficiency in managing booking inquiries. Marketing support employees can work closely with the sales team to ensure that any booking inquiries are properly handled.
- d. Improving Customer Service: Providing better customer service can help improve a company's image and also strengthen customer relationships. Marketing support employees must provide friendly, helpful and responsive service to every customer request and question.

In efforts to improve the performance of e-blast marketing support on e-blast media, companies must pay attention to the needs and desires of customers, and involve the marketing support team and the creative team in the strategy development process. This can help ensure that the strategies developed meet business needs and increase customer satisfaction. Several strategies that can be carried out by companies to improve marketing support performance are:

- a. Customer Segmentation: One of the effective strategies to improve marketing support performance in e-blast media is to perform customer segmentation. Companies can divide customers based on characteristics such as age, gender, geography, interests, and others. With proper segmentation, e-blast messages will be more relevant and in line with customer needs, thereby increasing the response rate and customer engagement[36].
- b. Compelling Content: Companies must ensure that the e-blast content delivered is interesting and useful for customers. Interesting and useful content will motivate customers to read and click on the links contained in the e-blast. In addition, companies must pay attention to the format and layout of the e-blast, so that it is easy for customers to read and access[37].
- c. Consistent Frequency: Consistent frequency of sending e-blasts is very important in building a good relationship with customers. Companies can create a fixed e-blast delivery schedule, so subscribers can expect new content at the right time. However, companies should also pay attention not to send e-blasts too frequently, as this can trigger burnout and cause subscribers to unsubscribe.
- d. Integration with Social Media: Companies can integrate e-blasts with social media to increase their reach and influence. Companies may share e-blast content on social media, or include links to social media within the e-blast. In this way, companies can expand the reach of messages and increase brand awareness.
- e. Analysis and Improvement: Companies should conduct regular analysis of e-blast performance to measure responsiveness and customer engagement. This data can be used to identify the strengths and weaknesses of the e-blast campaign, so that the company can make necessary improvements and improvements.

4. CONCLUSION

The findings of the study indicate that marketing support plays a crucial role in the administration of inquiry booking records and social media e-blasts. A solid appointment inquiry log is essential for managing prospective clients and ensuring that each request receives a prompt and appropriate response. Marketing support can help manage inquiry booking records by ensuring that each request is recorded accurately and processed in a timely manner, following up on requests that have not been responded to, and providing accurate, up-to-date reports on the status of each incoming inquiry booking. Moreover, social media e-blasts enable businesses to promote their products and services via social media platforms. In this instance, marketing support can aid in the planning, execution, and evaluation of the results of an e-blast campaign. In planning the social media e-blast strategy, marketing support can assist in identifying the appropriate target audience, determining engaging and pertinent content for the audience, and selecting the most effective social media platforms to reach the target audience. Then, marketing support can assist with establishing a regular and consistent e-blast delivery schedule in order to develop trust and brand awareness. Marketing support can assist in the execution of social media e-blasts by designing compelling and effective messages, organizing and formatting the content, and ensuring that the messages reach the intended audience. Additionally, marketing support can utilize technology and automated marketing tools to expedite and simplify e-blast delivery. Good inquiry booking record management and effective social media e-blasts can determine a company's success or failure in generating sales in today's competitive business environment. Consequently, the role of marketing support in ensuring effective and efficient inquiry appointment records and effective social media e-blasts is essential to the marketing success of a company.

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