

14. Utilization of Social Media to increase sales by small tourism businesses

Unit A/A	ANALYSIS OF THE CONTENT OF SECTIONS	DURATION (HOURS)
1	<p><b>Introduction to Social Media Marketing</b></p> <ul style="list-style-type: none"> <li>• Definitions</li> <li>• What is Social Media Marketing and why is it important for small tourism businesses.</li> </ul>	0,5
2	<p><b>Choosing Platforms and Creating a Strategy</b></p> <ul style="list-style-type: none"> <li>• Analysis of the appropriate platforms for each type of business and clientele.</li> </ul>	1
3	<p><b>Creating Attractive Content</b></p> <ul style="list-style-type: none"> <li>• Practices for creating content that engages audiences and drives bookings</li> </ul>	1
4	<p><b>Use of Ads and Statistics</b></p> <ul style="list-style-type: none"> <li>• Utilization of advertising and analysis tools in social networks.</li> </ul>	0,5
	<b>TOTAL</b>	<b>3</b>