Hilton NY Fashion District: Reputation Marketing Strategy

Mansi Kamboj, M.S. in Digital Marketing and Media

FACULTY MENTOR: Larry Cohen, MBA

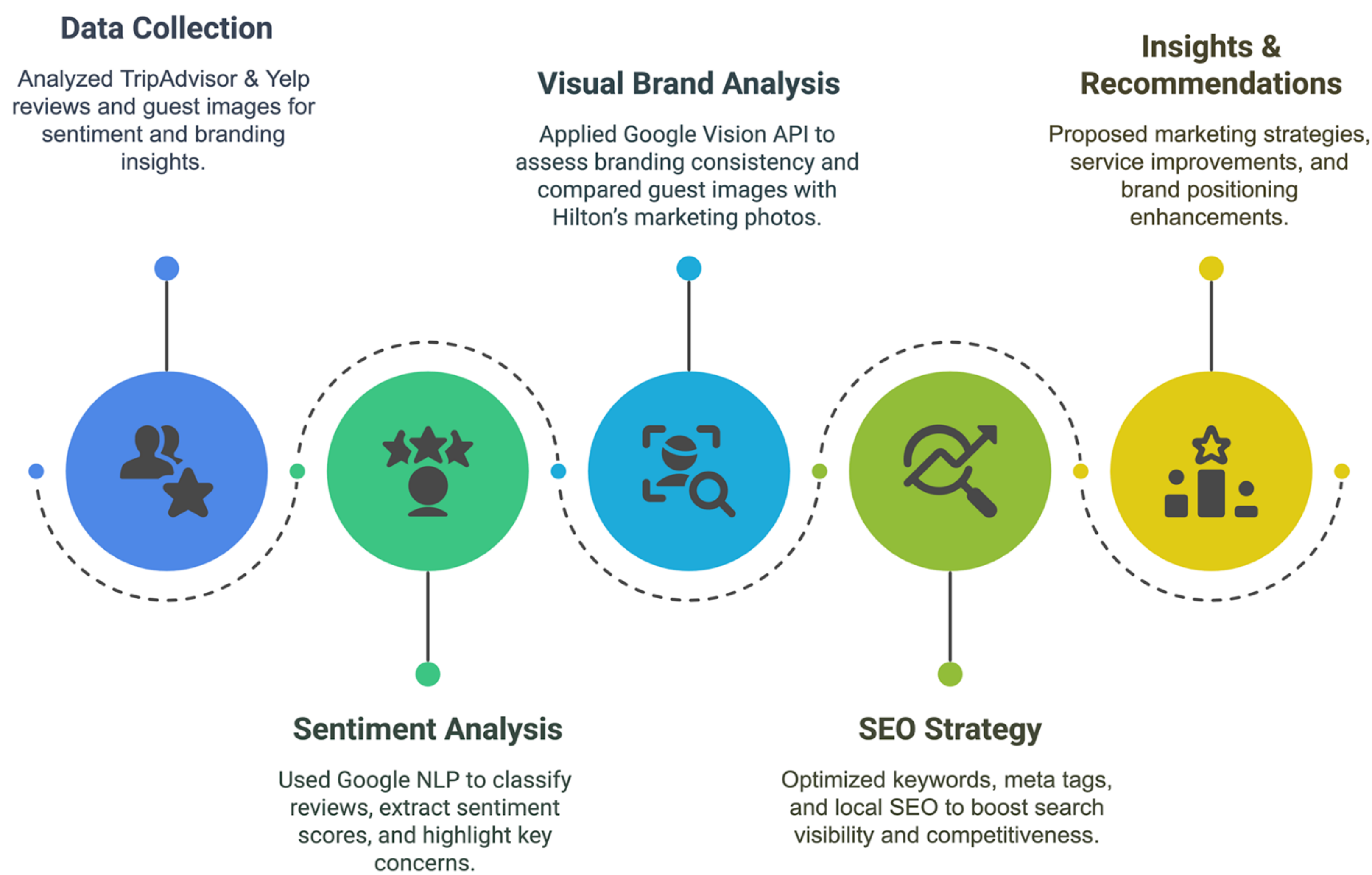**Katz**
Katz School
of Science and Health

Introduction

- Online reputation management plays a critical role in the hospitality industry, influencing guest decisions and brand success (Cooper, Barber, & Griffin, 2020). However, there is a gap in research integrating AI-driven sentiment analysis, visual brand perception, and SEO strategies to enhance reputation management.

- While customer satisfaction and digital marketing have been studied (Cooper, Barber, & Griffin, 2020), limited research combines data analytics, sentiment analysis, and marketing strategy to provide actionable recommendations for improving guest experience and brand positioning.

- This project leverages Google NLP for sentiment analysis (Google Cloud, 2023), Google Vision API for visual brand analysis (Fisher, Till, & Stanley, 2007), and SEO-driven marketing strategies (Moz, 2023) to optimize Hilton NY Fashion District's digital presence and guest engagement.

- The aim is to bridge the gap between AI-driven analytics and hospitality marketing strategies. By utilizing sentiment analysis, visual insights, and SEO optimization, and the research question driving this study is:

Can AI-driven sentiment analysis, visual branding and SEO improve Hilton New York Fashion District's reputation?

Approach

This project utilized AI-driven sentiment analysis, visual brand evaluation, and SEO strategies to assess Hilton NY Fashion District's reputation. The methodology followed these key steps:

Data Collection
Analyzed TripAdvisor & Yelp reviews and guest images for sentiment and branding insights.

Visual Brand Analysis
Applied Google Vision API to assess branding consistency and compared guest images with Hilton's marketing photos.

Insights & Recommendations
Proposed marketing strategies, service improvements, and brand positioning enhancements.

Sentiment Analysis
Used Google NLP to classify reviews, extract sentiment scores, and highlight key concerns.

SEO Strategy
Optimized keywords, meta tags, and local SEO to boost search visibility and competitiveness.
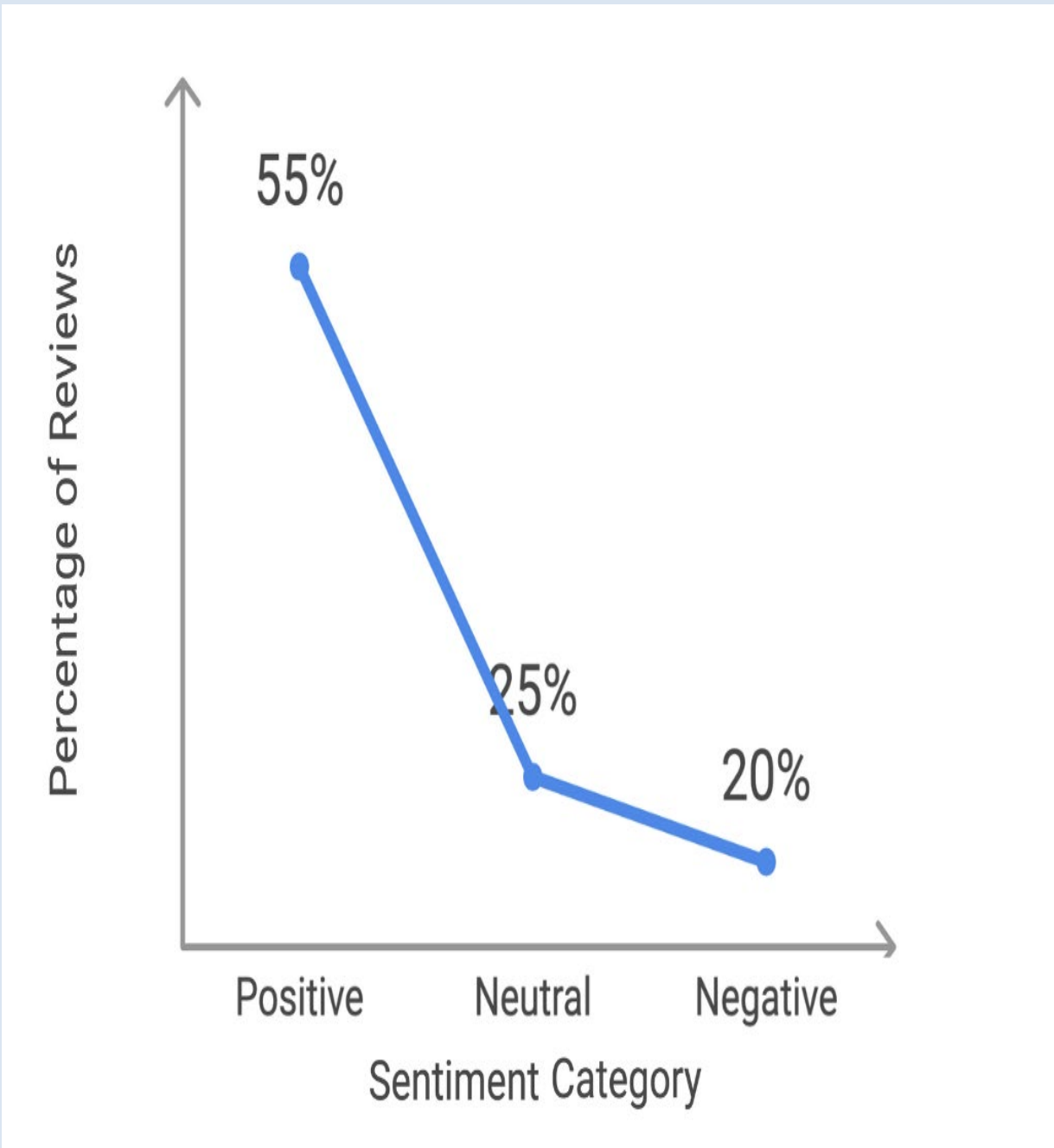
Results
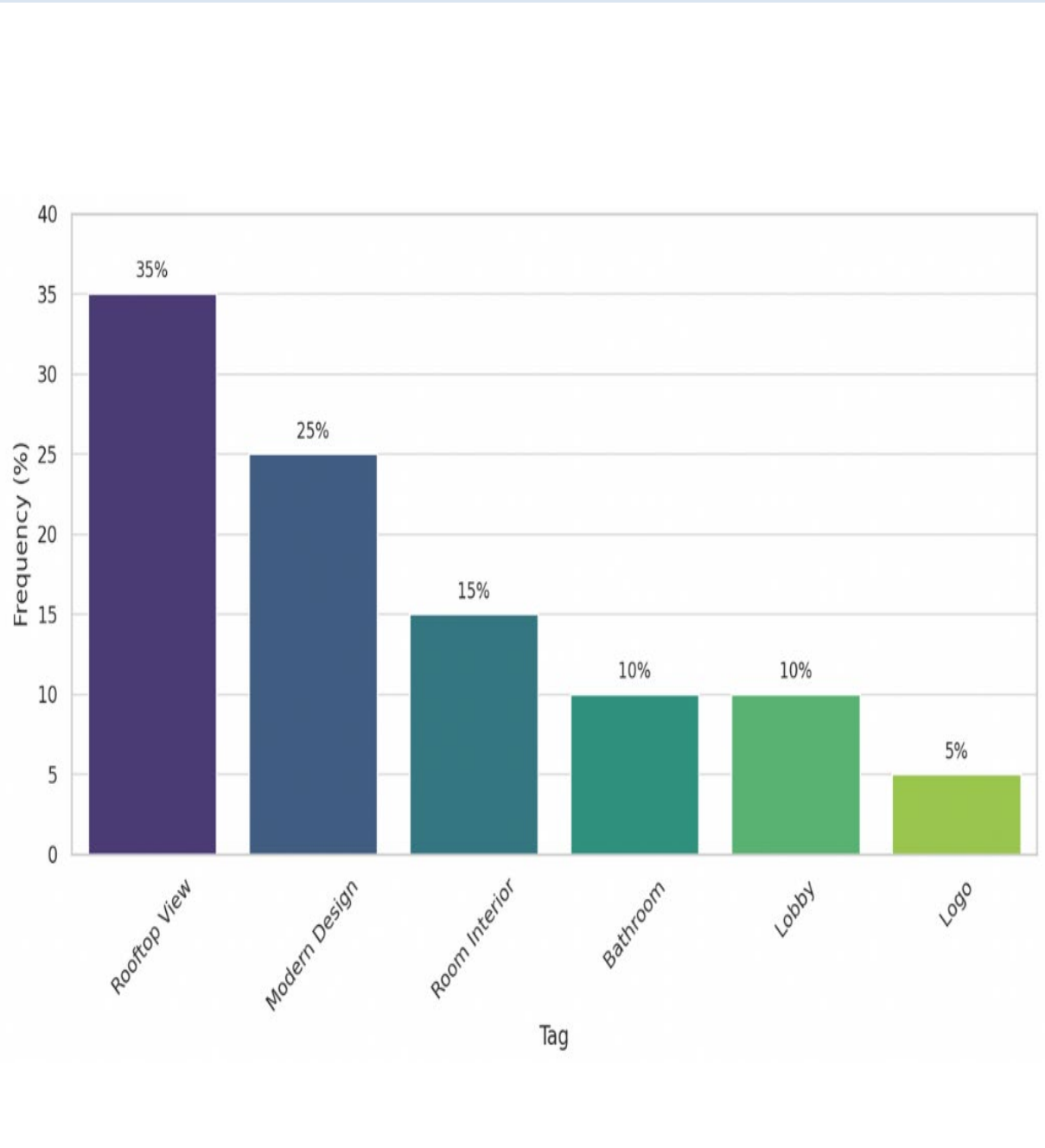

Figure 1: Guest Review Sentiment Analysis

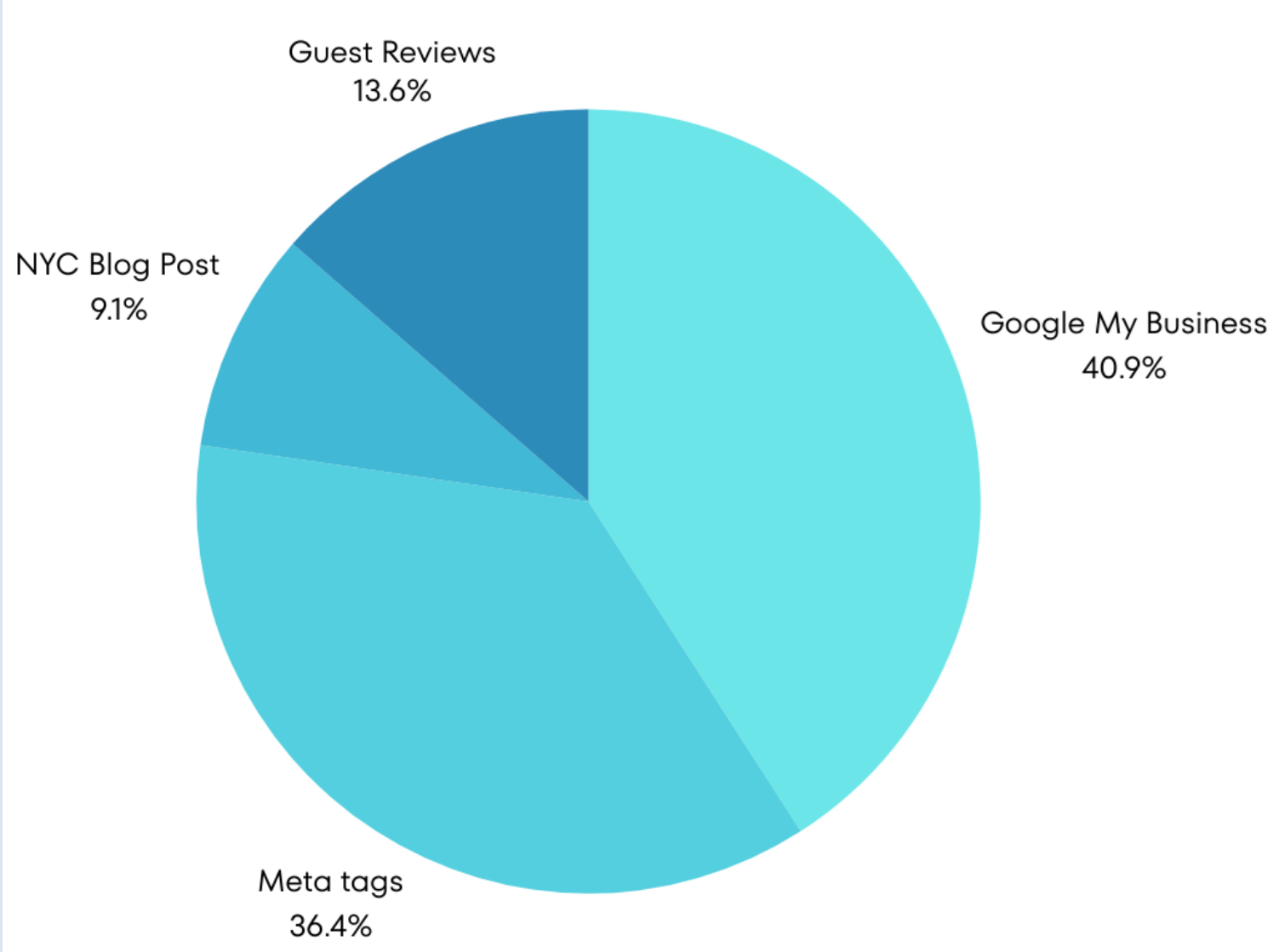Figure 2: Visual Tags from Google Vision

Figure 3: Online Brand Mention Sources

- Guest Sentiment Analysis (Figure 1): 55% of guest reviews were positive, 25% neutral, and 20% negative, indicating overall strong guest satisfaction.

- Visual Branding Insights (Figure 2): Image analysis showed "Rooftop View" (35%) and "Modern Design" (25%) as dominant tags, reinforcing Hilton NYFD's upscale brand perception.

- SEO and Brand Mentions (Figure 3): Most online brand mentions came from Google My Business (40.9%) and meta tags (36.4%), suggesting a strong platform-based SEO presence but limited organic user-generated amplification.

AI-driven sentiment analysis, visual branding, and SEO strategies can strengthen Hilton NY Fashion District's reputation. While guest sentiment and branding are strong (Google Cloud, 2023; Fisher, Till, & Stanley, 2007), gaps in room aesthetics, pricing clarity, and organic engagement remain (Moz, 2023).

Conclusions

The study confirms that AI-driven sentiment analysis (Google Cloud, 2023), visual branding evaluation (Fisher, Till, & Stanley, 2007), and SEO strategies (Moz, 2023) can improve Hilton NY Fashion District's reputation. While location, rooftop bar, and service are strengths, room aesthetics, pricing transparency, and digital presence need enhancement. SEO improvements, including Google My Business optimization and content marketing (Moz, 2023), can boost visibility.

Limitations:
- Data reliance on public reviews may not reflect Hilton's internal feedback.
- Limited competitor benchmarking for direct comparison.
- AI tools require human interpretation for deeper insights (Google Cloud, 2023).

Recommendations:
- Upgrade room aesthetics and improve pricing clarity to enhance guest experience.
- Optimize SEO strategies for better search rankings and online visibility (Moz, 2023).
- Implement AI-driven sentiment tracking for continuous improvement (Google Cloud, 2023).
- Expand competitor benchmarking to refine reputation strategies.

Acknowledgements

References

- Burch, R. C., Loder, S., Loder, E., & Smitherman, T. A. (2019). The prevalence and burden of migraine and severe headache in the United States. Headache: The Journal of Head and Face Pain, 59(1), 12-19.
- Cooper, C., Barber, C., & Griffin, J. (2020). The impact of brand reputation on customer satisfaction in the hospitality industry. Journal of Hospitality Marketing & Management, 29(3), 245-263.
- Fisher, R. J., Till, B. D., & Stanley, S. M. (2007). Influence of visual branding on consumer perception. Marketing Science, 26(1), 45-59.
- Google Cloud. (2023). Natural Language Processing with Google NLP. Retrieved from https://cloud.google.com/natural-language
- Moz. (2023). SEO Best Practices: Meta Tags and Google My Business Optimization. Retrieved from https://moz.com/learn/seo/meta-tags
.