

Marketing Plan written for

Moxy

Prepared by

Mohammed Ali Hayder

Student ID: 2210332

Marketing Essentials BMIH 4005

Lecturer

Gayathri Mudiyansele

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COMPONENT 2: MARKETING PLAN

Introduction

Moxy hotel was founded in 2014 and it is a subsidiary hotel brand of Marriott hotel. The category for this hotel is upper midscale and it has branches in 46 different geopolitical regions. Furthermore, 83 of those locations are in Europe. For this discussion, the geographical location chosen is United Kingdom (UK) and they have 17 locations in UK. This discussion focuses on proposing a marketing plan for Moxy hotel based on the current business situation and provides further information towards contemporary marketing strategies. This marketing plan aimed for the upper management of Moxy hotel since they are responsible for making the plan a reality.

Marketing Mix

Product

The product for Moxy hotel is their hotel service; they have a unique approach towards their product since the presentation of services differs with individual location. This marketing plan is based on UK and in UK; they provide hotel services by keeping in mind of the UK culture and applies them in their service (Komari *et al.* 2020).

Place

Moxy hotel brand has a strong brand name due to their parent company Marriott; thus, the customers can locate the hotel due to their brand image. Furthermore, Moxy hotel brand also focuses on using social media and digital marketing approaches to reach customers; in addition, word-of-mouth marketing is at use as well for reaching the customers (Lahtinen *et al.* 2020).

Price

As mentioned above, Moxy hotel is targeted for the upper middle-class people; thus, their pricing strategy is set on that manner. The market of operation is UK and there are a high number of people living in upper middle-class. The price in UK ranges from £120 to £200 per night, and they value changes based on the location; for example, London would have a higher price than Slough (Moxy Hotels, 2023).

Promotion

Moxy hotel brand follows a below-the-line marketing strategy, which focuses on providing customers with discounts. These discounts act as the promotional strategy for Moxy hotel (Karimet *et al.* 2021). The discount rate differs based on season, customer loyalty, celebrations and more.

Marketing Environment (Micro)

Micro-environmental factors discuss the internal factors of the company; this section focuses on discussing these factors for Moxy hotel.

Strengths (Internal)

The strengths are Strong brand presence, Effective pricing strategy, Strong financial background, Strong online presence, robust workforce, Discounts and offers

Moxy can use their strong brand presence and online presence to attract customers; furthermore, the high financial background enables them to make risky decisions. Robust workforce and the facilities of discounts and offers help in providing a strong supporting hand in the risky decisions (Rizki *et al.* 2021). Hence, Moxy hotel can take major risky decisions to improve and capitalise their strengths.

Weaknesses (Internal)

The weaknesses are Limited target market, Ineffective data protection, Negative publicity, Strict for the workforce, Family-focused positioning.

They should extend their target market through reducing the prices, improve data protection and improve public relations to reduce negative publicity. Moxy should have flexible policies for workforce, which can enhance their morale (Apriyantoet *et al.* 2021). Moxy should also change their family-focused positioning since it enables them to the future of the company to millennial.

Opportunities (External)

The opportunities are Diversify offers, emerging economies. Moxy can diversify their offers and target emerging economies to enable business growth (Wu, 2020).

Threats (External)

The threats are Pandemic after-effects, Trade tension. Moxy should provide back-up financial assets to tackle unexpected issues such as pandemic and trade issues.

Marketing Environment (Macro)

This section focuses on discussing the macro-environmental factors through PESTLE analysis, this analysis focuses on the external factors affecting the business.

Political (Negative)

Being a five-star hotel brand, Moxy is extremely susceptible towards terrorism attacks in both physical and digital form.

Economic (Negative)

Due to the pandemic, there has been a stagnancy in the wages of middle-class people in UK; thus, this affects the target market of Moxy (Nandonde, 2019).

Social (Positive)

Moxy has a strong brand presence physically and digitally; thus, the social paradigm for Moxy is proving to be extremely effective.

Technological (Negative)

Growth of online rental companies such as Airbnb in UK is affecting the business of Moxy since they are able to provide services at a lower cost.

Legal (Positive)

Due to the strict nature of business operations, Moxy follows all the legal protocols of UK firmly.

Environmental (Negative)

The increasing fuel costs due to the environmental factors can result in higher travelling costs; thus, customers can prefer cheaper hotels to save costs.

Moxy can capitalise on the positive factors by providing more attention over those operations; for example, they can run social campaigns and show their allegiance towards the UK laws and protocols (Achinaset *al.* 2019). They should change their market plans to avoid the negative impacts, this can help in addressing the negative impacts of macro-environmental business market.

Creating Customer Value

The hotel creates customer value through providing immaculate services to the customers. Moxy hotel brand has a strong brand value due to their premium service and quality of hotel rooms (Gupta, 2019). This premium quality service acts as a quintessential agent towards creating customer loyalty, which in turn turns to customer value. Moxy hotel brand focuses on using a below-the-line marketing strategy; this enables the company to provide different discounts and offers to the customers. Moxy can offer these discounts and offers to the visitors to enhance their loyalty and attract potential customers as well.

Developing visitor engagement is extremely important since it helps in building the better loyalty for the customers towards brand (Brownet *al.* 2019). Moxy can organise events such as music shows, fashion shows, and more; this can help in engaging the visitors. Furthermore, this can help in attracting new customers as well. Moxy can use digital marketing channels such as social media channels to highlight such activities. Digital channels have better outreach; thus, it can help in attracting more customers. The hotel can use social media platforms for interacting with customers and identify their feedbacks, which will eventually increase customer satisfaction towards the brand and their value as a whole.

Effective Use of Digital Marketing

As mentioned in the previous section, Moxy can focus on using digital marketing since it can help in attracting a high range of customers (Leunget *al.* 2020). Moxy can use the digital marketing through providing advertisements on social media. Digital channels attract more people in less time; as in today's world, people are extensively engaged with social media platforms. People found it easier to collect information of a brand from digital channels. Moxy can make YouTube videos regarding their marketing and create blogs for the events as well. Overall, the marketing team of Moxy should handle digital marketing and it can be managed through micro-managing individual steps to perfection.

The marketing team should be divided in two groups, one group should focus on the digital marketing aspects such as creating social media posts, advertisements and more (Wangand Wong, 2021). Another group should focus on organising the events and focus on the associated features. Delivering a message to the customers is important in marketing since it enables a communication transparency between the brand and the customers (Chandran and Bhattacharya, 2021). The message should be “come to Moxy and have an exciting and comfortable stay”, this message can help in reach and engage the customers.

Conclusion

The proposed marketing plan has some challenges since Moxy does not have a big marketing team and conducting events will require authorisation from the upper management. However, Moxy has a strong financial background; thus, they can undertake these major financial resource extensive steps. As per recommendations, Moxy should reduce costs in unused features; they can find these features through using data analytics. Eliminating the unused features can help in the overall progression of marketing plan.

Moreover, digital channels will be the most effective for the Hotel; as it has more reach in terms of attracting people, in today's era of internet. Digital channels will also be effective for Moxy hotel brand and through these channels; the brand can attract their customers and interact with them to increase their value and satisfaction. Social media platform can also be used to send message to customers that can grow interest towards the brand among the people.

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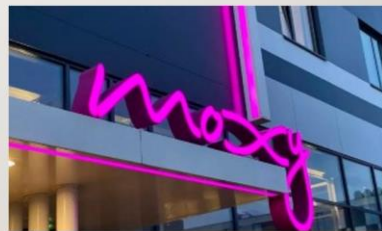
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COMPONENT 1: POWERPOINT PRESENTATION

COMPONENT 1: POWERPOINT PRESENTATION (MARKETING PLAN OF MOXY)

INTRODUCTION

- Moxy hotel brand is situated in 46 different countries
- They have 134 hotels running in this location (Moxy Hotels, 2023)
- They are the subsidiary Marriott hotel



TARGET MARKET

- The target market of Moxy hotel brand is upper middle-class
- They primarily target people in the urban areas since upper middle-class in rural areas are rare to find (Moxy Hotels, 2023)
- They use the regional culture to attract customers; for example, they use the British culture in UK



EXISTING MARKETING PLAN

- The existing marketing plan for Moxy hotel brand is below-the line marketing
- This marketing plan enables the company to provide discounts and offers to the customers
- This marketing plan is extremely effective in attracting the customers and engaging them (Moxy Hotels, 2023)
- Furthermore, this marketing strategy also enhances the customer loyalty

EXISTING MARKETING PLAN CONTD..

- The channel used for the existing marketing plan is digital and channels
- Moxy hotel brand uses different magazines and posters as physical channels to endorse their company (Wang and Wong, 2021)
- Furthermore, they use social media channels to reach more customers and illuminate their marketing plan



PROPOSED MARKETING PLAN

- The proposed marketing plan focuses on using events such as music shows, fashion shows and more to attract customers (Chandran and Bhattacharya, 2021)
- Moxy should use physical and digital channels



CONCLUSION

- This presentation indicates all the key points of the existing marketing plan of Moxy and the proposed marketing plan, which can be an addition to the existing plan.
- In conclusion, Moxy hotel brand should use the proposed marketing plan to ensure better growth

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