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**Marketing plan written for
Museum Hotel Cappadocia, Turkey**

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Introduction

The Museum Hotel in Cappadocia is in a unique location. Thousands-year-old cave and stone houses can be found near the Museum Hotel. Hittites, Persians, and early Christian Romans were known to have used Museum Hotel's caves. Hand-sculpted yellow stone houses from the Seljuk era. Reception, hotel suite (the Taskosk Suite), and restaurant (Lil'a).

Marketing strategy determines a firm's success. A marketing strategy includes a value proposition, key brand message, and target demographic data. Product, price, location, and promotion are the four Ps of marketing. For a business to grow, gain new customers, or keep existing ones requires a solid marketing plan. In hospitality, too. When it comes to long-term brand recognition, marketing managers and executives don't cut corners. This type of advertising targets both returning and new customers.



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Marketing Mix

Product –

Relais & Chateaux's first member in Turkey. This award-winning hotel's authentic accommodations feature priceless antiques. It also has a terrace with a valley view. Year-round heated outdoor pool. Some rooms include free wine taps. Free WiFi, flat-screen TV, minibar, safe, and electric kettle in the pet-friendly Hotel Museum. Each room has a spa bath.

Price -

Views, season, and property size all affect price.

There are only a few rooms, and they are expensive. A small hotel cave room starts at €40. It costs around €100 (\$118) per month from May to October. 5-star beach resort vacations are far more valuable. Winter rates for museum hotels. It's the best season. Amazing winter in Turkey – Occupancy based pricing strategy

Place –

There is free parking on-site. The city centre of Uchisar is only 8 kilometres away, while Nevsehir is 30 kilometres away. A surchargeable airport shuttle to Kayseri Airport, 50 kilometres away, can be arranged by the hotel's 24-hour front desk.

Promotion –

- First, a responsive hotel website.

A hotel website with a strong booking engine is ideal for online promotion. You need a hotel website for online marketing.

- Hotel SEO can increase traffic.

Online hotel marketing requires a well-planned SEO strategy. Your hotel's website should be optimised for search engines.

- Make hotel content marketing work.

Hotel content marketing can highlight your hotel's amenities. The best hotel marketing campaigns use context.

- Booking last-minute hotel rooms via PPC

Using PPC ads to fill empty rooms is one of our favourite hotel promotion ideas.

The Marketing Environment (Micro-SWOT)

Every day, fresh produce from the Museum Hotel's organic garden. Lil'a Restaurant serves modern and traditional Turkish dishes as well as Cappadocian specialties. Online cooking classes are helpful. It's free. 8 km from Uchisar and Nevsehir. An airport shuttle service to Kayseri is available for a fee.

LESS IS MORE IN THE ROOMS & LOUNGES & Its Turkish antiques collection is a highlight. The valley terrace offers stunning 360-degree views. Many ingredients come from the hotel's organic farm and kitchen garden. A unique hot air balloon



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ride over Cappadocia's ancient settlements and landscape. The world's most exciting balloon ride.

Some luxury Cappadocia hotels have a courtyard view. Some may lack windows. Poor airflow. Despite dehumidifiers, these rooms are hard to breathe. Bring a sweater because the bedding is damp and cold. Cave hotels aren't for allergy or asthma patients. Ventilation with one window open Cavern-like spaces with low ceilings and no windows People who are claustrophobic can become agitated and panic. This is a nightmare vacation! Reviews of reputable hotels reveal damp and poorly ventilated rooms. Look for windows and a bathroom door in any photos of the space. Cave hotels in Cappadocia face tuff falls. Some find it trivial, others not. The cave's tuff crumbles even untouched. Clothes left open all night may stiffen. Even while sleeping, the unexpected can occur. It didn't bother us, but it could. Don't clean your bags first thing.

The Marketing environment (Macro) PESTEL

The long-term viability and profitability of Museum Hotel Inc. are threatened by politics. With its global reach, the corporation is more susceptible to political changes. Risk diversification is essential in a rapidly changing global business environment.

Corruption and bureaucracy hurt business. Its operations in countries where corruption and poor law enforcement are prevalent make the business environment hazy. Economic climate is influenced by financial markets, inflation, and savings rates. For museums, economic data can be helpful. Estimate the growth of your industry and your company. This could have an impact on a company's profitability and the volume of foreign trade. The Museum Hotel is affected by currency fluctuations.

Cave Hotels, for example, is a global company. Must adapt to shifting demographics, migration patterns, and other aspects of society and culture. The Museum Hotel can use demographic data to target the most lucrative markets. Moving to another country has a significant impact on business and marketing strategies. Museum Hotel needs to know how people feel about migration to be successful.

When information and communication technologies have advanced, new marketing strategies have emerged. Social media is becoming increasingly important to modern businesses. The Museum Hotel can benefit from social media marketing because modern technology makes it possible to run cutting-edge social media marketing campaigns.



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Creating Customer Value & Engagement

Data gleaned from hotel guests can be used to create and discover meaningful values and memories because the hotel industry is largely customer focused. To learn more about your hotel guests, you need to collect customer data. With this information, you can form meaningful relationships. People and users are more than just buyers; they're part of the customer experience. Consequently, we have a unique profile for each one of our customers. Cluster Analysis and a variety of data sources, such as surveys, direct questions from customers, or social media, can be used to build this comprehensive customer profile.

Developing a marketing strategy for each subgroup is essential after determining the target market and its profile. As an example, families and business visitors, for example, will necessitate different marketing services.

It is Museum Hotel's top priority to ensure the safety of their guests as well as their employees in the face of the Covid-19 epidemic, which is being closely monitored. As a result, they've taken extra precautions to ensure that you'll have a great stay in Turkey, including recommending protocol-specific procedures for the following procedures in accordance with Turkish public health norms.

Effective Use of digital Marketing

Digital media can be summarised in the following ways:

- The Museum Hotel's website, which features all the hotel's facilities, location, and rooms; For the record, their site is mobile friendly. For customers, the booking process should be as simple as possible.
- Google Hotel Ads, TripAdvisor, and Trivago are just a few examples of metasearch engines. As a result of being listed on these metasearch engines, your brand's value is going to rise.
- There's nothing new about having an online presence on social media sites like Facebook, Instagram, and YouTube. It's important, however, that your hotel's digital marketing strategy take full advantage of this. Offer discounts or promotions in conjunction with upcoming local events or take the time to highlight your company's most distinctive features or most devoted employees if this is an option. Increased passenger interest increases the likelihood that they will buy your product or service.
- Monitoring your social media accounts to see what people are saying about your business, as well as scouting for new leads and other opportunities is called social listening or scouting. If you take advantage of this opportunity, you can promote your brand on all your social media accounts.



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Conclusion –

In the future, travellers' preferences will continue to change, and technology will continue to dominate. Make sure you know exactly who your customers are, and what trends they follow, to stay relevant. People from all walks of life are drawn to wellness travel, which has become an enormous, all-encompassing trend. It's a problem that can't be brushed under the rug. Hoteliers need to keep an eye on millennials, leisure, and exclusivity in the modern world. Many hotels are still reaping the benefits of social media, even if they aren't seeing it right now. To better target your audience, you need to build brand recognition by setting realistic goals and engaging with your guests. A good marketing strategy for hotels and resorts includes managing their brand reputations, as guests' reviews have a direct impact on future visitors' confidence in their establishment.



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 **'Museum Hotel,
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Marketing Plan

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Introduction



- ✎ Location
- ✎ Significance of a Management Plan



Marketing Mix



- ❧ Product
- ❧ Price
- ❧ Place
- ❧ Promotion



The Marketing Environment



- ❧ Micro – SWOT Analysis
Encompassing **Strengths, Weaknesses, Opportunities and Threats.**
- ❧ Macro – PESTEL Analysis
Encompassing **Political, Economic, Social, Technological, Legal and Environmental factors.**

Effective Use of Digital Marketing



- ✎ Museum Hotel's website
- ✎ Google Hotel Ads i.e., TripAdvisor and Trivago
- ✎ Social Media

Conclusion





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