

BMMB7026

Managing Marketing Change

Marketing: Plan into action



HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Aims for today

House Keeping

Any Questions ?

Subject Specific

Understanding Marketing Strategy

The Starting Point - Market Research

Defining Your Target Audience

Competitive Analysis

Setting Marketing Objectives

Developing the Marketing Mix

Digital Marketing Tactics

Budgeting and Resource Allocation

Implementation Plan, Monitoring and Evaluation

Common Pitfalls and Best Practices



Understanding Marketing Strategy

- A marketing strategy is our game plan for reaching prospective consumers and turning them into customers.
- Think of it like Hilton's focus on digital engagement – it's about finding innovative ways to connect with guests.



Assignment Overview

- Our assignment involves developing a marketing strategy for a hospitality organization.
- We'll use real-world case studies throughout today's session as a guide.

TASK DESCRIPTION: Report (75%)

The Changing Landscape of Marketing in Hospitality: A Personal Exploration and Application

Overview

The purpose of this report is to combine a critical examination of emerging trends in marketing within the hospitality sector with your own experiences and observations. You are encouraged to write from the point of view of being a Master's student, making your insights and the application section particularly relevant.

To root your analysis in the real world, you will be required to either:

Interview a Hospitality Professional: Conduct a 30-minute interview with a 'professional' in the hospitality industry to discuss how they're navigating emerging trends.

NB: Subject doesn't have to be working within a/the Marketing dept – but would help a great deal if they had awareness of the practices within their organisation.

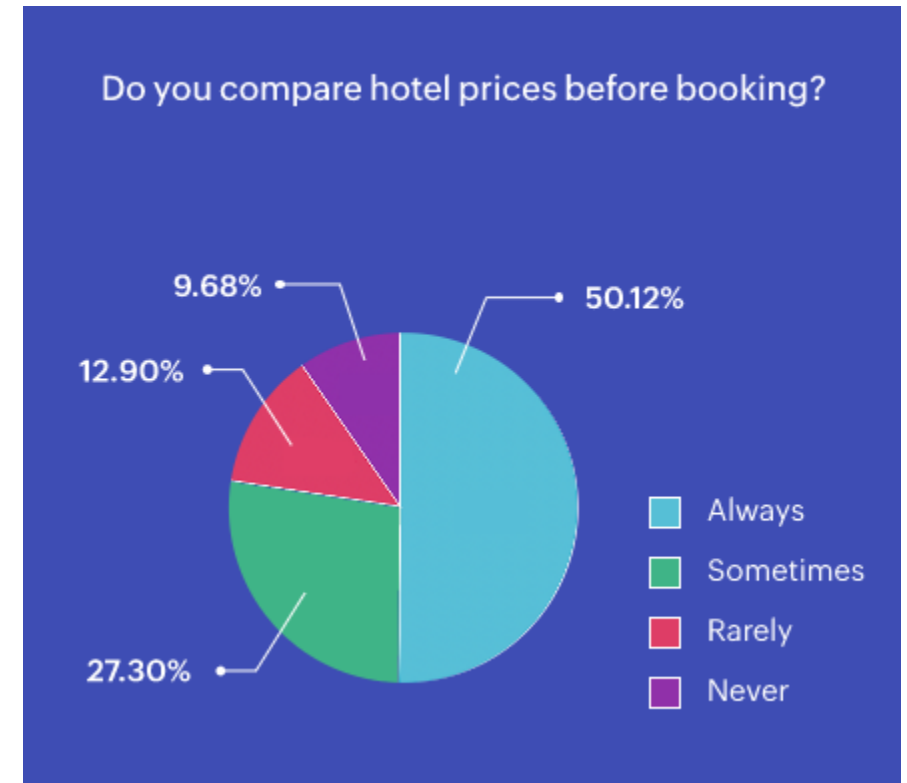
OR

Marketing Experiment: Plan and execute a mini marketing campaign for a fictional or existing hospitality business. This can be a social media campaign, influencer partnership, or any other innovative marketing strategy.

NB: Campaign can take the forms of critical steps (with rationale) and does not HAVE to include design elements (logos, leaflets etc.)

The Starting Point - Market Research

- Market research can be quantitative, like surveys, or qualitative, like customer interviews. Sometimes, a mix of both works best.
- For instance, Marriott might combine guest feedback surveys with in-depth interviews to get a complete picture.



Defining Your Target Audience



- Knowing your audience is key. We segment them based on factors like age, preferences, or travel habits.
- Let's try an activity: Create a buyer persona for a boutique hotel that caters to young travellers.

Competitive Analysis

- We need to understand our competition. Tools like SWOT analysis help us see where we stand.

INTERNAL	
S STRENGTHS	W WEAKNESSES
• High Profit margins • Well-trained/ knowledgeable staff • Unique style and individual character of the hotel and services • Full independence and flexibility, control of the associated business decisions	• High setup cost • Dependent on international tourism • High-cost structure • Inexperienced staff • Single brand strategy • High price of products and service • Limited loyalty program opportunities (single brand)
EXTERNAL	
O OPPORTUNITIES	T THREATS
• Local & International feeder markets • Develop personalized services/products • Develop cross-selling strategies • Partner with local suppliers and stores to benefit from local sourcing trend • Untapped potential in your market from emerging segments incl. co-working, stay/-workcation, bleisure travel etc.	• Airbnb/apartment rental industry • Local and political unrest • Unfavourable economic conditions • Changes in trends/consumer behaviour • Pandemics • Tight labour market • High turnover • Strong competition • High taxes

Setting Marketing Objectives

- Our objectives need to be
SMART
- Let's each set three SMART objectives for our chosen hotel's marketing plan.



Specific

Is the detail in the information sufficient to pinpoint problems or opportunities? Is the objective sufficiently detailed to measure real world problems and opportunities?



Measurable

Can a quantitative or qualitative attribute be applied to create a metric?



Actionable

Can the information be used to improve performance? If the objective doesn't change behaviour in staff to help them improve performance, there is little point in it!



Relevant

Can the information be applied to the specific problem faced by the marketer?



Time-bound

Can the objective be set for different time periods as targets to review against?

Developing the Marketing Mix



- The 4 Ps – Product, Price, Place, Promotion – are our ingredients for a successful strategy.
- Consider how a luxury resort's marketing mix would differ from a budget hotel's approach.

Digital Marketing Tactics

- Digital is **HUGE**. Almost all people tasked with Marketing now have to consider how SEO, PPC, social media, and email marketing can boost an organisation's profile.
- Look at how a successful social media campaigns elevate brands – Pick one!



Budgeting and Resource Allocation



- A well-planned budget is crucial. How does one organisation allocate funds for different marketing activities, compared to another?
- Outline a potential budget for a digital marketing campaign for a mid-sized hotel.

Implementation Plan

- This is about turning our strategy into action. We'll need a timeline and clear steps.
- Imagine rolling out a new service at a resort over 6+ months.
- ... What would that look like?



Monitoring and Evaluation

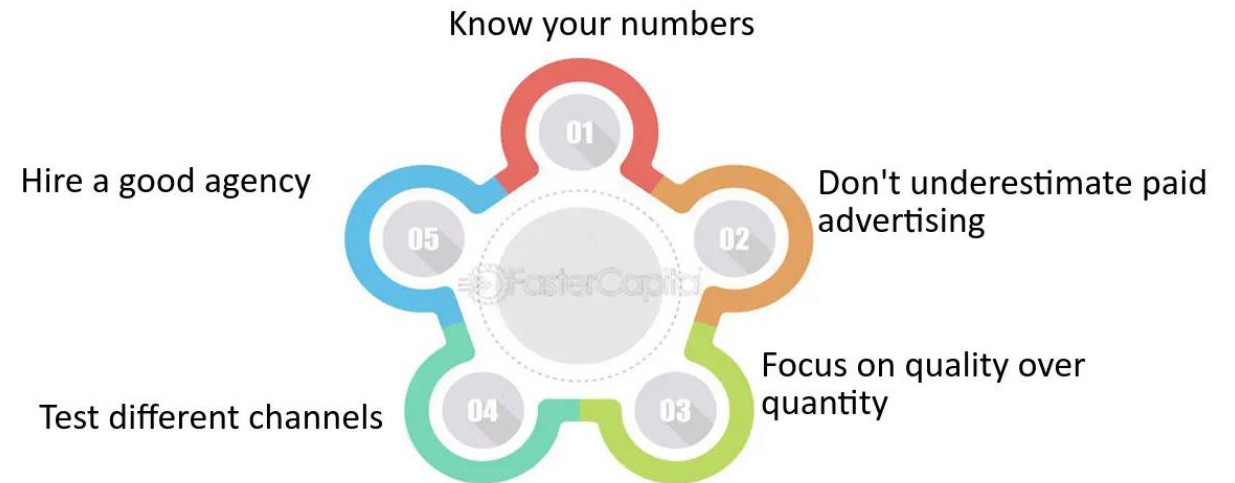


- Tracking success through KPIs like web traffic or guest satisfaction.
- Discussion time: Which KPIs would be most valuable for a boutique hotel's new campaign?

Common Pitfalls and Best Practices

- There are challenges, like underestimating costs or ignoring customer feedback.
- What are the best practices for a successful marketing strategy?

Underestimating the cost of marketing



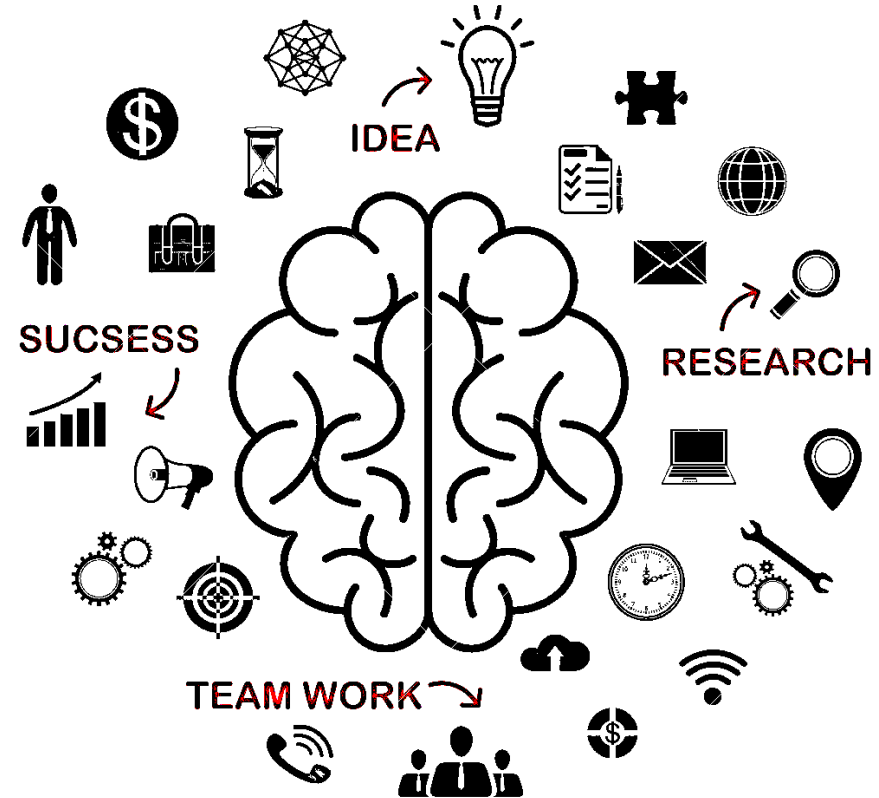
RACE

RACE MODEL EXAMPLES



Asynchronous Activity / Assignment Support

- Utilising skills you have gained throughout your studies, as well as some top-class desktop research – **START to now develop a marketing strategy. Think about what we've discussed... Focus on a specific market segment(?).**



Q&A:

Thank you!

Byeeeeeee