

Marketing Management Assignment 1: TED Talk Presentation Script

Presentation link:

https://uowtsd-my.sharepoint.com/:v:/r/personal/1351413_student_uwtsd_ac_uk/Documents/marketing1%20presentation%201.mp4?csf=1&web=1&e=uGLbWO

Slide 1:

Hello, I am Johanna Hershey Macalma and my student number is 1351413. My presentation for today is based on the low visibility of Premier Inn on social media platforms resulting in poor customer engagement.

Slide 2: Aim and Objectives

The aim of my presentation is:

- To discuss the importance of social media platforms in the hospitality sector and to investigate if the proposed marketing tool can increase visibility to improve customer engagement of Premier Inn hotel.

The key objectives of my presentation are:

- To define what is meant by the term social media visibility.
- To propose an effective strategy by using an appropriate marketing tool to increase the levels of visibility and customer engagement of Premier Inn.
- To find out current research about the developments of social media and its use in business.
- To evaluate the Premier Inn's ability to respond to challenges in terms of their strengths and weaknesses.

Slide 3: Introduction

Social media is one of the most important assets in marketing. Both its positive and negative impacts are enormous and have been transformational for the company's operations. This presentation intends to analyse and evaluate its effect to the hotel industry, particularly the Premier Inn. It will look into the marketing tools, strategies and practices on how the company addresses the issue on low visibility resulting to poor customer engagement.

Technology and social media platforms, such as Facebook, Instagram, TikTok, Twitter and LinkedIn, have revolutionized and developed how organisations promote their products and interact with consumers. Forbes (2022a) mentioned that countless businesses are relying more on the expertise, knowledge, and experience of their in-house marketing department to inform the target markets about the brands' goals. By meeting high consumer demands, marketing jobs turned out to be even more vital and critical to the business' success.

Larkin (2009) stressed that numerous companies struggle to send the marketing message across their target audience due to the invisibility of the brand on social media platforms and Premier Inn is one of them. Its marketing department is facing challenges to create innovative marketing campaigns and to utilise social media to reach its potential audience.

Slide 4: Definition of Social Media Visibility

Understanding digital marketing, Mohan (2023) explained visibility as the ability to be seen and noticed by the target audience on social media platforms. It is achieved through effective social media strategy by creating more engaging and interesting content. Building a strong presence on platforms like Facebook, Twitter and Instagram is an integral part of product promotion. Businesses must have the power to attract potential buyers by making their promotional live video and content as entertaining as possible. Correspondingly, Reyes (2023) agrees with Mohan (2023) and believes that social media plays a pivotal role in any business. Brands should incorporate social media in their marketing strategy to provide an instant effect on people's lives. Failure to deliver these strategies can lead to low audience retention.

Nevertheless, Percy (2019) reasoned that low visibility occurs when social media content fails to reach a significant number of audiences resulting in lesser engagements. Irregular posting, lack of account supervision and establishment, high competition and changes in algorithms are the reasons for poor visibility. These affect the overall reputation and profitability of a business (Page et al, 2022).

Slide 5: Social Media as a Marketing Strategy

Over the last 12 years, social media as a marketing platform has grown dramatically. Datareportal April 2023 global review showed that 60% of the world's population use social media with a daily consumption of 2 hours and 24 minutes. About 4.8 billion people and 150 million new users registered online within the year according to Chaffey, 2023. Social platforms evolved and gained popularity among individuals from varying age groups. The usage depends on the societies' interests, purposes and intentions. For example, Facebook and Messenger are used to connect with friends and family, posting and sharing photos or videos and keeping up to date with news and current events. Instagram, however, is widespread to share personal photos and videos and to follow and network with different brands.

Social media has immense potential which initiates the business to stay ahead of the competition in digital marketing. Jobber and Ellis-Chadwick (2020) suggested that organisations can leverage the opportunities that social media platforms offer, like gaining a wider network and potential market. Engaging with the customers regularly can build a loyal community. Kotler et al (2020) agrees with Jobber and Ellis-Chadwick (2020) that businesses must create customer value, ensuring that consumers are kept informed and placed at the center of everything they do. This eventually drives an effective marketing strategy. Creating brand awareness through social platforms with hard and soft digital skills can improve marketing planning and strategy.

Slide 6: The importance of social media engagement in marketing

Currently, social channels benefits marketing sector by supporting it to understand the audience's wants and needs and improve overall experience. Smith (2022) highlighted that social media adverts increases sales and revenue. This builds brand advocacy and creates groups of loyal customers through the word-of-mouth referrals to the community. Social engagement is essential to initiate trust among wider audience and to promote the brand across the globe.

My Business website (nd) cited that a high number of followers cannot measure the success of social media strategy. This supported Smith (2022) by explaining that customer engagement can boost the brand personality. Measuring social engagement can be used for tackling issues and future improvements. As for Premier Inn, the company must improve its visibility on social media platforms such as Facebook and Instagram to build credibility.

Slide 7: Disadvantages of social media

Like other marketing approaches, social media has its drawbacks. Businesses find social media as challenging to use as an advertising tool, just like Premier Inn. Despite its benefits, Daly (2016) reasoned that numerous companies delude consumers by portraying products and services that are misleading. Daly's group conducted a survey in 2014 showing that 38% of participants lose their trust once the brand claiming to be real is not authentic. This affects other brands who offer genuine goods and services. Public deception breaches the Code of Non-broadcast Advertising Sales Promotion and Direct Marketing (CAP Code) which is enforced by the Advertising Standards Authority (ASA) (ASA, 2023). Unlike Daly (2016), Udosen (2022) believed that the disadvantages of social platforms does not signify that the strategy is ineffective, but rather presents potential difficulties in conveying its purpose.

Other negative implications of social media platforms include high advertising costs, time-consuming, slow ROI and undesirable feedback from consumers impacting the brand reputation.

Slide 8: How to increase social media engagement

Premier Inn's social media strategy may be unsuccessful due to several factors. Patel's Youtube video (2023) showed that the digital marketing and contents creation are not optimised and there are specific strategy that works in a particular platform. If Premier Inn wants a more visual content and promotional videos, Instagram and TikTok are the most suitable platforms to use, whereas written posts would be best to appear in Facebook or LinkedIn. A sharing schedule or calendar will increase the value of social media strategy resulting in high audience engagement.

Cross-channel approach or posting contents in multiple platforms is an effective way to improve visibility. However, the hotel is not maximizing this method to engage with consumers. Patel also stressed that inability to respond to the client's messages and comments will lead to poor customer service and consequently reduce its followers in social media. Appearance in social platforms will generate faster sales by developing long-term relationships with valued customers.

Premier Inn must be adaptive and resilient to change without losing its vision. WF7 agency on Instagram (2023) mentioned that Premier Inn will succeed in the competitive digital world if it is clear and well-structured with its marketing strategy. The brand message must be consistent across all social platforms to prevent confusion and misconceptions about the products and services offered. Through these, the company will gain genuine followers and will increase its customer engagement.

The agency explained that marketing officers must recognize their audience, utilise the power of storytelling and striking captions and embracing video contents to be able to create appealing posts.

Consistency with analyzing and optimizing social media posts will maintain a stable content streaming. Businesses should make social media content fun and engaging (wf7agency, 2023) in order to be successful.

Moreover, James (2020) added that social media strategy must include setting some specific, measurable, achievable, relevant and timely (SMART) goals. Researching on the target audience and the competitors, conducting platform audits and building infrastructure and content calendar are essential for Premier Inn to thrive. Strengthening its search discoverability and social media appearance, Premier Inn will improve its customer engagement in the long term.

Slide 9: The proposed Marketing Tool

What is Brandwatch?

Premier Inn can use several strategic marketing tools to improve visibility and increase customer engagement. One of these is Brandwatch, an online advertising tool that is an all-in-one suite for all social media channels. It is awarded and named as the Leader in the 2020 Forrester Wave for Social Listening Platform, Leader Winter and Enterprise award 2023 and they are the official partner of Twitter and known as the best independent guide of the industry.

Brandwatch boosts the overall experience of many organisations, for example:

- Virgin Holidays – improved audience engagement by bringing award-winning innovative content discovery to the travel industry to achieve excellent distribution results.
- OnePlus – increased social insights.
- Metia – double the ROI through its Twitter advertisement.
- Bimbo – social campaigns generated more than \$580,000 in sales.
- BBC Principal Social Analyst Jaya Deshpande- Brandwatch customised the data they are looking for and the audiences they are speaking to.

(Source: Brandwatch, 2023)

The purpose and importance of Brandwatch:

Brandwatch is committed to promote diversity and inclusivity in every aspect of their company. They ensure accountability is being met and the diverse needs of their team are being fulfilled. Their values are to be authentic, bold, and creative in all areas.

(Source: Brandwatch, 2023)

Cost

The plans and prices depend on the size of the company and chosen solution that is appropriate for the organisation. It is categorised as: Cosumer Intelligence package for researchers and analysts, Social Media Management for social media managers, and Influencer Marketing. Prices range from £49.99 to £89.99 a month.

(Source: Brandwatch, 2023)

Slide 10: Visibility and engagement in Brandwatch

Brandwatch can address the issues of Premier Inn and increase its value through customising social media platforms. It conducts deep research, anticipate consumer demands and brings structure and meaning to billions of voices. Furthermore, the platform is capable of:

- Managing all channels with ease using the one social inbox for all networks.
- Building the brand with a data-driven content strategy managed in one collaborative social calendar.
- Monitoring the brand by gathering feedbacks and engaging with consumers by delivering exceptional customer experience to the right people in the right time to increase satisfaction level.
- Accessing the world's largest archive of consumer opinion and incorporating top-notch AI to discover new trends before anyone else.
- Getting better results and ROI when the social strategy is executed well by utilising robust and unique insights, creating a competitive advantage with measurable results.

Brandwatch is a substantial asset to the organisation, but the marketing department needs to liaise with other departments first prior to implementation of a new strategy. Informing Finance for costing and budget, working closely with Human Resource for customer-employee protection and GDPR compliance and coordinating with Sales to assess the overall effectiveness of the tools are elements that Premier Inn has to consider before procuring Brandwatch.

Slide 11: Premier Inn's Marketing Strategy

The Premier Inn hotel is owned by Whitbread Company with an invest-to-win strategy as its marketing scheme. The company plans to invest £20 million to focus on broadening its digital research and advertising in the UK. Whitbread CEO, Alison Brittain, aims to reinforce brand consideration for both Premier Inn's leisure and business guests. The company intends to expand its digital reach and ensure its visibility across search partners. Jefferson (2021) emphasized that direct distribution model will build strong customer relationships that will enable the company to deliver relevant direct digital marketing.

Slide 12: Competitor Analysis

Using a marketing analytic tool, such as SimilarWeb, to analyse Premier Inn's benchmark performance against competitors will give an overview of its standing in the industry.

Social Media Platform

<u>Premier Inn</u>	<u>Travelodge</u>
• Facebook – 345.7K followers (6 posts in the last 2 weeks) • Instagram – 31.6K followers • Website performance – 27.35M visits (March 2023 – May 2023)	• Facebook – 103K followers (3 posts in the last 2 weeks) • Instagram – 43.3K followers • Website performance – 15.16M visits (March 2023 – May 2023)

(Source: Similarweb.com, 2023)

The data reflects that:

- Premier Inn's 'invest to win' marketing strategy must continue as it accomplishes its advocacy to broaden its digital reach.
- Premier Inn surpasses Travelodge in terms of Facebook page followers and website performance. Nevertheless, Travelodge has higher Instagram followers.

Additionally, social contents of Premier Inn focused more on products and services promotion while Travelodge allows its audience to interact and comment to its social posts that are created with novelty and appeal.

Gartner (2021) suggests that Premier Inn can fortify their brand promise by aligning Customer Experience with Brand Messaging. When customer experience is out of sync with brand promise, customer trust erodes. This concept must be executed proactively to drive retention and growth. Ensuring a customer-centric brand promise corresponds to a long-term sustainable success.

Slide 13: Ethical Concerns in Social media

Social media is a powerful marketing tool which can reach a whole new audience and demographics. Nonetheless, businesses must always consider their ethical responsibilities when implementing their innovative practices and strategies.

According to Adventure Web Interactive (nd), there are number of factors to consider when using social media as a marketing instrument. Identifying the target audience, understanding their needs, wants and choices and sharing contents that are relevant to their lifestyle will increase customer engagement. Eliminating bias and promoting equality and balanced presentation online by avoiding any sensitive topics including political, cultural and religious preferences will generate trust between the company and the public. Compliance with the General Data Protection Regulation (GDPR) and the Data Protection Act of 2018 is a vital element of social platform marketing. This is attained by establishing privacy rules that protect each individual who interacts and engage in online activities. Maintaining transparency and honesty by verifying that contents are authenticated.

Slide 14: Conclusion

Overall, incorporating new concepts like social media strategy is highly beneficial but it has limitations too. There are elements to consider, such as the ethical implications that companies should be aware of, to sustain the marketing strategy. Budget and return of investment determine the effectiveness of the campaigns.

The concerns with low visibility and decreasing customer engagement must be focused on. Being Resilient and flexible towards the ever-changing consumer behaviour and economy are essential to overcome the challenges faced.

Utilising marketing tools like Brandwatch can improve the advertising strategies of the company. It increases competency and competitiveness and rectifies issues to enhance the workforce's experiences at a greater level.

References

Adventure Web Interactive (nd) 5 important ethical concerns in social media marketing. Available at: www.advp.com/blog/5-important-ethical-concerns-in-social-media-marketing/. Accessed on 19th July 2023.

ASA (2023) Advertising Standards Authority Available at: www.asa.org.uk Accessed on 19th June 2023

Brandwatch (2023) Understand and engage with your consumers. Available at: www.brandwatch.com. Accessed on 19th June 2023

Chaffey, D. (2023) Global social media statistics research summary 2023. Available at: www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/#:~:text=According%20to%20the%20Datareportal%20April%202023%20global%20overview%2C,have%20come%20online%20within%20the%20last%2012%20months. Accessed on 21st June 2023

Daly (2016) Misleading social media marketing faces serious consequence, CIM warns. Available at: www.marketingtechnews.net/news/2016/jun/29/marketers-need-clean-misleading-social-media-messages-or-risk-consequences-cim-says/. Accessed on 19th June 2023

Data Protection Act (2018) Data Protection Act. Available at: www.gov.uk/data-protection Accessed on 19th June 2023.

Forbes (2022a) 15 of the biggest challenges marketers face in 2022. (website) Available at: www.forbes.com/sites/forbesagencycouncil/2022/07/01/15-of-the-biggest-challenges-marketers-face-in-2022/ Accessed on 19th June 2023

Gartner (2021) Fortify your brand promise by aligning customer experience and brand messaging. Available at: www.gartner.com/en/documents/4007817 Accessed on: 19th June 2023

James, L. (2020) How to develop a social media strategy. Available at: www.youtube.com/watch?v=PKUn7wU5slc. Accessed on 19th June 2023.

Jefferson, M. (2021) Premier Inn pins recovery hopes on marketing with 'invest to win' strategy. Available at: www.marketingweek.com/premier-inn-recovery-marketing/. Accessed on 19th June 2023.

Jobber, D. and Ellis-Chadwick, F. (2020) Principles and Practices of Marketing. (9th ed). London: McGraw-Hill Education.

Kotler et al (2020) Principles of Marketing (8th ed). Harlow: Pearson Education Limited.

Larkin, E. M. (2009) How to run a great hotel: everything you need to achieve excellence in the hotel industry. Oxford: How to books ltd.

Mohan, Alok (2023) Define visibility in digital marketing. Available at: www.linkedin.com/pulse/define-visibility-digital-marketing-alok-mohan. Accessed on 19th June 2023

My Business (nd) Why social media engagement is important for your business. Available at: www.mybusiness.com.au/how-we-help/grow-your-business/promoting-your-business/why-social-media-engagement-is-important-for-your-business?fbclid=IwAR265pE1X5J56jON9FLwtwdS3Ak2IXfuliKXttXvI95UGTocT5EPZkgqx2E#:~:text=Having%20better%20social%20media%20engagement,mouth%20referrals%20and%20increase%20sales. Accessed on 19th June 2023.

Page, X, Berrios, S, Wilkinson D, Wisniewski, P. J. (2022) Modern Socio-Technical Perspectives on Privacy: social media and Privacy. Available at: link.springer.com/chapter/10.1007/978-3-030-82786-1_7. Accessed on 19th June 2023.

Patel, N. (2023) Why your social media strategy doesn't get any engagement. Available at: www.youtube.com/watch?v=Wv8J0dJW2o8. Accessed on 19th June 2023.

Percy, R. (2019) Business Promotion Techniques: A Marketer's Guide to Improving Your Business Visibility and Increasing Customer Engagement.

Reyes, R. D. (2023) social media is the biggest addition to business. Available at: <https://fb.watch/Ig5w6Sert4/> (website) Accessed on 19th June 2023.

Similarweb.com (2023) Effortlessly analyse your competitive landscape. Available at: www.similarweb.com. Accessed on: 19th June 2023.

Smith, K. (2022) The Importance of social media in Business. Available at: www.lyfemarketing.com/blog/importance-social-media-business/ Accessed on 19th June 2023.

Udosen, P. (2022) 12 Disadvantages of social media for Business. Available at: www.financialslot.com/disadvantages-of-social-media-for-business/ Accessed on 19th June 2023.

Wf7agency (2023) 6 Tips for creating engaging social media posts. Available at: www.instagram.com/p/CtrY9jrNDIB/?igshid=MTI1ZDU5ODQ3Yw%3D%3D&fbclid=IwAR0QQuRDO1lkZ7MhJ_ooFLDh8nGqKJDWkwu8KdK3pjOUJCNkeN3_ZiF47Tw. Accessed on 19th June 2023.