



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

Hospitality & Hotel Management Level 4



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BMIH4009 / BMIH4009 Marketing Essentials Week

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Marketing Plans



What is a marketing plan?

A strategic roadmap that businesses use to outline their advertising and marketing efforts for the coming year.

The plan lays out the actions they'll take to achieve their marketing goals, such as increasing brand awareness, acquiring new customers, or increasing product sales.

Why Do Marketing Plans Matter?

- Build brand awareness
- Drive bookings and revenue
- Adapting to customer behaviour
- Leveraging technology and data
- Fostering loyalty
- Crisis resilience



Benefits of the Marketing Plan

Benefit	Impact on Hospitality Business
Consistency in branding	Builds trust and recognition among travellers
Targeted campaigns	Reaches the right audience with tailored offers
Competitive advantage	Differentiates from rivals in a saturated market
Revenue optimization	Encourages direct bookings and upselling
Customer loyalty	Increases repeat visits and word-of-mouth referrals



➤ What do you think will happen without a clear plan?



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Smart Objectives

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Smart Objectives



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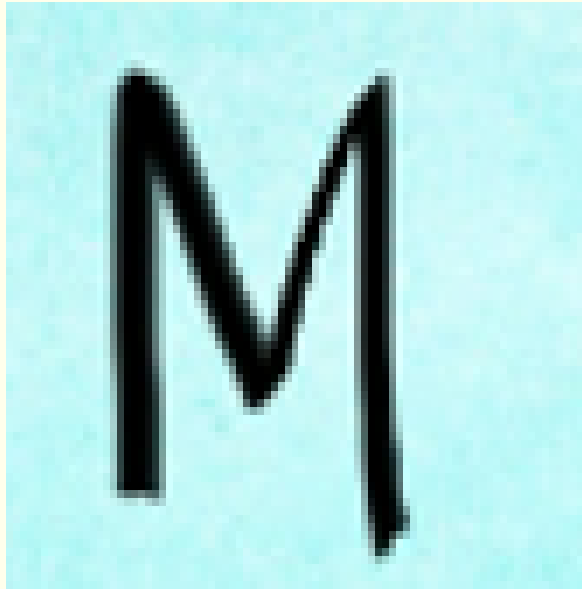
➤ Specific

Objectives should be clear and precise, not vague.

Answer the who, what, where, when, and why.

Example: Increase customer satisfaction scores by 10% through improved response times in the support team.

Smart Objectives



➤ Measurable

You need to track progress and success

Define metrics or indicators (Numbers, percentages
Or milestones)

Example: Reduce average customer wait time from 5 minutes to 3 minutes

Smart Objectives



➤ Achievable

Goals should be realistic and attainable given resources, skills and time.

Stretch goals are fine, but they should be impossible

Example: Train all staff in new software within 3 months

Smart Objectives



➤ Relevant

Objectives must align with broader goals, mission or strategy

Ensure the outcome contributes meaningfully to the bigger picture

Example: Boosting Online sales supports the company's strategy

Smart Objectives



➤ Timebound

Every objective needs a deadline or time frame

This creates urgency and helps prioritise tasks

Example: Launch the new product line by June 30th 2026

Smart Objectives: Example

- By the end of October 2025, I am going to plan a 7-day holiday to Paris, France, including booking flights and accommodation, and creating an itinerary for sightseeing and dining, all within a budget of £3000, to ensure a relaxing and culturally enriching experience.

Smart Objectives: Breakdown

- **Specific:** Plan a 7-day holiday to Paris, France. This is a clear and specific goal that leaves no room for misunderstanding.
- **Measurable:** The goal is measurable through the booking of flights, accommodation, and the creation of an itinerary for sightseeing and dining. These are concrete actions that can be checked off a list.
- **Achievable:** The goal is achievable as it is within a set budget of £3000. This is a realistic budget for a 7-day trip to Paris, including flights, accommodation, and meals.
- **Relevant:** The holiday is relevant as it provides relaxation and cultural exploration, aligning with personal interests. This ensures that the holiday will be enjoyable and fulfilling.
- **Time-bound:** The goal is time-bound as all planning and bookings need to be completed by the end of October 2025. This provides a clear deadline to work towards.

Smart Objectives



Task

Write one **SMART** objective each in relation to your studies and send to Natalie on email.



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Gantt Charts

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Gantt Charts

- A type of bar chart visually representing a project schedule
- Developed by Henry Gantt early 20th century
- Illustrate the start and finish of a project



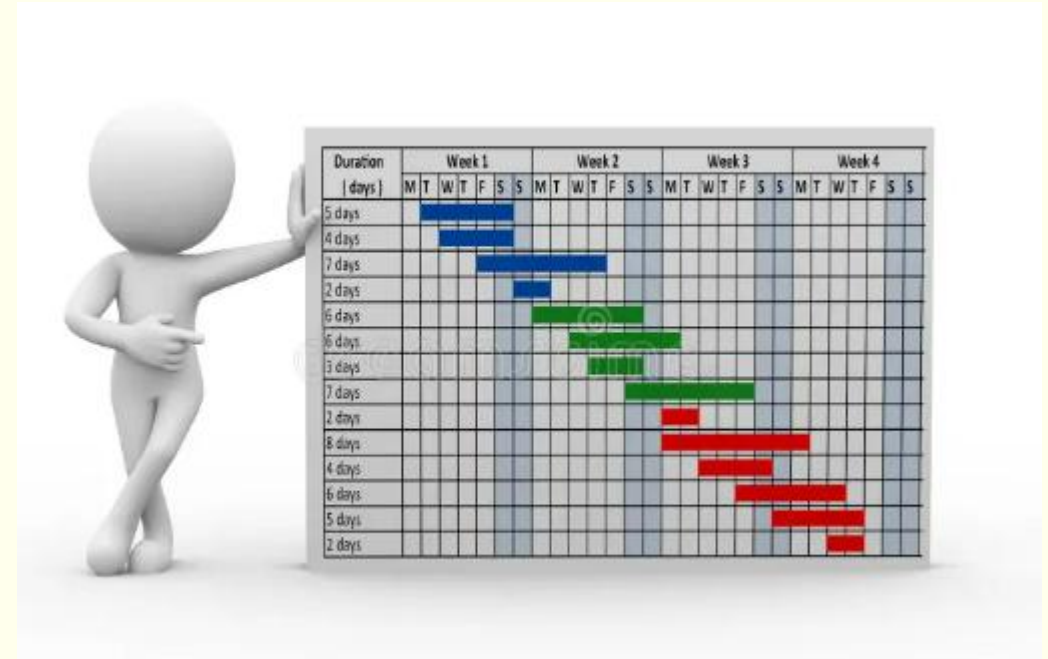
Gantt Chart Key Features

- Task Representation
- Dependencies
- Progress Tracking



Gantt Chart Key Features

- Improved Planning
- Enhanced Communication
- Resource Management



Gantt Chart Example



Gantt Chart Task



Task

Make a Gantt chart of your assignment submission dates for semester one.



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Marketing Models

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The Marketing Funnel

All marketing funnels include the following three stages:

- **Attract:** Also known as the awareness stage, this is when a prospect discovers your brand. The aim here is to educate and inspire them and get them to move further down the funnel. These prospects are not ready to buy.
- **Inform:** Also known as the consideration stage, a prospect understands their problem and starts looking for a solution. This stage is about developing trust and promoting your product or service as a good solution for the prospect.
- **Convert:** Once you have engaged a prospect with relevant content, they can now enter the conversion stage. This is when your lower funnel tactics start to apply. This stage is all about turning the educated prospect into a customer. Prospects here are ready to buy – you just need to turn your leads into conversions.



The AIDA Model

The AIDA framework is a commonly used marketing and advertising model that outlines the different stages a consumer goes through during the process of being persuaded to purchase. Action, which represent the sequential steps in the customer's journey. Let's explore each stage in more detail:



The AIDA Model

Attention: The first goal of any marketing or advertising campaign is to grab the attention of the target audience. Must be eye-catching headlines, visually appealing designs, or compelling messages. The purpose is to make the audience aware of the product or service's existence.

Interest: Once the attention of the audience has been captured, the next step is to generate interest. Marketers strive to present the features and benefits of the product in a way that resonates with the needs and desires of the consumers. This stage aims to keep the audience engaged and curious about the offering.

Desire: Once the audience is interested, the focus shifts towards creating a desire for the product or service. Marketers employ tactics such as highlighting unique selling points, demonstrating value, and appealing to emotions to convince consumers that the product or service can fulfil their desires or solve their problems. The goal is to make the audience crave ownership or experience.

Action: The final stage of the AIDA framework is to prompt the audience to take action, for purchase or initiating further engagement. This can be achieved by providing clear. The objective is to facilitate the conversion from potential customer to an actual customer.



The SOSTAC Model

SOSTAC Model

Situation

where are we?

Objectives

where do we need to go?

Strategy

how do we get there?

Tactics

Details of Strategy

Action

what is our plan?

Control

How did you do?



Marketing Model Task



Task

Choose one of the models you have read about and apply to a product or service within Hospitality

Any Questions?

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