

Marketing Management

Hilton Hotel

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Table of Contents

1.0 <u>Introduction...</u>	3
TASK 1.	
<u>Critical evaluation of Hilton Hotel marketing activities</u>	4
TASK 2 <u>Conclusion...</u>	
6	
<u>A Situational Analysis of the Macro and Micro Marketing Environment of an Organization: Evaluating the 5 C's and Their Impact on Marketing Strategy.....</u>	7
Task 3: <u>Recommendations as to how Hilton Hotel's marketing strategy</u>	
<u>4.0 Reference</u>	9

Introduction

The report will critically evaluate the role and activities of the marketing department within Hilton Hotel, outlining their future developments as what their marketing plan will be, addressing identified challenges.

Marketing practices have a long history, dating back to the pre-Industrial era, and are considered fundamental to the development and performance of firms. However, traditional marketing models and paradigms may not fit well with the environment, behaviour, and processes found in entrepreneurial organizations. A broader, more modern perspective is needed to appreciate hotel industries. Relationship Marketing requires an alternate paradigm that emphasizes value creation and is process-oriented rather than outcome-oriented [3]. Relationship Marketing is a new phenomenon that has emerged due to technological advances, and it has transformed business marketing practices in managing strategic clients, which is known as Key Account Management. (Author links open overlay panel Nicole E Coviello et al., 2000)

Entrepreneurs often have a limited understanding of marketing, which creates a need for further research grounded in theory, context, characteristics, and methodology.

Task 1:

Critical evaluation of Hilton Hotel marketing activities

Hilton Hotel is one of the world's leading hotel brands, known for its luxurious accommodations and exceptional customer service. However, as with any business, Hilton's success is heavily dependent on its marketing efforts. In this essay, we will provide a critical evaluation of Hilton Hotel's marketing activities, analysing its marketing mix, digital marketing efforts, and brand image and reputation.

Analysis of Hilton Hotel's marketing mix is composed of product, price, place, and promotion. In terms of product strategy, Hilton offers a range of accommodations, from budget-friendly options to high-end luxury suites. However, there is room for improvement in terms of differentiation between their various brands, such as Hilton Garden Inn and Waldorf Astoria. Hilton's pricing strategy is also a critical aspect of its marketing mix, with its various pricing tiers catering to different segments of the market. However, it is important to note that Hilton's pricing can be steep, which may deter budget-conscious travellers. Hilton's promotional strategy includes advertising, public relations, and sales promotions. While their advertising campaigns are visually appealing and informative, there is a need for more targeted promotions to specific market segments to increase customer engagement. (Ferrell & Hartline, 2008).

In today's digital age, a strong online presence is crucial for any business, and Hilton Hotel is no exception. Hilton's website design is aesthetically pleasing and user-friendly, with clear navigation and easy booking options. However, there is room for improvement in terms of personalized content and recommendations. Hilton's social media marketing strategy is also commendable, with engaging content and a significant following on platforms such as Instagram and Twitter. However, there is a need for more consistent and frequent posting to maintain customer engagement. Hilton's email marketing campaigns are also effective in promoting special offers and deals to their subscribers, but there is potential for more personalized and targeted content. (P.Jones, P.,Wynn, M, 2018)

Hilton Hotel has a strong brand identity, with its iconic logo and signature hospitality. However, there is a need for more consistent messaging across its various brands to strengthen its overall brand image. Customer perceptions and feedback are also critical in assessing Hilton's brand image and reputation. Hilton has received positive reviews for its customer service and accommodations, but there have been some complaints about pricing and inconsistency in quality across its various properties. Hilton's reputation management strategy is also essential in maintaining its brand image and reputation, with timely responses to customer feedback and proactive measures to address any issues. (*The Hilton Hotels Target Market: Understanding Hilton's ideal customer* 2022).

Hilton Hotels' marketing activities primarily focus on three strategies: delivering a memorable client experience, deploying current technology, and leveraging their worldwide hotel network to accomplish their marketing objectives. The company aims to establish a robust brand presence and attract new consumers by prioritizing the creation of a memorable customer experience. Measuring Hilton Hotels' ability to expand its client base and attract new consumers can help evaluate the effectiveness of its marketing activities. The company leverages its worldwide network of hotels to improve the effectiveness of its marketing

activities, and it focuses on providing excellent customer service and expanding its worldwide footprint . (Author links open overlay panelDenise Jarratt a et al., 2000) .

To establish a strong brand presence and attract new clients to its hotels and services, Hilton Hotels must develop a comprehensive marketing strategy that includes targeting prospective consumers and using price and service tactics. Customer relationship management initiatives, including understanding the needs and expectations of clients, are also used to evaluate the effectiveness of marketing activities. As a primary focus of the marketing strategy, strong customer relationships are essential for maintaining customer loyalty. (Griffin, 2022)

The positioning of Hilton Hotels as a place where excellent service is offered is also a focal point of the marketing strategy. Hilton Hotels can establish a robust brand presence by using effective marketing techniques, including competitive pricing, exceptional service, and outstanding customer care, to attract new consumers to its hotels and services. Prioritizing these factors can ensure brand loyalty and repeat customers Additionally, Hilton Hotels uses current technology to support its marketing activities, including mobile apps for scheduling bookings, social media for brand exposure and engagement, and automated check-in systems and online payment alternatives to increase the efficacy of their operations. (Talbot, 2019).

To market the Hilton Hotel effectively, it is essential to understand the key channels and methods of communication that are utilized in the hotel industry. A market comprises customers, suppliers, and channels, and the main objective of any marketing strategy is to become the preferred choice for tourists [1]. In today's tech-savvy world, audio-visual communication channels and smart devices are becoming increasingly popular among guests. Wearable devices such as smartwatches are being used to promote hotels and manage bookings, and there are many routing layers available for low-latency path selection [2]. Video content and streaming practices are also being utilized by hotels to promote their services. Creators can monetize their channel and earn money by supporting various video content options, which creates competition for marketing services among all artists [3

Task 2:

Conclusion

When evaluating the effectiveness of a hotel brand's management strategy, customer satisfaction is a critical component. Hilton hotel aim to deliver consistent service and ensure guest satisfaction based on their unique brand promises, as customers' evaluations of these promises are essential to a hotel's success .Hilton Hotels specifically emphasizes the importance of customer satisfaction to all employees, and actively considers customer satisfaction ratings when assessing performance. Additionally, Hilton has implemented numerous initiatives to improve customer satisfaction, such as assisting with local and sustainable efforts to promote green hotels. (Author links open overlay panelDieter Huckestein (president-hotel operations at Hilton Hotels Corporation), 2000) .The hotel also rewards employees who demonstrate excellent customer service through HR evaluations at the hotel level. In addition to focusing on positive guest service, Hilton also evaluates and competes with other hotels in their competitive set to ensure they are meeting industry standards and expectations. To remain competitive in the hospitality industry, Hilton has also adapted its management strategies over the years, utilizing various techniques to assess customer expectations and improve internal-customer satisfaction . Through critical analysis of customer satisfaction issues, loyalty programs, and industry insights, Hilton aims to continually adapt and improve its management strategies to remain successful in the competitive hotel industry . Therefore, an understanding of Hilton Hotel's management approach is crucial for hospitality management education and success in the industry.

In order to overcome challenges and develop a strategic marketing plan for future growth, Hilton Hotels must first recognize and address their "management myopia". (Phillips, 2022) This requires a balanced approach to management, which takes into account both operational issues and fundamental marketing principles. One way to achieve this balance is through sound advertising strategies, such as those outlined in a set of managerial guidelines created for Hilton Hotels with the theme "It happens at the Hilton". However, the development of a successful marketing plan requires more than just advertising. It involves a comprehensive analysis of the market, competition, and customer needs. To meet these challenges, Hilton Hotels should approach marketing strategy from a holistic perspective, using the marketing plan as an outline for how the company will achieve its goals. The plan should also take into account emerging trends and technologies, as well as ethical considerations such as sustainability and social responsibility. In addition, Hilton Hotels must consider the effects of the pandemic on the hospitality industry and identify suitable policies and strategic action plans to address these challenges (Mittal, 1999). This requires a clear understanding of the nature of management and its dimensions, as well as an awareness of key loyalty-marketing trends that could provide opportunities for growth and differentiation in the marketplace Ultimately, the success of Hilton Hotels' strategic marketing plan will depend on its ability to effectively implement these plans and strategies, while overcoming any challenges that may arise during the process . (Baran & Galka, 2017).

A Situational Analysis of the Macro and Micro Marketing Environment of an Organization: Evaluating the 5 C's and Their Impact on Marketing Strategy

A situational analysis of an organization's macro and micro marketing environment is crucial in evaluating its marketing strategy. The analysis bridges the analytical gap between macro and micro approaches, which considers internal and external factors that influence and are influenced by marketing activities. (Sky Ariella, 2023). To make effective decisions, situational and organizational factors need to be integrated. The use of micro and macro constructs blends to influence decisions, including those to engage in unethical behaviour. The environment is a complex set of factors that influence marketing activities, which requires an analysis that incorporates macro-, micro-, and internal environmental factors. The fit between product extent and the external environment shapes marketing activities. Four sets of factors, including situational factors, influence marketing communication as organizations move from one stage of integrated marketing to another. Understanding how these factors interact can inform macro-level decisions. The impact of the Internet on marketing strategy requires a comprehensive situational analysis that reviews the online macro-environment and the micro-environment of an organization. Although environmental influences are interdependent, organizations incapable of adapting to changes in the external environment can use situational analysis to engage the external environment. Changes in the macro, micro, and internal environment result in strategic changes. Bringing together perspectives from international relations with theories of management and organization can help analyse the macro and micro levels of analysis effectively. The characteristics of micro- and macro-contexts must be understood to influence the flow from the macro- to the micro-context effectively. (Davis, 2023).

In conclusion, Hilton Hotel's marketing activities are crucial in maintaining its position as a leading hotel brand. While there are areas for improvement in its marketing mix, digital marketing efforts, and brand image and reputation, Hilton has made significant strides in these areas. By continuing to assess and adapt its marketing strategies, Hilton can continue to attract and retain customers in an increasingly competitive market.

Task 3: Recommendations as to how Hilton Hotel's marketing strategy

One of the most vital aspects of Hilton's marketing strategy is customer satisfaction, recommendations and retention. To improve this, hotels can make use of customer reviews to identify areas for improvement and tailor their marketing strategies accordingly. Collaboration with other businesses can also prove useful in enhancing a hotel's overall appeal. (Huckestein & Duboff, 1999) For instance, Hilton Hotels partnered with Lyft and Delta Airlines to offer customers added convenience and travel perks, thereby increasing brand loyalty and customer satisfaction. Engaging content is also an important factor in enhancing a hotel's marketing strategy. Dynamic and visually appealing content can attract more customers and promote brand awareness (Author links open overlay panel Yung-Chun Chang et al., 2017). Hilton is known to continually seek out fresh ideas to improve their marketing strategies, often drawing from industry best practices. Additionally, Hilton can incorporate available research knowledge and best practices to better inform their marketing strategies. For example, offering personalized recommendations based on customer search

history can enhance customer experience and retention. Furthermore, Hilton can benefit from sharing best practices with other hotels and supporting environmental initiatives to boost their overall (Yi et al., 2016). Effective responses to customer feedback and reviews can also enhance customer satisfaction and retention [8]. Hilton could also benefit from utilizing machine learning techniques to better inform their marketing strategies and improve customer experience [9]. Implementing these recommendations and best practices can help Hilton improve its marketing strategy, increase customer satisfaction, and drive business growth. (Bohdanowicz et al., 2011).

To optimize P's marketing mix for effective brand promotion and customer engagement, it is essential to understand the customer's relationship with the brand. The consumer relationship ladder motivates organizations to convert consumers into evangelists and partners [1]. Contemporary marketing emphasizes a customer-centric approach that involves creating products based on their requirements. Technology has provided Hilton Hotel with analytical tools, sales force automation, and data mining capabilities that allow them to interact with and service consumers better. The framework of value creation, communication, and delivery revolves around the consumer and their relationship with the brand. The digital age has the ability to influence and reshape consumer perceptions of products, brands, and services. Consumer perceptions can then impact the brand-consumer relationship, altering consumer behaviour and future repurchase intentions. Hence, optimizing the 'P' of marketing mix, particularly the 'place' element, is crucial for effective brand promotion and customer engagement. Borden originally covered 'P' for place with three elements - distribution channels, personal selling, and physical handling. The term 'distribution' encompasses three sub-elements, which when utilized effectively can significantly improve consumer knowledge about a brand or product, thereby positively impacting their relationship with the brand. Relationship marketing aims to move consumers towards a state of loyalty through engagement and involvement, which can be achieved by investing in brand-consumer relationships. Engagement with a brand in online domains, communities, or social networks is considered an indication of consumer interest and loyalty. DMC (digital marketing communication 2.0) should be planned to promote customer intimacy and encourage customer participation in gaining knowledge about the brand, buying the product/service, liking it, and developing loyalty. The 'customer mix' paradigm, which has four key characteristics starting with the letter 'P,' can be used to optimize marketing mix for effective brand promotion and customer engagement. Understanding the 'customer mix' paradigm can help Hilton Hotel create marketing campaigns that effectively engage customers and promote the brand awareness. (Jackson & Ahuja, 2016).

As for scientific research on the subject, a recent study revealed that spontaneous neuronal activity in certain brain regions is relevant to marketing strategies. These brain regions are activated by HCN channels, which are constitutively active at rest and further activated by various stimuli.

By understanding these channels and methods of communication, hotels like the Hilton can develop effective marketing strategies to attract more customers and become the preferred accommodation choice for tourists.

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