Individual Presentation (50%) & Supporting Marketing Plan (50%).

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Component A: Marketing Plan (50%)

Introduction

The purpose of this marketing plan is to evaluate how Hilton Hotels can engage the audiences and fulfil their business objectives. Hilton hotel needs to increase the number of hospitality technology and enhance its capabilities of Smart hotel rooms. This marketing plan will focus on the company's strategy to increase the number of customers for its smart hotel rooms along with integrating new technology in the rooms. The detailed marketing plan will be discussed in this study.

Situation analysis: 5C's

Company

Strength	**Weaknesses**
● Approximately £5.79 billion in revenue in 2022 (Hilton, 2023). ● A strong position in the U.S. with 5,666 hotels and 810,296 rooms (Hilton, 2023). ● It accounted for around 6,000 properties globally as of 2020	● Poor reviews on social media platforms, which may affect its reputation and customer recognition (Giglio et al., 2019 ● The company suffered significant losses as a result of a data breach in 2015, highlighting potential weaknesses in its data security measures (Deloitte, 2017).

(Statista, 2021).	● The hotel faced issues in managing a high number of employees as it had around 142,000 employments globally in 2021 (Statista, 2021).
Opportunities ● Consumer-based brand equity improves Hilton brand awareness and loyalty, which drives customer satisfaction (Liu et al., 2017) ● As incomes rise, the middle class in Asia Pacific is growing and so is the tourism industry (Rosenthal, 2018).	**Threats** ● The hotel industry faces fierce competition, driving Hilton to innovate and differentiate (Haynes, 2016). ● Economic uncertainties can affect Hilton's profitability (Kosová et al., 2013).

Analysis of SWOT

(Source: Author)

Customers

Bases of segmentation	Target customers of Asda
Geographic	**Region:** United Kingdom **Population Density:** 281 per square kilometre
Demographic	**Age:** 16-45 **Gender**: Male and Female **Occupation:** Businessman to serviceperson **Education:** Higher studies **Social status**: Upper and middle **Family size:** Nuclear
Psychographic	**Lifestyle:** Active and digital lifestyle **Personality:** Technophile

Behavioural	**Occasions:** Rare Personal Occasions **Benefits sought**: Technology dependent **User status**: Active and former **Attitude:** Purchasing a holiday with the benefits of technology
Targeting Hilton hotel will target demographic segmentation for the marketing of smart rooms.	

Market segmentation of Hilton Hotel's smart rooms

(Source: Author)

Competitors

Among all the factors of Bowmans' strategy clock, Hilton Hotels can reduce its price for smart rooms to attract customers. Technology-integrated hotel rooms usually have high prices. Premier Inn also offers Smart rooms at a competitive price.

Collaborators

Hilton hotel can connect with Harrods UK which offers electric gadgets, smartphones, specialised vehicles and other accessories.

Climate: PESTLE

Dimensions	Descriptions	Impact
Political	● Resignation of prime minister and political uncertainties. ● Brexit incorporation increases taxation and tariff rate.	Moderate
Economic	● The CPIH in the UK increased by 8.8% as of 2023 (McAuley, 2023). ● The rate of inflation was 10.052% in February 2023 (McAuley, 2023). ● The GDP of the UK has fallen by 0.5% by the end of 2022 (McAuley, 2023).	High
Social	● Global supply chain issues decrease the rate of hotel booking in the UK. ● The purchasing behaviour of consumers shifts online.	High
Technology	● The integration of advanced technology in hotels. ● Machine learning and AI improve the marketing process.	High

Legal	● Health and Safety Act 19974 ensures workplace safety.	Moderate
Environmental	● Sustainability is a key trigger for the hotel industry.	Moderate

Analysis of PESTLE

(Source: Author)

Objectives

Factors	Description
Specific	Hilton Hotel will increase its capacity of smart rooms and increase its customers in the UK.
Measurable	The company will offer almost 800 smart hotel rooms across the UK.
Achievable	The company can achieve its objectives with its 30.68% of net profit margin.

Relevant	The business objective of Hilton Hotel is to enhance the capacity of the hospitality industry by delivering expected experiences across the globe. Therefore, increasing the number of smart capacities is a step towards the long-term goal of the company.
Time-bound	The company will fulfil its objective within one year.

Objectives

(Source: Author)

Strategy

Value propositions of the company: Hilton Hotels is one of the largest hotel chains in the world, with more than 6,000 hotels worldwide (Hilton, 2023). For the price, the Hilton Hotel offers stylish rooms from £78.56 to £205.58 (Hilton, 2023). For comparison, one of its main competitors, the Premier Inn, offers smart rooms ranging in price from £71.03 to £210.58 (Hilton, 2023). As the Institute of Corporate Finance's 5C analysis shows, rising inflation rates in the UK have created demand for affordable prices for smart hotel rooms (Institute of Corporate Finance, 2020). Hilton Hotels aims to meet the needs of UK consumers by designing an affordable price point for their smart hotel rooms (Institute of Corporate Finance, 2020) .

Connections of value propositions with customer segmentation: Hilton hotel aims to meet the needs of tech-savvy 16-45 year old by providing smart rooms that incorporate cutting-edge technology (Kosová et al., 2013). However, due to the current economic crisis in the UK, it can be difficult to attract consumers with high price offers. To solve this problem, Hilton Hotels plans to offer luxury services that target the social status of the upper and middle classes, tailoring their offerings to their preferences and expectations. of this particular consumer segment (Hotel Management, 2018).

Tactics

Factors	Descriptions
Product	Hilton hotel offers luxury hotels and resorts along with 7,165 properties across the world. It has a presence in 123 nations and territories along with 19 brands (Hilton, 2021). The company has a chain of hotels with luxury rooms, restaurants and bars. The smart hotels of the company have the facilities of wi-fi, self-controlling of Television, lighting and also temperature. These devices are equipped with high-technology sensors that are able to receive commands from guests through the Hilton Honors application. Hilton Honors have almost 128 million members as of 2022 (Hilton, 2021).

Price	Hilton Hotel will adopt competitive pricing policies for its luxurious services (Bowie et al., 2017). Hilton Hotel provides luxurious services for consumers across the globe in 123 countries. The company holds the upper upscale tier with an average price range for luxurious hotels is £75 in the UK. The price range is quite high as they provide high-quality amenities (Corporate Finance Institute, 2020). The dedicated team of Hilton Hotel are responsible for providing extraordinary services to the customers.
Place	Hilton comprises 18 different brands across the world. Hilton Hotel and Resorts is one of them which has a presence in 123 nations across 6 continents. The company also has 216,379 rooms across the globe (Hilton, 2021). The company has more than 166 hotels in the UK under its 7 different brands. The brand will increase its smart rooms capacity and enhance its customer base in the UK. The company will also enhance its online customers (Jobber and Ellis- Chadwick, 2020).
Promotion	Hilton hotel will use both traditional and modern promotional approaches. Hilton Hotel will promote the brand name through a digital medium, general advertising on television, newspapers, sponsorship activity and others (Chaffey and Ellis- Chadwick, 2019). The company has around 361,000 followers on Instagram against 2061 posts (Instagram, 2020). The company will change its marketing tactics and place videos of a hotel stay

	in its TV advertisements. Hilton hotel will also showcase attractive offers through its website. The company will offer 17% discounts for the members of Hilton Honors.

Analysis of 4P's of marketing

(Source: Author)

Control

Hilton Hotels aims to measure success by increasing the number of customers and making smarter room purchases. They plan to expand their smart room capacity to around 800 in the UK. Success is measured by customer growth and feedback on a brand's services (Ferrell, 2021). The UK hotel industry is expected to reach around £21 billion in 2023, with revenue growth of around 1.59%. Hilton Hotels ambition is to become the UK's leading smart hotel provider and capture a significant share of the domestic hotel market.

Conclusion

Hilton's promotion addresses challenges such as poor reviews, information security vulnerabilities, competition, financial vulnerability, and supply chain disruptions. Recommendations prioritizing client satisfaction, contributing to innovative technology, and

cultivating key associations. These procedures position Hilton as an industry leader by driving development and conveying remarkable experiences. Adjusting to changing visitor needs and setting itself up as the favored choice for tech-savvy travelers has guaranteed Hilton's persevering victory and competitive advantage within the neighborliness industry.

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Appendix:

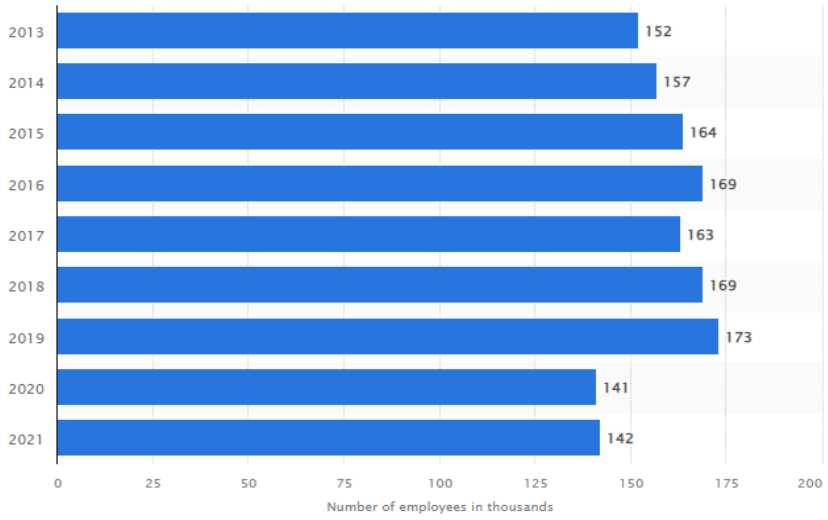
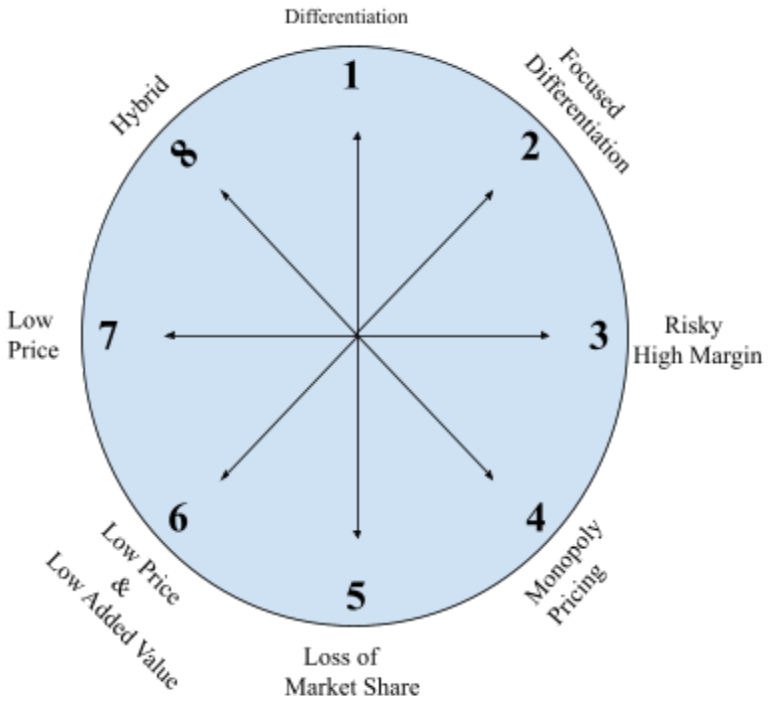


Figure 1: Number of Hilton global holding employees

(Source: Statista, 2021)



1:Hilton differentiates by offering unique smart room features and experiences.

2:Hilton can target specific niches with customized smart room offerings.

3:Can offer high-end luxury smart rooms at premium prices.

4:Leveraging brand and market advantages to set prices at levels that maximize profitability

5:Hilton needs to address the issue to prevent market share losses and regain lost ground.

6:Hilton offers budget-friendly smart rooms with fewer features compared to competitors.

7:Lower smart room prices to attract budget-conscious customers.

8:Adopting a combination of differentiation and low-cost strategies, providing value for money in their smart rooms.

Bowman's Ckock

(Source, Author)

Perceptual Possitioning Map

(Source, Author)

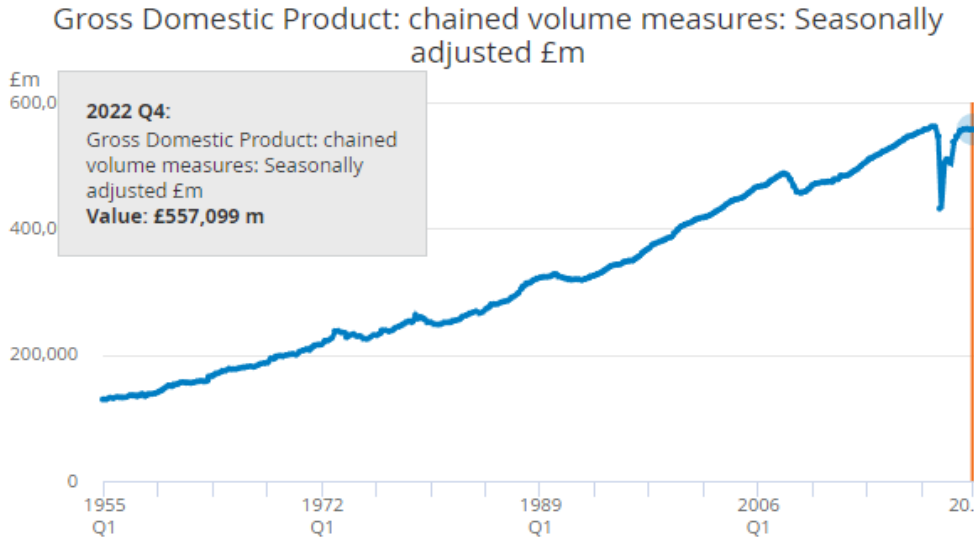


Figure 2: GDP of the UK

(Source: McAuley, 2023)

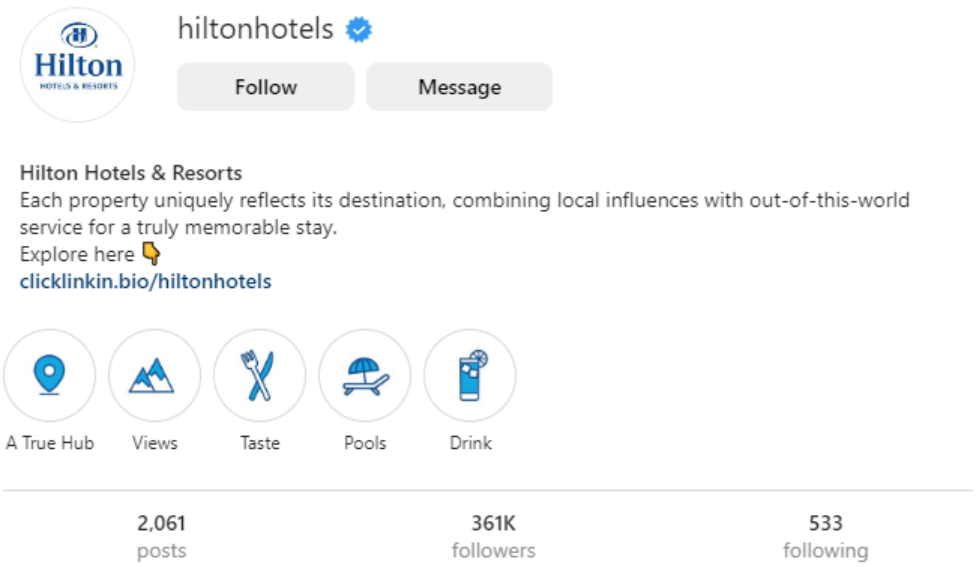


Figure 3: Instagram followers of Hilton Hotel

(Source: Instagram, 2020)

Communications Plan

Company Name Hilton

Project Lead Ionut Margarit(2229576)

Mon, 16/01/2023

		January	December	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec
TASK	Metrics	START	END												
Advertising															
Tv	How many views.	March	August												
Radio	Promotional code	January	December												
PPC	Click rate	January	December												
Online advertising	Click-through rate	January	December												
Social media	Engagement rate	January	December												
Personal selling															
Sales Calls	Number of calls made	January	December												
Product Demonstrations	Number of product conducted	February	October												
Sales Presentations	Number of sales delivered	March	December												
Proposal Submissions	Number of proposals submitted	January	December												
Deal Closings	Number of deals closed	January	December												
Sales promotion															
Holiday Contest	Number of contest participants	November	December												
Flash Sale	Revenue generated from the sale	January	September												
Coupon Campaign	Redemption rate of coupons	February	October												
Loyalty Program Promotion	Number of sign-ups	March	November												
Limited-Time Offer	Sales volume during the offer period	April	December												
Public relations															
Press release distribution	Media Coverage	January	September												
Influencer partnership	Social media reach, engagement	February	October												
Leadership article publication	Leadership mentions, backlinks	April	September												
Industry event participation	Brand visibility, networking opportunities	May	September												
Crisis Management	Response time	January	December												
Direct marketing															
Email Campaign	Click-through rate	January	October												
Social media advertising	Click-through rate	February	November												
Direct Mail	Response rate	January	December												
SMS Marketing	Conversion rate	April	October												
Influencer Marketing	Engagement rate	January	December												

Gannt Chart

(Source, Author)

Component B

Slide 1: Introduction

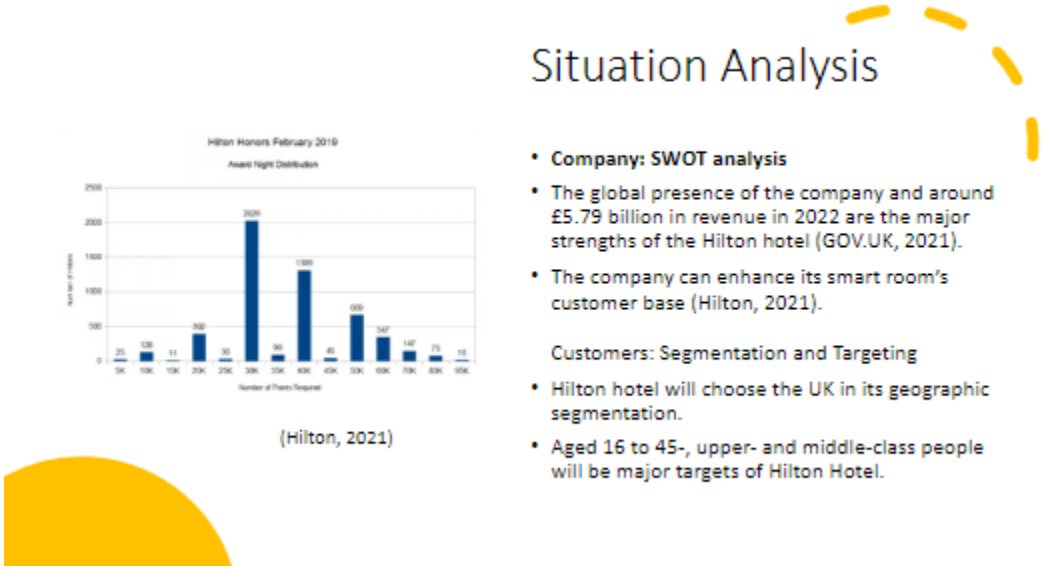
The presentation aims to establish a well-structured marketing plan for Hilton Hotel.

Hilton Hotel will increase its customer for smart rooms in the UK.

The UK hospitality industry along with hotel segments generated £40.4 billion in 2019 (Statista, 2021).

The UK hospitality industry is one of the leading industries in the world. Integration of technology in hotel rooms is the major trend in the hotel industry (Ferrell *et al.*, 2021). Therefore, Hilton Hotel can ensure its business growth by improving its smart room's customer segments. The organisation will increase its marketing for smart rooms in the UK.

Slide 2: Situation Analysis



Company: SWOT analysis

The global presence of the company and around £5.79 billion in revenue in 2022 are the major strengths of the Hilton hotel (GOV.UK, 2021).

The company can enhance its smart room's customer base (Hilton, 2021).

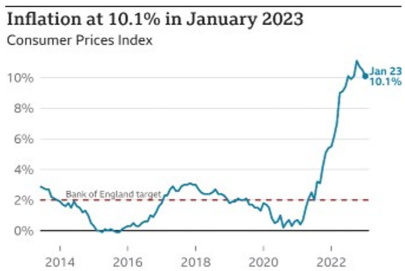
Customers: Segmentation and Targeting

Hilton hotel will choose the UK in its geographic segmentation.

Aged 16 to 45-, upper- and middle-class people will be major targets of Hilton Hotel.

Hilton hotel would rectify its lost reputation by increasing its hotel capacity and developing its products. The high number of employees and managing their engagement are also major weaknesses of the Hilton Hotel. Therefore, the company will target demographic customer segmentation to develop the customer base of smart rooms in the UK. The data theft incident of

the company has created legal issues that negatively impact the brand's reputation. On the other hand, the Russian market was one of the profitable areas for Hilton Hotels which has been affected by the conflicts between Russia and Ukraine.



(GOV.UK, 2021).

- **Competitors: Bowman's strategy clock**
- Price reduction will be the key strategy of Hilton Hotel.

Collaborators

- Hilton Hotel can make a partnership with Harrods UK.

Climate: PESTLE

- The economic crisis in the UK will affect the business of Hilton Hotels within the country.

Competitors: Bowman's strategy clock

Price reduction will be the key strategy of Hilton Hotel.

Collaborators

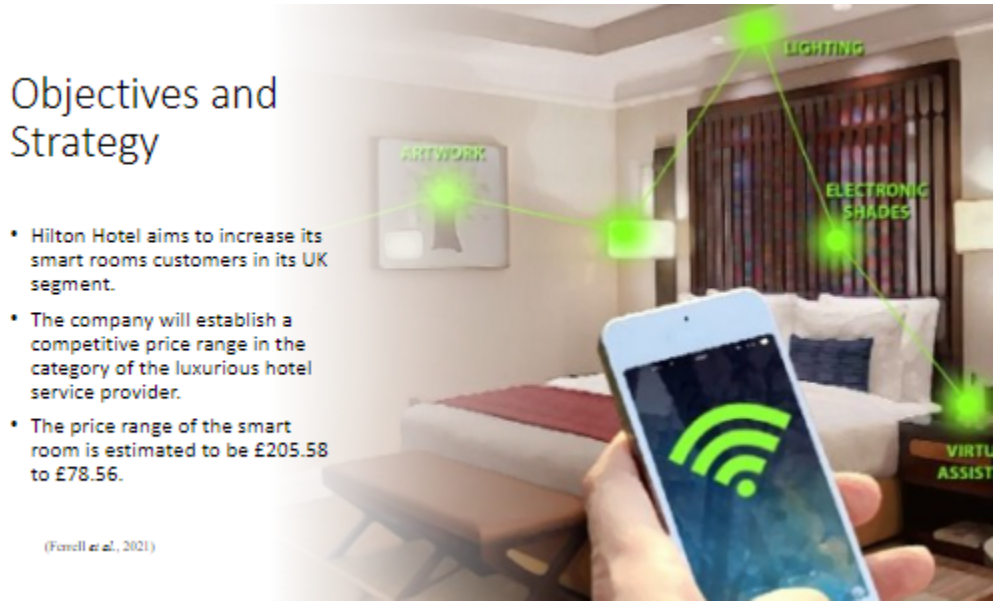
Hilton Hotel can make a partnership with Harrods UK.

Climate: PESTLE

The economic crisis in the UK will affect the business of Hilton Hotels within the country.

Low price is the strategy that refers to becoming the lower-cost option for consumers in the marketplace. Harrods UK can develop smart-time tablets, smart mirrors and voice command capabilities gadgets for Hilton Hotel. The social factors and technological factors of PESTEL also provide a high impact on the company.

Slide 3: Objectives and Strategy



Hilton Hotel aims to increase its smart rooms customers in its UK segment.

The company will establish a competitive price range in the category of the luxurious hotel service provider.

The price range of the smart room is estimated to be £205.58 to £78.56.

A value proposition refers to the statements of the advantages that an organisation is offering to customers (Ferrell *et al.*, 2021). Hilton Holiday will offer a luxurious smart room at a reasonable price for the guests.

Slide 4: Tactics

Product: Smart rooms with the facilities of wi-fi, self-controlling of Television, lighting and also temperature.

Price: A competitive pricing strategy for the smart room segment will be the key target of Hilton Hotel.

Place: Hilton Hotel will enhance its customer in the UK market. The online market will also be the key target market of the company.

Promotion: Both the traditional and modern promotional methods can be utilised by Hilton Hotel.

Hilton hotel has an extensive presence in 123 countries on six continents. The company has lost its reputation after the incident data breach in 2013. Additionally, the company received a mix of customer reviews on social media platforms. Therefore, Hilton Hotels wants to develop its business and increase the number of customers in the UK segments. Marketing tactics will play an important role in ensuring the growth of Hilton's business.

Slide 5: Action and Control

(Ferrell *et al.*, 2021)

Hilton Hotel will start its television promotion from March to August.

Radio advertising and PPC marketing will start in November.

The company will also start the sales promotion of the smart rooms in November.

Hilton Hotel aims to fill the globe with the prosperity of hospitality and deliver extraordinary luxurious experiences to every guest. Hilton Hotel will evaluate the increased number of customers in the smart rooms segment and analyse its success by feedback analysis of the consumers.

Slide 6: Conclusion

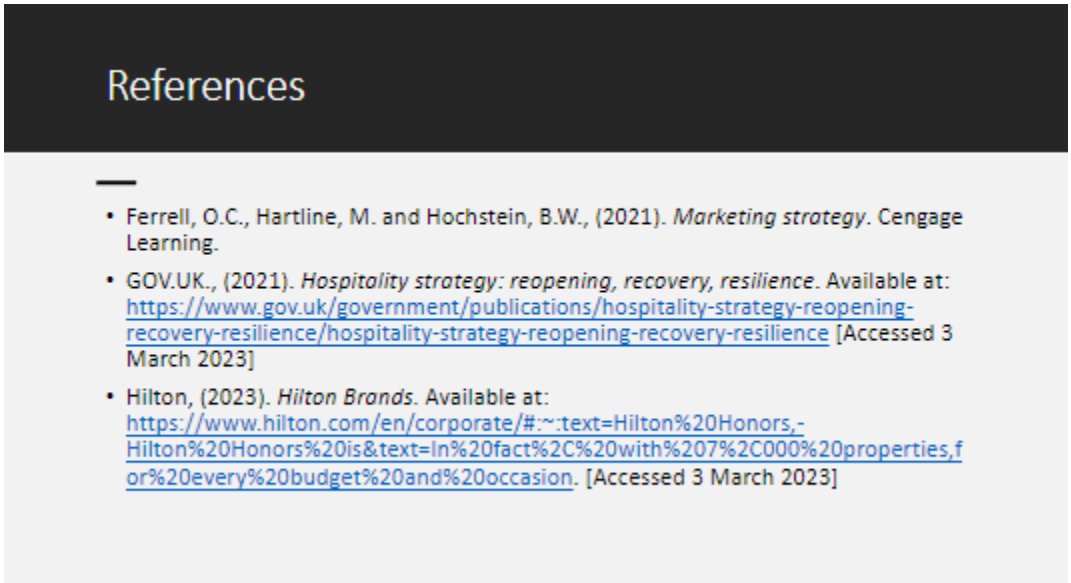
Hilton Hotel is a global leading hotel brand with £5.79 billion in revenue in 2022.

The presentation has discussed the key marketing strategy of the company that will ensure its business growth.

The company will complete its marketing strategy within November 2024.

Marketing strategy is responsible for setting out an organisation's business goals and identifying the target customers of the product or service. the marketing strategy also provides a chance to compare with the competitors and develop the business strategy.

Slide 7: References



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