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Marketing plan written for

Amberley Castle, UK

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Introduction

One of a kind luxury hotel in the picturesque village of Amberley on the South Downs, Amberley Castle is located on Church St. in the Arundel BN18 9LT area of the United Kingdom.

Integrated marketing campaigns are critical for building customer loyalty in the hospitality industry, as marketing managers and executives are well aware. To re-engage visitors and attract new ones, these campaigns use both print and digital materials. The ideal guest for a hotel is someone who fits a specific description. In the future, perhaps, you'd like to bring in even more of these clients? The marketing and sales efforts of hotels must be coordinated in either case.



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Marketing Mix

Product

An idyllic riverside location near South Downs chalk hills has made Amberley Castle a favourite spot for artists and poets to visit in England's countryside. In order to feel safe and secure, many guests choose to stay in the castle's beautiful gardens, which include a putting course and a croquet lawn as well as a tennis court. Guest rooms and bathrooms, designed by the Brownsword family, and fine cuisine of locally sourced, seasonal ingredients combine to create an enchanting atmosphere for guests to relax and enjoy their stay.

Price

Increased room revenue can be achieved by implementing an occupancy-based pricing as used by Amberley Castle. You can set the price of a hotel room based on demand and supply. Room rates can be raised whenever there is a need for additional profit. Even if there is less demand in the off-season, you can still make money by lowering your room rates and filling your rooms.

Place

Rail connections to Gatwick Airport and London Victoria are excellent, as are ferry ports to France and the Isle of Wight (Portsmouth, Southampton, Newhaven). In just over 25 minutes, visitors from London can get there by taking the scenic route along the Thames, which offers a view of Houses of Parliament as well as the city and the O2 Arena.

Promotion

All mobile devices must be optimised for use.

Establish connections with key decision-makers in the industry.

Publish educational and informative material on your blog.

Offer more for your money instead of less.

Consider your competition to be from around the world when you plan your marketing strategy.

Personalize the experience of browsing and booking

The Marketing Environment (Micro-SWOT)

Amberley Castle is a favourite retreat for artists and poets in the English countryside. The manicured gardens, which include an 18-hole golf course, croquet lawn, and tennis court, are frequently visited by castle visitors. Fine cuisine made from locally sourced, seasonal ingredients create an enchanting atmosphere for guests to relax and enjoy their vacation.

A luxurious hotel with a 60-foot curtain wall and open portcullis awaits you in an enchanting setting. The bedrooms have all the amenities of a country house hotel. Historic buildings and gardens abound in this magnificent structure. We have a tennis court, 18-hole putting green, croquet lawn, and a peacock! Find a quiet spot



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under a tree or by a fire to relax. When it comes to threats, there is a constant emergence of more affordable, more robust niche alternatives. For the hotel industry, Airbnb is a major threat. The unexpected global recession is still having an impact on the hotel industry. As a result of high interest rates and limited disposable income, hotel occupancy rates have fallen around the world. Travel patterns are also changing as a result of changing consumer behaviour. Virtual and augmented reality allow clients to travel without ever leaving their homes. Obviously, this will have a significant effect on the hotel business. An example of a recent pandemic posing a risk to the hospitality industry is the COVID virus epidemic.

The Marketing environment (Macro) PESTEL

Many factors, including national and international politics, can negatively impact Amberley Castle long-term profitability. This global presence exposes Castle to numerous political risks. To succeed in the dynamic Beverages – Wineries and Distillers industry, political risk must be diversified.

Inflation, savings rates, interest rates, foreign exchange rates, and the economic cycle all affect aggregate demand and investment. A firm's competitive advantage in the micro environment is influenced by competition norms.

The culture of an organisation is shaped by the society in which it operates. When creating marketing messages for Beverages – Wineries & Distillers industry consumers, Castle marketers consider the general public's beliefs and attitudes. Technology is reshaping the economy. Consider the transportation industry. The industry has changed dramatically in the last five years, leaving established players behind. Uber and Lyft are now the dominant taxi companies. It's no secret that technology companies like Google and Tesla are transforming the automotive industry.

The profitability of a company is affected by market norms or environmental standards. Even within a country, different states often have different environmental and liability laws. For example, Texas and Florida have different liability clauses for US accidents.

Many countries' legal and institutional frameworks do not adequately protect an organization's IP rights. To avoid losing its competitive advantage due to the theft of its secret sauce, a company should conduct thorough due diligence before entering such markets.



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Creating Customer Value & Engagement

Data gleaned from hotel guests can be used to create and discover meaningful values and memories because the hotel industry is largely customer focused. The following methods can be used to gather customer data, which is essential in the hotel industry if you want to learn more about your guests.

Specific content is always powerful." If you focus on creating useful content about your products or services that people will share because of its usefulness, your brand's reputation will improve. Producing sterile content is a waste of time on social media.

Respond to every single social media inquiry.

Influencer marketing is a great tool to use."

Celebrities are not always influencers. Any person who has the ability to sway the opinions of your target audience through the use of their online content platforms qualifies as an influencer.

Before launching a large-scale social media campaign, be aware of your limitations. "Make sure your product operations and service delivery systems are in line with customer expectations before diving into social media.

You should incorporate social media marketing into your overall media strategy."

The success of your social media strategy is entirely dependent on the success of your overall integrated marketing goals and media plans. If you want to get the most out of your social media marketing strategy, you need to incorporate your website, branding, product offerings, specials, blogs, webinars, videos, events, and more into it.

Effective Use of digital Marketing

Search engine optimization (SEO) is a great way to get your business noticed.

For a hotel to be found online, it must employ search engine optimization (SEO).

For a hotel's digital marketing strategy, SEO is an essential component because it helps your hotel's website rank higher in search engine results like Google and Bing.

It's important to put content marketing first.

Without the right content marketing, every hotel's digital marketing strategy will fall short. The key to successful hotel content marketing is identifying your target audience and providing them with relevant and timely content. In order to establish yourself and your sales team as a trusted resource, it is important to create and distribute valuable content that is relevant to your target audience. It's also a great way to get your name out there and get people talking about your company.

The CSN profile should be eye-catching and appealing.

Your Cvent Supplier Network (CSN) profile needs to be search-optimized in order to attract quality leads from event planners who use venue sourcing technology.



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CSN profile optimization is similar to website content optimization. Relevant, authoritative, keyword-targeted, and other SEO best practises should be used in the content.

Publish photos and videos on the internet.

Second, provide a detailed explanation.

Floor plans and menus to the game.

Increased visibility can be achieved using paid advertising.

Conclusion

Technological advances will continue to shape traveller preferences in the future. In order to remain relevant, you must know your customers and the trends they follow intimately. In recent years, wellness travel has grown to be an enormous and all-encompassing trend that appeals to a wide range of people. It's an issue that cannot be ignored. In today's world, hoteliers must keep an eye on millennials, leisure, and exclusivity. Although many hotels aren't seeing the benefits of social media right now, many are still reaping the benefits of it. Brand recognition can only be achieved through realistic goals and a personal connection with your guests. Marketing for hotels and resorts is all about managing their brand reputations, as guests' reviews have a direct effect on future visitors' confidence in their establishment.



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MARKETING PLAN

**Amberley Castle,
United kingdom**

Introduction

- Amberley Castle, located on Church St. in the Ardunel BN18 9LT, United Kingdom.
- Why is it important to have an intact and a very well planned marketing?



Marketing Mix

- Product
- Price
- Place
- Promotion



The marketing environment

- Micro – SWOT Analysis
Encompassing **Strengths, Weaknesses, Opportunities and Threats**
- Macro – PESTEL Analysis
Encompassing **Political, Economic, Social, Technological, Legal and Environmental factors.**



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► **Creating Customer Value & Engagement**

1. Specific Content
2. Respond to every single inquiry
3. Influencer Marketing
4. Be aware of your limitations
5. Social Media Marketing



► **Effective Use of Digital Marketing**

1. SEO
2. Content Marketing
3. CSN Profile

► **Conclusion**



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