

MARKETING PLAN MOXY

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Marketing Essentials BMIH4005

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Introduction

Moxy Milan Malpensa Airport is a modern hotel located near Milan's Malpensa Airport (Moxy Milan, 2023). The hotel is designed to cater to the needs of modern travellers, with a focus on affordability, comfort, and convenience.

Moxy Milan Malpensa Airport features 162 guest rooms, each with a unique design and modern amenities such as free Wi-Fi, flat-screen TVs, and comfortable bedding (Moxy Milan, 2023). The hotel also has a 24-hour fitness centre, a bar, and a restaurant serving Italian cuisine.

The hotel's location near Milan's Malpensa Airport makes it an ideal choice for travellers who need to catch an early flight or who arrive late at night. The hotel provides a complimentary shuttle service to and from the airport, which runs every 30 minutes.

Marketing Mix

Product- The product offered by Moxy Milan Malpensa Airport is a hotel stay for travelers. The hotel offers a unique and trendy experience with modern amenities, a comfortable room, and a social lobby area. The hotel also offers various services such as a 24-hour fitness center, complimentary Wi-Fi, and a grab-and-go food and beverage station

Price - The pricing strategy for Moxy Milan Malpensa Airport would be to offer competitive prices that are affordable for travellers (Moxy Milan, 2023). The hotel may also offer promotional discounts during certain times of the year or for customers who book in advance Denizci (Guillet et al., 2015)..

Place – The hotel is located at Milan Malpensa Airport, which is a convenient location for travelers who need to catch an early flight or who are arriving late at night. The hotel's location is also easily accessible via public transportation.

Promotion – The hotel's promotion strategy would be to focus on its unique and trendy experience, with messaging that appeals to millennial and Gen Z travelers. The hotel may use social media platforms like Instagram and TikTok to showcase its modern design and social lobby area. The hotel may also partner with airlines or travel agencies to offer package deals to customers.

Creating Customer Value & Engagement

Moxy hotel focuses on the following strategies. Providing a personalized experience can help create a connection with customers. This can be achieved by understanding the needs and preferences of customers and tailoring their experience accordingly (hotelinking, 2023). For example, offering customized room amenities), food and beverage options, or recommending local experiences that suit their interests. Social media platforms can be used to engage with customers before, during and after their stay. Hotels can share updates about events happening in the city, recommendations for local restaurants, or activities to do nearby. This can help build a sense of community among guests and create a connection with the hotel brand.

Providing a hassle-free experience can go a long way in creating customer value. This can include offering online check-in, providing easy access to transportation, and offering 24/7 services (Media, 2023). By minimizing friction points in the customer journey, the hotel can create a positive impression in the minds of customers.

Local experiences: Offering unique and authentic local experiences can help create a memorable experience for customers (Denizci Guillet et al., 2015). This can include providing a local guide or host who can show guests around the city, or offering unique food and beverage options that reflect the local culture. By immersing customers in the local culture, the hotel can differentiate itself from competitors and create a lasting impression.

Effective Use of digital Marketing

Moxy Hotels, has effectively used digital marketing to target millennial and Gen Z travellers (Jenny, 2018). Here are some of the ways in which Moxy Hotels has successfully leveraged digital marketing.

Social media presence: Moxy Hotels has a strong presence on social media platforms such as Instagram, Facebook, and Twitter, where they regularly post pictures and videos of their hotel properties, events, and experiences (Moxy, 2022). They also use social media to engage with their followers and promote their loyalty program.

Influencer partnerships: Moxy Hotels has partnered with influencers and social media personalities to showcase their properties and generate buzz around their brand (Moxy, 2022). By partnering with influencers, they can reach a wider audience and build credibility with their target demographic (Moxy hotel 2022).

Mobile app: Moxy Hotels has a mobile app that allows customers to book rooms, check-in, and access hotel amenities such as the bar and lounge. The app also offers exclusive promotions and discounts for members of their loyalty program (Williams, 2022).

Personalized email campaigns: Moxy Hotels uses personalized email campaigns to promote their properties and loyalty program to customers. By targeting specific segments of their audience with relevant content, they can increase engagement.

Conclusion

Moxy Hotels has implemented a well-rounded marketing mix that effectively targets their millennial and Gen Z demographic. Here is a summary of their marketing mix. As discussed, Moxy Hotel offers competitive price that is tailored to their target Client as shown in the Moxy Milan Hotel. It has effectively used digital marketing to promote their brand and properties. Moxy Hotels has effectively used digital marketing to promote their brand and properties. Overall, Moxy Hotels' marketing mix is well-aligned with their target audience, offering a unique and trendy hotel experience at a competitive price point while effectively promoting their brand through digital marketing channels.

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Moxy marketing strategy

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Module:Marketing Essentials
BMIH4005



Moxy Milan Malpensa Airport



Taken From: <https://www.marriott.co.uk/hotels/travel/milox-moxy-milan-malpensa-airport/>



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- Overall, Moxy Hotels' marketing mix is well-align with their target audience, offering a unique and trendy hotel experience at a competitive price point while effectively promoting their brand through digital marketing channels.