

MARKETING ESSENTIALS

JW Marriott Hotel



INTRODUCTION

Any business's marketing strategy, whether new or established, will reveal a lot about its success. In this presentation, we will discuss JW Marriott hotel's marketing essentials according to the marketing plan.



MARKETING MIX

A marketing mix is a group of variables that can be managed by a business to persuade customers to buy its goods.

- JW Marriott is extremely strict with its pricing strategy and also keeps updated in the market to remain competitive as well.
- The place JW Marriott is established is convenient for business people.
- JW Marriott does its active promotion through social media platforms.
- JW Marriott has picked up professional people who give great service as per the requirements.



MARKETING ENVIRONMENT

The major strength is JW has a long hotel chain with 3700 hotels.

The main weakness is this hotel is family oriented which causes liability for the hotel.

JW has created great online significance and created a big opportunity for future business.

As Marriott has been located in different countries it might be a threat to dealing with the political climate.



CUSTOMER VALUE AND ENGAGEMENT



The main motto of JW Marriott is to determine the outstanding customer service for which the hotel gives customized service and promptness. Also, building a faithful relationship with the customer is the main goal of the hotel which has given them, loyal customers.

DIGITAL MARKETING INFLUENCE

For a long time, JW Marriott is working to promote its facilities through digital platforms by creating digital marketing strategies. By using the technology effectively the hotel is keeping pace with advancement and continues to reach successfully to their targetted audience.



CONCLUSION

As JW Marriott is a leading hotel chain its marketing essentials are quite effective which helped them to stay competitive in the market through utilizing the marketing strategy efficiently. JW Marriott has taken their high-tech conveniences so that people can take their facilities and stay comfortably.



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