

Marketing Plan Written For New York Marriott Downtown

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Marketing Essentials BMIH4005

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Introduction

Marriott International started as a chain of hotels in 1957 and grew into one of the leading hospitality businesses in the world. It is headquartered in Bethesda, Maryland but operates a chain of franchises worldwide. Marriott not only boasts of the most hotels in its global network of any significant hotel firm, yet it also provides a large selection of brands to meet the choice of customers. For this marketing plan, I chose New York Marriott Downtown, a Marriott Inc hotel based in New York. The New York Marriott Downtown hotel's geographical location is New York City's financial district (Marriott International Inc., 2022). This hotel is excellent for visitors on business trips but who want to enjoy some pleasure. It is an economic hub with Wall Street and the World Trade Center.

Moreover, the New York Marriott Downtown has the South Street Seaport and hip bars. This marketing plan aims to design strategies that can target new customers for the hotel and convince them to come and spend time in the hotel (CFI Team, 2022). There is a need to attract new customers to New York Marriott Downtown following the pandemic lockdown that led to the decline of tourists, visitors, and businesspeople flocking the New York City.

Marketing Mix

New York Marriott Downtown hotel rooms are adorned with Flat-screen televisions, Wi-Fi at a fee, and iPod docks. Moreover, worktables, minifridges, and coffeemakers are available. Upgraded accommodations provide river views, and some include access to a club lounge with complimentary breakfast and snacks. The hotel suites have separate sitting rooms as well as pull-out sofas. A burger establishment and a laid-back bar are also among its amenities. There's also a

fitness facility, a business center, and 12,000 square feet of conference space for the hotel's customers (Welcome to New York Marriott Downtown 2022)

Marriott builds their hotels in areas where the guests will be naturally attracted. New York Marriott Downtown hotel is location specific. Having such a hotel close to tourist places attracts tourist guests (*Marriott Mission, Vision & Values | Comparably* 2022). The address is 85 West Street At, Albany St, New York, NY 10006, United States. Customers can also visit their website to access a range of features which brings ease to the experience of prospective customers. Such features include being able to call the hotel directly to ask about any enquiries or to look at a map of the hotel to find exactly where it is located (Marriott, 2022).

New York Marriott Downtown take advantage of the supply and demand strategy for pricing their bookings. Moreover, they use a counterintuitive competitive pricing approach whereby they set the prices for their hotel services depending on the behaviour of their competitors in the hotel industry. Marriott's primary pricing goal is to provide the appropriate products and services at the right price (Xaif, 2022). Globalization has sparked a growth in the internet, and hence there is a need to focus on keeping up with this generational shift. Marriott International recognize the need to emphasise on "Digital Promotions" for their promotional or advertising techniques. They advertise their hotels on websites and social media networks.

The Marketing Environment (Micro-SWOT)

One of the major strengths of Marriott International could be how over the years, it has developed a global presence. It is one of the very well-known global faces, with outlets in 131 countries and over 700 locations. This global outreach provides New York Marriott Downtown with a global footprint which proves to be useful when advertising the brand name and gives

them an edge over its competitors (Marriott SWOT analysis, 2022). New York Marriott Downtown's unwillingness to change is a significant weakness, especially considering the role that single young millennials have in the future of this industry. Furthermore, there have been several instances where negative media representation has impacted the public image of Marriott International (Buhalis, 2018).

New York Marriott Downtown have several opportunities which they could utilise to attract more customers. Analysts have recently found that there is a general upwards trend in the openness of people to spending large amounts at luxurious hotels with their friends and family (Marriott Mission, Vision & Values | Comparably 2022). The other prospect is Marriott's high potential in emerging businesses and markets. Nonetheless, there is the threat of a looming recession. In the current situation, recession has been severely impacting the job market in several countries, with many people now looking to develop skills to join different career sectors. The situation has been worsened by the global COVID-19 pandemic, with companies around the world reporting a major decrease in revenues. Marriott International suffered the loss of approximately 92% of its revenues after the closing of hotels and precautionary measures such as social distancing (Team, 2021). This loss had impacted the motivation for workers in this industry, and required Marriott International to come up with innovative solutions to combat this decline.

The Marketing Environment (Macro- PESTLE)

The macro-environmental factors affecting almost all Marriott Inc branches also affect New York Marriott Downtown. These factors help us to understand, from an elevated perspective, the overall climate of the hotel. Political, economic, social, technological, legal, and

environmental factors influence the operations of New York Marriott Downtown (Gregoric, 2014). Political factors could negatively impact global and international clients. A volatile political environment could harm the hospitality sector by increasing risks and significant losses (*Political factors affecting business* 2022). Tourists and businesspeople do not want to be in an environment with political tensions. Countries that have experienced political upheavals have also experienced a decline in the number of tourists visiting, as well as investors and businesspeople visiting the nations to seek new ventures. However, political stability fosters an excellent environment for the hospitality industry.

Despite these negative macro factors, technological and ecological factors significantly impact the hotel's daily business (*New York Marriott Downtown* 2022). New York Marriott Downtown can capitalize on technology factors to ensure that operations are efficient, customer engagement is excellent, value creation is optimum, and efficient digital marketing is.

Creating Customer Value & Engagement

Marriott Inc.'s target customers have always been families, young adults, and business clients. New York Marriott Downtown can create customer value by striving to serve customers of diverse ethnicity and age (ReviewPro, 2022). The strategy for creating customer value can be instrumental in positioning the hotel on the global market for people of different age groups, such as tourists and businesspeople, which expands the customer base. Marriott can reach its target customers through digital marketing on the internet and social media (Fox et al., 2019). The hotel needs to list the various features of the services they offer. Customers on the internet would want to make the slightest effort to know what services are available in the hotel and how they will be beneficial before they even decide to visit the hotel.

Marriott Inc and New York Marriott Downtown can also create customer engagement and value through after-service surveys and social media questionnaires (Achen, 2017). New York Marriott Downtown could also create a customer community and hold promotional events whereby the hotel interacts with its customers and award loyalty gifts to engage with them and gain feedback.

Effective Use of Digital Marketing

Social media has become the go-to place for consumers looking for information and suggestions on products and services. As a result, it is essential to emphasize social media marketing. Social media prominence primarily relies on human engagement (Achen, 2017). Marriott has used this resource by developing advertising campaigns to present its facilities and products to the public. The brand communicates with its customers to remind them they work for a firm that values people. Marriott communicates with its consumers via Instagram, Twitter, and Facebook postings, where they can participate in hot social conversations and stay updated on the newest trends (De Veirman et al., 2017).

The technical aspects of content and query matching, spidering, indexing, and interpreting non-text information should also be addressed on the hotel's website (Katerina, 2022). Search Engine Optimization (SEO) is the most cost-effective marketing method for driving organic visitors to a hotel. Marriott relies on SEO to employ key phrases relevant to the areas where they operate (Zuhdi et al., 2019). These terms give them the benefit of a high search value, bringing significance to their properties in those areas. Marriott has also invested in Search Engine Marketing (SEM) (Digital Transformation of Industries 2016). It is listed on

search engines like google, where its advertisements appear whenever a potential customer looks up information relevant to the services.

Conclusion

Despite the setback caused by the COVID-19 pandemic, which forced the closure of most of Marriott's outlets, there are still a few options that, if capitalized adequately on, might help the New York Marriott Downtown bounce back. Because it is in the hotel industry, Marriott's principal business is bringing people together. Marriott's workers, like its guests, come from various backgrounds and provide valuable insights. Such intentionally formed teams worldwide work together to offer fantastic holidays for every guest (Softinn, 2022). If properly implemented, a far-reaching marketing plan such as this will be a game-changer in ensuring that the company bounces back from the COVID-19 setbacks and advance in its hospitality business. Henceforth, a marketing plan is essential in implementing the most suitable strides toward improvement in the short and long run.

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Presentation Screenshots

1



INTRODUCTION



History of
Marriot: Chain
of hotels
which started
in 1957

Located in the
financial
district of New
York



New York
Marriott
Downtown

Marriot has
8000+ hotels
globally

Best for
business trips,
due to it being
an economic
hub near Wall
Street.



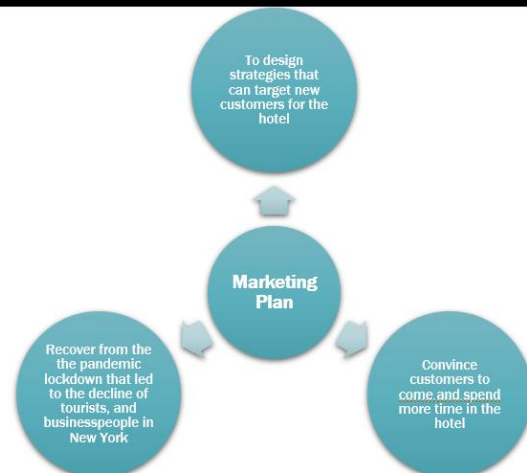
(Goldberger, 1985) (Owner, 2018) (Eric, 2020) (Lee, 2018)

3

WHY DO WE NEED A MARKETING PLAN?



(Choice, 2021)



MARKETING MIX 1) FACILITIES FOR CUSTOMERS



(Morley, 2021) (Lotte, 2019)

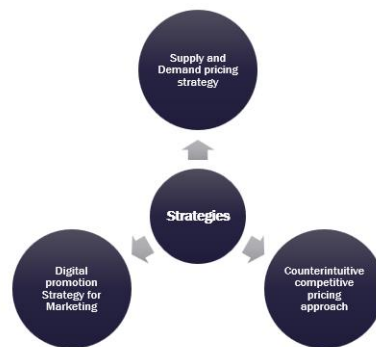


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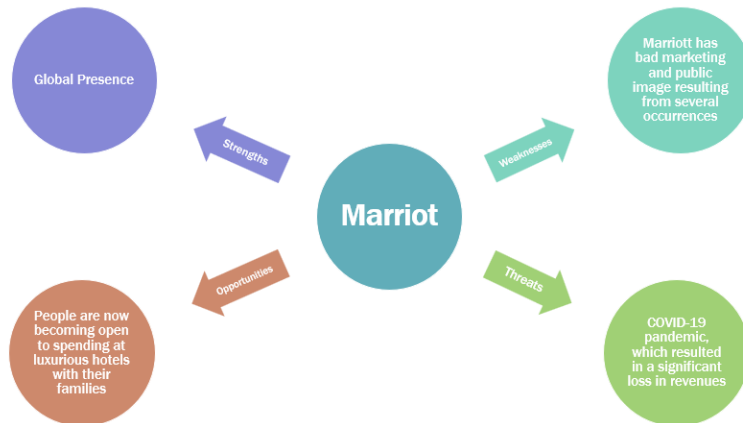
MARKETING MIX 1) OTHER STRATEGIES



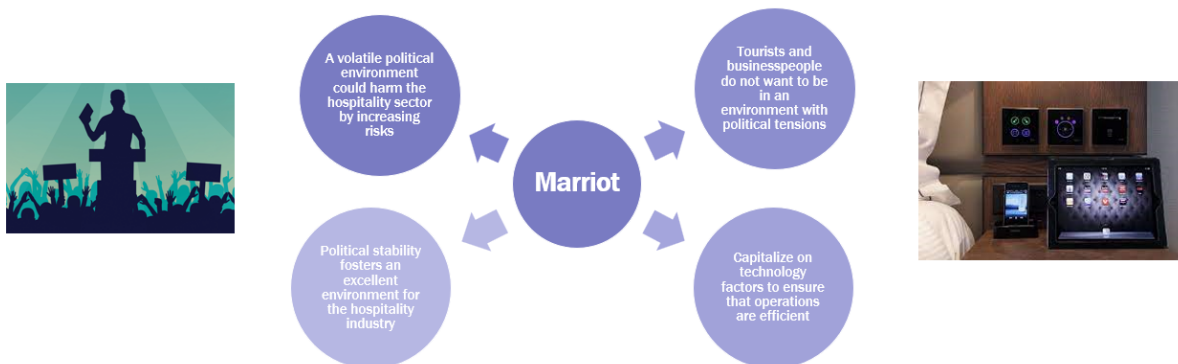
(says: et al., 2021) (Hardwick, 2022) (RODRIGUES, 2018)



MARKETING ENVIRONMENT #1

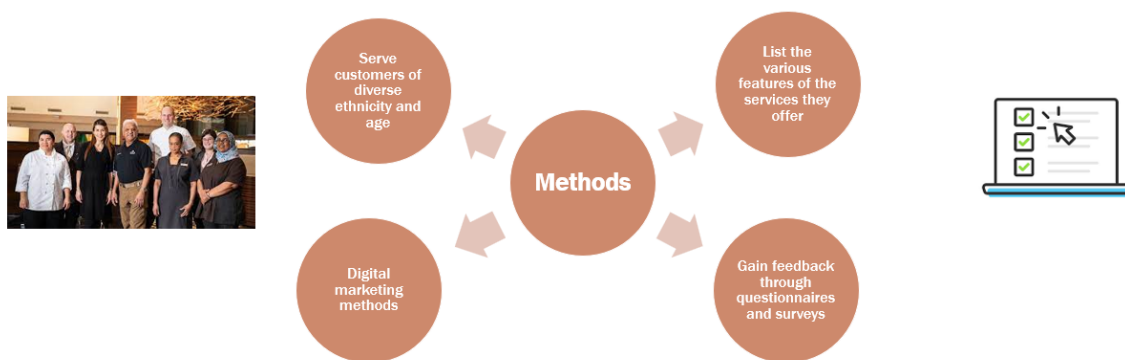


MARKETING ENVIRONMENT #2



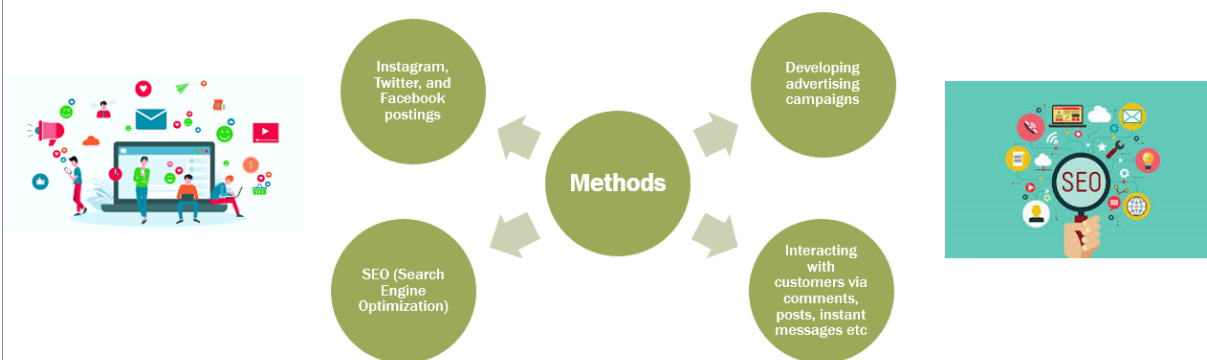
(FRIEDEN , 2022) (Staff, 2022)

CREATING CUSTOMER VALUE & ENGAGEMENT



(Marriott, 2018) (Debois, 2022)

EFFECTIVE USE OF DIGITAL MARKETING



(Morris, 2021) ([Wetwiski, 2018](#))

THE END
THANK YOU FOR LISTENING



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