

MARKETING ESSENTIALS

*A comparison of the marketing methods of two multinational
hotel chains*

Name: Adriana Toader

Student ID number: 2131442

Module title: Marketing Essentials BMIH4005

Lecturer's name: Chris Wilkin,

Table of Contents

Introduction	2
Marketing choices	3
Segmentation	2
Targeting	3
Positioning	3
Market Communications	3
Current market position	4
Applied marketing strategies	5
Sustainability Implementation	6
Application of green marketing techniques	6
Recommendations	7
Conclusion	7
Recommendation	9

Introduction

The concept of marketing signifies the aspect of attracting consumers towards a business. Marketing is mostly based on the aspect of providing information through multiple channels regarding a specific brand or an organization towards the common public. Every industry realizes specified marketing techniques that help develop a notable positioning of the industry among common people. The hospitality sector is nevertheless the user of maximum marketing techniques in order to gather consumers through the lucrative providence of products and services. The current essay focuses on understanding the marketing strategies adopted by the organization *Marriott International and Premier Inn* over International platforms. They say digs deep into the marketing choices, the current marketing position and the identification of the marketing strategies for the above-mentioned brands.

Marketing choices within an organization are signified by the identification of specific elements that are applied to Consumer attractions. The elements include segmentation, targeting of consumers, the brand positioning system and the market communication system (Al-Zoubi and Alomari, 2019). The marketing choice is generally indicated by the decisions taken from a brand point of view in targeting consumers and positioning their brand according to Consumer demands. This process helps in better profitability and a brand recognition system.

Segmentation

According to the identification of segmentation within Marriott Hotels, a single point can be discreetly signified that Marriott as an organization does not believe in a single brand. the organization has portrayed the development of multiple sub-Brands according to the people's demands. the organization's consumer centricity signifies the aspect that Marriott has a market segmentation of attracting every type of consumer. Being in the hospitality industry the potential Market of Marriott is huge and its marketing strategy healthily signifies it (Le *et al.*, 2021). The Premier Inn on the other hand does not adapt to multiple sub-brand levels of Market segmentation. The organization is presently a less experienced developing brand, with business specified to Transit positions. The multiple brand development of the organization is minimalistic based on the Providence of quality signifying its Market segmentation to a specific genre of people.

Targeting

The targeting strategy of Marriott International as a brand is exquisite based on the identification and the differentiation of every type of potential customer towards the brand. The multiple developments of sub-brands within the organisation help identify the type of Travellers and their demands over a specific geographic location. Marriott has sub-brands such as ***Ritz-Carlton, Courtyard by Marriott, Marriott bon voyage, Marriott vacation clubs to specifically cater to the demands of luxury, professionalism, experiences,*** and a combination of the above factors (Jamil *et al.*, 2022). The targeting approach of Premier Inn is not varied, and it positions itself only to Avail Premier customers. Along with this, the location-based preferences for targeting consumers are applicable but not appealing.

Positioning

The positioning of the above-mentioned Brands signifies the globalization of the brands at an international level. Marriott is an organization that has the most widespread brand with properties in every part of the continent around the globe. On the other hand, Premier Inn has a strong positioning as a specific category of hotel in specific geographical locations. The locations mostly include Transit positions like Abu Dhabi, Doha, Germany, and London.

Market Communications

The market communication of both brands is highly competitive based on the channelling of information over marketing aspects. The market communication of Marriott is stronger in comparison to the Premier Inn based on the adoption of digitized communication techniques (Kalaiganam *et al.*, 2020). On the other hand, the communication process of Premiere in have been adopting digitization in the present era but is not consumer Interactive and highly acceptable.

Current market position

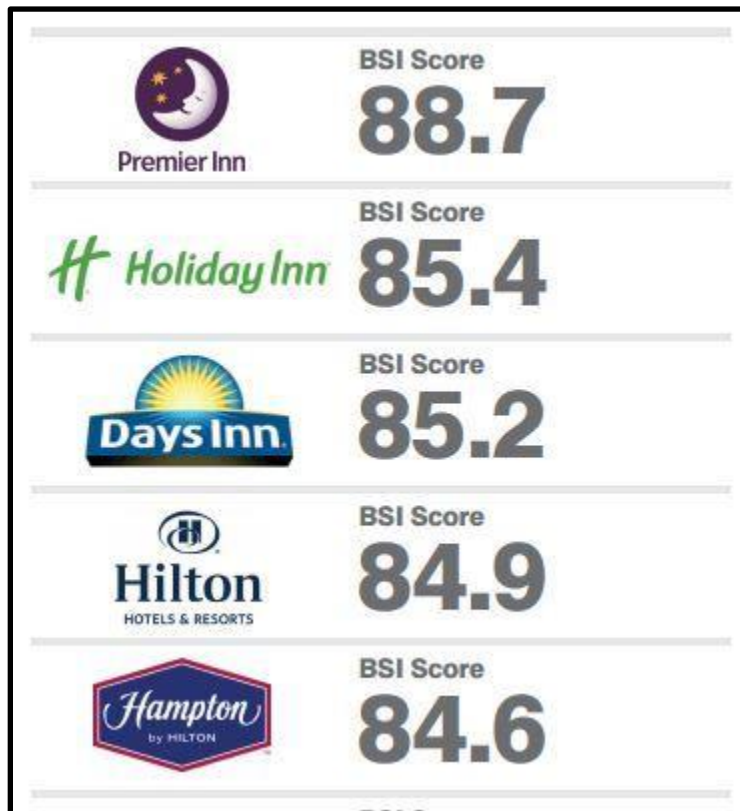


Figure 2: Premier Inn Brand Positioning

(Source: Baskin, 2022)

The current market position of Marriott as an international brand has successfully positioned itself at a higher level of globalisation. The brand's presence in major countries like ***America, Europe, Africa, India, China, Australia and the south-eastern region of the world*** has developed great positioning attributes. The reputation of the brand has grown with time, based on the quality, convenience and ease of Providence of products and services to their consumers. Apart from that, the Providence of franchisee by Marriott has also helped in better positioning at the global scale, developing a renowned brand name on current market positions.

Applied marketing strategies



Figure 2: Digital marketing strategies in the hospitality sector

(Source: Forbes, 2023)

The application of marketing strategies within Marriott International can be signified by the advertisement campaign of *Marriott Bonvoy*. The marketing campaign significantly implicates consumer centism and the consumer communication system of Marriott as an international brand. The organization provides a chance for its customers to connect with the brand and be a member of it. Furthermore, the organization has developed specified plans and strategies to develop applied Marketing Systems not only to attract consumers but also to convert them into active members of the organization. the positioning of the brand as a current market leader helps develop greater loyalty and Trust on part of the consumers, signifying better profitability and development of brand reputation through the application of marketing strategies (Appel *et al.*, 2019). The Marriott Bonvoy platform helps the consumers of the brand to connect with the brand and attain radius offers, discounts and events as extra profitability along with stays and food options.

The difference between Premier Inn the Hospitality sector in accordance with Marriott International lies in the fact that Premier Inn relies mainly on an internal strategy application system. the organization focuses on the optimization of its website in order to be the first

preference over internet search engines. The Providence of a specific unit value of the proposition is described well by the brand in order to attract more consumers. Although these marketing strategies are Interactive and efficient, the comparison is underlined based on the advanced Marketing Systems required for the future. The development of marketing strategies for Premiere Inn needs to be enhanced by the growth of the organization.

Sustainability Implementation

The identification of sustainability within the hospitality industry can be signified by the identification of specific aspects that help maintain the valuation of an organization. The identification of the aspects includes *the maintenance of asset value within the organization, the viability of profit-procuring funds, the lateral investment changes, And the process of attracting green financing and Investments within the organization* (Lloveras et al., 2022). Marriott International as an organization practices more green financing and sustainability development techniques within their Hospitality properties.

The practices are signified around the globe and entail infants of the local area in investing upon the organizational demands retaining to better profitability measures. The best example of Marriott International implementing green financing is the adoption of franchisee exfoliation techniques and the application of local currency exchange programs in pulverizing the value of their organization. On the other hand, the Premier Inn is not a widespread organization but focuses on green financing by developing a supply chain from third-world countries (Sheth and Parvatiyar, 2020). The green financing system of the premiere signifies the attraction of tourists based on the initiation of processes from the ground level.

Application of green marketing techniques



Figure 3: Attributes of Green Marketing

(Source: Kumar *et al.*, 2021)

The application of green marketing techniques relies on the vision of developing Production Services for consumers that also have an environmental impact. The implication of positive environmental impact over the hospitality products and services provided by both organizations is ergonomic and versatile. Marriott as an organization takes care of ***environment friendliness, human rights maintenance policies, guest satisfaction attributes and the maintenance of Financial and ecological ecosystems*** within the geographical area of every property owned by the organization (Kumar *et al.*, 2021). It has also been observed that Marriott has assigned specific design teams to every property to provide financial and Architectural aid to the properties in maintaining the ecosystem of the area. The Green Financial prospects rely upon the providence of plantation, and the adoption of natural products that are homegrown to the native place.

The Premier Inn as an organization is not well developed yet, apart from specific properties in order to practice green marketing structures. The green marketing prospects within the organization also influence the corporate social responsibility attributes of the organization. The Providence of culture and luxury on the part of the organization has held high positions of growth within a stipulated period.

Recommendations

The recommendations regarding the marketing aspects of both organizations are of two categories. The first category is based on the Marriott International Organization, which is highly developed marketing prospects with vast approaches and efficient globalization systems. It is highly recommended that the marketing system of Marriott is efficient but needs to be centralized over a single platform (Jones *et al.*, 2020). The centralization possibility will help develop a standard or structure of procedures on a global level in order to entrust brand valuation and consumer introspection. On the other hand, the recommendation towards the marketing aspects of the Premiere Inn is based on global expansion and positive decision-making aspects.

Conclusion

The above-mentioned information provided a clear overview of the marketing strategies and the aspects of both organizations. In this case, the details of the discussion signify the future Providence and positioning of the brands over an international crowd. Moreover, the result of the

brand positioning signifies that Marriott as a brand is widespread and better performing than Premiere Inn. an efficient conclusion can be drawn that the growth of brand positioning and marketing aspects is highly time relevant. Hence, it is required to be updated at persistence to attain better profitability for both organizations by maintaining rightful investment in global Hospitality trends.

Recommendation

Al-Zoubi, A. F. and Alomari, M. (2019) 'The Role of Internal Customer in Improving the Quality of Hotel Services in Jordan: A Case Study of the Marriott International Hotel in Amman', *International Journal of Marketing Studies*, 9(6), p. 82. doi: <https://doi.org/10.5539/ijms.v9n6p82>.

Appel, G. *et al.* (2019) 'The Future of Social Media in Marketing', *Journal of the Academy of Marketing Science*, 48(1), pp. 79–95. doi: <https://doi.org/10.1007/s11747-019-00695-1>.

Baskin, J. S. (2022) *How Premier Inn Crowdsourced Its New Hotel Room*, *Forbes*. Available at: <https://www.forbes.com/sites/jonathansalembaskin/2016/08/18/how-premier-inn-crowdsourced-its-new-hotel-room/>.

Forbes (2023) *A Quick Guide And Comparison To All 17 IHG Brands – Forbes Advisor*, *www.forbes.com*. Available at: <https://www.forbes.com/advisor/credit-cards/travel-rewards/ihg-brands/> (Accessed: 25 February 2023).

Jamil, K. *et al.* (2022) 'Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era', *Frontiers in Psychology*, 12. doi: <https://doi.org/10.3389/fpsyg.2021.808525>.

Jones, P. *et al.* (2020) 'Marketing and sustainability', *Marketing Intelligence & Planning*, 26(2), pp. 123–130. doi: <https://doi.org/10.1108/02634500810860584>.

Kalaignanam, K. *et al.* (2020) 'Marketing Agility: The Concept, Antecedents, and a Research Agenda', *Journal of Marketing*, 85(1), pp. 35–58. doi: <https://doi.org/10.1177/0022242920952760>.

Kumar, V. *et al.* (2021) 'Evolution of Sustainability as Marketing Strategy: Beginning of New Era', *Procedia - Social and Behavioral Sciences*, 37(37), pp. 482–489. doi: <https://doi.org/10.1016/j.sbspro.2012.03.313>.

Le, D. *et al.* (2021) 'The Development and Current Trends of Digital Marketing and Relationship Marketing Research', *Developing Digital Marketing*, pp. 1–18. doi: <https://doi.org/10.1108/978-1-80071-348-220211001>.

Lloveras, J. *et al.* (2022) 'Sustainability marketing beyond sustainable development: towards a degrowth agenda', *Journal of Marketing Management*, pp. 1–23. doi: <https://doi.org/10.1080/0267257x.2022.2084443>.

Sheth, J. N. and Parvatiyar, A. (2020) 'Sustainable Marketing: Market-Driving, Not Market-Driven', *Journal of Macromarketing*, 41(1), p. 027614672096183. doi: <https://doi.org/10.1177/0276146720961836>.