

International Travel, Tourism, Events, Festivals and Leisure Resort Management

BMTP4014

Niche Marketing And Social Media - Level 4

Aims for today

The Marketing mix

Recap

Last week gave an overview of..

The marketing mix or 7 P's What were they?



Who wrote the first 4 P's?



Who wrote the other 3 P's and why?



People



Process



Physical evidence



Assessment -1

Due: 25th November 23:59

A marketing report of 1500 words +/- 10%

MARKETING REPORT

As a Tourism Destination Marketing and Events Team you are required to use academic and industry research to prepare a Report using SOSTAC to market, promote and publicise The Arena Event!!!

You will need to use market research to develop an effective niche Marketing and Events Report to effectively promote the Arena Event



OK, BUT
FIRST

Let's finish of
last weeks.....



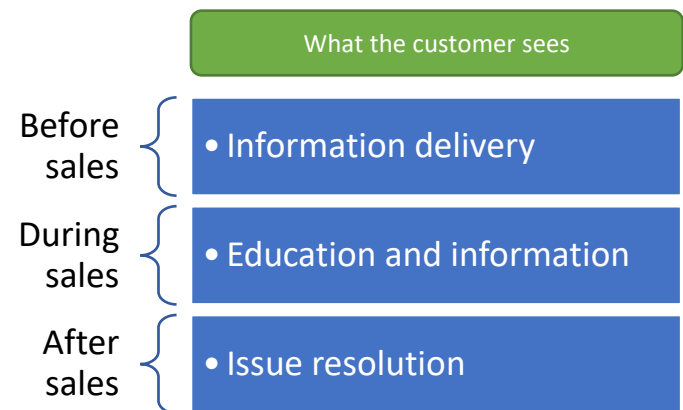
Process

Processes need to be:

- Consistent (*people need to know what to expect*)
- Easy to navigate (*confusing processes are bad for employees or customers*)

Processes differ for each organisation, but all need improvement following:

- New product or service offerings (*from the organisation, or competitors*)
- Changes in customers' needs
- New technology
- New processes in other parts of the chain



(Blythe, 2014).

Question

What processes are involved for customers if they want to attend the arena event??



Customer participation in the process:

All services are co-produced in some way. Depending on the nature of the service, the customer will have varying levels of participation.

Question: what level of participation is required from the customer attending the event?

Low

- Systems do most of the work, customers turn up and pay
- Outputs are highly standardised

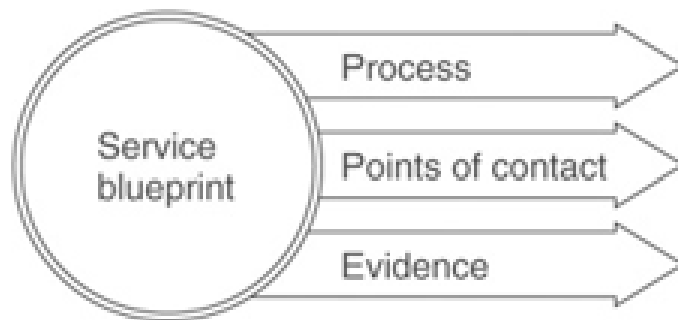
Medium

- Customers must give input (personal information, being present etc.)
- Outputs are usually customized to a degree

High

- Service is highly customized
- Output cannot be properly given without actively working with the customer

What is service blueprinting



Service blueprinting is used to Shostack (1992):

- Develop new services
- Improve existing services

Physical evidence

Customer actions

Line of interaction

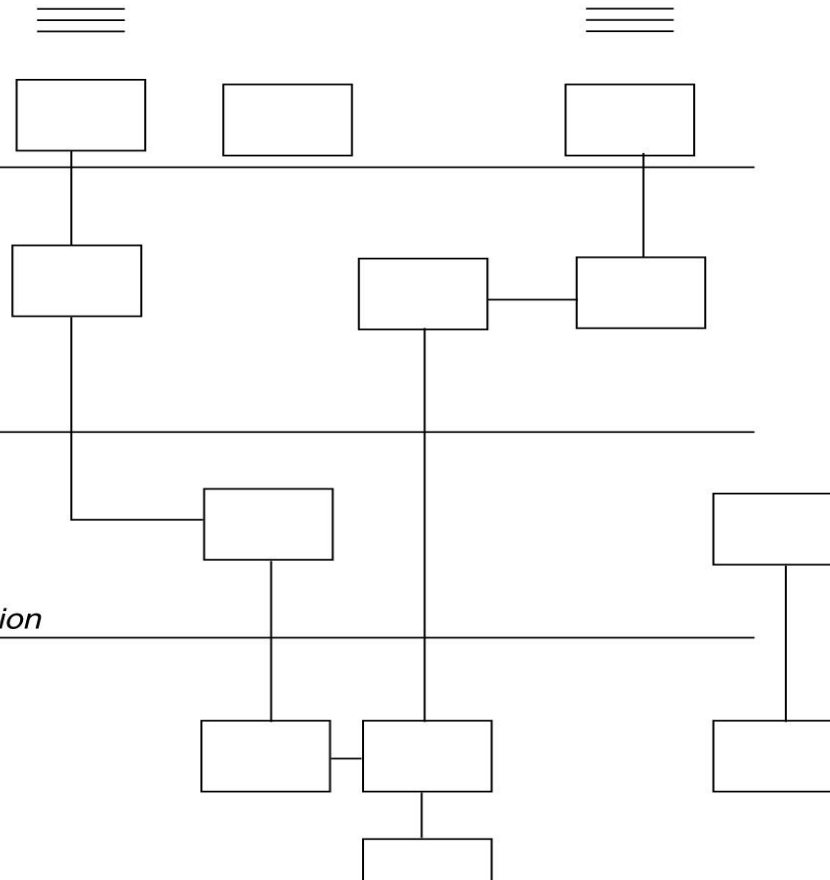
**Onstage contact
Employee actions**

Line of visibility

**Backstage contact
Employee actions**

Line of internal interaction

Support processes



How it works

This basic map demonstrates key considerations.

Physical evidence/ environment

Almost all services will leave physical evidence that a transaction has taken place, even if the bulk of what the consumer is paying for is intangible. Examples



Contact with staff, uniforms



Buildings, logos, even colour schemes inside



Product packaging, receipts



Websites and other digital content such as emails



Things given to a consumer which prove they are entitled to something e.g. a table number

What evidence will exist from the arena event?

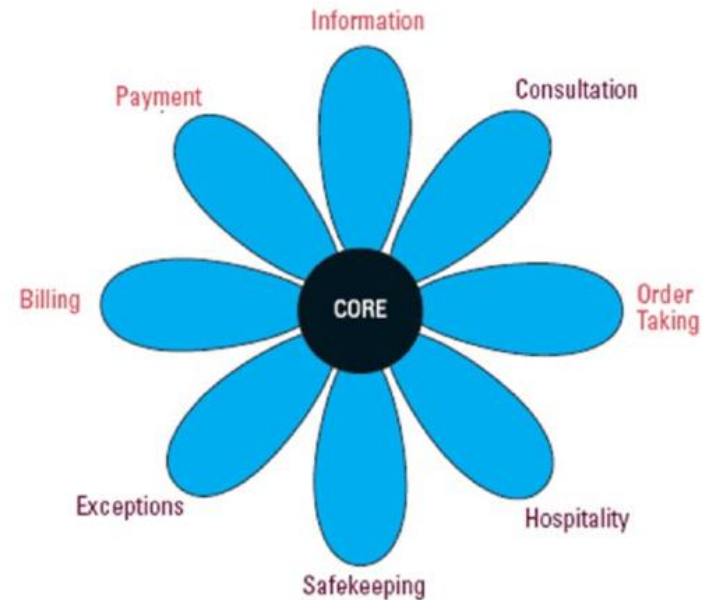


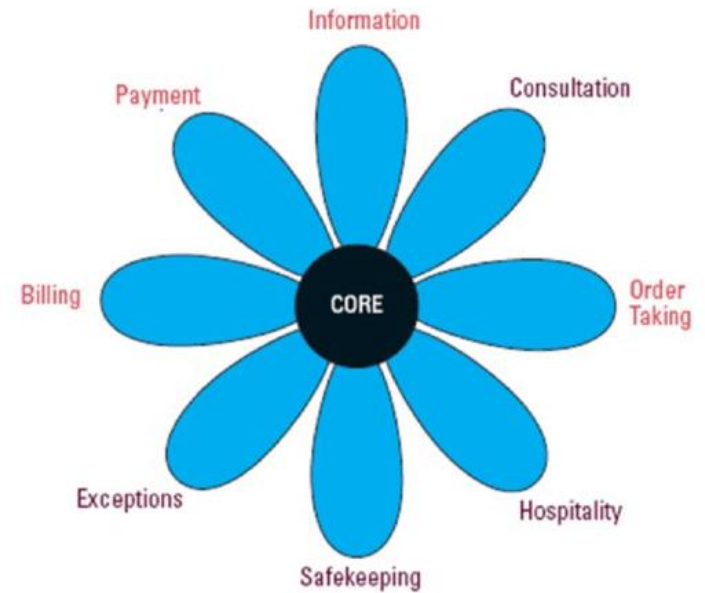
The flower of service

This model explains that there are two types of service:

- Facilitating service
- Supplementary service

Competitive advantage comes from the supplementary parts and includes things like quality, ease of use, and the value given to the consumer.





Task:

- Prioritise each part of the flower of service for the arena event
- Why have you put them in that order?
- What physical evidence can be provided at each stage of the flower of service?
- Which types of physical evidence are the most important to the consumer?

Servicescapes

Servicescapes play the same role as product packaging for a tangible good. Booms and Bitner (1981, p.36) describe servicescapes as:

“the environment in which the service is assembled and in which seller and customer interact, combined with tangible commodities that facilitate the performance or communicate the service.”

Servicescapes



Servicescapes relate to the customer's physical surroundings, and the other experiential parts of the service process.

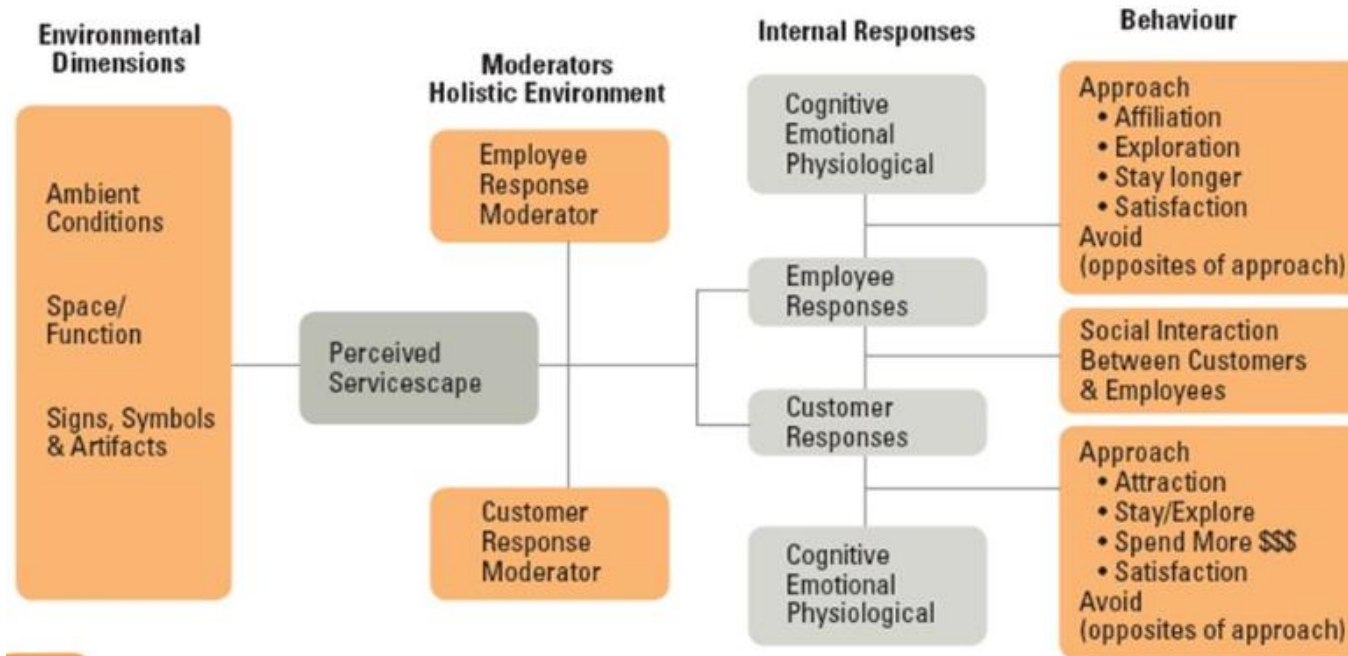


They can have a huge influence on the consumer's perception of the service.



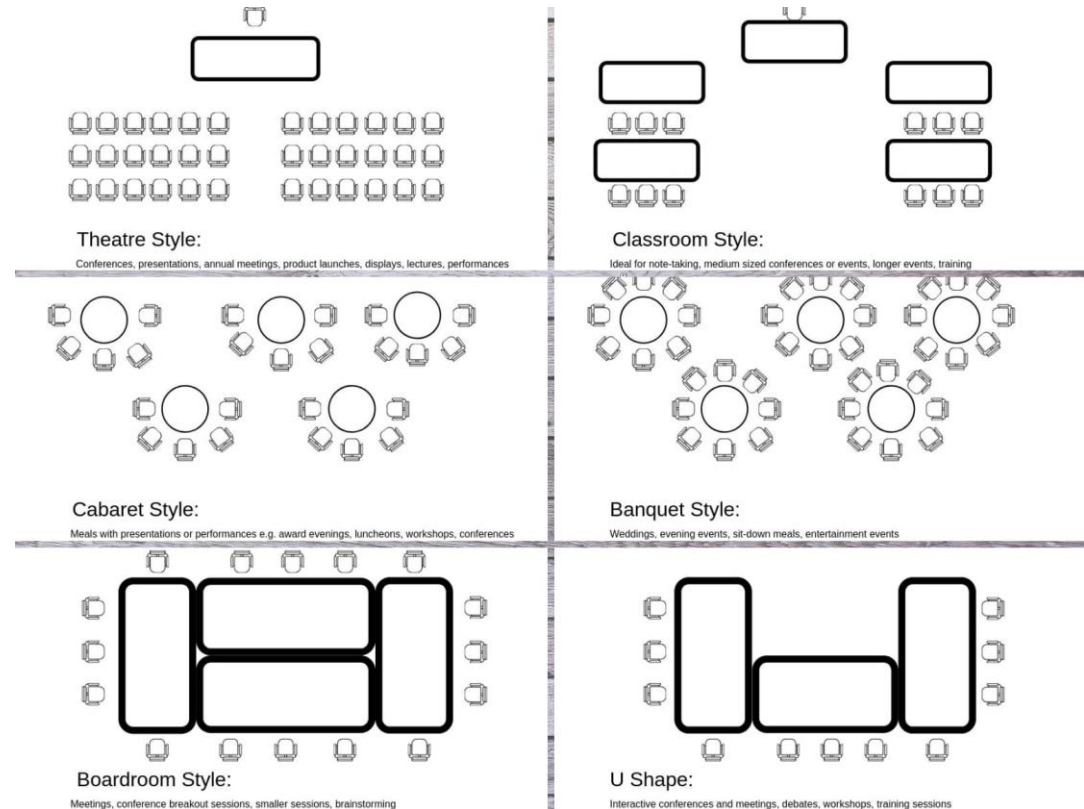
The theory is about managing the physical evidence part of a service, and also helps explain consumer behaviour in a service setting.

A model of servicescapes (Bitner, 1992)



Attention to detail

- Layout
- Image
- theming
- Colours
- Av
- Lighting
- Music
- flexibility





Objectives

Strategy

Tactics

AND WE'RE BACK



Setting Objectives

- Objectives should be quantified in terms of success or failure criteria
- Timescales should be set
- Communications objectives relate what effect there should be on the mind of the consumer,
- Objectives are often determined through examination of the situational analysis and market research.



Market Research:

“The systematic design, collection, analysis and reporting of data relevant to a specific marketing situation facing an organisation”

(Kotler 2014)



MARKET RESEARCH

EXPLAINED

HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Market Research

Allows a company to determine whether a strategy, product or service is **feasible**

Helps companies identify and develop **new sectors** in the marketplace

Enables companies to **test the demand** for a new service, product or feature before actually launching it

Boosts the overall success of marketing, advertising and promotional campaigns

Assesses **current market trends** to allow companies to develop strategies to adapt to these trends

Helps companies determine the **optimal product placement for a product**



Primary and secondary data

Secondary research involves:

Assessing data that has been **collected and published by others**.

- Online statistical information
- Books, library, published company information etc,



Primary market research include:

Gathered **first hand** from the target markets / customers/ source you want to know about.

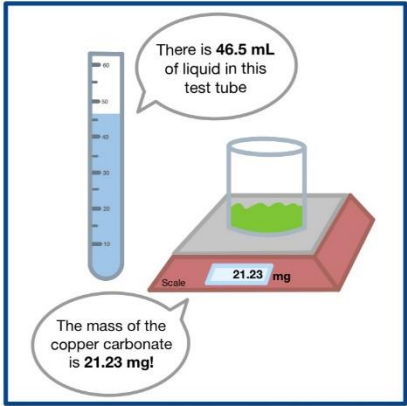
- Interviews
- Focus groups.
- Questionnaires / surveys

Quantitative vs Qualitative

Quantitative	Qualitative
Numbers	Words
Point of view of researcher	Points of view of participants
Researcher distant	Researcher close
Theory testing	Theory emergent
Static	Process
Structured	Unstructured
Generalization	Contextual understanding
Hard, reliable data	Rich, deep data
Macro	Micro
Behaviour	Meaning
Artificial settings	Natural settings

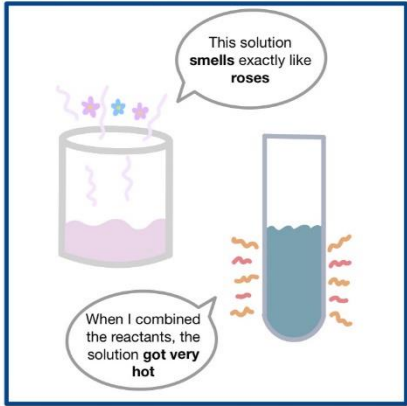
Quantitative Data

Based on numbers (measurement or counting)



Qualitative Data

Based on observations (involves the senses)





Sample Selection

- The marketing researcher should not just choose the nearest convenient sample, since “without a defensible sampling strategy, the results of the study may be ambiguous or misleading”

(Lonner and Berry, 1986)

Response Bias

Bias is a generic term for all nuisance factors threatening validity”

(Van de Vijver and Leung, 1997)

Response bias consists of two phenomena

‘response sets’ and ‘response style’.

‘Response sets’ Desire, at either a conscious or an unconscious level, to give a particular picture of oneself by the way one responds” and includes social desirability bias and acquiescence

‘Response style’ Respondent’s tendency to answer in a manner that is unrelated to test content, but which is related to the form of the stimulus, is referred to as response style

(Watkins and Cheung, 1995)

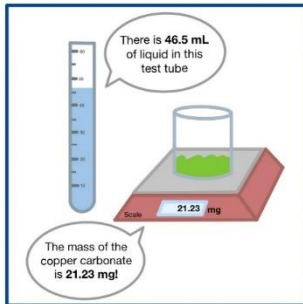


ACTIVITY



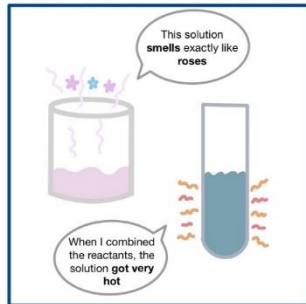
Quantitative Data

Based on numbers (measurement or counting)



Qualitative Data

Based on observations (involves the senses)



vs

Take 20 mins in groups to create some market research questions

Think about the arena event and their customer profiles/segments!

What questions would you ask them to better market the event to them?

Think about what you would like to know about the target market- identify Needs and wants

Put together 10 market research questions-

(5 qualitative 5 quantitative)

What would you need to know if you were to introduce the event to that target market.

What now?

We have identified from market research and our situational analysis where we want to go-

Lets be SMART!



A GOAL
WITHOUT
A PLAN
IS JUST
A WISH

S.M.A.R.T.

Goals are...

Specific - Specific goals answer the following questions:

- Who: Who is involved?
- What: What do I want to accomplish?
- Where: Identify a location.
- When: Establish a time frame.
- Which: Identify requirements/constraints.
- Why: Specific reasons, purpose or
benefits of accomplishing the goal.

Realistic/Relevant • The goal must be an objective toward which you are both willing and able to work.

- Again, it must be “do-able”
- People must believe it can be accomplished
- Address the marketing objectives

Measurable - To determine if your goal is measurable, ask questions such as

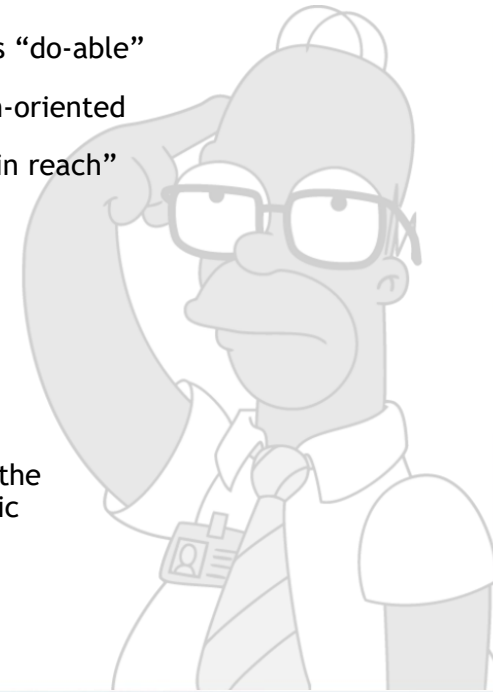
- How much?
- How many?
- How will I know when it is accomplished?

Attainable • The goal is “do-able”

- It is action-oriented
- It is “within reach”

Timely • You should establish a timeframe

- The timeframe **must** be realistic
- Everyone needs to know the timeframe...make it public



Objectives

For assessment 1:
Set objectives based on what you
have found in the situational analysis
and market research.



- Specific - What are you going to do? (be specific, don't be vague)

"Manage a promotional campaign targeting (Customer segment/profile) addressing the concerns raised from examining customer feedback and reviews (Found from your situational analysis 5C's)....."

- Measurable - what will be achieved?
Quantitative metric.

"I will attract 100 customers and 1,000 online customer interactions over a 2 month campaign....."

- Attainable - This is 'Do-able' because?

"100 new customers, 1,000 interactions over 2 months...."

- Realistic - what's the likely outcome?

"This will elevate customers concerns, raise brand awareness and attract a realistic return....."

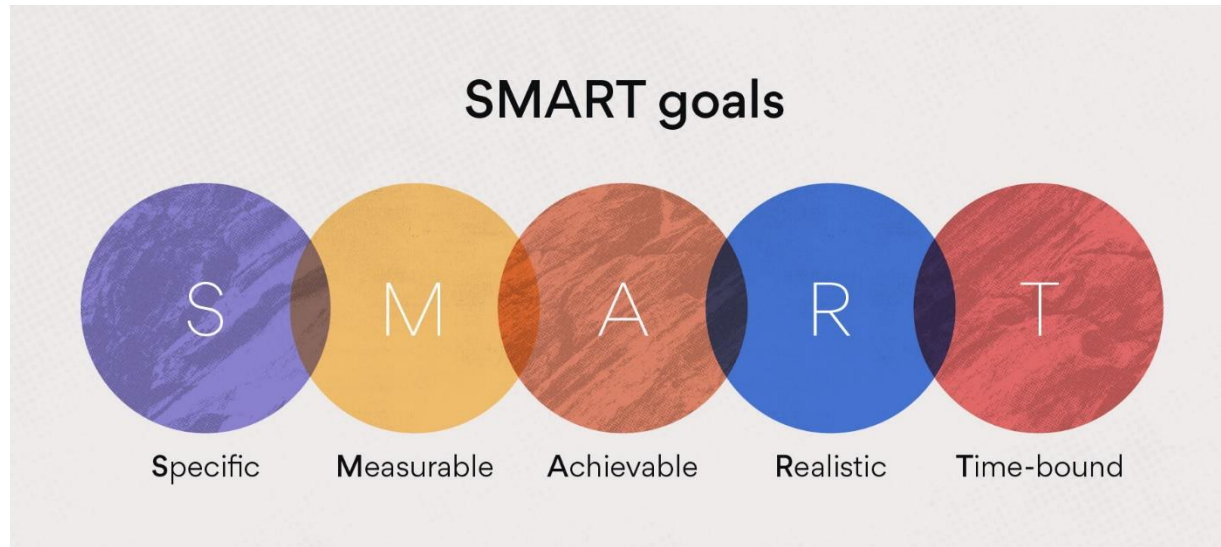
- Timely - What is the deadline?

"By When?"

Task 10 mins

Craft a personal SMART goal

Use the S.M.A.R.T. techniques





15 mins



Strategy

- Seeking opportunities to minimize costs and maximize benefits often identified through customer interactions, market research and internal audits
- Marketing strategy is the way organizations create value through the **coordination and configuration** of its activities (The Marketing mix!)

The Ansoff's Matrix

Ansoff's Matrix



Existing Products

New Products

Ansoff product/market growth matrix

- Purpose: help managers consider whether/how to grow their business through **existing** or **new products** or in **existing** or **new markets**
 - Evaluate degree of risk
 - Risk increases proportionally to the degree of change
- Demonstrates four basic corporate level strategies
 - Market penetration (existing products in existing markets)
 - New product development (new products in existing markets)
 - Market development (existing products in new markets)
 - Conglomerate diversification (New products for new markets)

Market Penetration

Objectives

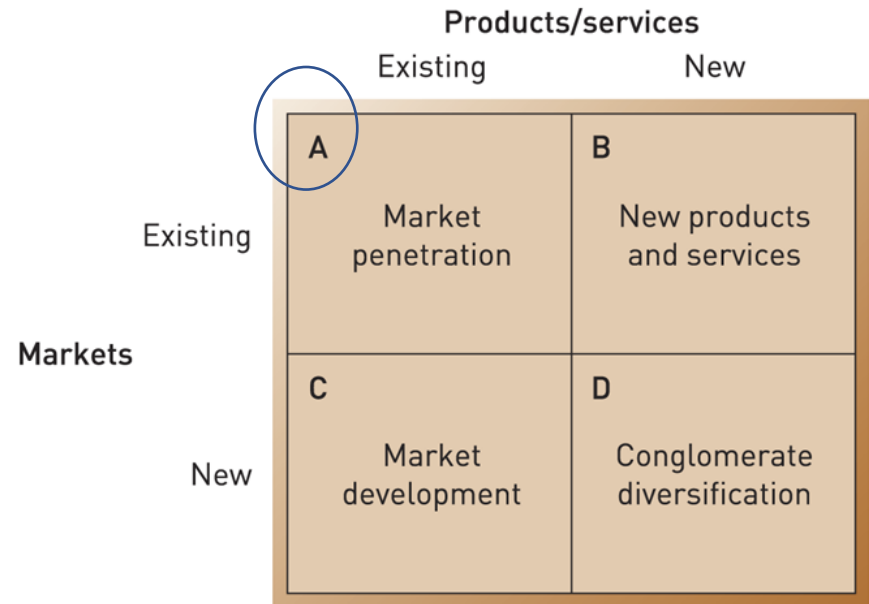
- Existing products to existing markets – only better
- To seek assertively to **increase market share**
- **Maintain existing** customers and **reduce defecting** customers

What does it involve?

- concentrating on core capabilities
- investment in brand, brand identity, functionality, support tools, and bundling
- Knowing customers

Advantages

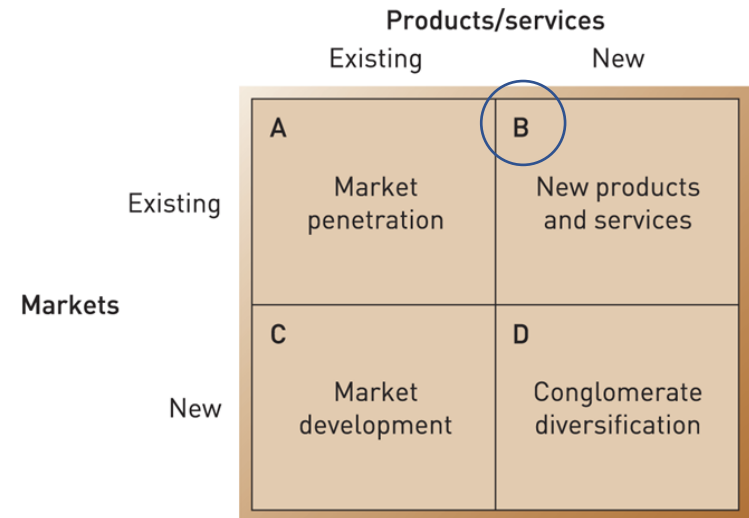
- strategy based on **known skills** and capabilities --> very low risk strategy..!
- production and marketing skills can be developed and improved to create a competitive advantage.
- **Costs** can often be effectively identified (i.e. advertising/promotions)



Product Development

What does it involve?

- making substantial modifications or additions to present products in order to increase their market penetration within existing customer groups
- i.e. new edition of a textbook
 - most material remains the same and only incremental changes are implemented
- often linked to an attempt to extend or prolong the product life cycle



- Can be **expensive** and **risky**
 - Need to master new technologies & capabilities
 - Delays and increased costs

Market Development

Objectives

- to recruit new customers for existing products

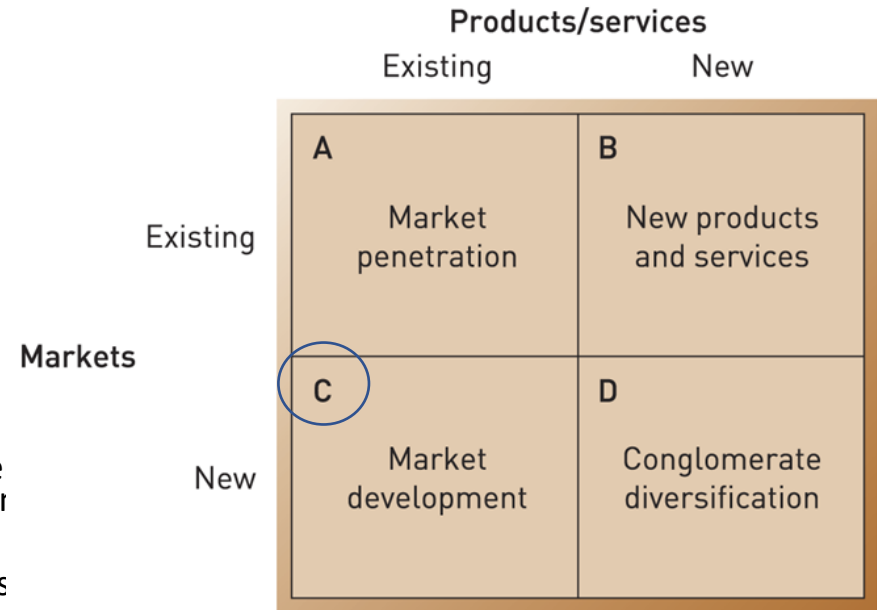
What does it involve?

- Tapping into related market areas

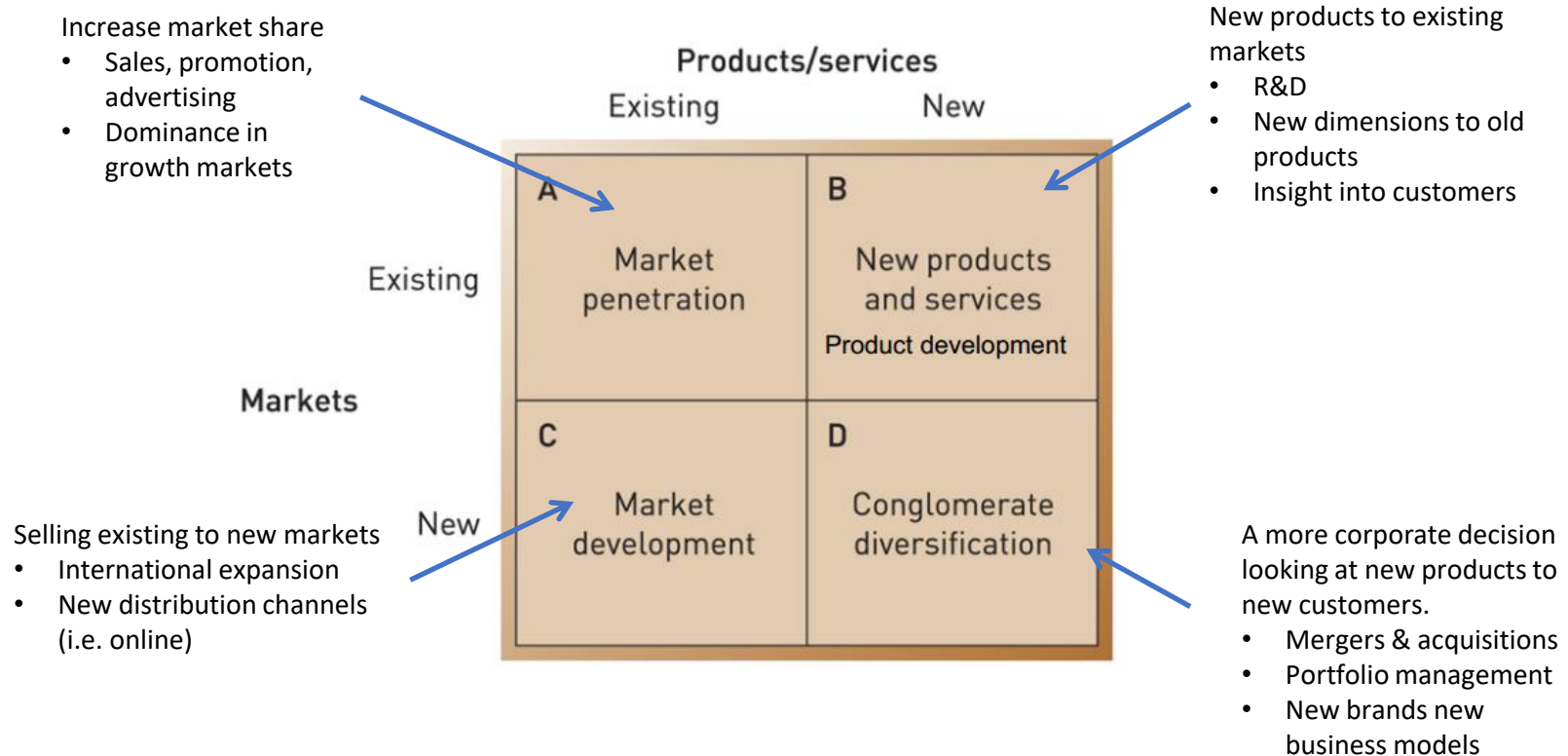
Key themes

- good option when product development is risky and/or expensive
- small modifications to increase attractiveness to new segments (remember: modification always increases cost of production)
- new uses for a product or service
- appropriateness for different countries with particular tastes/requirements
- marketing and branding skills vital for attracting new customers
- coordination challenges (similar products for different tastes)

Important to remember what the main market is..!



Summary



Strategy

THE MARKETING MIX



Jerome-
(McCarthy, 1960)

SOSTAC Strategy summarises how your objectives will be achieved -

We will need to revisit the brands value proposition. A value proposition is the “the full mix of benefits on which a product is differentiated and positioned. It is the answer to the customer’s question ‘why should I buy your product?’” - Kotler et al. (2018, p.232)

How will you communicate the value proposition, how will it be delivered - The Marketing Mix!

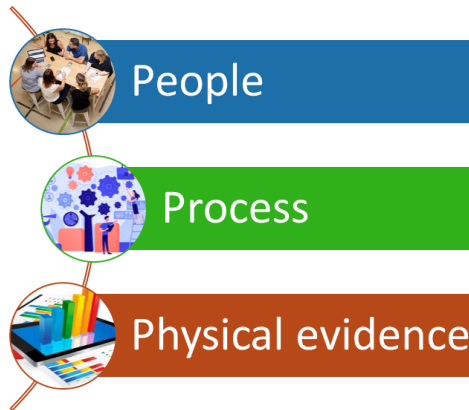
Once SMART targets are identified each ‘P’ will need to be examined to gear towards the strategy.

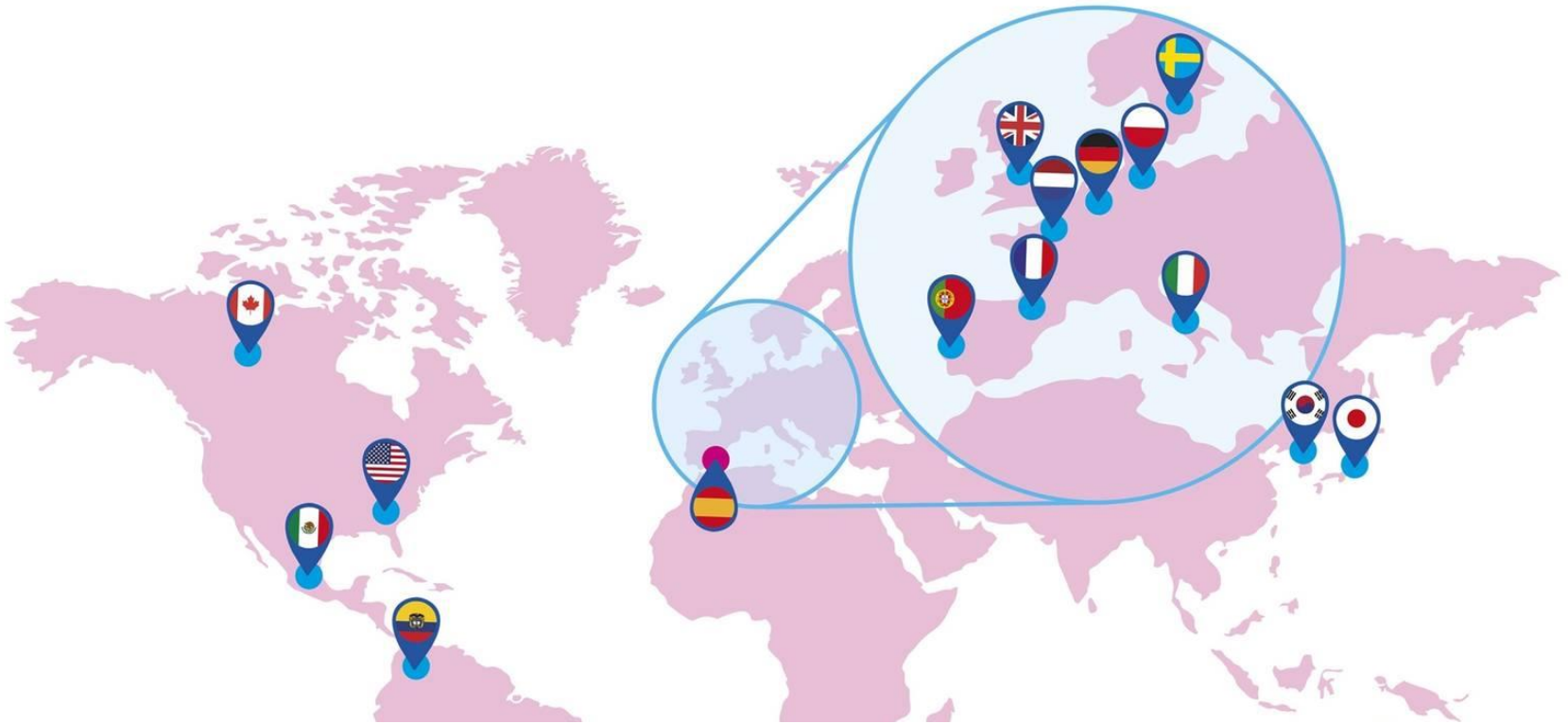
e.g - if the organisation decides that we need to focus on changing the brands reputation due to poor reviews we may need to find out which area is lacking in performance and re-address.

If we are to implement one of Ansoffs strategies we will again need to identify what in the mix will need to change.



Bernard & Mary
(Booms & Bitner, 1981)





Internationalisation, Advertising & Branding Strategy



Current Advocacy: Three Approaches

- **Global**- One message no change but translated.
- **Glocal** - standardized creative strategy with highly adapted execution depending on audience.
- **Local** Highly adapted creative strategy accompanied with highly adapted execution, often made and managed locally to capture the social prevalent trends and idealisms (large scale coordination).



an, 1997; Han and Shavitt, 1997; Hong et al., 1997; Madden et al., 1996; Marquet, 1973).

Introduction (100 words)

The purpose of your marketing plan/what it is about

Who it is being prepared for?

Briefly introduce the key Frameworks you will use in your marketing plan SOSTAC, Marketing mix, Bowmans etc..

Use the Appendix for tables e,g PEST SWOT,
Use SimilarWeb to identify customer segments!
this is a requirement! Look at review sites to gain an understanding of the customers thoughts about the brand.

Make perceptual positioning map for the event based upon what you think the target market value (add in your Appendix).

Collaborators- again Simmilarweb will tell you some of these, you will also need to research. you do not need a full pestle just the main points that affect your hotel be specific/relevant and provide examples.

What is the 'Value proposition', current promotions and communications?).

Assessment structure.

Be concise and to the point, introduce the event and a short background. (Top tip write your introduction last... no point introducing what you don't yet know!)

Situation Analysis (300 words)

5 'C's

- Company: SWOT analysis (Micro analysis) (tables excluded from wordcount)
- Customers: Segmentation and Targeting/ Customer profile's' SimilarWeb!!
- Competitors: Perceptual positioning map.
- Collaborators: Demonstrate an awareness of Relationships, Partnerships, in regards to your marketing channels and distributors
- Climate: PESTLE (Macro analysis)
- Value Proposition

Assessment 2 structure.

Be specific, you will increase website traffic by 5000 visits/ social media followers by 8000 etc, how will you measure if the plan is working KPI's/metrics? by when?

Objectives(100 words)

-SMART target: Summarise the aims of your marketing plan in one short paragraph.

Strategy (250 Words)

Discuss and explain the events value proposition. What strategy will the business use? Ansoff's matrix.

e.g – if the organisation decides that we need to focus on changing the brands reputation due to poor reviews you will need to select a strategy to overcome this

Marketing mix:

- Product - What is the destination currently offering?
- Place (Distribution) – How will customers locate the area? Which channels will be used?
- Price – What is the pricing strategy within the area? Linked to market research and/or marketing environment analysis and/or customer value, are there a variety of price points for visitors-how will this be displayed/shared.
- Promotion – How will the event be advertised?

Identify which strategy from Ansoff's matrix you will be following for the event to grow. Existing products into new markets etc..

Discuss the marketing mix, pricing? New processes, (online) new place (Distribution) etc..

Assessment 2 structure.

Tactics (250 Words)

What strategies? RACE/ Communications Mix
Discuss how you will use new communications tactics to address the issues identified in the situational analysis. We will discuss this next week!

examine the Arenas current communications/social media/ emails/Similarweb results, how can you improve? Where are they lacking what did they miss? Use this to guide your steps. What will you do now?

What types of communications should the organisation create to address the new mix and strategy? What channels? Use examples from other brands you may wish to emulate.

Assessment 2 structure.

Use the template on Moodle!!!!!!

Only discuss the market research, planning marketing channels and metrics,

Be relevant not just random channels
think RACE think about the best channel
for the task!!

Action (100 Words)

Gantt Chart of marketing activities: Marketing channels schedule
Justify your marketing channels schedule, what informed your decisions. (next week!)

Control (100 Words)

Discuss how we will measure success?
New customers? Positive attitudes towards brand? Increase profits? etc..

Discuss the Metrics/KPI'S you have selected for each channel, why have you chosen these, why will they be effective? Justify your choices.

Conclusion

(100 Words)

Summarise your main points, what did you change what effect will this have and outline any further recommendations you have.

Next Week!

‘Tactics’ Communications mix RACE and communications channels.

‘Action’ Gantt charts for comms schedule

‘Control’ metrics and measuring success.

References!

The CRAAP Test

Ask yourself the following. Is the information:

- **Currency:** is it up to date? Does it reflect any changes that might have occurred?
- **Relevancy:** who is the intended audience?
- **Authority:** what are the author's credentials?
- **Accuracy:** can the information be verified?
- **Purpose** - Is the information objective? Are they trying to persuade you to see a particular perspective?

The reference list is presented in **alphabetical order** (by author's surname or organisation)

Within it you will **complete** the **information** provided in the citations, so that the reader has all the **necessary information** to find the **original** sources.



A Text Book:

Williams, M. (2019) *Referencing today*. London: Pavilion Press.

An Online Source:

Makortoff, K. (2019) 'Lidl attains its biggest UK grocery market share at 5.9%: Sales at discount German retailer jump after burst of store openings', *The Guardian*, 20 August. Available at: <https://www.theguardian.com/business/2019/aug/20/lidl-attains-biggest-uk-market-share> (Accessed: 19 June 2022).

Academic and InfoSkills

Providing full details leads the reader to the original source.

Appendix



Things you will want in your Appendix!

PESTLE table – You can refer to this for your main points and arguments rather than listing in the main body to save your word count (you will still need to reference the information in the PESTLE table/Poster!)

Similarweb graphs – Put screen shots of your tables and graphs as evidence for your analysis and refer to these in the main body.

Perceptual positioning Map

Marketing examples for your bands and the Arena – Screen shots of the brands advertisements and social media posts to highlight promotions and identify the target audiences

References

- Aaker, J.L. (1997) "Dimensions of brand personality," *Journal of Marketing Research*, 34(3), pp. 347–356. Available at: <https://doi.org/10.1177/002224379703400304>.
- Brookes, M.Alinay,L. and Atkas,G (2015) opportunistic behaviour in hospitality franchise agreements. *International journal of hospitality Management*, 46,120-129
- Connell,J .(1992) Branding hotel portfolios. *International Journal of contemporary Hospitality management* 4,26-32
- De Chertony ,L. and Dall’Olmo Riley, F (1998) a positioning analysis of hotel brands experts' interpretations. *Journal of marketing management*, 14, 417-444
- Delmas, M.A and Burbano, V.C (2011) The drivers of greenwashing. *California Management Review*, 54(1), 64-87.
- Dev, C.S Morgan, M.S and Shoemaker, S (1995) a positioning analysis of hotel brands, *Cornell Hotel & Restaurant Quarterly*, 36, 48-55
- Emery, B. (2012) Sustainable Marketing. Harlow: Pearson Education.
- Fishbein ,M. and Ajzen, I. (1975) Belief, Attitude, Intention and Behaviour: *An introduction to theory and Research*. Reading, MA: Addison Wesley.
- Frambacja, R.T Prahbhub, J. and Verhallenge, T.M.M (2003) The influence of business strategy on product activity; the role of market orientation. *Journal of international Research in marketing*, 20,377-397.
- Ghodeswar, M.B. (2008) Building Brand Identity in Competitive Market: A Conceptual Model. *Journal of Product and Brand Management*, 17, 4-12. Jones,P (1999) multiunit management in the hospitality industry: a late C20 phenomenon. *Journal of contemporary Hospitality Management* ,11,1155-1645.
- Jin, C.H., Yoon, M.S. and Lee, J.Y. (2019) "The influence of Brand Color Identity on Brand Association and loyalty," *Journal of Product & Brand Management*, 28(1), pp. 50–62. Available at: <https://doi.org/10.1108/jpbm-09-2017-1587>.
- Kotler,P (2003) Marketing management,11thEd.Upper Saddle River, NJ. Pearson Prentice Hall

References

Kotler, P. and Armstrong, G. (2018) Principles of Marketing, 11th Edn. Harlow:Pearson.

Mcdonalds.com. 2018. The Financials - McDonald's Franchise | McDonald's UK. [online] Available at: <<https://www.mcdonalds.com/gb/en-gb/franchising/the-financials>. > [Accessed 9 June 2022].

Moravcikova ,D. Krizanova, A.Kliestikova,J. and Rypakova, M. (2017) Green marketing as the source of the competitive advantage of the business. Sustainability, 9 (12), 2218

Ottman, J.A. and Reilly, W.R (1998) Green marketing: Opportunity for innovation, 2nd Edn. Upper saddle River, NJ: Prentice Hall.

Porter ,M.E. (1980) Competitive strategy: Techniques for analysing industries and competitors. New York, Free Press

Ries ,A. and Trout,J. (1986) Marketing Warfare. New York, McGraw-hill.

Ross, D and Deck Jr, D.W (2011) Student guide to greenwashing. Bquest, pp. 1-20. Available at www.westga.edu/~bquest/2011/greenwashing11.pdf (accessed 17/11/2022)

Signori,S. and Forno, F (2016) Closing the attitude-behaviour gap: The case of solidarity Purchase groups. Agriculture and Agricultural Science Procedia, 8, 475-81.

J Whitelock & F. Fastoso (2007). Understanding International Branding: Defining the Domain and Reviewing the Literature. International Marketing Review, 24(3), 252-270.