

Marketing plan written for

PREMIER INN HEATHROW AIRPORT

Student Name: Marika Henszek

Student ID number: 2208214

Marketing Essentials BMIH4005

Lecturer: Luciana Suardi



Premier Inn

Introduction

The purpose of this marketing plan is to discuss how becoming a more sustainable hotel can help Premier Inn Heathrow attract new customers and how a new improved marketing plan can help reach this goal. This marketing plan is prepared for the owners and CEO of the hotel chain as well as any potential investors. The plan will be based on a SOSTAC (situation, objectives, strategy, tactics, action control) general marketing strategy in order to provide a clear structure of the marketing plan (Reed, 2014).

Situation Analysis

Company

It is essential to analyse the marketing environment from a micro and macro perspective. This will help in making more appropriate decisions to attract new customers. To analyse the micro-environmental factors, a SWOT analysis is useful, a technique of assessing various aspects of a business (Idris, 2015). After a careful analysis, we identified that a strength for Premier Inn represents location and reputation as a UK hotel suitable for business travellers. This strength is extremely beneficial as international customers are most likely to use accommodation that is already branded and well known to be suitable for business (Smith, 2004). We can further enhance this by offering corporate rates and loyalty programmes. Our weakness represents our standard amenities, with menus that are not healthy and attractive for business traveller. We can overcome this by offering healthy menu options for those looking to lead a healthy lifestyle even when travelling. An opportunity for us would be becoming a more sustainable hotel, since plane travelling is a very polluting activity which most people have no other option but to make, many would prefer their stay in a hotel to be as carbon friendly as possible. Our major threat is represented by all the other hotels located nearby Heathrow Airport who can steal our customers. We can overcome this by making our offers more appealing to business travellers, providing quality and sustainable services but at a more affordable price rather than charging a premium.

Customers

Premier Inn targets different segments of customers such as backpackers and business travellers. Their characteristics are summarised in **Table 1** found within the Appendices section.

Competitors

An analysis of our competitors has also been illustrated with the help of Porter's five forces framework (Dobbs, 2014) (Figure 1).



Figure 1 Porter's Five Forces

Collaborators

At the moment, Premier Inn collaborates with the following brands:





Climate

it is important to understand which macro-environmental factors can influence our hotel. PESTEL is a useful analysis tool for this purpose (Gregoric, 2014). From a political perspective, the government has the power to put in place new travel bans similar to the ones from COVID-19 (Kumar, 2020). This leaves our business in a vulnerable position. When it comes to economic factors, Brexit is an important aspect (Kallarova, 2018) and it should also be considered that UK is currently experiences an economic crisis (Berry and McDaniel, 2022) which can impact our hotel in terms of how much people spend. On another note, since we are a budget hotel, this might also mean that we can attract business from other hotels who charge more. From a sociocultural perspective, the rise of the Airbnb business represents a threat for our hotel (Zervas, 2017) as travellers can choose a cheaper option if we were to increase prices during peak seasons. Nevertheless, what represents an amazing opportunity are the technological factors since social media and blogs can give us the opportunity to create an improved image of the hotel.

Objectives

Overall, our marketing plan is aimed at attracting new customers especially with the help of an active digital landscape. In order to ensure our objectives are realistic, they are based on

Chaffey and Smith (2017) SMART mnemonic. We want to increase social media interaction by 20%, brand loyalty by 15% all within the span of a year. We want to create a whole new image for the hotel, to portray it as a more sustainable business in the following year.

Strategy

Sustainability continues as one of the most popular trends of the hospitality industry (Kim et al., 2019). We believe that in order for the hotel to create customer value, essential improvements need to be made in the sphere of sustainability. Studies have emphasized that sustainability in hotels has become a developing priority everywhere (Law et al., 2016). The most critical areas of environmental sustainability management within a hotel are recycling, renewable energy, energy conservation (Dalton et al., 2008). In order to create customer value, we should make improvements in all these areas. After this, our strategy will be to advertise our improvements and to engage with customers using social media. In order to activate and drive sales, we use Bowman's strategy clock to decide how we are going to position within the market (Echchakoui, 2018). We chose a hybrid position that would allow us to balance between cost and differentiation from our nearby competitors.

Tactics

Marketing mix

Product

Whilst Premier Inn has hotels in multiple locations, the focus of this plan will fall upon Premier Inn Heathrow in London. The destination currently offers rooms for low to middle budgets, with standard amenities and paid parking. Post Covid-19 there has been a significant rate of growth for air travel, as businesses resume their operations. To fructify this opportunity, Premier Inn Heathrow becomes more sustainable and offers more comfort for airport travellers.

Place

In terms of its location, this hotel is ideally placed close by Heathrow Airport where flights are mostly long haul, entirely scheduled and a strong proportion of passengers are travelling for business. The customers will easily locate the hotel with just one search on any booking engine. We can increase chances of customers finding us through Search Engine Optimisation.

Price

Price is a decisive factor that would help attract more customers, especially considering the current living crisis. The hotel currently uses a competitor and forecasting pricing strategy, which can further be improved with the help of more accurate forecasting. For instance, events happening not only in London but also in nearby areas should be taken into consideration.

Promotion

Our promotion strategies have been summarised in Table 2 found in Appendices and they follow the RACE planning framework of practical tools that improve digital marketing (Chaffey and Patron)

Action

A one-year action plan has been developed to aid our marketing plan. Figure 2 illustrates the activities we would need to undertake to reach our goals. In terms of preparation, key words for SEO would have to be identified and tested, latest content would have to be created as well as a new, improved e-mail list. All of these would be done in the first month of the year. Furthermore, activities that drive bookings such as special promotion and raffles would happen every other month. Some activities such as content creation, e-mail marketing, geo-targeting would happen every month as a main method of driving bookings.

Communications Plan

PREMIER INN HEATHROW

	January	February	March	April	May	June	July	August	September	October	November	December
GOAL AND TASK												
1. INCREASE WEBSITE TRAFFIC 30%												
1.1 Search Engine Optimisation												
1.2 Create special content for website												
2. INCREASE SOCIAL MEDIA INTERACTION 20%												
2.1 Create social media accounts												
2.2 Create a raffle with prizes to draw people												
2.3 Create content about sustainability												
2.4 Distribute content from customers												
3. INCREASE CONVERSION RATES 20%												
3.1 Use geo targeting												
3.2 Promotions and offers												
3.3 Email Marketing												
4.EMAIL MARKETING CAMPAIGN TO ENGAGE												
Create e-mail marketing list												
Draft emails and send off												
Send off personalised offers												

Figure 2 Gantt Chart Activities

Control

Lastly, it is important to measure our digital marketing efforts. To do this, we encourage the use of digital tools such as Google Analytics and keep track of key indicator that would represent our success. Most importantly, our success will be reflected in annual profit and engagement with customers via our channels. Our key performance indicators have been illustrated in Table 3 found in Appendices.

Conclusion

In conclusion, our digital marketing plan is aimed towards business travellers that arrive or leave from Heathrow Airport. It is important to understand their budgets and what they appreciate to create an appropriate action plan. Business travel and sustainability must coexist in an era of pressuring climate issues (Phocuswire, 2022, Kim et al., 2019). Therefore, Premier Inn needs to make improvements in order to attract customers who value sustainability. This will also represent a key opportunity for differentiation for the businesses.

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APPENDICES

Table 1 Customer profiles

	Backpackers	Business Travellers
Demographics	- On average, solo travellers have a weekly expenditure of less than £400 - This market is still shaped to a significant degree by marital status, 53% of these travellers are not married - They are price-sensitive	- Nearly all (95%) travellers are willing to travel for business over the next 12 months - Over 9 in 10 expect more frequently staying in larger hotels (33%)
Psychographics	- Solo travellers are motivated to take holidays by desire rather than necessity - To attract solo travellers, brands will need to have low prices	60% expect to make changes that improve the sustainability of their travel
Webographics	Majority of solo travellers book their rooms online Mintel (2018)	Business travellers prefer online booking and loyalty programmes (SAP, 2021)

Table 2 Race Planning Framework

Area	Objective	Actions
Reach	Increase website traffic by 30% by the end of the year	• Search Engine Optimisation • Look at the keywords that could draw more people to our website. • Create relevant content that matches the keywords • Use Google and Social Media Advertisements
Engage	Increase social media interaction by 20%	• Create account on all social media platforms available • Create content that would be engaging, such as interesting facts about the sustainability of the hotel, where the food is sourced from, what kind of energy it uses, recycling rates • Proactively share customer content and encourage electronic word of mouth.
Activate	Increase conversion rates by 20% by the end of the year	• Use proximity targeting so that people can search for “hotels near me” and they would be directed towards our property
Nurture	Create an email marketing to retain and re-engage activated customers	• Build an email marketing list (e.g., from emails that have been used for the loyalty programme) • Send off creative content and unique offers

Table 3 Key indicators of performance

Measurement tools/ KPI	
Website	Bounce rate, pages viewed per session, average time spent on page, open rate, click through rate Purchasing numbers, new visitor's conversion rates, return visitor conversion rates, interactions per visit value per visits, cost per conversion
Social Media	Follower count, like, shares, clicks, comments, mentions
E-mail marketing	Bounce rate, open rate, opens by device, conversion rate, unsubscribe rate



SITUATIONAL ANALYSIS

- Where are we and where we are now?

STRENGTHS	WEAKNESSES
• AMAZING LOCATION • ESTABLISHED REPUTATION AS A TRUSTWORTHY UK BRAND	• STANDARD AMENITIES THAT NEED FURTHER IMPROVEMENTS • NOT ATTRACTIVE MENUS
OPPORTUNITIES	THREATS
• EMBRACE SUSTAINABILITY • CREATE BETTER MENUS WITH HEALTHIER OPTIONS	• COMPETITION • HUGE NUMBER OF HOTELS IN THE AREA

OUR MACRO ENVIRONMENT PESTLE

Political	The government has the power to impose travel restrictions
Economic	Current economic crisis
Sociological	Customers may be more attracted by businesses such as Airbnb
Technological	Social media, websites, blogs and e-mail represent an opportunity for us
Legal	Government could impose legal requirements in regard to CO2 emissions
Environmental	Embracing sustainability represents an opportunity as a lot of people are wary about climate change

(Gregoric, 2014, Berry and McDaniel, 2022)

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- A close-up photograph of a person's hand, with the index finger touching a digital bar chart displayed on a tablet screen. The chart features several 3D bar outlines of varying heights. The background is a blurred blue surface.

- (SAP, 2021)

Communications Plan
PREMIER INN HEATHROW

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CONCLUSION

How would we know if the marketing plan works?

Measurement tools/ KPI	
Website	Bounce rate, pages viewed per session, unique website visitors, average time spent on page, open rate, click through rate
	Purchasing numbers, new visitor's conversion rates, return visitor conversion rates, interactions per visit value per visits, cost per conversion
Social Media	Follower count, impressions, like, shares, clicks, comments, mentions, tags
E-mail marketing	Bounce rate, open rate, opens by device, conversion rate, unsubscribe rate, list growth rate

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