

Marketing Plan Written for Marriott Hotels

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INTRODUCTION:

Trip-related elements and consumer personality determine luxury hotel experience parameters. The marketing issues also affect hotel executives seeking to separate themselves from competitors through experience marketing (Walls et al., 2011). Luxury brands employ experiential marketing to differentiate their brands by associating their memories with them. Luxury hotels benefit from this practise (Verma and Jain, 2015). Hotels have been hesitant to integrate these networks into their marketing efforts, missing customer relationship management potential (Leue et al. 2013).

The world's largest, most diverse, fastest-growing economic sector is hospitality. Hotels, restaurants, and resorts are among the world's largest employers (Bhargav, 2017). Marriott International is a full-service Bethesda-based Marriott Hotels & Resorts brand. As of June 30, 2020, the brand had 582 hotels and resorts operating with a total room capacity numbering 205,053 and a further 160 hotels with 47,765 rooms planned. It is one of the leading hotels and hospitality brands across the globe, providing a wide range of services across several countries. This paper aims to develop a marketing plan for Marriott Hotels, mainly focused on the luxury hospitality industry at tourist attractions like the Middle East and Singapore, and explore the marketing mix as well as the marketing environment to develop comprehensive insights and effective employment of digital marketing in the context of Marriott Hotels.

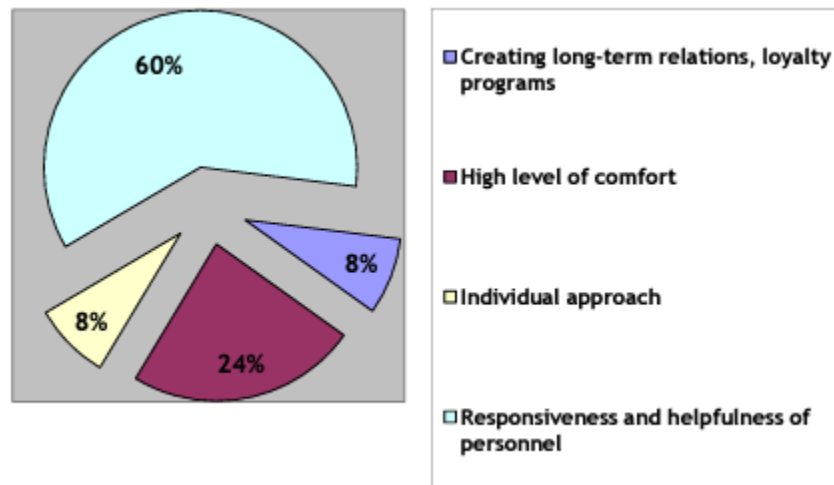
MARKETING MIX:

Borden (1965) claims he coined the term "marketing mix" after Culliton's suggestion (1948). McCarthy (1964) proposed the 4Ps, or marketing mix, to implement marketing planning (Bennett, 1997). Microeconomic theory's single P—price—inspired marketing mix (Chong, 2003). New Ps were introduced to compete in a highly competitive market (Low and Tan, 1995). Even Möller (2006) reviews academic viewpoints from five sub-disciplines-oriented marketing management and a paradigm around emerging marketing to provide an up-to-date picture of the argument over the Mix as a marketing paradigm and dominating marketing management instrument (Goi, 2009). This marketing approach will emphasise the initial four. New or significantly improved marketing methods, including considerable changes in product design and packaging, sales tactics and product or services representations, marketing, and advertisement of these products in the marketplaces, and devising new pricing strategies, can help hotels gain competitive advantages (Balasubramanian and Dean, 2015).

PRODUCT:

Client service involves anticipating and meeting customer demands, personalising products and services, and building relationships. These three marketing mix aspects represent cross-

functional services marketing. They prioritise customer retention above acquisition (Toma and Grădinaru, 2018). To achieve market share and establish its position, the service firm must differentiate its products and services, which include tangible and intangible elements, from its competitors. Thus, hotels must combine traditional and expanded marketing mix to attract and retain customers (Toma and Grădinaru, 2018). The product mix comprises a line, quality, brand, packaging, and services. The overall offering is a product.



(Balasubramanian and Dean, 2015)

Hotel visitors still demand attention, warmth, and care. However, modern solutions may create practically any ambiance and affect various human sensations and emotions. Sensory marketing investigates consumer feelings and emotions to boost sales (Dzhandzhugazova et al., 2016).

PLACE:

The place mix covers product distribution and logistics. Most service providers are manufacturers and retailers. Thus, they focus on handy retail locations (Toma and Grădinaru, 2018). Hotel location influences consumer purchase decisions in the hospitality business. Location-based hotels include "city centres, motels, suburbs, downtown, resort, airport, resorts, camps, floating hotels, boatels, and hotels" (Mobile Marketer, 2016). InterContinental hotels use ethnographic research to choose music for their international guests. For loyalty programme members, Fairmont Hotels now offers in-room music. Naturally, such personal attention to loyal clients boosts brand loyalty (Mobile Marketer, 2016).

PRICE:

Hotels start by setting rates from lowest to a maximum based on room occupancy, season demand, and guest services. Cribs, day-use, extra beds, etc. are extra. Situation-based management determines a daily rack rate. Reservation agents book rooms based on price plans that include meals (Toma and Grădinaru, 2018). When on tour, guests might be entertained by friends and clients or eat at eateries closer to work. They may prefer rooms without meal options or hotels with breakfast packages. Hotels offer customized strategies to meet these demands. Going back to the classification of customers into cohorts, the pricing mix for products and services must correspond with the different demographics the products are targeted for.

PROMOTION:

The promotion mix comprises advertising, PR, sales promotion, word-of-mouth, personal selling, and telemarketing. For successful marketing, hotels must advertise the business so that our prospects learn about the quality of our hotel services (Toma and Grădinaru, 2018). A skilled employee would mix these components to achieve proactive and cost-effective business promotion. Direct mail campaigns, seasonal promotions, ad campaign timing and placement, personal ads, defining growing and emerging markets, and room reservations (wholesale and business customers) are the six essential factors that can help build successful marketing strategies and give a competitive advantage when used with statistical modelling tools (Toma and Grădinaru, 2018).

MIRCO MARKETING ENVIRONMENT:

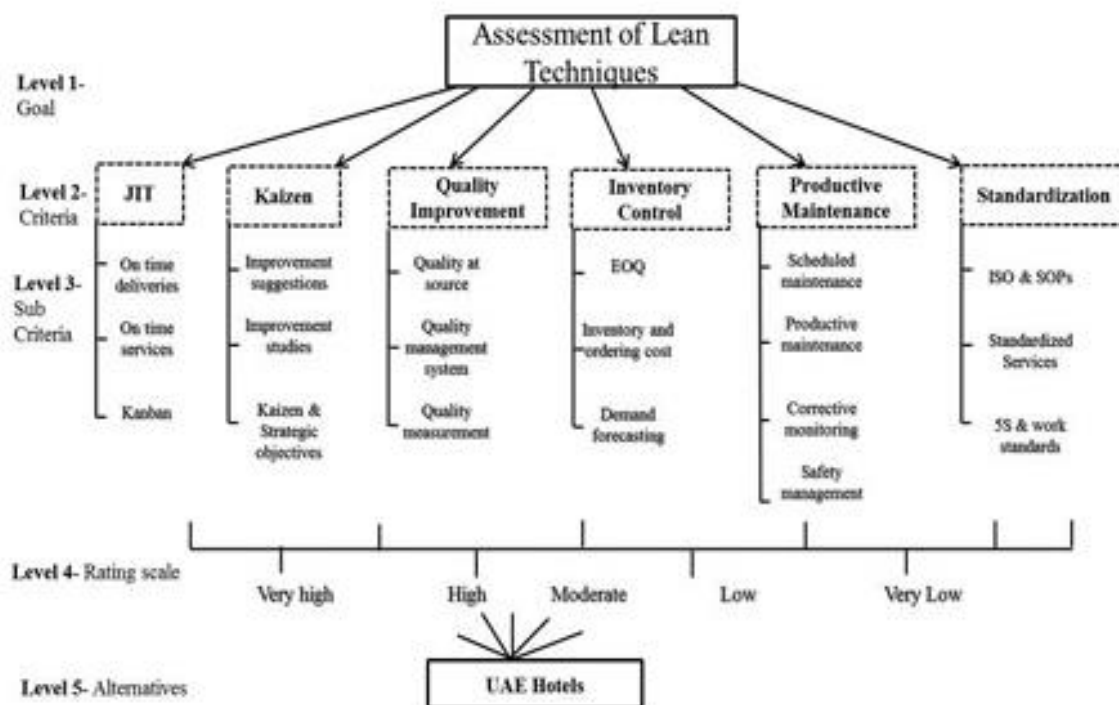
The microenvironment may be analysed through the five forces model presented by Porter (Dobbs, 2014). The luxury hotel market depends highly on goodwill and brand recognition. As such, new entrants require time and capital that is not readily available, making the threat lower (Cheng, 2013). However, the market has a high concentration of competitors in visitor destinations in the Middle East and Singapore, making the market highly competitive, and increasing customer bargaining power. The technological innovation that has enabled home sharing and other substitutes to enter the market has increased the threat of substitutes. However, these are not prevalent in the Middle East and Singapore (Varelas and Georgopoulos, 2017). Suppliers' bargaining power is limited when the upper-value chain is considered to have much competition providing the hotel with substitutes and rivalry owing to huge order volumes and industrial rivalry (Dobrivojević, 2013). Detailed SWOT Analysis is provided in Annexure – A.

MACRO MARKETING ENVIRONMENT:

The macroenvironmental factors may be analysed through the PESTEL model by analysing "political, economic, social, technological, ecological, and legal" paradigms (Rahman, 2019). Detailed PESTEL Analysis has been provided in Annexure-B:

CREATING CUSTOMER VALUE CHAIN:

Hotel rivalry spurs performance innovation. New hospitality-boosting technology and ideas are a significant trend in this industry. Hotels need many innovations (Balasubramanian and Dean, 2015). Quality service is built on a unique relationship system that integrates non-standard methods and approaches and provides a new viewpoint on the hospitality marketing mix. These strategies include unique hotel architecture and design, beautiful interiors, and technological breakthroughs, from Wi-Fi to intelligent house technology (Balasubramanian and Dean, 2015). Scientific models like the lean approach may be adopted to provide better experience and value.



(Al-Aomar and Hussain, 2018)

EFFECTIVE USE OF DIGITAL MARKETING:

SMM (social media marketing) creates content consumers share on social media to boost brand exposure and customer reach. Social media marketing can involve customers in several ways, some of which cost money. Hotel digitization was complicated and required careful planning. Social networks require a constructivist perspective, which affirms knowledge based on individual and community experiences. Being on social media allows brands, products, and ideas to reach a large audience at a cheap expense (Sousa et al., 2021).

Online promotion is currently popular and effective. Online media—email blasts, social media, agents, influencers, and local media partners—makes product information easier and faster to share with clients (Andriany et al., 2022). Digital marketing is cheap and helpful for advertising. Hotel business improves with frequent website optimization. This approach ranks hotel websites in search engine results by frequency—hotel digital marketing benefits from videos. Suppose a hotel has a promotional film that can be previewed on YouTube and Instagram. In that case, a marketing professional must shoot a video with a strategy tailored to the property (Parvez et al., 2018).

CONCLUSION:

Marriott hotel is an industrial leader and a global hospitality brand. It must develop a dynamic marketing strategy to pursue integration and comprehensive customer management by adopting a customer-oriented marketing approach. Products must be developed around different customer cohorts, with the marketing mix developed for each product to provide synergy, utility, and profits. Micro and Macro environmental factors are highly favourable for Marriott Hotels, except for the high competition in luxury markets focused on tourism attraction. The customer value chain framework must adopt high efficiency through lean management or the six-sigma approach to provide better utility. Digital marketing technologies must be employed to attain efficient outreach and exposure to increase brand and service awareness to attract potential customers.

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Annexures:

Annexure – A

SWOT Analysis	
Strengths	Weaknesses
- Brand Recognition - Luxury Brand (High Margins) - Large geographical coverage - High Innovation - Market Leadership - Strategic Partnerships - Profitable Acquisitions - Loyal Customers - Strict Code of Conduct	- Ineffective Data Protection - Poor Positioning - Negative Publicity - Civil Lawsuits - Too Strict
Opportunities	Threats
- Shifting Demographics - Focus on Emerging Economies - Diversify Offerings - Related Sectors Expansion	- Global Pandemic - Stiff Competition - Looming Recession - Trade Tension - Risk of Terror Attacks

Annexure – B

PESTEL ANALYSIS	
Political Factors	Economic Factors
- Terrorism - International Relations - Political Landscape and Climate - International Tensions and Conflicts - Ukraine-Russia War - China-US Tensions - Cross-Border Movement Restriction	- Recession Threats - Economic Turmoil - Tourism Decline - Currency Volatility Across the Globe - Income inequality and stagnation
Social Factors	Technological Factors
- Cultural Integration - Global Cultural Misrepresentation - Cultural Shifts and Changes - Cultural Preservation and Anti-Normalisation Movements	- Competition from online rental services such as Airbnb. - Airbnb customers can avoid expenses such as hotel taxes and fire regulations that provide them with better profits
Environmental Factors	Legal Factors
- Sustainability Practices - Green-Operation Practices - Corporate Social Responsibility - Carbon Output - Increased Electricity Costs to combat Environmental Effects	- New Legal Framework for Residence sharing like AirBNB - Zoning Laws application on AirBNB can be beneficial for Marriott. - Lodging taxes application is another factors. - In short, if AirBNB and similar services can be subject to similar laws, this will reduce their cost benefits.