

Marketing plan - Six Senses

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Introduction

This marketing plan has been prepared for Six Senses, a leading luxury hotel brand. The purpose of this plan is to outline a comprehensive marketing strategy that will help Six Senses remain competitive in the hospitality industry, increase brand awareness, and drive revenue growth. The plan will be framed around key marketing frameworks, including SOSTAC, the 4 Ps of marketing, and Bowman's strategy clock, among others. The plan will analyse the micro and macro environments to identify new opportunities and provide recommendations for how Six Senses can improve its marketing efforts.

Company - SWOT Analysis:

Strengths: Six Senses is a luxury hotel brand that has a strong focus on sustainability and environmental conservation. The brand has won several awards for its eco-friendly practices and is known for providing guests with unique and immersive experiences (Stombelli, 2020).

Weaknesses: The luxury positioning of Six Senses may limit its appeal to budget-conscious travellers. Additionally, the brand's sustainability focus does not resonate with all guests, and some may prefer more traditional hotel experiences (Piuchan and Prachansit, 2019).

Opportunities: Six Senses can continue to expand its global footprint by entering new markets and opening new properties. The brand can also leverage its sustainability focus to attract guests who are seeking eco-friendly travel experiences (Zhang *et al.*, 2020).

Threats: The ongoing COVID-19 pandemic has had a significant impact on the global tourism industry, and Six Senses is not immune to these challenges. Additionally, increasing competition in the luxury hotel market and changing consumer preferences may pose a threat to the brand's future growth (Zhang *et al.*, 2020).

Customers - Segmentation and Targeting:

The brand **segments** its customers based on demographics, psychographics, and behaviour. Demographic segmentation includes age, income, and occupation, while psychographic

segmentation includes values, beliefs, and lifestyle. Six Senses' *target* customers are high-end travellers who are interested in sustainable tourism and unique experiences (Zhang *et al.*, 2020).

Competitors - Perceptual Positioning Map, Bowman's Strategy Clock:

In the luxury hotel market, Six Senses *competes* with other high-end hotel brands such as Four Seasons, Ritz Carlton, and Aman.

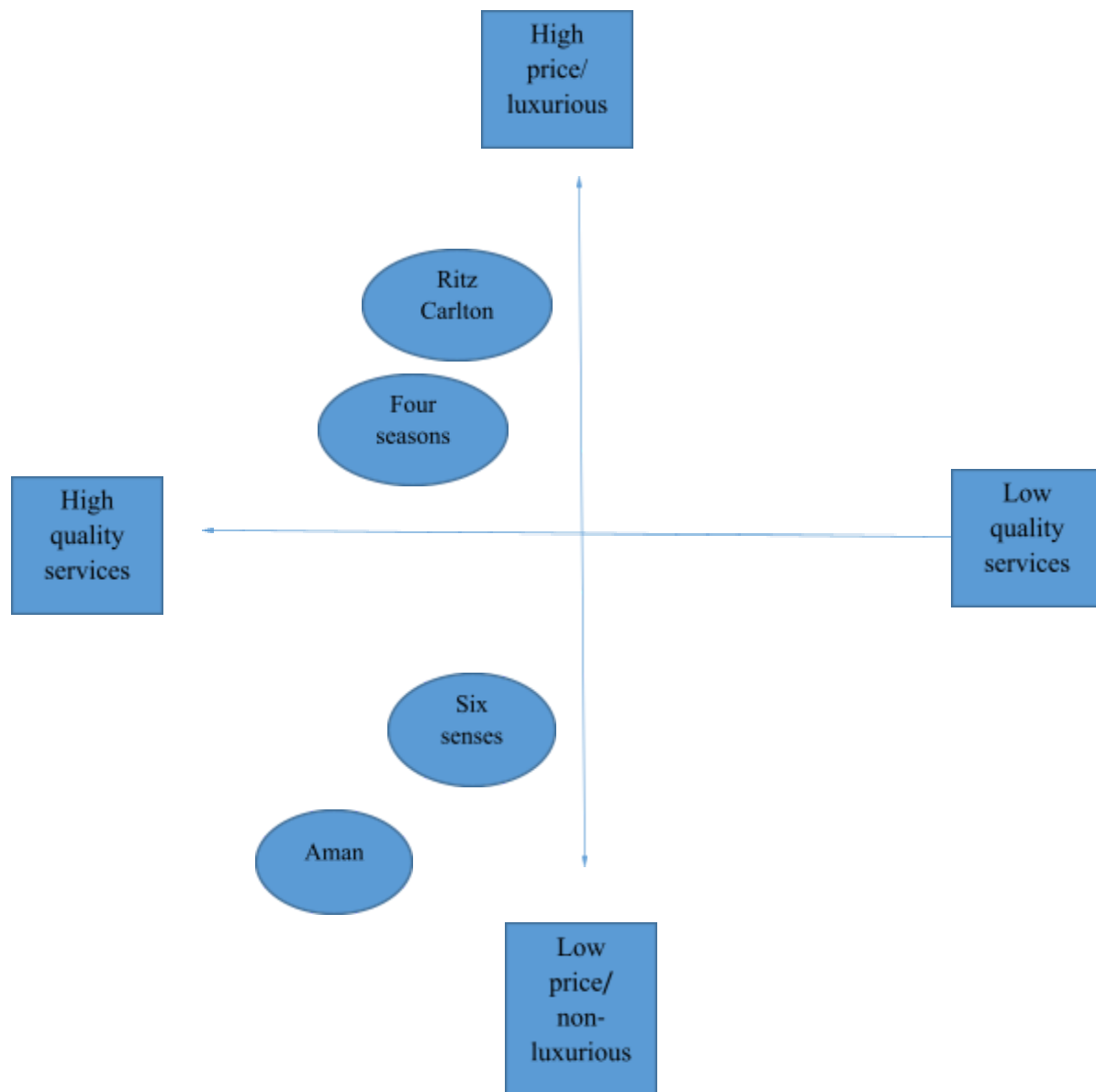


Figure 1: Positioning map

(Source: Created by learner)

According to the *perceptual positioning map*, Six Senses is positioned as a luxury hotel brand that is environmentally conscious and provides unique experiences.

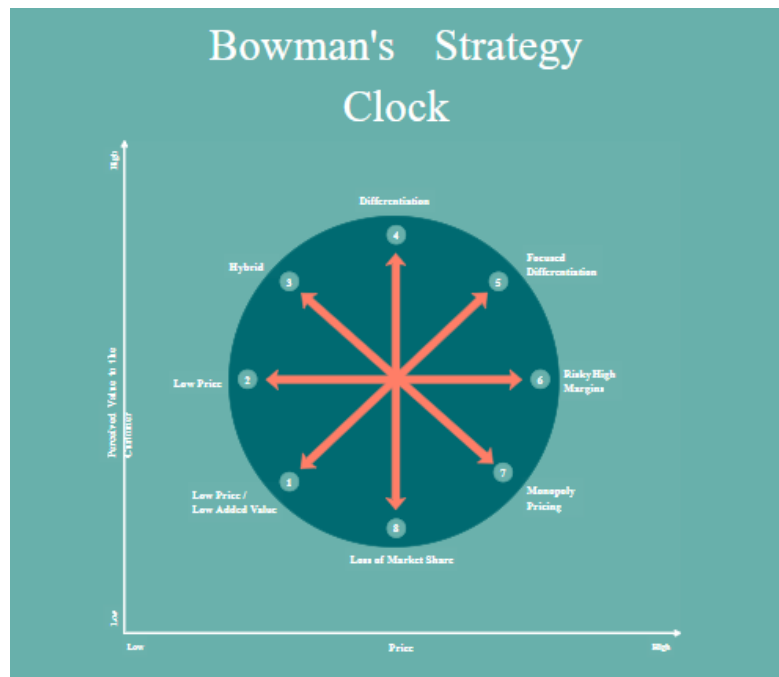


Figure 2: Bowman's strategy clock

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

Bowman's Strategy Clock shows the status in the market in terms of strategic position (Villagrasa *et al.*, 2021). This framework shows that Six Senses is currently using a hybrid strategy that combines differentiation and low price.

Collaborators - B2B Relationships, Partnerships, Franchises:

Six Senses has several B2B relationships and partnerships, including collaborations with sustainable tourism organisations such as “The Long Run”, “The Travel Corporation”, and the “World Travel & Tourism Council”. The brand also has franchise agreements with property owners in several markets.

Climate - PESTLE:

The macro environment can be analysed using the PESTLE framework, which includes “Political, Economic, Sociocultural, Technological, Legal, and Environmental” factors. **Brexit** has had a limited impact on Six Senses' operations, as the brand does not have a significant presence in the UK. The hotel occupancy rate in Asia-Pacific, where Six Senses has a strong presence, **declined** by 23.4% in 2020 due to the pandemic (Li *et al.*, 2020). The pandemic has also led to changes in **customer behaviour**, with travellers prioritising health and safety measures and seeking out sustainable and eco-friendly travel experiences. In addition, regulatory changes around **sustainability** and tourism have become increasingly important, with governments and industry organisations implementing new guidelines and standards. The advancement of **technology** has also had a significant impact on the hospitality industry, with Six Senses leveraging digital platforms to enhance the guest experience and improve operational efficiency.

Objectives

The aim of the marketing plan for Six Senses' hotel is to increase brand awareness and attract high-end, sustainability-focused travellers by leveraging digital marketing channels and partnerships with sustainable tourism organizations, resulting in a 15% increase in occupancy rates within the next 12 months.

Strategy

Six Senses' value proposition is centred on providing high-end, sustainable travel experiences that prioritize wellness, luxury, and authenticity. The brand differentiates itself from competitors by offering unique, culturally immersive experiences that prioritise sustainability and environmental responsibility. This is achieved through eco-friendly practices, such as using organic materials, minimizing waste, and investing in renewable energy.

This value proposition will affect targeting and positioning by attracting high-end, sustainability-focused travellers who value unique, authentic experiences. The brand will be positioned as a leader in sustainable luxury travel, targeting customers who prioritise eco-friendly practices and cultural immersion (Leroi-Werelds *et al.*, 2021). The brand's value proposition aligns with the values and interests of this customer segment, making it an ideal choice for their travel needs.

Tactics

Product: Six Senses' hotel offers unique, high-end travel experiences that prioritize sustainability, wellness, and cultural immersion (Sharma *et al.*, 2019). This includes eco-friendly practices, such as using organic materials, minimizing waste, and investing in renewable energy, as well as personalized wellness programs, cultural activities, and locally sourced cuisine.

Place (Distribution): Six Senses' hotel can be located through a variety of distribution channels, including the brand's website, online travel agencies, and travel advisor partnerships. The hotel also has a presence on social media, allowing customers to engage with the brand and view user-generated content (Lei *et al.*, 2019).

Price: Six Senses' pricing strategy is designed to reflect the high-end, luxury nature of the brand's offerings, while also providing a variety of price points for visitors. The brand's market research and customer value analysis has identified a segment of customers who prioritize sustainability and wellness, and are willing to pay a premium for these experiences (Roma *et al.*, 2019). The hotel will offer different pricing tiers for rooms and experiences, allowing customers to choose the level of luxury and sustainability that best fits their budget.

Promotion: Six Senses' hotel will be advertised through a variety of strategies, utilising the RACE (Reach, Act, Convert, Engage) communications mix. The brand will leverage digital marketing channels, such as social media, email marketing, and influencer partnerships, to reach potential customers and showcase the brand's commitment to sustainability and luxury travel (Leiber and Fix, 2019).

Action

The marketing channels schedule is informed by the target customer segment, which values sustainability and authenticity. By utilising a variety of channels, the hotel can reach potential customers in different ways and showcase its unique value proposition. The ongoing nature of many of the channels reflects the need to consistently engage with customers and build brand awareness over time. The quarterly influencer partnerships are designed to tap into new customer

segments and reach a wider audience (Desai and Vidyapeeth, 2019).



Figure 3: Gantt chart

(Source: Developed by learner)

Control

Success for Six Senses' marketing plan can be measured in several ways. One key metric is the acquisition of new customers through the hotel's marketing efforts. The hotel can track the number of new bookings and the sources of those bookings to determine which marketing channels are most effective. Another metric is customer satisfaction and positive attitudes towards the brand, which can be measured through customer surveys and online reviews. Finally, the hotel can track its financial performance to determine if the marketing plan has resulted in an increase in profits (Bianco *et al.*, 2023). This can include tracking revenue, occupancy rates, and average room rates.

Conclusion

The marketing plan for Six Senses faces several challenges, including intense competition, changing customer behaviours, and the impact of external factors such as Brexit and the COVID-19 pandemic. To overcome these challenges, the hotel should focus on differentiating itself from its competitors by emphasizing its unique value proposition, such as its sustainability

initiatives and focus on wellness. It should also leverage technology to reach customers through various digital channels, including social media and online travel agencies.

This marketing plan for Six Senses is built around a comprehensive analysis of the hotel's micro and macro environments. Through a SWOT analysis, the plan identified the hotel's strengths, weaknesses, opportunities, and threats, which informed the development of the plan's objectives, strategy, tactics, action, and control.

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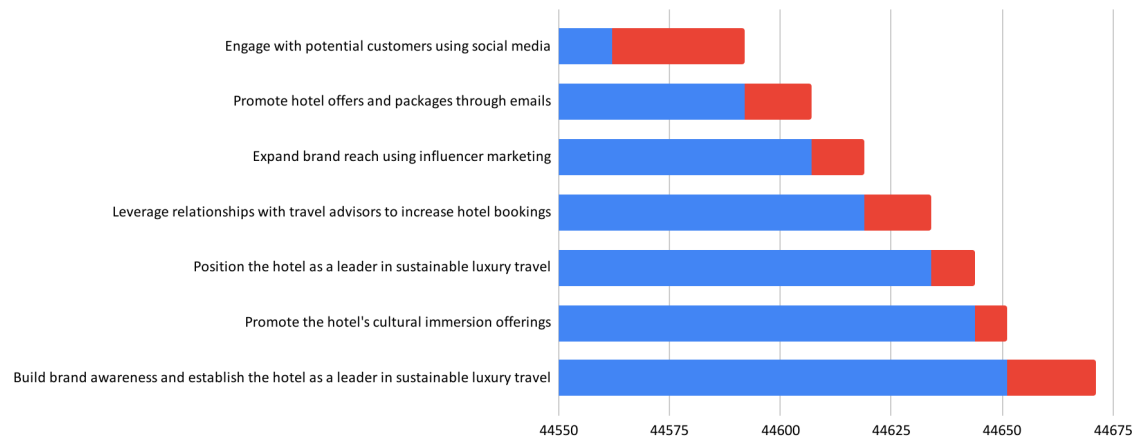
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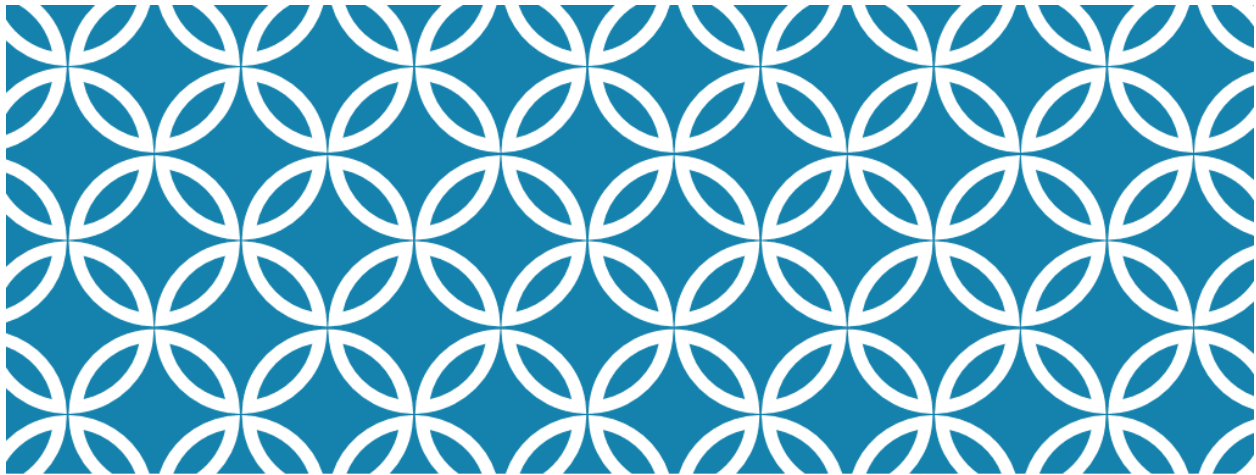
Appendix

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Presentation

Slide 1



Submitted by: Mihai Crisan

Slide 2

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Slide 3

INTRODUCTION



Marketing for Six Senses' hotel has been developed

SWOT, PESTLE, action plan, and so on are included in the presentation

The plan's tactics are focused on executing the promotion strategy through various channels

This marketing plan for Six Senses is built around a comprehensive analysis of the hotel's micro and macro environments.

Slide 4

SWOT ANALYSIS

Strengths: The brand has won several awards for its eco-friendly practices and is known for providing guests with unique and immersive experiences (Stombelli, 2020).

Weaknesses: The luxury positioning of Six Senses may limit its appeal to budget-conscious travellers. (Piuchan and Prachansit, 2019).

Opportunities: Six Senses can continue to expand its global footprint by entering new markets and opening new properties. T (Zhang *et al.*, 2020).

Threats: The ongoing COVID-19 pandemic has had a significant impact on the global tourism industry, and Six Senses is not immune to these challenges.

MARKETING MIX

- Product: Value proposition of sustainability
- Place: Omni-channels
- Price: High-end pricing
- Promotion: Comprehensive channels



PESTLE

Brexit has had a limited impact on Six Senses' operations, as the brand does not have a significant presence in the UK.

The pandemic has also led to changes in *customer behaviour*, with travellers prioritising health and safety measures and seeking out sustainable and eco-friendly travel experiences.

In addition, regulatory changes around **sustainability** and tourism have become increasingly important, with governments and industry organisations implementing new guidelines and standards.

The advancement of **technology** has also had a significant impact on the hospitality industry, with Six Senses leveraging digital platforms to enhance the guest experience and improve operational efficiency.

Slide 6

MARKETING MIX

For product, Six Senses' unique value proposition is emphasized through sustainable and wellness-focused offerings.

The distribution strategy focuses on leveraging technology and partnerships to reach customers through various digital channels.

The pricing strategy includes a range of price points to cater to different customer segments.

Finally, the promotion strategy includes a comprehensive communications mix that leverages digital and traditional channels to reach target customers and build brand awareness.



Slide 7

TACTICS

Content marketing through blog posts, videos, etc.

Customer acquisition, customer satisfaction, and revenue growth

The plan's tactics are focused on executing the promotion strategy through various channels

The plan also includes a content marketing strategy that includes blog posts, videos, and other materials to engage with customers and provide value.



Slide 8

OBJECTIVES

- Increasing brand awareness
- Improving customer satisfaction
- Driving revenue growth
- To achieve these objectives, the plan's strategy is based on differentiation through a unique value proposition

SMART Marketing Objectives



Specific

Is the detail in the information sufficient to pinpoint problems or opportunities? Is the objective sufficiently detailed to measure real world problems and opportunities?



Measurable

Can a quantitative or qualitative attribute be applied to create a metric?



Actionable

Can the information be used to improve performance? If the objective doesn't change behaviour in staff to help them improve performance, there is little point in it!



Relevant

Can the information be applied to the specific problem faced by the marketer?



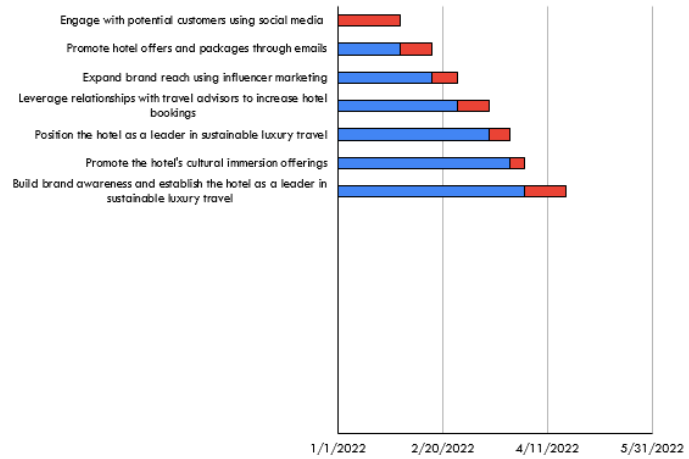
Time-bound

Can the objective be set for different time periods as targets to review against?

Slide 9

ACTION PLAN

- Influencer marketing
- Social media marketing
- Email marketing
- This plan also includes a budget and metrics for measuring success, such as new customer acquisition.



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THANK YOU