

Marketing Plan

ASSIGNMENT 2

GULAM SHAH NAWAJ

Student Id-2209347

Module -Marketing Essential (BMIH4005)

Table of Contents

<u>Introduction</u>	2
<u>Overview of Marriot Hotel</u>	2
<u>Market Plan for Marriot Hotel</u>	2
<u>Investing in Digital Marketing</u>	2
<u>Competitive pricing</u>	3
<u>Ensuring Health and Safety Protocols</u>	3
<u>Provide Loyalty Programs To Attract Returning Customers</u>	3
<u>Partner And Promote Through Travel Agencies</u>	3
<u>Host Events</u>	3
<u>Conclusion</u>	4
<u>References</u>	4

Introduction

Sustainability is contingent on a variety of factors, but hotels should be more equipped to make the choices that will decide the fate of the company if they are aware of a certain market sector, geographical area, or client demand. Market research serves as a guidance for many businesses. Market research is important in the hospitality sector since it may help avoid costly mistakes whether hotels want to grow the company to a different region or offer a new service (Al-Aomar & Hussein, 2015).

For this report, we'll look into the Marriot Hotel from group A, and create a marketing plan for them to attract new customers after the post Covid era. To create the marketing strategy, we shall look into their current settings and also the political and environmental challenges

and how to overcome them to gain market position and to generate new potential customer over the coming years.

Overview of Marriot Hotel

Marriott has extensive hotels and resorts under its parent company, which has 665 locations, 582 hotels, and 205053 rooms throughout 131 countries. 120000 people work for it worldwide (Al-Aomar & Hussein, 2015). Marriott's declared mission is to improve the lives of its guests by promoting and facilitating unmatched vacation and shopping opportunities.

The luxurious base has been identified as the Marriott Company's target market because it adheres to the organizational principle of business operations with higher profit for the exact same group of customers using a sustainable strategy (Al-Aomar & Hussein, 2015).

Additionally, the business must increase visitor pleasure and brand value in order to maintain its position in the market given that rivals in the adjacent sector are constantly offering competitive price for services.

Market Plan for Marriot Hotel

For the company's affluent clientele to remain customers and remain competitive, Marriott provides premium and high-quality services. As Marriot is showcasing a certain system provided via the use of an opulent, exclusive, and luxury module (Al-Aomar & Hussein, 2015). In comparison to one of the firm's segments, the pricing approach is very different.

However, there are different ways the brand can plan out and improve their marketing strategy to generate more customers while upcoming the political and economic barriers. These are

Investing in Digital Marketing

Social media is an essential part of the marketing strategy for any business now a days. Promoting oneself on the internet is something the hotel should look into (Al-Aomar & Hussein, 2015). The company should hire a digital market specialist to promote themselves through advertisement in various platform. Moreover, the firm also should look for a SEO specialist to boost the imperativeness of their websites (Paunovic, 2021).

Proper advertisement can attract various young customers and with adequate offers and promotions hotel can attract many individuals based on region, holidays or even popular social events.

Competitive pricing

The covid 19 has had a great effect on tourism all over the world, and as things start to resume, travelling is still much more expensive than it was before (Paunovic, 2021). To promote tourism, hotel businesses must try provide competitive prices based on demands. Since Marriot has multiple locations all over the world and also across different cities within the UK itself, the firm must take in consideration of the demands of the tourism for particular branches (Arbogast & Deng, 2022).

Moreover, the firm should also look into the targeted customers and the affordability of them. Based on which the hotel can also provide offers and packages specially on peak season to hold competition against other hotels within the location (Arbogast & Deng, 2022).

Ensuring Health and Safety Protocols

Health and safety were never something to be compromised, and ever since the Covid-19 it is now something to be taken even more seriously (Paunovic, 2021). The hotels should elaborate more on how they wish to ensure safety of their employees and visitors, specially from the post pandemics scenarios.

The hotel can try to promote vaccination among staff and also guests, but should also try to comply with the set government rules and must not show any form of discrimination or add extra precautions which may later on turn out to be a burden and act as a discouragement for the customers (Arbogast & Deng, 2022).

Provide Loyalty Programs To Attract Returning Customers

While Marriot hotels already provide great offers and packages, to keep on attracting frequent travellers and to influence people to be obligated to the brand, the hotel can start a loyalty program. This program will compromise of a specific customer detail, involving point-based approach, through which the customer can get a benefit or discount based on how many times they have visited the hotel and how much they have spent (Arbogast & Deng, 2022).

To attract people to their loyalty program, the hotel can help special offers and benefits limited to only loyalty card holders. To ensure returning clients, this is a much more profitable approach for the future.

Partner And Promote Through Travel Agencies

As travel and tourism industry is heavily affected since the pandemic (Paunovic, 2021), one approach to regain marketplace would be to work together with other service providers within the industry. Likewise, it would be a great promotion to work with various travel agencies and holiday package providers to promote accommodation at the hotel. This would also ensure seasonal guest and travellers visiting a destination for specific social events.

Host Events

Lastly, the Marriot hotel should also self-promote themselves by hosting various event such as dinner parties at their own premises. These events can be strategically dated and placed in between or right before holiday seasons to promote their services and facilities (2022). For instance, dinner parties may be help right before Christmas and with Christmas theme, to attract travellers during the holiday season.

Moreover, special events such as musical programs or art exhibitions can also be held during the off-seasons to attract customers and keep the business running throughout the calendar year.

Conclusion

The stated goal of Marriott is to make its visitors' lives better by promoting and enabling unrivalled travel and shopping options. There are several methods the company may organise and enhance its marketing plan to increase sales while overcoming political and economic obstacles (Al-Aomar & Hussein, 2015). To advertise on multiple platforms, including social media and the internet, the business should engage a digital market professional (Al-Aomar & Hussein, 2015).

Marriot hotel should take precautions to protect both its staff and guests, especially in the event of a pandemic. In order to compete with other hotels in the area, Marriott hotels should also provide deals and packages, especially during the busiest times of the year (Arbogast & Deng, 2022). Additionally, the Marriott hotel could market itself by holding events like dinner parties on its property.

References

- (2018) *Empowering clients for program success* [Preprint]. Available at: <https://doi.org/10.5040/9781350967786>.
- Al-Aomar, R. and Hussein, M. (2015) "An assessment plan for lean and green sustainability practices in the supply chain of Hotels," *WIT Transactions on The Built Environment*, pp. 41–50. Available at: <https://doi.org/10.2495/sd150041>.
- Arbogast, D. and Deng, J. (2022) "The effect of social capital on resident attitudes toward tourism and support for Rural Tourism Development," *Tourism Analysis* [Preprint]. Available at: <https://doi.org/10.3727/108354222x16606753493814>.
- "Customer experience measurement: Implications for customer loyalty" (2022) *Handbook of Research on Customer Loyalty*, pp. 83–94. Available at: <https://doi.org/10.4337/9781800371637.00013>.
- "Management and measurement of the performance of Digital Marketing" (2020) *Marketing Strategy in the Digital Age*, pp. 344–367. Available at: https://doi.org/10.1142/9789811216985_0010.
- Paunovic, M. (2021) "Mathematical modelling and statistical analysis in post - COVID-19 Tourism Recovery," *TOURISM CHALLENGES AMID COVID-19* [Preprint]. Available at: <https://doi.org/10.52370/tisc21334mp>.
- Revfine.com (2022) *16 Essential Hotel marketing strategies to gain more bookings in 2022*, *Revfine.com*. Available at: <https://www.revfine.com/hotel-marketing-strategies/> (Accessed: November 29, 2022).

