

"Marketing Plan of Hilton Hotel"

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Introduction

This report is about making a marketing plan for Hilton Hotels, which is one of the world's biggest hotel groups. (Mahafza and Esenye, 2019) The Hiltons' context analysis used the 5Cs. It also provides the action plan and other required factors for the marketing plan to be successful. The approach also included a detailed action plan that made use of a wide variety of marketing channels to get Hilton's one-of-a-kind wares in front of target customers.

Situation Analysis

5Cs Analysis	Key Components
Company Discussion	SWOT Strengths The widespread popularity of the Hilton name, the hotel chain's worldwide presence, and the breadth of its reward programme have all worked in its favour. Weaknesses The expansion, high operational expenses, and susceptibility to market swings at Hilton Hotels are all attributable to the company's reliance on franchisees (Ulker & Ciftci, 2020). Opportunities The plan is focused on growing into new areas, attracting more affluent tourists, and creating innovative hotel chains. Threats Threats to the hotel come from the economy, government regulations, and rival hotels (Mahafzah & Esenye, 2019).
Customers	Segmentation and Targeting: Hilton Hotels segments its customers based on demographics, psychographics, and travel behaviour. Hilton's loyalty program, Hilton Honors, provides personalized experiences and benefits for members (Scarantino, 2018). Customer Profiles: Hilton Hotels has created detailed customer profiles to understand customer needs and preferences.
Competitors	Perceptual Positioning Map: As a luxury hotel chain, Hilton Hotels is typically located at the top of the price and quality spectrum. Other upscale hotel chains like Marriott and Four Seasons, as well as alternative lodging options like Airbnb, are potential competitors. Bowman's Strategy Clock: The price strategies of Hilton Hotels can be used to figure out how competitive the company is (Stylos & Vassiliadis, 2015). The Waldorf Astoria and other high-end luxury brands of Hilton Hotels compete

	based on their unique offers, while the Hilton Garden Inn and other mid-range brands compete based on price.
Collaborators	B2B Relationships, Partnerships, and Franchises: Hilton Hotels has many ways to reach out to possible customers and grow its customer base (Morrison, 2022). Some of these ways include franchises, strategic relationships, and other types of business partnerships. United Airlines, American Express, McLaren, etc. are its partners.
Climate	PESTLE Analysis Political - Hilton Hotels has to follow the same tax and wage laws as the rest of the hotel industry (Giousmpasoglou et al., 2021). Economic - Hilton Hotels is impacted by economic conditions and trends such as GDP growth and inflation rates (Pie et al., 2019). Social - Hilton Hotels must stay attuned to changes in consumer behaviour and preferences, such as increased interest in sustainable tourism. Technological - Hilton Hotels must continue to invest in technology to remain competitive, such as offering seamless online booking experiences and digital concierge services. Legal - Hilton Hotels must ensure compliance with all relevant regulations, such as health and safety standards and data privacy laws. Environmental - Hilton Hotels is focused on sustainability and reducing its environmental impact through initiatives such as reducing plastic waste and increasing energy efficiency (Scarantino, 2018).

Objectives

The Hilton Hotel's marketing plan aims to increase usage and income by coming up with an effective way to communicate with the hotel's ideal customers and get them interested in the hotel.

1. In the next six months, smart advertising could lead to a 10% increase in usage (Giousmpasoglou et al., 2021).

2. In the next six months, use focused ads and special deals to increase the number of repeat reservations by 15%.
3. Targeted advertising, social media efforts, and email marketing will be used to enhance market awareness by 20% within 9 months (Ulker and Ciftci, 2020).
4. Use smart advertising, social media campaigns, and email marketing to promote the Hilton Hotel's unique features and services to increase customer retention by 10% within 10 months.

Strategy

- Hilton is proud of its high-quality services, comfortable accommodations, and delighted guests. Business travellers and vacationing families can all find what they need at the hotel (Morrison, 2022).
- Hilton's personalised customer service sets them apart. Recycling and energy conservation are major priorities for the hotel business.
- Hilton promotes its value offer via social media, email marketing, and advertising. Hotel marketers also use guest recommendations and independent Internet reviews (Mahafzah and Esenye, 2019).
- Hilton delivers wonderful stays at all its properties worldwide. To maintain quality and elegance throughout its properties, the hotel industry invests heavily in staff training.
- Hilton's business, family, and leisure clients have varied demands connected to the hotel's unique selling proposition. Since Hilton understands each market segment's needs, it can meet them (Lee, 2020).

4P's for Hilton Hotel

Product

Products offered by Hilton Hotels include lodging, dining, meeting and event facilities, and recreational opportunities (Kwok et al., 2020). Hilton can update its facilities and services to meet the demands of a wider range of consumers, create new package deals, and provide VIP clients with special perks to attract and retain them.

Price

Dynamic pricing, seasonal discounts, loyalty programmes, and other promotions can all be part of Hilton's pricing strategy to attract and keep consumers (George, 2021). Hilton can

accomplish their goals by providing attractive discounts, free nights, and loyalty programme points to customers who book and use its services again. Hilton can provide special rates for corporate clients or groups, in addition to savings for guests who book.

Place

Hilton accepts reservations directly on its website, through third-party travel agents, through its mobile app, and its reservation centre. Hilton can boost its exposure and accessibility by forming relationships with airlines, car rental agencies, and other travel providers (Pie et al., 2019). Hilton can also make it simpler for its consumers to search for and reserve their ideal lodgings and services by enhancing its online booking platform.

Promotion

Hilton can employ the RACE advertising strategy, which includes the following components, to accomplish the goals:

1. **Reach:** Extending the brand's sphere of influence by working with regional tourist boards and social media stars to promote the area's attractions and activities (Pelet et al., 2019).
2. **Act:** Offer exclusive discounts and specials, showcase Hilton Hotels' one-of-a-kind amenities and services, and use compelling language and images in your advertising to entice your target audience to take action.
3. **Convert:** Facilitate bookings and usage of Hilton's services with a straightforward website and mobile app, as well as with tailored suggestions and discounts.
4. **Engage:** Encourage repeat business by providing your best customers with the opportunity to provide feedback, participate in surveys, and get special prizes (Otache et al., 2021). To inform its clientele of any upcoming promotions or service enhancements.

Action plan

Time

Objective	Marketing Activities	Timing
1. Increase usage by 10% in 6 months	• Launch a smart advertising campaign • Social media projects	Months 1-6

	Email marketing (Mahafzah and Esenye, 2019)	
2. Increase repeat reservations by 15% in 6 months	- Focused ads - Special deals and promotions (Otache et al.,2021)	Months 1-6
3. Enhance market awareness by 20% in 1 year	- Targeted advertising - Social media efforts - Email marketing	Months 1-12
4. Increase customer retention by 10% in 10 months	- Smart advertising campaign - Social media campaigns - Email marketing	Months 1-10

Gantt Chart

Works	Months 1	2	3	4	5	6	7	8	9	12
Initiating the project										
Market Analysis										
Developing New System										
Finalising the planning										
Testing the plan										
Integration and Implementation										
Monitoring and controlling										
Objective Alignment										
Final review										
The end of work on a project										

Control

KPI's:

1. Measuring the number of new customers brought in by focused advertising and social media campaigns, the number of sales from email marketing, and an increase in total income.
2. Measuring the number of repeat bookings, how happy customers are, and how much money is made from repeat bookings (Herlina et al., 2019).
3. The growth of brand recognition, the amount of involvement on social media, and the number of leads generated through email marketing (Linxi, 2021).
4. The rate of customer retention, the quality of customer comments, and the amount of money made from return bookings will all be used as key performance indicators (Herlina et al., 2019).

Conclusion

Hilton Hotels tried to increase brand recognition, traffic, return bookings, and customer engagement by using targeted advertising, social media campaigns, email marketing, and other marketing platforms. The plan included the four Ps of the marketing mix and the RACE method for advertising. It was built on a study of the global and microenvironments, competitors, customers, and partners. With a complete marketing plan in place, Hilton Hotels should be able to reach its goals with ease.

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Appendix: Presentation Slides



Marketing Essentials
BMIH4005
Presentation on Hilton Hotel



Student Name	ID



Introduction

- ❖ This report is about making a marketing plan for Hilton Hotels, which is one of the world's biggest hotel groups (Mahafza and Esenye, 2019).
- ❖ It also provides the required factors for the marketing plan to be successful.
- ❖ Conrad Hilton established the company in 1919, and now it operates over 6,500 hotels in 119 countries across the globe. There are 18 different Hilton hotel chains.

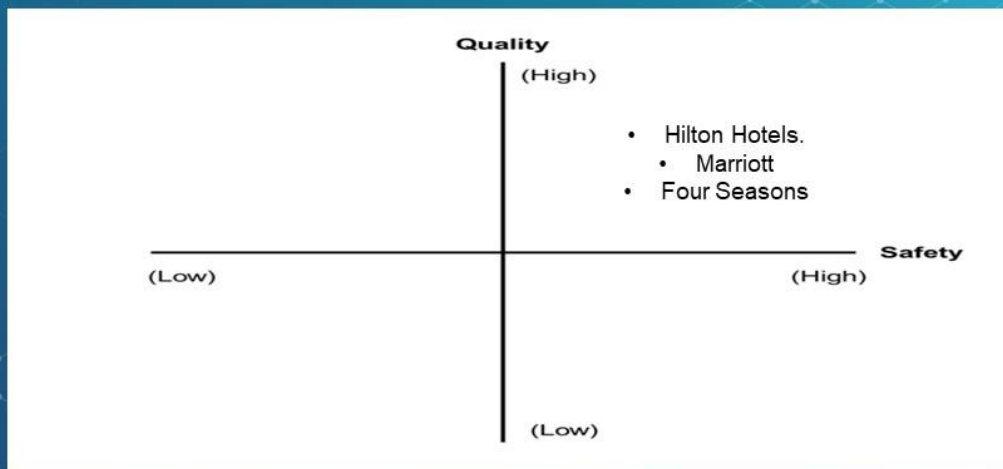


SWOT Analysis

Strengths The widespread popularity of the Hilton name, the hotel chain's worldwide presence, and the breadth of its reward programme have all worked in its favour.	Weaknesses The expansion, high operational expenses, and susceptibility to market swings at Hilton Hotels are all attributable to the company's reliance on franchisees (Ulker & Ciftci, 2020).
Opportunities The plan is focused on growing into new areas, attracting more affluent tourists, and creating innovative hotel chains.	Threats Threats to the hotel come from the economy, government regulations, and rival hotels (Mahafzah & Esenye, 2019).

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Perceptual Positioning Map



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Collaborators



Hilton Hotels has many ways to reach out to possible customers and grow its customer base (Morrison, 2022). Some of these ways include franchises, strategic relationships, and other types of business partnerships

- ◆ United Airlines
- ◆ American Express
- ◆ McLaren,

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PESTLE

PESTLE ANALYSIS



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SMART Objectives



- ◆ In the next six months, smart advertising could lead to a 10% increase in usage (Giousmpasoglou et al., 2021).
- ◆ In the next six months, use focused ads and special deals to increase the number of repeat reservations by 15%.
- ◆ Targeted advertising, social media efforts, and email marketing will be used to enhance market awareness by 20% within 9 months (Ulker and Ciftci, 2020).
- ◆ Use smart advertising, social media campaigns, and email marketing to promote the Hilton Hotel's unique features and services to increase customer retention by 10% within 10 months.

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Strategies



- ◆ Hilton's personalised customer service sets them apart. Recycling and energy conservation are major priorities for the hotel business.
- ◆ Hilton promotes its value offer via social media, email marketing, and advertising (Mahafzah and Esenye, 2019).
- ◆ To maintain quality and elegance throughout its properties, the hotel industry invests heavily in staff training.
- ◆ Hilton's business, family, and leisure clients have varied demands connected to the hotel's unique selling proposition (Lee, 2020).

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4P's of Marketing Mix



- ◆ **Product:** Products offered by Hilton Hotels include lodging, dining, meeting and event facilities, and recreational opportunities (Kwok et al., 2020).
- ◆ **Price:** Dynamic pricing, seasonal discounts, loyalty programmes, and other promotions can all be part of Hilton's pricing strategy to attract and keep consumers (George, 2021).
- ◆ **Place:** Hilton accepts reservations directly on its website, through third-party travel agents, through its mobile app, and its reservation centre.
- ◆ **Promotion:** RACE Model (Pelet et al., 2019).

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KPI's

- Measuring the number of new customers brought in by focused advertising and social media campaigns, the number of sales from email marketing, and an increase in total income.
- Measuring the number of repeat bookings, how happy customers are, and how much money is made from repeat bookings (Herlina et al., 2019).
- The growth of brand recognition, the amount of involvement on social media (Linxi, 2021).
- The rate of customer retention, the quality of customer comments, and the amount of money made from return bookings (Herlina et al., 2019).

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Conclusion

- Hilton Hotels tried to increase brand recognition, traffic, return bookings, and customer engagement by using targeted advertising, social media campaigns, email marketing, and other marketing platforms.
- With a complete marketing plan in place, Hilton Hotels should be able to reach its goals with ease.

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