

Marketing Plan Written For New York Marriott Downtown

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Marketing Essentials BMIH4005

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## **Introduction**

Marriott International, headquartered in Bethesda, Maryland, is a leading hospitality business with a chain of franchises worldwide. This marketing plan focuses on the New York Marriott Downtown, a Marriott Inc. hotel based in New York City's financial district (Achen, 2017). The hotel is ideal for business travelers who want to combine work and leisure. The plan aims to design strategies to attract new customers to the hotel following the pandemic lockdown and the resulting decline in tourists, visitors, and businesspeople visiting New York (Westwood, 2022). This plan will draw on a range of sources for research and use the tools of the Marketing Mix, SWOT, PESTEL, and Stakeholder analysis to evaluate the internal and external environments, compare and contrast with other global hotels, and identify and develop solutions to reveal problems.

## **Situation Analysis**

### ***Company: SWOT Analysis***

**Strengths:** Marriott International is the world's leading hospitality business, with a network of franchises in over 130 countries (Cvent, 2022). It provides a range of brand alternatives, such as the New York Marriott Downtown, a great option for business visitors situated in the city's financial area.

**Weaknesses:** Despite its strengths, Marriott also suffers from a few weaknesses. Its large size and global presence can complicate decision-making and slow the implementation of new strategies. Additionally, it faces high competition from rival hotel chains and is vulnerable to economic downturns.

**Opportunities:** Marriott has opportunities to grow its business by investing in new technologies, expanding its presence in emerging markets, and increasing its presence in the luxury hospitality segment. It can also capitalize on the travel industry's growth and strong brand image.

Threats: Marriott faces threats from various sources, including intense competition, changing customer preferences, rising labor costs, and the effects of the pandemic. It also faces the threat of cyberattacks, which could severely damage its reputation.

### ***Customers***

Marriott International's target customers include business travelers and leisure travelers. To further segment this customer base, the company can analyze their age, income, preferences, and other factors (Softinn, 2022). Additionally, Marriott International should focus on developing customer profiles to better understand their needs and preferences and create marketing campaigns tailored to their needs.

### ***Competitors***

Marriott International's main competitors include Hilton, Hyatt, Starwood, and InterContinental Hotels Group (Tiffany, 2022). To gain an edge over its competitors, Marriott International should focus on improving its customer service, creating innovative products, and leveraging technologies such as artificial intelligence and machine learning.

### ***Collaborators***

Marriott International has many partners and collaborators, including travel agents, online booking sites, loyalty partners, and corporate partners. Marriott International should focus on developing strong relationships with these stakeholders and leveraging their resources to gain a competitive advantage.

### ***Climate***

The macro-environment in which Marriott International operates is constantly changing. The company should focus on understanding the changing environment and identifying growth opportunities to remain competitive. In particular, Marriott International needs to assess the external environment's political, economic, social, technical, legal, and environmental concerns. This will enable the company to identify threats and opportunities and create strategies to capitalize on them.

## **Objectives**

This marketing plan aims to develop strategies to attract new customers to the New York Marriott Downtown and increase revenue through increased bookings and customer satisfaction. This will be accomplished by leveraging the hotel's strengths, leveraging technology, and targeting the right customers.

## **Strategy**

Marriott's value proposition is to provide customers with an excellent hospitality experience tailored to their needs. To do this, Marriott relies on its strong brand image and customer loyalty to differentiate itself from its competitors. It also offers a variety of brand options and amenities, such as luxury rooms, concierge services, and business centers (Diamond, 2022). Additionally, Marriott focuses on providing excellent customer service and creating memorable customer experiences. To communicate its value proposition, Marriott utilizes digital marketing, social media, and traditional marketing methods such as television and print.

In order to capitalize on its value proposition, Marriott will use Bowman's Strategy Clock to identify areas of differentiation and target customers that are most likely to respond to its offerings. This will involve focusing on unique services, offering low prices, or providing a high-value experience to customers (Nguyen et al., 2022). By doing so, Marriott will be able to position itself as a leader in the hospitality industry and create a loyal customer base.

## **Marketing Mix**

The New York Marriott Downtown offers a variety of products and services to meet the needs of its customers. The hotel offers a range of accommodation options, such as luxury rooms, suites, and villas, as well as a variety of amenities, such as a fitness center, a spa, and a business center. Additionally, the hotelvariously of dining options, from casual restaurants to fine dining.

To ensure that customers can access the hotel's services and products, Marriott will use a variety of distribution channels. This includes traditional channels, such as travel agents, and digital channels like websites and mobile apps (Team, 2021). Additionally, Marriott will use social media platforms to reach new customers and engage existing ones. Marriott will use various pricing strategies to ensure that it is competitive in the market. This includes offering discounts and promotions and creating packages and bundles (Krupskyi et al., 2019). To promote the New York Marriott Downtown, Marriott will use traditional and digital marketing strategies. This includes advertising on television, radio, and print media and utilizing digital channels such as social media and websites.

### **Marketing Mix**

For the benefit of its clients, The New York Marriott Downtown provides a range of goods and services (Marriott, 2022). The hotel offers a range of accommodation options, such as luxury rooms, suites, and villas, as well as a variety of amenities, such as a fitness center, a spa, and a business center. Additionally, the hotel has a variety of dining options, from casual restaurants to fine dining.

To ensure that customers can access the hotel's services and products, Marriott will use a variety of distribution channels. This includes traditional channels, such as travel agents, and digital channels, such as websites and mobile apps (Marriott Mission, 2022). Additionally, Marriott will use social media platforms to reach new customers and engage existing ones. Marriott will use various pricing strategies to ensure that it is competitive in the market. This includes offering discounts and promotions and creating packages and bundles.

### **Action**

To ensure that the marketing plan is successful, a Gantt chart will be used to map out the activities and timeline for the plan. The chart will include the following activities: preparation, market research, marketing channels schedule, and gathering feedback. The preparation stage will involve researching the market and competitors and developing a marketing strategy. This

will involve identifying the target market, creating customer profiles, and conducting a SWOT and PESTLE analysis (Katerina, 2022). The market research stage will involve gathering data on potential customers, including demographic information and interests.

### **Control**

To ensure that the marketing plan is successful, it is important to identify the unique selling points (USPs) and features of the hotel and the benefits that customers will receive. The USPs and features of the New York Marriott Downtown include its convenient location, high-end amenities, and excellent customer service (Duan, 2022). Customers will receive a luxurious and comfortable stay, a variety of dining options, and access to a range of services. To measure the plan's success, Marriott will track various metrics, such as the number of new customers, customer satisfaction, and profits.

### **Conclusion**

In conclusion, this marketing plan has identified strategies to target new customers for the New York Marriott Downtown and convince them to come and enjoy the services and amenities offered. The plan has utilized the tools of the Marketing Mix, SWOT, PESTEL, and Stakeholder analysis to evaluate the internal and external environment and identify and develop solutions to reveal problems (Barreto & Mayya). Additionally, the plan has identified the hotel's USPs and features and outlined various marketing channels to promote and advertise the hotel.

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## Presentation Screenshots

1



# INTRODUCTION



History of  
Marriot: Chain  
of hotels  
which started  
in 1957

Located in the  
financial  
district of New  
York



New York  
Marriott  
Downtown

Marriot has  
8000+ hotels  
globally

Best for  
business trips,  
due to it being  
an economic  
hub near Wall  
Street.



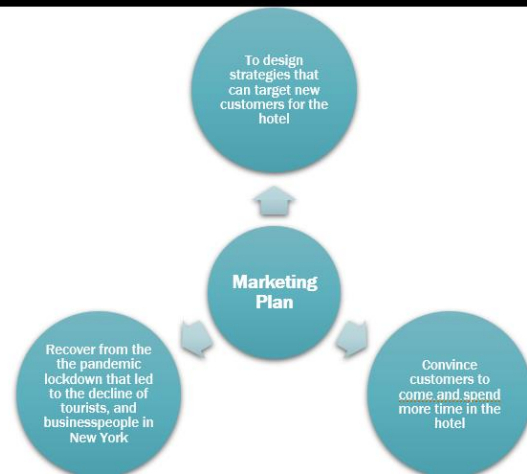
(Goldberger, 1985) (Owner, 2018) (Eric, 2020) (Lee, 2018)

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# WHY DO WE NEED A MARKETING PLAN?



(Choice, 2021)



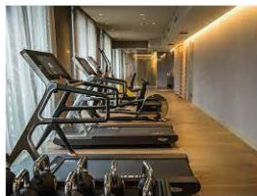
## MARKETING MIX 1) FACILITIES FOR CUSTOMERS



Flat-screen  
televisions, Wi-  
Fi at a fee, and  
iPod docks



Club lounge  
with  
complimentary  
breakfast and  
snacks



Fitness centre



Business centre

Facilities

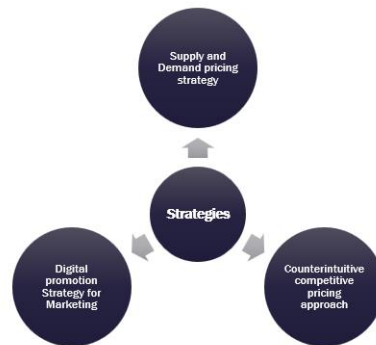
(Morley, 2021) (Lotte, 2019)

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# MARKETING MIX 1) OTHER STRATEGIES



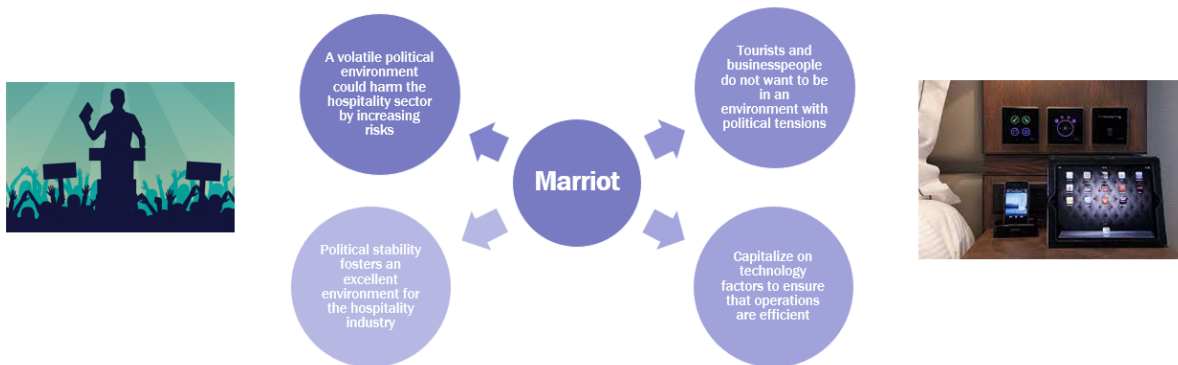
(says: et al., 2021) (Hardwick, 2022) (RODRIGUES, 2018)



# MARKETING ENVIRONMENT #1

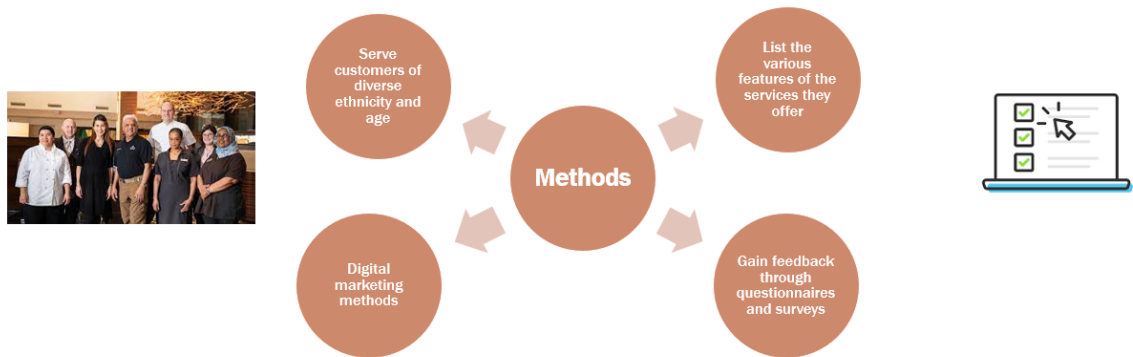


## MARKETING ENVIRONMENT #2



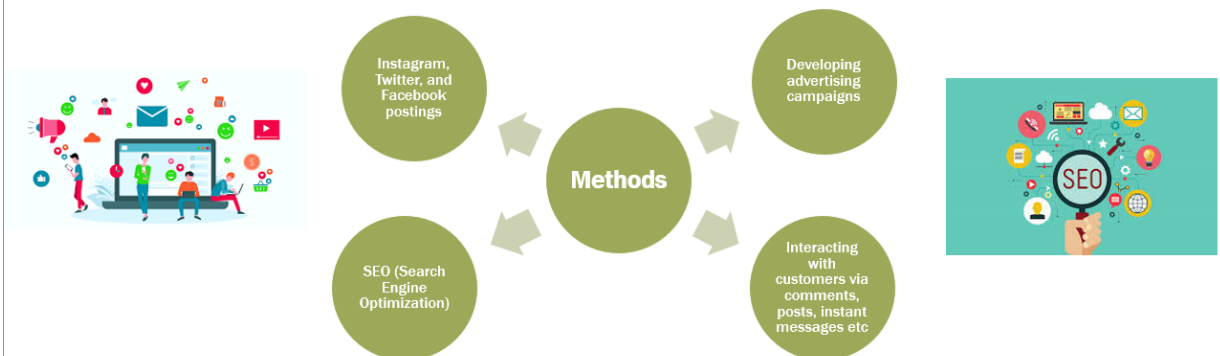
(FRIEDEN , 2022) (Staff, 2022)

## CREATING CUSTOMER VALUE & ENGAGEMENT



(Marriott, 2018) (Debois, 2022)

# EFFECTIVE USE OF DIGITAL MARKETING



(Morris, 2021) (Wetwiski, 2018)

**THE END**  
**THANK YOU FOR LISTENING**



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