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Executive Summary

The goal of this research is to invent a new strategic marketing strategy that satisfies the organization's goals while also maximising key resources and talents. This presentation will begin by introducing the Hilton Hotel, and the SMART and SOSTAC frameworks. The study will then present a SMART strategic marketing goal for the organisation, and it will expound on the goal that use the SOSTAC structure to provide additional clarity. Finally, this study will give a few operational suggestions to the Hilton Hotel. This article has only used reliable sources throughout.

Introduction

Most businesses nowadays are focused on attaining their objectives and completing their needs. Hilton, being one of the major hospitality organisations, has been working hard to achieve its objectives. For a firm to flourish, it must guarantee that its personnel are happy and working in a positive atmosphere, allowing them to maximise their knowledge and skills. The Hilton Worldwide Company has a global footprint. This demonstrates that indeed Hilton Hotel provides high-quality services to its consumers that suit their needs, allowing it to grow. Hilton has succeeded to become the greatest company providing lodging services, giving it an advantage over competitors. Nonetheless, the Company faces problems such as currency fluctuations, which might result in losses in some cases.

Since a marketing plan is established based on an overall strategic framework, the phrases marketing plan as well as marketing strategy are frequently used interchangeably. In certain circumstances, the strategy and plan can be combined into a single document, especially for smaller businesses that only execute one or two significant campaigns each year. The marketing plan covers monthly, quarterly, or yearly marketing efforts, whereas the marketing strategy provides the overall value offer.

SMART objectives, regardless of where they came from, have shown to be an effective tool for organisations. Various training businesses have created models on how to use the technology efficiently. An online search of these firms can reveal information on how they use SMART objectives.

SOSTAC includes a broad marketing approach that may be used in a variety of business settings. The significant distinction is that SOSTAC also emphasizes on the execution phases of the process, marketing communications, now and, digital marketing. It contains deep understanding in SWOT analysis, that helps organisations get prepared for marketing campaigns.

Situation Analysis

A strong brand, such as Hilton Hotel, with a devoted customer base, a strong balance sheet, technological innovation, and so on, is an example of a strong brand. For example, a hedge fund may have developed a proprietary trading strategy that beats the market.

Hilton weathered the storm by sticking to its core mission of bringing the comfort and warmth of hospitality to the world at a time whenever the hotel industry was facing unprecedented challenges (Hilton,n.d). While the COVID-19 outbreak created unprecedented difficulties to the travel and tourism sector, Hilton pioneered business guest innovations, achieved significant growth milestones, and proceeded to positively touch communities across the world. Even as the company faced the greatest challenge in its 101-year existence, Hilton's robust, capital-light business approach allowed it to organically reach 1 million rooms in the fourth quarter. The epidemic quickly changed visitor experience, priorities, and concerns. Hilton moved quickly, as if it were a start-up, relying on a century of hospitality experience to reassure guests.

As where Hilton Hotel is standing right now, it has proven to the world that it is the Top 3 largest hotel chain in the world. It also has over 600 hotels worldwide added in their portfolio between the year 2020 and 2021, The growth of Hilton Hotel remains undoubtedly strong in the US as the hotel is based in the US. Hilton hotel has proven up to 4.9% increase in the year 2021 compared to previous year as the hotel operated over 1,010,257 rooms. (Hyland,2021)

Objectives

When creating future digital marketing goals, whether in a digital marketing strategy, it's important to consider each metric carefully and ask yourself, "Is it essential?" The SMART acronym can be used as a test or filter to evaluate the quality of measurements. The abbreviation for SMART stands for Specific, Measurable, Achievable, Realistic and Timely. Following the SMART analysis, the objective would have to be Specific in which the level of detail in the data must be adequate to identify challenges or opportunities, and that the goal must be specific enough to account for real-world issues and opportunities.

The marketing objective that I have chosen for Hilton Hotel would be strengthening their loyal customers relationship. As in 2003 Hilton Hotels announced the birth of Hilton HHonors which the existing members can earn a Gold or Diamond VIP status that were based on their annual based point earnings (Hilton,n.d). This membership will receive a lot of benefits towards the members as one of their benefits would be collecting the points and redeemed the point by having a free night stay at any exclusive Hilton Hotel franchise for instance Conrad Maldives which the place offers a very insightful scenery (Zhang,2022).

In this issue with the Hilton Hotel and their relationship with the existing customers especially the customers that has the Gold or Diamond VIP status. As there is a lot of issue about the membership, for instance the hotel has increased their points pricing for the exclusive nights stay at any awarded chain. The changes that were made in the price points would be the hotel's chain at Conrad Bora Bora which the award has increased their price points from 89,000 up to 120,000 (Zhang,2022).

This objective will help for the hotel to gain new loyal customers. It will be good for the hotel as they will increase the revenue for the hotel, and it can build the hotel's brand name by their loyal customers promoting the hotel's benefits to their family and friends. Thus, it will gain more new loyal customers by strengthening their relationship with existing customers.

Strategy

Customers can expect the same high level of service from leisure hotels. This is due to Hilton Hotels' successful method for managing the company's performance. Hilton Hotels employs five primary variables to sustain its success throughout all cities. Cleanliness, quality, service, upkeep, and environment are some of them (Roubi & Litteljohn, 2004).

As the recent issue about the gold and diamond membership that were issued by the membership holders, stated that the hotel makes changes unnoticed which it can dissatisfy the membership holder as they pay a great amount for the membership (Ollila,2014). This issue is considered as small matter for the company as not giving a prior early notice towards a membership holder would be bad for the hotel. It can cause a catastrophe towards the membership holder because it can affect their plans for a vacation.

To avoid losing or cause a customer dissatisfaction, the hotel needs to cherish more towards their membership holder as they are the main priority for the profit that the hotel gains and losing an existing customer would be bad for the hotel. The hotel always needs to update their customer if there are any changes in the future so that the customer will be able to make plans with no disturbance. This improvement would be great for the existing customers as they will be more appreciated than before.

Hilton wants to improve its interaction with present and future consumers to increase sales volume. Therefore, they establish an effective and adequate communication channel, as well as a willing panel to assist in achieving major achievements (Rawson,2022). The panel can provide exceptional services to employees if their supervisors treat them properly and ensure a pleasant working environment. Furthermore, being around their customers always will save the firm money on advertising and marketing since sales will rise because of their customers telling their friends and family about Hilton.

Tactics

E. Jerome McCarthy, a marketing professor and author, initially proposed the product, price, placement and promotion(4P) categorization for establishing an efficient marketing plan in 1960 (Kenton,2020). Marketing managers may handle each of the four Ps differently based on the business and the marketing plan's goal. Each aspect may be analysed separately, but in fact, they are frequently interdependent.

There are few ways on how the hotel can manage on promoting their membership and gain new potential loyal customer. Apart from print and television, Hilton should make extensive use of sales promotion in its marketing communications, particularly to inform customers about special offers and Hilton-Honors (H-Honor) loyalty programmes, which include benefits such as free internet access, late check-out, and digital check-ins (Peachyessay,2018).

This will enable the hotel to employ more staff to help to engage new potential Hilton-Honors holder which it can help the hotel to gain more profit and new loyal customer, as it would be great for the hotel. By having new loyal customer, the existing customer would feel that the hotel has made a good customer engagement that can make the existing customers to make new alliance.

Hilton hotels is operated up to 122 countries all around the world (Hilton,n.d). Nowadays, the term outstation is very popular amongst businessmen which they must travel from another country to the other. This would be a good selling point for the hotel as they have hotels all over the globe and promoting the Hilton Honors would be beneficial for the businessman that have to work outstation. As per stay they will earn a point that are redeemable once the points is enough to be redeemed, once the points is collected to its point, the businessman can claim it by getting a night stay at an exclusive resort with their choice under Hilton. This will make the businessman to able to stay at the hotel for work and leisure with their families.

Actions

To summarise, strategy and tactics must also be put into action. Action is all about establishing a system for carrying out the activities required to attain long-term sub-objectives and objectives. Hilton Hotel need to hire more people in the marketing and customer service department to enhance their relationship with new and existing customers.

Employees with degrees from Swiss hospitality colleges are welcomed and preferred by Hilton Hotels. Those with relevant experience, on the other hand, are encouraged to apply. All Hilton Hotel employees are obliged to participate both in in and out training in order that they have the tools necessary to provide excellent customer service. At the same time, Hilton Hotels offers financial and non-financial incentives to all employees to encourage them to put up their best effort in completing their given jobs (Watson et al. , 2007). This show that the hotel takes extreme precautions on hiring new people which make the loyal customers get the best services and experience staying at the hotel.

This will help the hotel to make a good connection with their customers. Thus, having a top-notch service is the main priority why a customer become loyal towards the hotel, and it helps to decrease the unemployment rate of the country based on the economy.

The objectives that were chosen is for the long-term goal. Which the hotel needs to take these issues seriously as it can affect the loyal customers. The hotel also needs to think other options to attract new and existing customers. For instance, by communicating and reaching out for the customers.

Control

Hilton Hotels need to use the social media platforms such as Facebook and YouTube to maintain a positive relationship with consumers. This allows guests to share their Hilton Hotel experiences with others. At the same time, Hilton Hotels can keep clients up to date on current events and activities. Conclusion based on the study in the preceding sections, this can be inferred that there is minimal evidence of consumer satisfaction with Hilton Hotels' services.

With the use of the social media platform, it helps the hotel to have more engagement especially with the Hilton Honors membership. This activities or engagement can be measured by monitoring the working ethical of their staff. The measure that the hotel needs to always be careful is the engagement of the hotel. For instance, how many customers has seen an advertisement about the hotel and how the loyal customers will react towards the new promotion that the hotel has to offer. This engagement is solely depending on the marketing department as the advertisement need to be catered with their target customers. The hotel is very known worldwide, then the hotel needs to take care of their quality control by engaging the right customers.

By having an engagement and unlimited offers, it helps the hotel to gain a lot of new customers and keeping the existing ones. This will be good for the hotel as their main revenue comes from the customer and losing a customer will cause a lot for the company since it can make a customer turnover increased for the company.

Each department in the hotel is playing an important role on engaging and promoting the hotel. Thus, by dividing the workforce for the right person for the job would be great as not all workers will know who or what customers to target on. The hotel first need to teach their employee on being able to be polite and friendly with their customers so that the customers will be comfortable at the hotel.

Recommendations

The Hilton Hotel may be the greatest hotel chain in the world right now, but it also has their own flaws. The objectives that were chosen is by strengthening the relationship with their loyal customers, as the company may have lack on that issue which can be resulted a bad reputation for the company as they paid a lot to be in the membership. Thus, losing a loyal customer would cause a bad reputation for the company and saving the loyal customers would be important for the hotel. To do so, the hotel need to give a top-notch service for instance, by always engage towards the customer, keep them up to date the current situation and adjust back their rewards point system. This will help the hotel to create a strong bond with their loyal customers.

Conclusions

In conclusion, having a high-end hotel chain is not an easy task to do. Having to monitor every employee and customers will be such a hassle for the hotel but having a loyal customer to stay for the company for a long time would be ideal for the company and it also proves that the hotel is able to take care if their own customers. This assignment also stated that having a customer would be great for the company, but normal customer comes and go but loyal customers always choose the hotel that they already comfortable with.

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