

MARKETING ESSENTIALS

Name of the student: Marius Tanase

Student's ID: 2111272

Contents

Introduction:.....	3
The Marketing Mix:.....	3
The Marketing Environment:.....	5
The Marketing Environment (Macro): PESTEL	7
Creating customer value and engagement:	8
Effective use of digital marketing:.....	9
Conclusion:	10
References.....	11

Introduction:

- Introduce the geographical area.

The hotel that has been chosen here is the "Inn of Five Graces" which is a part of the Relais & Châteaux Hotels group. The hotel is primarily located in Vargas Street, Santa Fe, United States. The high-end collection of historic adobe and the stone building is only an 11-minute walk from the Georgia Museum and just 3 blocks from the Santa Plaza.

- The purpose of your marketing plan.

The main and basic purpose of the marketing plan is to attract potential and new customers and visitors to the plan after the COVID-19 pandemic.

- Whom it is being prepared for?

The marketing plan is preparing the company for potential, new and existing customers. The reason is to attract them towards the brand in new and innovative ways possible.

The Marketing Mix:

- Product

Situated in the heart of downtown, the historical and traditional hotel offers several attractive options for the customer to flood in. The hotel shall keep the accommodation memorable in numerous ways as claims the owner. They will offer more than just a luxurious suite for the people to explore more than the usual walls of luxury (Hameed et al., 2021). Health and safety hold an important part of the commitment for the hotel, as sources suggest. All the members, staff, and managers will essentially work on assuring the guests that keeping them safe is their ultimate aim of all time. Certainly, they designed some changes for guests after the pandemic, which they will expect to observe when they arrive.

The suits shall be a small paradise for the guests, which is carefully planned and renovated. There are private balconies in most of the rooms and shall be in every room post-pandemic. In addition to this, there are, lush textiles adorned in the sitting rooms and bedrooms. This is designed keeping in mind the very comforts of home that people especially shall demand post-pandemic (Bharwani and Mathews, 2021). The motive says the guests to relax and enjoy the artwork to take them to a contemplative place beyond the ordinary. One such royal option is to opt for the Luminaria Villa specially designed by the designers from Ira and Sylvia Seret. Nevertheless, the most fascinating offer lies in the spa. The Tibetan-inspired spa has various relaxing services including the training area for carrying out personalized workout sessions and wedding areas for fabulous weddings.

➤ Place (Distribution)

Lately, the company has been making plans on upgrading the websites. People get to know about the new facilities the hotel offers through social media too. Recently, due to the increased use of media platforms in the lockdown, people are more likely to engage themselves with the updates regarding the hotel through social media handles even more than the websites (Garrido-Moreno et al., 2021). People visiting the area can search for the museum; the hotel has been near to for easily reaching the destination.

➤ Price

The company will be using the penetrative pricing strategy. To explain simply, it can be said that this strategy focuses on attracting customers by offering them products and services at a low price at the initial step. This gradually attracts a wide number of customers for a product and customers tend to switch to a new product easily during the time of the new release.

➤ Promotion

Advertising through social media handles and websites has been more prevalent these days than using pamphlets and hoardings (Milojevic and Katsadze, 2020). People tend to be attracted by these advertisements way more than they were before. Other than this, the old ways of newspapers and media have also been useful.

The Marketing Environment:

- Marketing environment (micro): SWOT analysis.

The main microenvironmental factors can be explained through the SWOT analysis:

S (Strengths):

- i) It provides a safe abode away from the homes.
- ii) The profit of the hotel also is shared for the local economic boost.
- iii) Provides employment to a different group of people and is a mammoth of an employer.

W (Weakness):

- i) A good set-up has a good cost. The price of construction is more than the initial profit.
- ii) Mandatory tax rates that the hotel has to pay (Mehta et al., 2021).
- iii) The seasonality of the business and tourist crowd.

O (Opportunities):

- i) The increasing advancement in the generation has led to a greater and increased scope of using technology in the hospitality field.
- ii) The hotel targets the millennial group to engage in their segment. This is expected keeping in mind the fascinations they expect to be fulfilled.

T (Threats):

- i) The cheaper and robust hospitality services provided by new companies are a threat to the hotels, especially post-pandemic.
 - ii) The industry is still on its way to reeling back to normal.
 - iii) Virtual reality is a threat to the industry because it is providing customers with the joy to travel without traveling much.
- How can the hotel capitalize on its strength in its marketing strategy?

To capitalize on the strengths the hospitality department needs to understand how the promotional efforts work. The first includes focusing on the different campaigns starting from prioritizing the digital platforms to advertising and content marketing (Rueda López et al., 2021). To be new and grab the limelight, the strengths are essential to work successfully both the online and offline strategies and stick to the assurances given to the people.

- How can the hotel address its weaknesses in its marketing strategy?

There are different strategies to deal with the weaknesses. Some of which include training the workforce on a regular basis especially in a post-pandemic situation. Tactics need to be implemented and change in the market trends and dynamics needs to be noted first before proceeding with any other plan.

- How to take advantage of opportunities?

The opportunities only come to a hotel if there is definite brand loyalty to a few of their profitable chains of business. To take advantage, the plan must include building a barrier to entry that makes it harder for other companies to compete (Lai et al., 2021). Other ways include facing the customers confidently, producing advantages to the customers, using the advantages provided by the government efficiently.

- How can the hotel address its threats?

Strategies to mitigate the threats are:

- Creating a better and strong business model than before and making it unique.
- Plan a better hospitality package so that more people can afford it.
- Focusing on the technology.

The Marketing Environment (Macro): PESTEL

Explaining the PESTEL factors:

P (Political):

- The travel bans can create unlikeness towards the hotel and the tourism industry.
- The ease on the hotel owners to enjoy the tax reforms.
- Fear of a mess during the time of presidential elections.

E (Economic):

- Investments in the hotel are expected to grow more.
- The strength of the country currencies can bolster the hotel (Yang et al., 2021).
- Changing the offerings according to the customers.

S (Social):

- Threat from potential hospitality providers like Airbnb.

T (Technology):

- New technologies might make a point to worry about the pre-existing action plans.
- The reviews on different blogs might destroy the reputation of the hotel.

L (Legal):

- The hotel must be truthful with regards to the truth in menu laws which means that the food being provided must be good (Atadil and Lu, 2021).
- The crime rates might ruin the hotel's profit.

E (Environmental):

- The local climate might pose a problem sometimes for the crowd and the hotel.
- How can the hotel capitalize on its positive impacts in its marketing strategy?

To improve capitalization, the hotel must focus on highlighting safety and communication between the guests. The plan must focus on local as opposed to international and should see that the hotel provides value and better cancellation policies for a booking.

- How can the hotel address its negative impacts in its marketing strategy?

Responding to the negative impacts in the right way is very important. Researching on the issue is very important before responding (Kim et al., 2021). Other ways are thanking the guests by name, apologizing for the poor experience, and highlighting the changes you took.

Creating customer value and engagement:

- How will/does the hotel create customer value?

There are certain basic steps for creating customer value. Some of which are improving the process of customer feedback. The feedback from the guests must be taken very seriously to improve the profit. The hotel must focus on prioritizing quality over price offerings. Accordingly, the hotel managers must chalk out the plan to provide a positive experience and adjust the marketing strategies according to the guests.

- What benefits will it offer current and potential visitors?

The prices will be reduced post-pandemic for the visitors for the first three months and special offers shall be provided (Sharma et al., 2021). The amount of crowd attracted will automatically lead to a better profitable future for the hotel.

- How will you develop visitor engagement?

Certain ways to increase visitor engagement are:

- i) The hotel can create a social wall display.
- ii) Know the hotel guests and their needs.
- iii) The hotel staff must be fully professional.

- What marketing channels will be used?

Two useful marketing channels can be used:

- i) Direct marketing channel: It means that the advertisements are directly promoted to the customers.
- ii) Social marketing channel: It means that to create an advertisement or awareness the hotel has to use social media platforms to connect with the people.

Effective use of digital marketing:

- How can the hotel use digital marketing in its marketing activities –include who will contribute, how will it be managed?

The hotel will focus on developing the website for digital branding. Tie up with the travel agencies like Airbnb, which will bring down the competition, focus on mobile, content, and email marketing policies for a profitable business.

- What message will you be delivering to attract new customers to your hotel?

As mentioned previously, the hotel focuses greatly on the health and safety of the customers more post-pandemic. The food court and spa hold a special attractive spot for the customers to flood in (Yu et al., 2021). Taking these as advantages, the hotel will focus mainly on delivering these offerings through different platforms to attract more customers.

Conclusion:

To summarise the plan it can be considered that the challenges the company faces now which is the post-pandemic time are their presence over social media. The hotel needs to focus on digital branding more in the upcoming years to gain a place in the new world. The prices need to be brought down. The only recommendation to the hotel can be to focus more on developing their social media platforms and incorporate more technology to catch up with the new pace post-pandemic.

References

- Atadil, H.A. and Lu, Q., (2021). An investigation of underlying dimensions of customers' perceptions of a safe hotel in the COVID-19 era: effects of those perceptions on hotel selection behavior. *Journal of Hospitality Marketing & Management*, pp.1-18.
- Bharwani, S. and Mathews, D., (2021). Post-pandemic pressures to pivot: tech transformations in luxury hotels. *Worldwide Hospitality and Tourism Themes*.
- Garrido-Moreno, A., García-Morales, V.J. and Martín-Rojas, R., (2021). Going beyond the curve: Strategic measures to recover hotel activity in times of COVID-19. *International Journal of Hospitality Management*, 96, p.102928.
- Hameed, N., Mahomed, R. and Carvalho, I., (2021). Measures to be implemented in the hotel buffets during the COVID-19 pandemic. *Anatolia*, 32(1), pp.172-175.
- Kim, S.S., Kim, J., Badu-Baiden, F., Giroux, M. and Choi, Y., (2021). Preference for robot service or human service in hotels? Impacts of the COVID-19 pandemic. *International Journal of Hospitality Management*, 93, p.102795.
- Lai, I.K.W. and Wong, J.W.C., (2020). Comparing crisis management practices in the hotel industry between initial and pandemic stages of COVID-19. *International Journal of Contemporary Hospitality Management*.
- Mehta, M.P., Kumar, G. and Ramkumar, M., (2021). Customer expectations in the hotel industry during the COVID-19 pandemic: a global perspective using sentiment analysis. *Tourism Recreation Research*, pp.1-18.
- Milojevic, D. and Katsadze, B., (2020). Social Sustainability in COVID-19 Crisis: The Case of the Hotel Industry.

Rueda López, R., López-Felipe, T., Navajas-Romero, V. and Menor-Campos, A., (2021). Lessons from the First Wave of COVID-19. What Security Measures Do Women and Men Require from the Hotel Industry to Protect against the Pandemic?. *International Journal of Environmental Research and Public Health*, 18(5), p.2232.

Sharma, A., Shin, H., Santa-María, M.J. and Nicolau, J.L., (2021). Hotels' COVID-19 innovation and performance. *Annals of Tourism Research*, 88, p.103180.

Yang, F.X., Li, X., Lau, V.M.C. and Zhu, V.Z., (2021). To survive or to thrive? China's luxury hotel restaurants entering O2O food delivery platforms amid the COVID-19 crisis. *International Journal of Hospitality Management*, 94, p.102855.

Yu, J., Seo, J. and Hyun, S.S., (2021). Perceived hygiene attributes in the hotel industry: customer retention amid the COVID-19 crisis. *International Journal of Hospitality Management*, 93, p.102768.