

Marketing plan written for

Moxy Hotel

Ioana Monica Chioran

Student ID Number

2215574

Marketing Essentials BMIH4005

Lecturer

Lucian Suardi

Table of Contents

1 Introduction 2

2 Situation Analysis..... 2

2.1 Micro Environment – SWOT..... 2

2.2 STP 3

2.3 Collaborators 4

2.4 Climate - PESTLE..... 4

3 Objectives 6

4 Strategy 6

5 Tactics..... 7

5.1 Marketing Mix..... 7

6 Action Plan 9

7 Control..... 9

8 Conclusion 10

9 References 11

10 Appendix..... 13

10.1 Component 1..... 13

1 Introduction

The purpose of this marketing plan is to ensure the efficient recovery of the hotel after the pandemic and to attract new customers as well. Moxy hotel has been operating in London, UK, for several years and is well-known for its affordability, as well as luxurious facilities (Moxy Hotel, 2023). The aim is to analyse strategies which could be helpful for the hotel to rebuild its image based on the examination of its internal and external environment.

2 Situation Analysis

2.1 Micro Environment – SWOT

SWOT analysis is carried out for the examination of the internal environment and related strategies (Benzaghta *et al.*, 2021). The table below shows the SWOT analysis for Moxy Hotel.

Strengths	Weaknesses
• Brand distinction and growth • Standardisation of structure • Range of exceptional facilities and amenities • Loyalty programmes for customers (Moxy Hotel, 2023)	• Currently, targeting specific customers, preferably millennial • Lack of some conventional hotel services • Issues with stability and consistency of services • Comparatively low awareness in the market (George, 2021)
Opportunities	Threats
• Target other customer segments as well • Incorporate tech-savvy management • Focus on including new technologies or	• Increasing competition from other players in the industry • Perception of high price limiting the

development	number of customers
Enhance presence on digital marketing channels (Bovsh et al., 2022)	- Changes in customer expectations due to the pandemic - Increasing expectations of safety and hygiene during stay (Majeed <i>et al.</i>, 2022)

In order to compete well in the market, Moxy hotel should focus on making the most of its strengths. However, the focus should be on keeping opportunities in mind to overcome weaknesses and threats when targeting new customers.

2.2 STP

Segmentation and targeting

The table below shows the segmentation and targeting strategy for Moxy hotel.

Segmentation	Targeting
Geographic	London, UK
Demographic	Income – Middle to high-income earners Age – Generation Z
Behavioural	Travel frequently Prefer luxury stays and facilities Increasing use of social media
Psychographic	Environmental consciousness Prefer luxury amenities and accommodations

Positioning



2.3 Collaborators

Moxy hotel will collaborate with other hotel booking companies in the region. Furthermore, the focus will also be on collaborating with companies providing travelling accommodations.

2.4 Climate - PESTLE

PESTLE analysis is carried out for examining any external factors impacting a business (Christodoulou and Cullinane, 2019). The table below shows the analysis for Moxy hotel.

Political	• The UK has a stable political environment which is also preferable for businesses in the hospitality industry. • The government is offering financial support to rebuild businesses after
------------------	--

	the pandemic. • However, businesses are also expected to follow new regulations to ensure the safety of the customers (Li <i>et al.</i>, 2021).
• Economic	• Economic condition is currently impacted by rising inflation. • However, hotels are still doing great and contributing to economic development. • The industry is also offering several employment opportunities (Darby, 2023).
Social	• Customers are increasingly becoming concerned about safety and hygiene at hotels during their stay. • Other changes in expectations have been observed in the form of new facilities, such as pools or gyms. • Some people are still not sure if they should travel or not (Mehta <i>et al.</i>, 2023).
Technological	• The hotel industry has shown some effective technological advancements • Technologies have specifically been beneficial for both hotels and customers to mitigate or at least minimise contact (Bonfanti <i>et al.</i>, 2021)
Legal	• After the pandemic situation, compliance with Health and Safety Act (1974) is crucial. • Should ensure better implementation of safety and hygiene standards to prevent lawsuits (Mehta <i>et al.</i>, 2023)

Environmental	• Customers are becoming concerned about the sustainable practices of hotels • Required to be careful in terms of efficient utilisation of resources and minimising waste generation with other environmental impacts (Mehta <i>et al.</i>, 2023)
----------------------	--

Based on the above-conducted analysis, Moxy hotel should emphasise addressing the negative impacts and strengthen the positive ones while considering any changes in laws and regulations due to the pandemic.

3 Objectives

- To enhance customer engagement using social media platforms by 15% within the next six months.
- To increase the number of visitors by 20% to the website by improving search ranking within the next six months.
- To increase profit generation through digital tactics by at least 5% within the next six months.

4 Strategy

Businesses are expected to offer better value to ensure efficient customer engagement (Khalifa *et al.*, 2022). Moxy hotel has been recommended to target Gen Z, and for this purpose, it would be crucial to be aware of their interests and preferences. As determined, Gen Z prefers

travelling to new places; however, they also want to stay in luxurious places. Furthermore, these individuals are also concerned about the environment (Goh and Jie, 2019).

Therefore, the value proposition of the hotel its focus on the adoption of a personalised approach. Discounts will be offered on bookings made earlier. Other perks and facilities will be available during the stay, specifically those providing leisure, such as a pool, gym, parlours, and sauna. In addition, partnerships will be created with companies offering transportation facilities to some of the most promising destinations in London. This, in turn, will provide the opportunity to meet the local population and learn new things about them.

5 Tactics

5.1 Marketing Mix

A marketing mix is a model that defines strategies or tools used by companies in order to successfully pursue their marketing objectives (Lahtinen *et al.*, 2020). Moxy hotel should consider adopting the following strategies.

Product

The hotel is currently offering a range of facilities and amenities, personalised enough to make people repeat their stay at the hotel. Some of these facilities include exceptional rooms and suites with a bright open lobby with contemporary furniture. Other amenities include service requests, convenience stores, daily housekeeping, pet services and others (Manns, 2020).

Place

Moxy hotel in London is located near the Royal Albert Station, while the hotel is also situated near the London City Airport (Moxy Hotel, 2023). Therefore, the customers have the

ease to get to the hotel directly. Besides this, the hotel's website and other intermediaries (companies) offering such services can also be used as channels to access the hotel.

Price

Moxy hotel is mainly targeting those who emphasise their luxurious lifestyle and, therefore, following a premium pricing strategy. As the restrictions have been eased, people are expected to look for the same comfort and ease (Mehta *et al.*, 2023). For this purpose, the focus should remain on considering the same pricing strategy.

Promotion

Moxy hotel is currently using a combination of traditional and digital marketing techniques. However, it is also undeniable that people have started emphasising digital channels to remain connected with the brands (Bovsh *et al.*, 2022). For this reason, the focus should be on considering digital marketing channels, such as social media, content marketing through website and utilisation of digital ads. The RACE model can be effectively used for making customers become advocates of the business (Suh and Chow, 2021).

Reach

- Using Facebook and Instagram through posts, stories and videos showing experience at Moxy Hotel
- Adopting SEO for improving website ranking

Act

- Sharing content relevant to the hotel, travelling and places to visit in London
- Influencer marketing will be followed by hiring influencers to become brand ambassadors.
- Ask followers to share the content and arrange contests for them to compete in.

Convert

- Emphasis will be on taking leads and turning them into paying customers
- Changes will be made in content to determine which of them performs the best
- Surveys will be conducted to adopt data-driven marketing strategies and make content more personalised

Engage

- Emphasis will be on developing long-term relationships with the customers
- New and efficient loyalty programmes will be introduced
- Positive mentions of the hotel on other websites will be ensured

6 Action Plan

Tactics	Months					
	1	2	3	4	5	6
Market Research						
Selection of suitable digital channels						
Posting images, stories and videos on Facebook and Instagram						
SEO for improving website ranking						
Conducting surveys						
introducing loyalty programs						
Feedback						

7 Control

The success will mainly be measured by considering the tactics as well as the extent to which marketing objectives have been fulfilled. Following will be the KPIs.

- Reach stage - number of visitors to the website and followers on social media platforms.
- Act stage - lead conversion rate, share, likes and comments on posts
- Convert stage - number of bookings, revenue and profit generation
- Engage stage - repeated stays, satisfaction and loyalty

8 Conclusion

As the pandemic has hit the hotel and hospitality industry severely, therefore, the major focus will be attracting new customers with new strategies. Although some external challenges exist for the company; however, working with other companies will make it easier to target Gen Z. In this regard, the major emphasis will be on making the most of digital marketing channels.

9 References

- Benzaghta, M.A., Elwalda, A., Mousa, M.M., Erkan, I. and Rahman, M., 2021. SWOT analysis applications: An integrative literature review. *Journal of Global Business Insights*, 6(1), pp.55-73.
- Bonfanti, A., Vigolo, V. and Yfantidou, G., 2021. The impact of the Covid-19 pandemic on customer experience design: The hotel managers' perspective. *International Journal of Hospitality Management*, 94, p.102871.
- Bovsh, L., Rasulova, A., Bosovska, M., Boiko, M. and Okhrimenko, A., 2022. Digital distribution of hospitality services in the context of the COVID-19 pandemic. *Tourism and Travelling*, 3 (1), pp.34-44.
- Christodoulou, A. and Cullinane, K., 2019. Identifying the main opportunities and challenges from the implementation of a port energy management system: A SWOT/PESTLE analysis. *Sustainability*, 11(21), p.6046.
- Darby, J., 2023. Monetary tightening, the likelihood of a soft landing and the Beveridge curve in the US and the UK. *Fraser of Allander Economic Commentary*, 46(4).
- George, R., 2021. Market Segmentation, Targeting, and Positioning. In *Marketing Tourism and Hospitality: Concepts and Cases* (pp. 221-246). Cham: Springer International Publishing.
- Goh, E. and Jie, F., 2019. To waste or not to waste: Exploring motivational factors of Generation Z hospitality employees towards food wastage in the hospitality industry. *International Journal of Hospitality Management*, 80, pp.126-135.
- Khalifa, G.S., Trung, NVH and Hossain, M.S., 2022. Predicting Customer Engagement Behaviour: The mediating role of hotel functional quality in the Vietnamese Hotel

- industry. *International Journal of Services and Operations Management*, 43(3), pp.312-337.
- Lahtinen, V., Dietrich, T. and Rundle-Thiele, S., 2020. Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*, 10(3), pp.357-375.
- Li, Y., Yao, J. and Chen, J., 2021. The negative effect of scarcity cues on consumer purchase decisions in the hospitality industry during the COVID-19 pandemic. *International Journal of Hospitality Management*, 94, p.102815.
- Majeed, M., Asare, C., Fatawu, A. and Abubakari, A., 2022. An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business & Management*, 9(1), p.2028331.
- Manns, J., 2020. Growing closer: Reflections on the future of visitor accommodation and the city. *Journal of Urban Regeneration & Renewal*, 13(4), pp.357-364.
- Mehta, M.P., Kumar, G. and Ramkumar, M., 2023. Customer expectations in the hotel industry during the COVID-19 pandemic: a global perspective using sentiment analysis. *Tourism Recreation Research*, 48(1), pp.110-127.
- Moxy Hotel, 2023. *Stylish Budget Hotels*. [online] Moxy Hotels. Available at: <<https://moxy-hotels.marriott.com/>> [Accessed 2 Mar. 2023].
- Suh, T. and Chow, T.E., 2021. Developing a digital marketing tool for ethnic ventures' mixed business model and market-shaping: A design scientific approach of web demographics. *Industrial Marketing Management*, 93, pp.10-21.

10 Appendix

10.1 Component 1

Slide 1



Slide 2

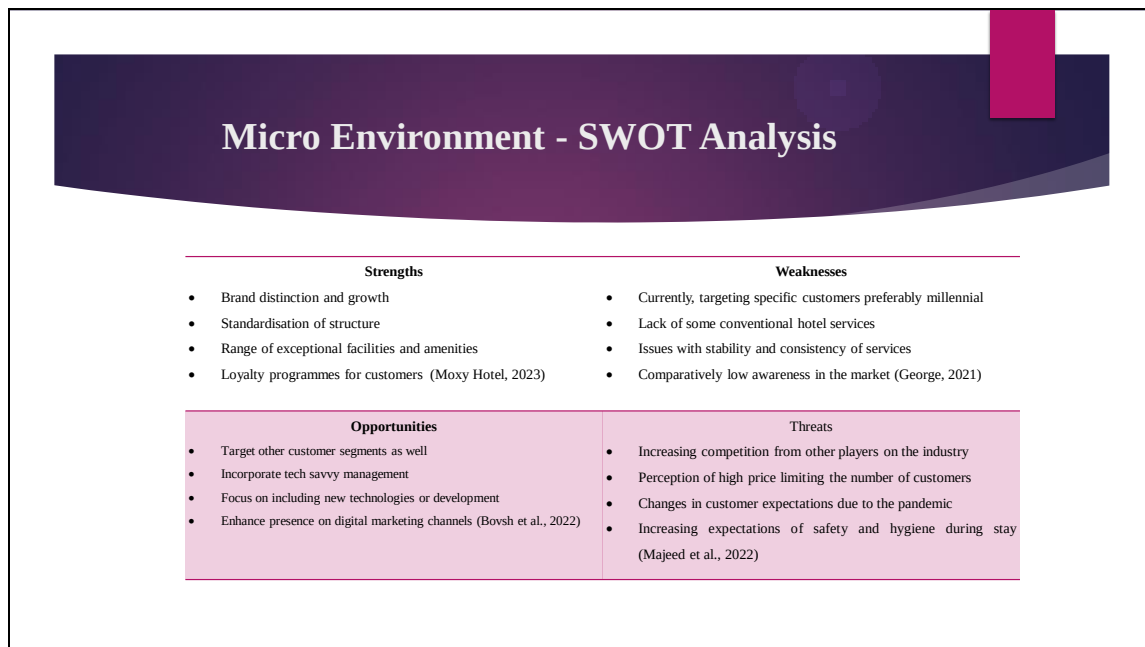
A presentation slide titled "Introduction to Moxy Hotel" in a white, sans-serif font, centered on a dark purple header bar. Below the header, there is a list of four bullet points, each preceded by a pink right-pointing triangle. To the right of the text is a small photograph of a Moxy Hotel building at night, with the "moxy" logo illuminated in pink. A small pink rectangular tab is visible in the top right corner of the slide frame.

Introduction to Moxy Hotel

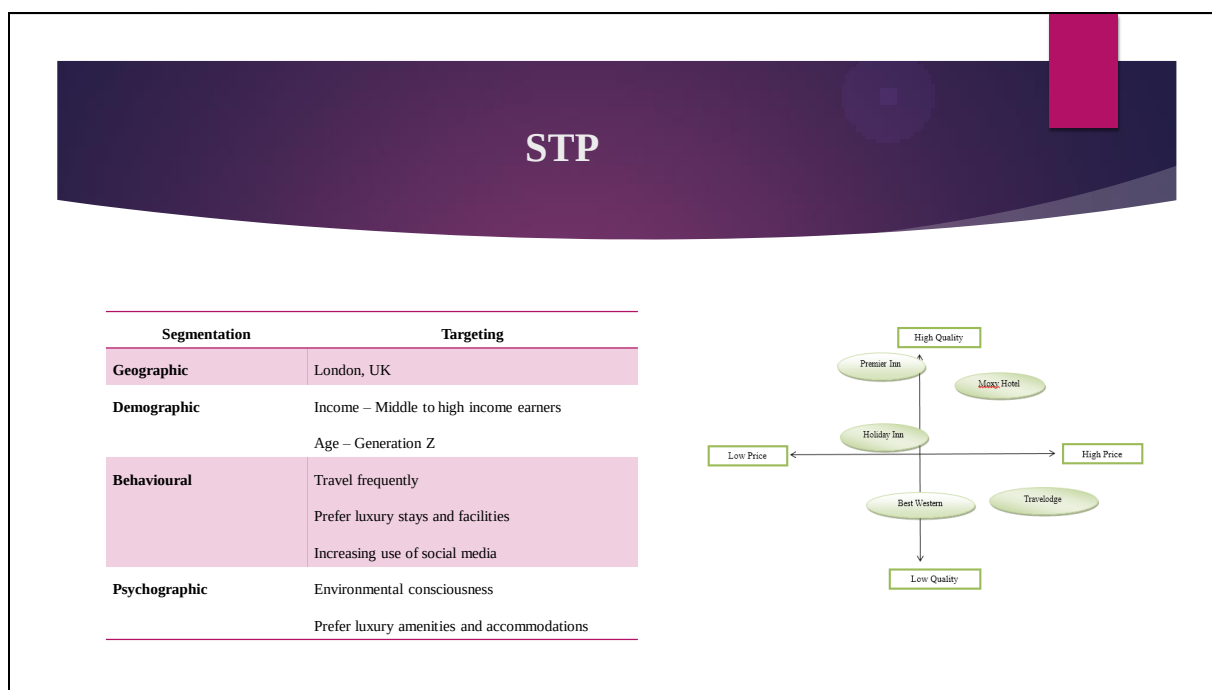
- ▶ Operating in London UK for several years
- ▶ Known for its affordability, as well as luxurious facilities
- ▶ Prefer style and socialising breaking the rule of a conventional hotel stay
- ▶ Equipped with premium facilities and amenities (Moxy Hotel, 2023)



Slide 3



Slide 4



Slide 5

Competitive Environment

Competition	High – well-known international hotels are already competing
Threat of substitutes	Medium – Hotels have already occupied a well-known position
Buyer power	High – presence of several options
Suppliers power	Low – availability of many suppliers
New Entrants	Low – difficult to capture market share

Slide 6

Collaborators

- ▶ Online websites offering pre-booking facilities
- ▶ Companies offering transportation to the destinations



Slide 7

External Environment - PESTLE

Political	- UK has a stable political environment which is also preferable for businesses. - The government is offering financial support to rebuild businesses - However, businesses are also expected to follow new regulations (Li et al., 2021).
Economic	- Economic condition is currently impacted by rising inflation. - However, hotels are still doing great and contributing to economic development. - The industry is also offering several employment opportunities (Darby, 2023).
Social	- Customers are increasingly becoming concerned about safety and hygiene - Other changes in expectations have been observed in the form of new facilities - Some people are still not sure if they should travel or not (Mehta et al., 2023).
Technological	- Hotel industry has shown some effective technological advancements - Technologies have specifically been beneficial for both hotels and customers (Bonfanti et al., 2021)
Legal	- After the pandemic situation, compliance with Health and Safety Act (1974) is crucial - Should ensure better implementation of safety and hygiene standards to prevent law suits (Mehta et al., 2023)
Environmental	- Customers becoming concerned about sustainable practices of hotels - Required to be careful in terms of efficient utilisation of resources and environmental impacts (Mehta et al., 2023)

Slide 8

Objectives

- To enhance customer engagement using social media platforms by 15% within the next six months.
- To increase number of visitors by 20% to the website by improving search ranking within the next six months.
- To increase profit generation through digital tactics at least by 5% within the next six months.

Slide 9

Strategy and Tactics - Marketing Mix

Product	offering range of facilities and amenities, amenities include service requests, convenience stores, daily housekeeping, pet services and others (Manns, 2020).
Place	located near the Royal Albert Station ease to get to the hotel directly hotel's website and other intermediaries
Price	targeting those which emphasise their luxurious lifestyle following a premium pricing strategy (Mehta <i>et al.</i> , 2023).
Promotion	using a combination of traditional and digital marketing techniques focus should be on considering digital marketing channels, such as social media Adopting SEO for improving website ranking

Slide 10

Actions – Using Digital Marketing Channel

Tactics	Months					
	1	2	3	4	5	6
Market Research						
Selection of suitable digital channels						
Posting images, stories and videos on Facebook and Instagram						
SEO for improving website ranking						
Conducting surveys						
introducing loyalty programs						
Feedback						

Slide 11

Control

- Number of visitors to the website and followers on social media platforms
- Lead conversion rate, share, likes and comments on posts
- Number of bookings, revenue and profit generation
- Repeated stays, satisfaction and loyalty



Slide 12

Conclusion

- Pandemic has hit the hotel and hospitality industry severely
- Focus will be attracting new customers with new strategies
- Some external challenges exist for the company
- Working with other companies will make it easier to target Gen
- Major emphasis will be on making the most of digital marketing channels

Slide 13

References

- ▶ Benzaghta, M.A., Elwalda, A., Moussa, M.M., Erkan, I. and Rahman, M., 2021. SWOT analysis applications: An integrative literature review. *Journal of Global Business Insights*, 6(1), pp.55-73.
- ▶ Bonfanti, A., Vigolo, V. and Yfantidou, G., 2021. The impact of the Covid-19 pandemic on customer experience design: The hotel managers' perspective. *International Journal of Hospitality Management*, 94, p.102871.
- ▶ Bovsh, L., Rasulova, A., Bosovska, M., Boiko, M. and Okhrimenko, A., 2022. Digital distribution of hospitality services in the context of the COVID-19 pandemic. *Tourism and Travelling*, 3 (1), pp.34-44.
- ▶ Christodoulou, A. and Cullinane, K., 2019. Identifying the main opportunities and challenges from the implementation of a port energy management system: A SWOT/PESTLE analysis. *Sustainability*, 11(21), p.6046.
- ▶ Darby, J., 2023. Monetary tightening, the likelihood of a soft landing and the Beveridge curve in the US and the UK. *Fraser of Allander Economic Commentary*, 46(4).
- ▶ George, R., 2021. Market Segmentation, Targeting, and Positioning. In *Marketing Tourism and Hospitality: Concepts and Cases* (pp. 221-246). Cham: Springer International Publishing.
- ▶ Goh, E. and Jie, F., 2019. To waste or not to waste: Exploring motivational factors of Generation Z hospitality employees towards food wastage in the hospitality industry. *International Journal of Hospitality Management*, 80, pp.126-135.
- ▶ Khalifa, G.S., Trung, N.V.H. and Hossain, M.S., 2022. Predicting Customer Engagement Behaviour: The mediating role of hotel functional quality in the Vietnamese Hotel industry. *International Journal of Services and Operations Management*, 43(3), pp.312-337.
- ▶ Lahtinen, V., Dietrich, T. and Rundle-Thiele, S., 2020. Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*, 10(3), pp.357-375.
- ▶ Li, Y., Yao, J. and Chen, J., 2021. The negative effect of scarcity cues on consumer purchase decisions in the hospitality industry during the COVID-19 pandemic. *International Journal of Hospitality Management*, 94, p.102815.
- ▶ Majeed, M., Asare, C., Fatawu, A. and Abubakari, A., 2022. An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business & Management*, 9(1), p.2028331.
- ▶ Manns, J., 2020. Growing closer: Reflections on the future of visitor accommodation and the city. *Journal of Urban Regeneration & Renewal*, 13(4), pp.357-364.
- ▶ Mehta, M.P., Kumar, G. and Ramkumar, M., 2023. Customer expectations in the hotel industry during the COVID-19 pandemic: a global perspective using sentiment analysis. *Tourism Recreation Research*, 48(1), pp.110-127.
- ▶ Moxy Hotel, 2023. *Stylish Budget Hotels*. [online] Moxy Hotels. Available at: <<https://moxy-hotels.marriott.com/>> [Accessed 2 Mar. 2023].
- ▶ Suh, T. and Chow, T.E., 2021. Developing a digital marketing tool for ethnic ventures' mixed business model and market-shaping: A design scientific approach of web demographics. *Industrial Marketing Management*, 93, pp.10-21.