



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Hospitality & Hotel Management Level 4



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BMIH4009 / BMIH4009 Marketing Essentials Week 7

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Register



Aims For Today

We will be discussing

Hotel Branding

Sales and Revenue generation

Social Media

Preparing for Assignment 2



Hotel Branding

- **Unique value proposition** – What sets a hotel brand apart from competitors.

- **Story telling**– Crafting a compelling narrative

<https://www.bing.com/videos/search?view=detail&q=premier+inn+advert+that+tell+a+story&mid=F554F05E3B1719E40B39F554F05E3B1719E40B39&FORM=VRDGR>

<https://www.bing.com/videos/search?q=hilton%20advert%20that%20tell%20a%20story&view=detail&mid=FECDAEDADF5A80FEF0F8FECDAEDADF5A80FEF0F8&ajaxhist=0>

- **Brand identity** – A clear consistent brand identity is crucial
- **Digital Presence** – Strong online Presence is essential



Strategies for Effective Hotel Branding

- **Leverage unique characteristics**— focus on unique character personalised service
- **Create memorable experiences** — Guests will talk about experiences and want to return
- **Utilise Nonverbal communication** — Branding elements like décor and ambience



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Sales and Revenue Generation

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Generating Sales and Revenue

The relationship between marketing efforts, sales and revenue generation is integral involving:

- **Lead generation and nurturing** – potential customers who have shown interest
- **Data-Driven decision making** – Reliance on data analytics to measure effectiveness
- **Customer centric approach**– Understanding customer needs and preferences to enhance loyalty and customer satisfaction



Effective marketing strategies

Several marketing strategies have proven effective in driving sales and revenue:

- Content marketing
- Inbound marketing
- Social media marketing
- SEO and PPC
- Email marketing
- Influencer partnerships
- Personalised marketing



Successful Campaigns

- Nike's "Just Do It" Campaign: This campaign increased Nike's share of the North American sport-shoe business from 18% to 43%, with worldwide sales growing from \$877 million to \$9.2 billion from 1988 to 1998

https://www.youtube.com/watch?v=p_xozTo6wrU

- Coca-Cola's "Share a Coke" Campaign: This personalized campaign led to a significant increase in sales after a decade of decline

<https://www.youtube.com/watch?v=5-ahnFYzMp8&t=5s>

- Airbnb's Referral Marketing Strategy: Within 30 days, Airbnb saw a 300% increase in sign-ups and bookings, significantly contributing to its global expansion

- Old Spice's "The Man Your Man Could Smell Like" Campaign: This viral campaign led to extensive media coverage and a significant increase in sales

<https://www.youtube.com/watch?v=owGykVbfgUE&t=27s>



Social Media



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Social Media Platforms

- 96% of small businesses use social media in their marketing strategy.
- 41% of local businesses depend on social media to drive revenue.
- 80% of consumers use social media to engage with brands.
- 74% of consumers rely on social media to guide purchasing decisions.

Social Media Platforms



POPULAR SOCIAL MEDIA MARKETING PLATFORMS



Facebook



Instagram



LinkedIn



Twitter



TikTok



Snapchat



Instagram



First introduced in 2020, Instagram describe Reels as “a new way to create and discover short, entertaining videos”, where they invite you to “record and edit 15- second multi-clips videos with audio, effects and new creative tools”.

(For better for worse, 2024)

Tik Tok

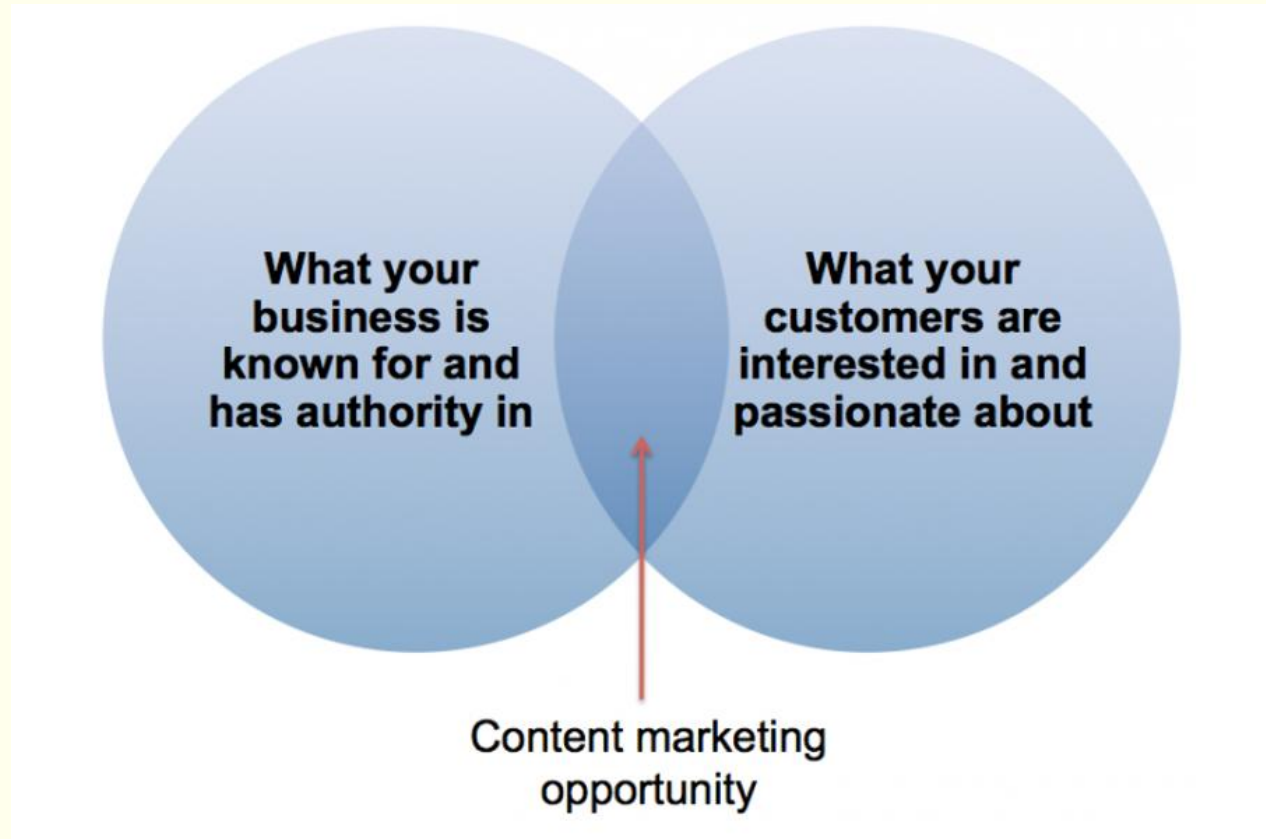


TikTok began in 2016 and yet already has 100 million monthly active users. In that time of rapid growth, it's become one of the most downloaded apps and is used by nearly every demographic, making it a natural fit for businesses looking to connect with an engaged audience.

(LocaliQ, 2024)

Let's discuss!

Content Marketing



Content Planning

A strong social media content plan is about clarity (goals), consistency (calendar), creativity (formats), and adaptability (tracking and trends).

Content Planning

Define Goals and Objectives

- Set SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) to guide your content.
- Align social media activity with broader business or personal brand objectives (e.g., awareness, engagement, conversions).

Content Planning

Know Your Audience

- Research demographics, interests, and online behaviour of your target audience.
- Create buyer personas to tailor content that resonates with different audience segments.

Content Planning

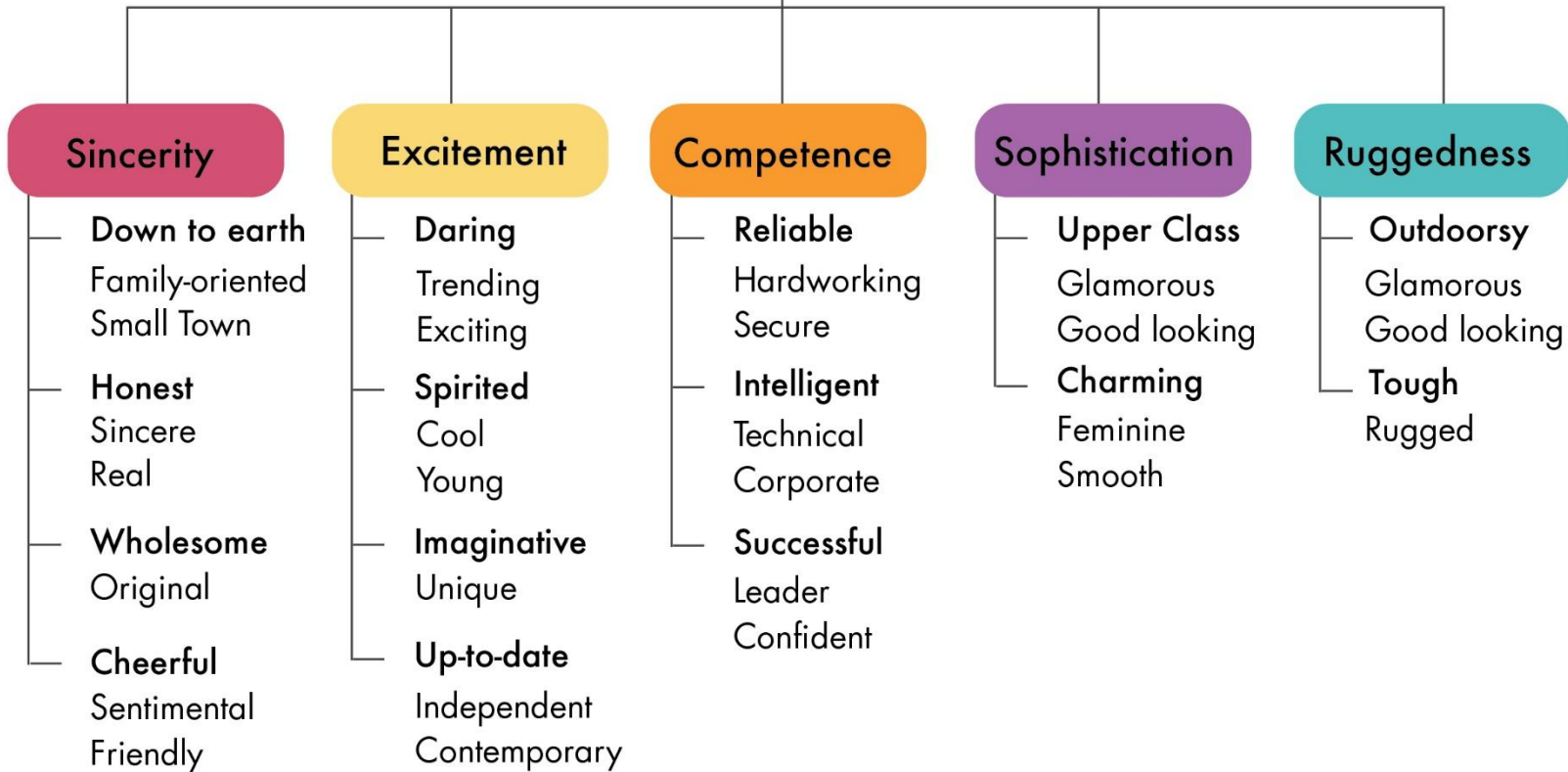
Stay Flexible and Relevant

- Be ready to adjust your plan based on trends, audience feedback, or unexpected events.
- Incorporate seasonal campaigns, trending hashtags, or topical content to stay fresh.

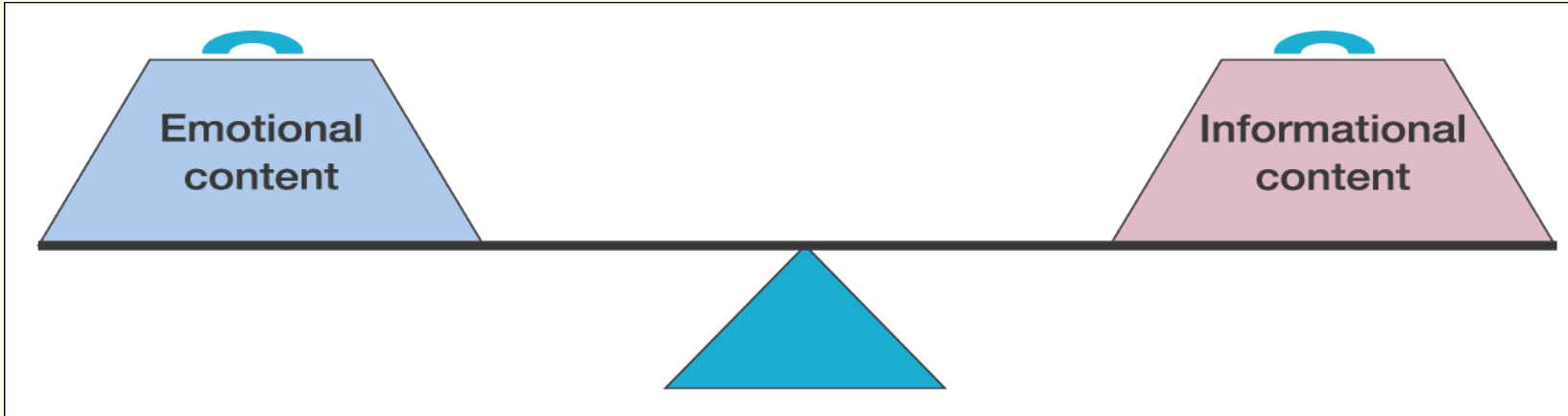
Encourage Engagement

- Plan interactive posts (polls, Q&As, user-generated content) to build community.
- Respond to comments and messages promptly to strengthen relationships.

Brand Personality



Message Balance



- Message: can be customer oriented, based on feelings and emotions.
- (Typically) low-involvement decision
- Messages can be product-oriented and rational .
- Factual style
- (Typically) high involvement decisions

(Fill, 2010) The balance of emotions and information provision

Timing is Everything

- Once you have an idea of what you need to focus on, now you need to write something that will keep their attention. Engaging content that users are compelled to share with their networks.
- **How do you know when to publish?** Use the Google Trends tool and see when your topic has been searched for over the last few years, mass groups of people are surprisingly very habitual so it will provide insights as to when you should publish your topic.
- **Hook..**
 - Now you know what you're audience are interested in by linking your persona interests with insight to when they are seeking and consuming the topic, for a quick win, go through your previous marketing content. **What have you got that can be repurposed?** Do you have a gap?
.....line and sinker



So, when??

when to post on Facebook

Monday	10 AM PST 
Tuesday	 10 AM PST
Wednesday	10 AM PST
Thursday	11 AM PST
Friday	11 AM PST
Saturday	8 AM PST
Sunday	10 AM PST

when to post on Instagram

Monday	9 AM PST 
Tuesday	9 AM PST
Wednesday	9 AM PST
Thursday	 8 AM PST
Friday	9 AM PST
Saturday	10 AM PST
Sunday	10 AM PST

when to post on Twitter

Monday	7 AM PST
Tuesday	7 AM PST
Wednesday	10 AM PST
Thursday	11 AM PST 
Friday	 9 AM PST
Saturday	9 AM PST
Sunday	9 AM PST

when to post on LinkedIn

Monday	1 PM PST 
Tuesday	10 AM PST
Wednesday	3 PM PST
Thursday	10 AM PST
Friday	10 AM PST
Saturday	12 PM PST
Sunday	8 AM PST

when to post on TikTok

Monday	1 PM PST
Tuesday	2 PM PST
Wednesday	1 PM PST
Thursday	7 PM PST 
Friday	2 PM PST
Saturday	 9 AM PST
Sunday	1 PM PST 

Colour

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

Colour is a very important aspect of design as it can be used to convey emotion and information about content in a subconscious way.

Colour

Analogous



COLOR HARMONIES

Analogous Colors



Type 1

Analogous colour schemes are comprised of colours next to each other on the colour wheel. They can be used to make a design with multiple points feel more harmonious.

Colour

Complementary



COLOR HARMONIES

Complementary Colors

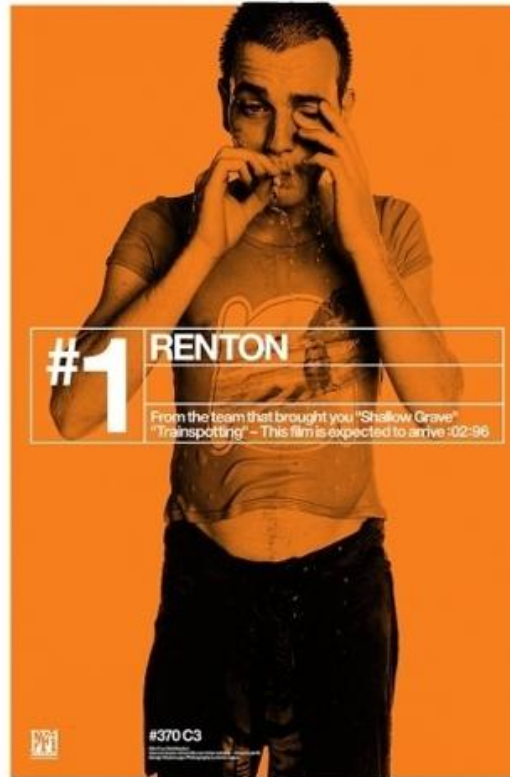


Type 2

Complementary colour schemes use contrasting colours to highlight certain information more clearly. This can be used effectively when there is a clear hierarchy of information.

Colour

Monochromatic



Type 3

Monochromatic colour schemes used different shades of the same colour. They are useful in creating the idea of simplicity, but can also be helpful when making visual comparisons or contrast to text

Fonts

Fonts are often a matter of taste and so it's good to experiment.

Try the Google font tool to get a sense of what you find attractive and fits the tone for your project: <https://fonts.google.com/>

For font pairing you can also use:
<https://www.canva.com/font-combinations/>

And you will read this last

**You will read
this first**

And then you will read this

Then this

Any Questions?

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