

Welcome

Marketing Plans

Week Four

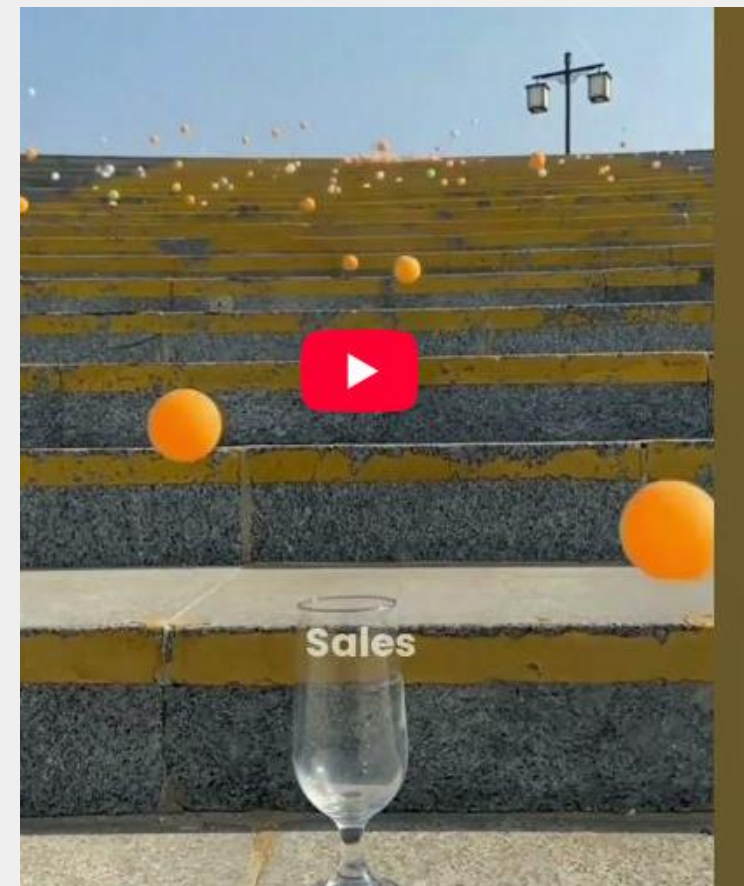


Marketing without a strategy



<https://www.bing.com/videos/riverview/relatedvideo?q=marketing%20iwthout%20a%20stratergy&mmscn=stvo&mid=8D94DF6F90900CFA36188D94DF6F90900CFA3618&ajaxhist=0>

Marketing without a strategy is like setting off on a journey without a destination; you may be moving, but you're unlikely to arrive anywhere useful





What is a marketing plan?

A strategic roadmap that businesses use to outline their advertising and marketing efforts for the coming year.

The plan lays out the actions they'll take to achieve their marketing goals, such as increasing brand awareness, acquiring new customers, or increasing product sales.

Why Do Marketing Plans Matter?



- Build brand awareness
- Drive bookings and revenue
- Adapting to customer behaviour
- Leveraging technology and data
- Fostering loyalty
- Crisis resilience





Benefits of a Marketing Plan



Benefit	Impact on Hospitality Business
Consistency in branding	Builds trust and recognition among travellers
Targeted campaigns	Reaches the right audience with tailored offers
Competitive advantage	Differentiates from rivals in a saturated market
Revenue optimization	Encourages direct bookings and upselling
Customer loyalty	Increases repeat visits and word-of-mouth referrals



➤ What do you think will happen without a clear plan?



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SMART Objectives





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SMART Objectives



S – Specific

Clearly states exactly
what you want to achieve





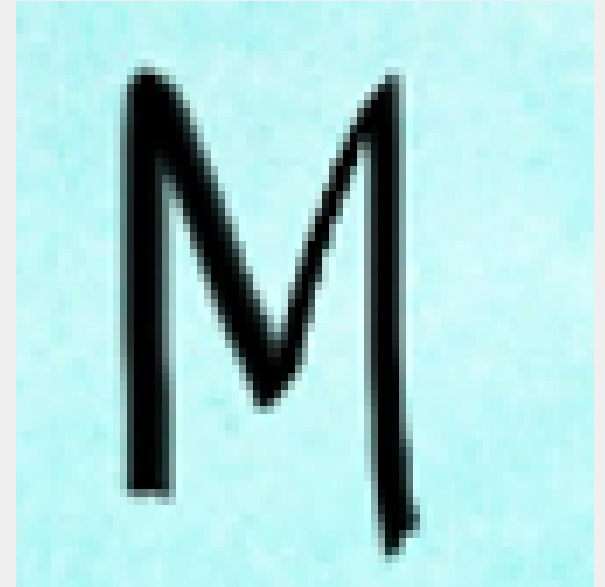
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SMART Objectives



M- Measurable:

Includes a way to track
progress or success





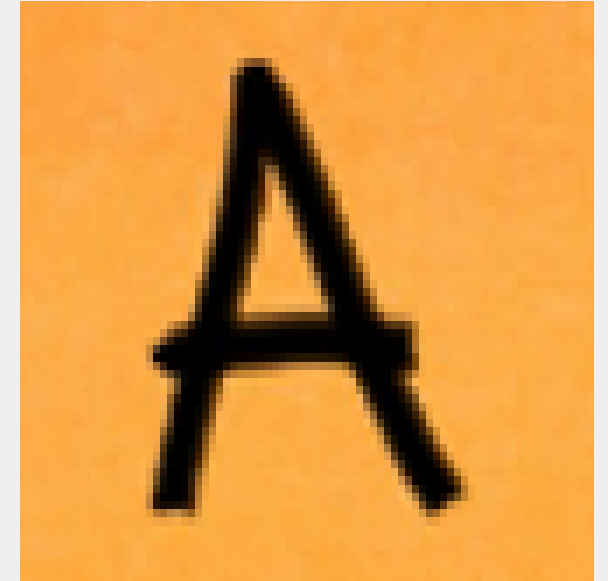
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SMART Objectives



A – Achievable:

Realistic and attainable
with available resources





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R – Relevant / Relevant:

Aligns with overall goals
and priorities





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T – Time-bound / Timely:
Has a clear deadline
or timeframe for
completion





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SMART Objective Example



- By the end of October 2025, I am going to plan a 7-day holiday to Paris, France, including booking flights and accommodation, and creating an itinerary for sightseeing and dining, all within a budget of £3000, to ensure a relaxing and culturally enriching experience.

SMART Objective Example Breakdown



- **Specific:** Plan a 7-day holiday to Paris, France. This is a clear and specific goal that leaves no room for misunderstanding.
- **Measurable:** The goal is measurable through the booking of flights, accommodation, and the creation of an itinerary for sightseeing and dining. These are concrete actions that can be checked off a list.
- **Achievable:** The goal is achievable as it is within a set budget of £3000. This is a realistic budget for a 7-day trip to Paris, including flights, accommodation, and meals.
- **Relevant:** The holiday is relevant as it provides relaxation and cultural exploration, aligning with personal interests. This ensures that the holiday will be enjoyable and fulfilling.
- **Time-bound:** The goal is time-bound as all planning and bookings need to be completed by the end of October 2025. This provides a clear deadline to work towards.



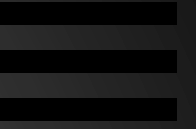
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SMART Objective Task



Task

Write one **SMART** objective each in relation to your studies.



Thank you!

Do you have any questions?

n.brailsford@uwtsd.ac.uk

