



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

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Planning for Contemporary Issues in Marketing *Influencer Marketing at Marriott International*

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Marketing Management
(BMMB7012)

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Content

1. Marriott International – Influencer and Affiliate Marketing

References

Marriott International Inc.

Influencer and Affiliate Marketing

Marriott International Inc. (MII)

- 1927: nine-seat A&W root beer stand Washington, DC.
- 2016: largest hotel chain in the world.
- 2022: 30 Brands; 8,000 properties; 139 territories

(Marriott International, 2019)



MII Core Values Include



- Embracing Change- innovation, anticipate customer needs, new brands, new locations and new experiences.
- Acting with Integrity-uncompromising ethical and legal standards.

(Marriott Hotels Development, 2018)

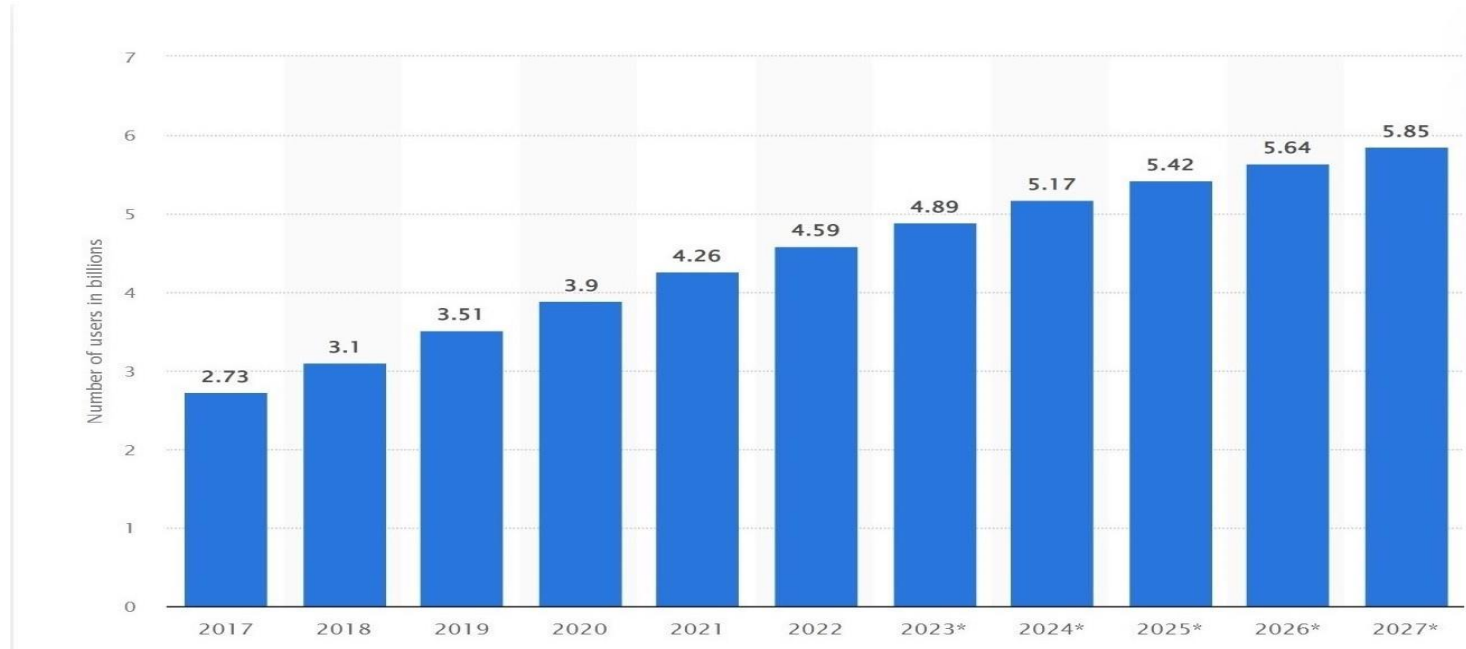
Influencer Marketing (IM) and Affiliate Marketing (AM)

Influencer Marketing	Affiliate Marketing
- Utilises“ social media influencers that are prominent social media users who have accumulated a dedicated following by crafting an authentic online persona (Casalo et al., 2020; Lou et al., 2019; Sokolova and Kefi, 2020 as cited in Tafesse and Wood, 2021)”.	-Is “the online act of promoting someone else’s goods and services to earn commissions from sales leads provided” (Hofmann and Novak 2000, p. 44 quoted in Gregori et al., 2013).
Third party advertising done by celebrities, media personalities, industry leaders and opinion leaders.	Third party advertising open to anyone with a website or social media platform including companies, publishers and blogs.
Paid per post, free product, flat rate	Paid per performance
ROI can be difficult to track.	ROI easy to track via affiliate network.

Why IM and AM

- Social media is ubiquitous.

Number of social media users worldwide from 2018 to 2027
(in billions)



(Statista, 2022)

Why IM and AM



- Waning efficacy of traditional adverts (Campbell and Farrell, 2020; Carter 2016 stated in Hudders et al., 2020; Partnerize, 2021).
- Acceptance that user-generated content helps create brand preferences (Campbell and Farrell, 2020; Carter 2016 stated in Hudders et al., 2020).



Why IM and AM



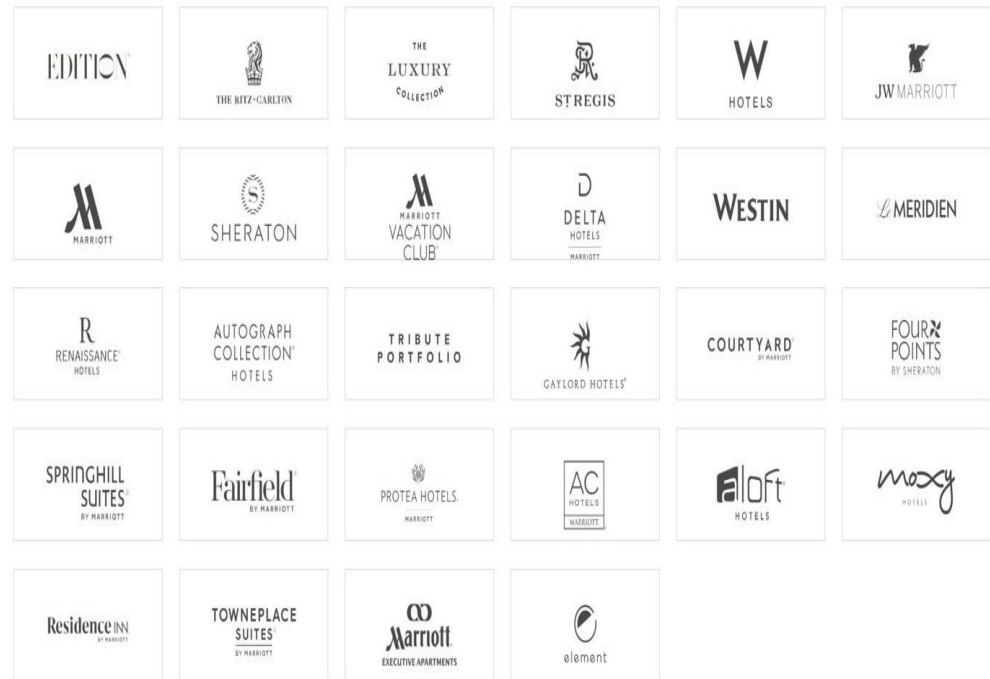
- “Second most effective promotional strategy” (Audrezet et al., 2018 cited in Harrigan et al., 2021).
- Increased intimacy and trust with followers because of shared personal interests (Audrezet et al., 2018; Ki et al., 2020; Ladhari et al., 2020 highlighted in Tafesse and Wood, 2021).”
- Over 70% of consumers prefer to purchase a product or service that is personally recommended (Hubspot, 2019 cited in Harrigan et al., 2021).

MII Affiliate Programme

- 28 eligible brands
- Commissions on qualified customer stays booked on Marriott.com or Vacation Package purchase on VacationsByMarriott.com
- Managed via Partnerise

(Marriott International, 2022a)

Participating Brands



(Marriott International, 2022b)

IM and AM Issues



- Capturing ROI: UTM parameters; Google Analytics, promo codes
- Finding the right fit: product and influencer/affiliate compatibility
- Fraud: screening via data analytics and manual check; affiliate technology

(Schachter, 2022)



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