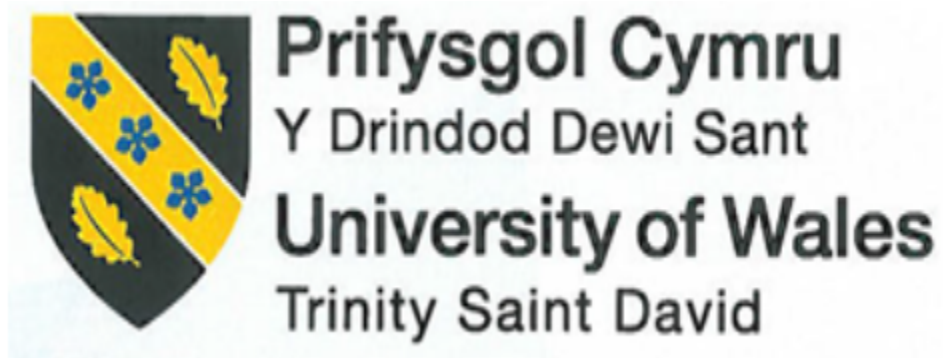




MARKETING ESSENTIALS

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Introduction

Marketing is the activities or process of organisations to promote their business to sell their products or services including different strategies. In this regard some marketing strategies include marketing research, selecting the audience, advertising and many more. In this essay, two well-known hotel brands have been chosen which are Marriott and Premier Inn to show the importance of marketing. Marriott is a famous international hotel and resorts company that was established in 1957 and has headquarters in Bethesda, US. Marriott has more than 8000 properties and 30 brands and serves more than 39 countries (Marriott, 2022). Premier Inn was founded in 1987 and has more than 800 hotels across the UK and other countries and has headquarters in Dunstable, UK (Marriott, 2022). These two hotel brands are the competitors in the current market so, it will help to analyse its marketing strategy in a more significant manner and that is the reason to choose these two brands.

Discussion

In the previous time, both two hotels used traditional ways to promote their brands. At that time technology was not improved that much. That is the reason Premier Inn hotel and Marriott hotel in their starting period use different types of strategies like billboards that can be seen on major roads and highways where both two companies convey messages of their brands to the public through this. Premier Inn and Marriott used print media like magazines, and newspapers where they increased their brand awareness towards consumers (Lawrence *et al.*, 2018). In the past, both hotel brands like to send emails to people as a promotional strategy for their brands. Besides this, both two brands used event marketing where they show their presence in different industrial seminars, conferences, and events and promote their brands to the customers. Besides this, they used leaflets where they provide discounts and offers of their products and services to attract more customers and increase their brand values. Thus, both multinational hotel companies used almost all kinds of effective traditional methods to promote their brands in the earlier period.

Over time, Premier inn and Marriott changed their promotional strategy to more advanced technologies to meet new customer requirements (Kartajaya *et al.*, 2019). In this digital age, customers are more aware of brands and before purchasing follow some steps. In this regard, now the customer's decision-making process has to go through four steps such as awareness about the brand, showing their attitude such as like the products or not, purchasing accordingly and the last step is if they are satisfied with the first purchase then purchase again (Kartajaya *et al.*, 2019). This is the reason both two company change their marketing strategy to understand customers effectively.

During covid-19 pandemic time Premier Inn hotel faced different challenges to staying in this competitive market. With the help of effective marketing strategies, Premier Inn Hotel generates

most of its revenue from accommodation rather than food and beverage and in the year 2021-2022 the company generates revenue of over 1186.9 million British pounds (Statista, 2022). In the last six months of 2022, the profit generated by Premier Inn was 307.4 million pounds (Reuters, 2022).

On the other hand, Marriott also faced the same challenging situation due to a pandemic which left an impact on this operation. In this current market, Marriott with its effective marketing strategies generates more revenue than in the past year. In the second quarter of 2022, Marriott Hotel generated revenue of 950 million dollars and in the second half of 2021, it was 486 million dollars (Marriott, 2022). Currently, both two companies have a strong position in the current competitive market and are competing with each other to get advantages in the international market with the help of effective marketing strategies.

At the current time, Premier Inn hotels have a strong brand identity as it offers different types of rooms at affordable prices and comfort for different customers. Besides this, they provide free WIFI services, food and beverages, car parking, daily cleaning and many more facilities to satisfy customers (Kotler *et al.*, 2020). The company offers services and hotels at affordable prices and takes bookings through different hospitality and leisure applications and websites. However, customers can book rooms over phone calls also. Despite this, sometimes they failed to provide rooms. The company has opened its branches to well-known advanced countries like the UK, Germany, Arab, the US and many more to attract more consumers to enhance their brand. Premier Inn invests huge money in advertising its brand on television, print media, promotional events and digital platforms like Facebook, Twitter and so on. In 2021, Premier Inn advertised "Rest Easy" where they provide how comfortable their service and hotel rooms are.

All these approaches attract more consumers as the heart of marketing is the customers (Jobber and Ellis-Chadwick, 2019).

On the other hand, Marriott is a multinational American company that provides luxury hotels and is famous for its quality services. Along with the company delivering the right products at the right price and trying to maximise the price to attract more customers (Bowie *et al.*, 2016). Being a multinational hotel, it opens its business in open areas like near airports, central markets and so on to target more customers. Marriott opens its websites on different social platforms like Facebook, and YouTube where it provides ads of its brand to connect with more people and holds customer loyalty programmes for its guests to give special benefits to make customers happy. People can book hotels through its website or third-party websites like Goibibo, Make my trip and many more sites (Smith and Zook, 2019). Marketing principles play a major benefitting role for both two companies to expand their business in the global market.

Being a part of the hospitality industry Premier Inn has responsibilities to the planet and launched the “Force for Good” campaign where they focused on strategies to make positive changes in the environment and life as well (Premier inn, 2022). Premier Inn hotel joins with Great Ormond Street Hospital, where they provide charities for the community people by providing food, healthy checking and so on.

The company supports sustainability practices which is the reason the company commits to improving nutrient values in its food and beverage to make people healthy. 65% of operation team members of the company are female and provide employees with the freedom to enhance employee engagement. The company commits to reducing 50% of carbon emissions by 2025 and net zero carbon emissions by 2040. The company has committed to reducing 50% of food waste

by 2030 (Premier inn, 2022). All these green approaches Premier Inn initiated to enhance a sustainable environment to increase their brand value and show their responsibilities.

In the same way, Marriott also has some responsibilities towards the community and society. In this regard, the company has launched "Serve 360" to show doing good in every direction to make a sustainable and positive impact on the earth (Marriott, 2022). The company has committed that by 2025 it will reduce 15% waste of water. The company also committed to reducing 45% of food waste, 30% of carbon reduction, and 30% of renewable electricity by 2025 (Marriott, 2022). The company has provided funds during the covid pandemic for the lower-class people and arranged food for them. In this way, both two companies show their sustainability and green approach to enhance their marketing strategy to gain more success in this current market.

The covid pandemic has left the most impact on the hospitality industry due to the lockdown as people cancelled rooms and hotels have to provide refunds. This activity makes Premier Inn and Marriott hotel's economic conditions weak. Premier Inn hotel faces a resource shortage as many employees were attacked by the virus and many of them lost their life and lockdown makes the supply chain distributed. Despite this, Premier Inn continues to pay the suppliers who are from small and medium-sized businesses. 500,000 meals donated to the charity partner for the community and ensure employees' health as well (Premiering, 2022). Besides this, they ensure the health and safety of consumers who enter their hotels by providing their upgrade services.

Marriott supports guests, communities and associates during the pandemic time by hosting as caregivers, and providing package meals in the aspect of safety. Besides this, they provide safety kits like gloves, masks and other things for frontline workers. The company distributes 1.45 million food, meditation and other essential items to associates in its 16 markets (Marriott,

2022). And provide 2500 healthcare professionals during a pandemic. Thus, both two hotel companies show their responsibilities towards employees, society and the environment. Besides this, through their marketing approaches, they show their responses towards sustainability to expand their business to get an advantage over competitors.

Conclusion

Marketing strategy plays a positive role in organisations to make a business successful in this current competitive market. At an early age, the Premier Inn and Marriot used all effective traditional strategies like print media, email, Television and so on. Now, in this digital time, the preferences of customers have changed and companies changed their marketing strategies to meet customers' needs. Marriott is a famous hotel chain in the US that plays an effective marketing strategy by effectively promoting the brand through different social platforms and providing quality services. On the other side, Premier Inn also makes an effective marketing strategy to overcome the covid issue to expand business in the global market. So, it can be concluded that an effective marketing strategy can bring opportunities for business in the global market.

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