

Marketing Plan

Hotel: Starwood

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Introduction

This marketing plan focuses to strategically create better position and enhance the market presence of Starwood, a prominent hotel brand. Besides, tailored for Starwood's management on this marketing plan seeks through utilisation of frameworks such as SOSTAC, 4Ps, and Ansoff's Matrix to guide the development of a targeted communication strategy. In addition, the goal is to identify key issues or opportunities and various innovative messaging to improve, change or introduce new ideas in response to the changing market dynamics.

Situation Analysis

Company: SWOT Analysis of Starwood

Strengths: Starwood has a strong global brand recognition with a diverse portfolio of hotels and a history of innovation in guest experiences. For instance, Chernev (2020) cited that loyalty program combined with a robust online presence allows to contribute to customer retention.

Weaknesses: Operational challenges differ in quality standards across properties and potential resistance to change within the organisational culture are major weaknesses. Additionally, dependence on third-party booking platforms can impact direct customer relationships.

Opportunities: The growing trend of experiential travel allows an opportunity for Starwood to increase value proposition. For instance, strategic collaborations and market expansion in emerging economies provides avenues for growth. Developing technology for personalised services is a potential differentiator.

Threats: High competition in the hospitality industry creates threat. For instance, external factors such as economic downturns, geopolitical instability and public health crises are seen in recent times can impact the travel and hospitality sector through affecting Starwood's revenue streams (Westwood, 2010). Hence, addressing these threats requires proper focus and a proactive risk management approach.

Customers

Segmentation and Targeting: Starwood's customer base will be segmented as per various factors including demographics, psychographics, and behaviour (Strauss and Frost, 2014). High-value segments such as business travellers, luxury seekers and loyal members of the Starwood Preferred Guest (SPG) can receive targeted promotions and experiences.

Customer Profiles: Detailed customer profiles will be developed to identify preferences, needs and behaviours including factors such as preferred travel destinations, booking patterns, and amenity preferences.

SimilarWeb Analysis: Examining web traffic, bounce rates and popular content can allow to guide the refinement of digital strategies (Perreault et al., 2021). For instance, understanding the online journey of potential guests through optimising website and online promotional efforts and ensuring can align with customer expectations and industry trends.

Competitors: Perceptual Positioning Map, Bowman's Strategy Clock

Utilising perceptual positioning maps and Bowman's Strategy Clock can allow the plan to evaluate competitive landscape. For instance, Duke and Tucker (2007) suggested that this analysis can utilise through identifying Starwood's unique value proposition and market positioning that can allow to ensure differentiation from competitors.

Collaborators: B2B Relationships, Partnerships, Franchises

The plan seeks through demonstrating awareness of Starwood's B2B relationships, partnerships and franchises (Stevens et al., 2013). For instance, evaluating and optimising collaborations is essential for increasing mutual benefits and expanding market reach.

Climate: PESTLE Analysis

According to Wrenn and Mansfield (2014) conducting a macro analysis through PESTLE can allow to the plan evaluates the external factors influencing Starwood in the current climate. PESTLE analysis includes political, economic, social, technological, legal and environmental factors through providing insights into potential opportunities and threats.

Marketing Mix

The marketing mix includes 4Ps - Product, Price, Place, Promotion is analysed to go through Starwood's offerings align with market needs. For instance, Chaffey and Smith (2022) argued that this analysis identifies areas for improvement or innovation in the current marketing strategy.

Objectives

The SMART objective of marketing plan is to achieve 15% increase in online customer satisfaction ratings for Starwood for next six months through utilising targeted promotional campaigns, refined customer segmentation strategies and strategic collaborations through enhancing brand's overall reputation and market positioning.

Strategy

Starwood will adopt an expansion strategy as per Ansoff's Matrix. McDonald and Wilson (2016) cited that the focus is on market development through attracting new customers as per innovative value propositions. The new value proposition allows centres around a personalised and immersive guest experience through addressing past concerns. Hence, leveraging technology for seamless interactions as per introducing exclusive loyalty programs and collaborating with local businesses with unique offerings. Besides, changes to the marketing mix include refining promotional strategies to seek revamped value proposition through adjusting pricing strategies align with customer expectations and exploring new distribution channels to expand market reach. Through strategically implementing these changes can allow Starwood not only to enhance its reputation but also capture new market segments and increase overall customer satisfaction.

Tactics

Implementing the marketing plan, the RACE (Research, Action, Communication, Evaluation) framework can guide the communication tactics; below are these:

Research: Making thorough analysis of Starwood's current communication channels including social media, emails, and SimilarWeb metrics, is essential. For instance, identifying strengths and weaknesses in online presence can allow to inform targeted improvements. Engagement rates, click-through rates, and sentiment analysis can be implemented to ensure effectiveness of existing communication strategies.

Action: Seek through different issues and capitalize on opportunities, the plan goes through various new communication tactics (Doole et al., 2019). Firstly, implementation of an interactive and user-friendly website is essential through personalised landing pages, chatbots for instant assistance and an intuitive booking interface. Additionally, the utilization of social media through introducing visually appealing content, engaging campaigns and proactive community management can address customer feedback.

Communication Mix: Blend of traditional and digital channels such as social media platforms will be utilise for real-time engagement and storytelling through highlighting value proposition. For instance, Pride and Ferrell (2022) cited that email campaigns can allow to focus on personalised offers, loyalty program updates and exclusive packages to ensure customer relationships with influencers and local businesses will be integrated to expand reach and credibility.

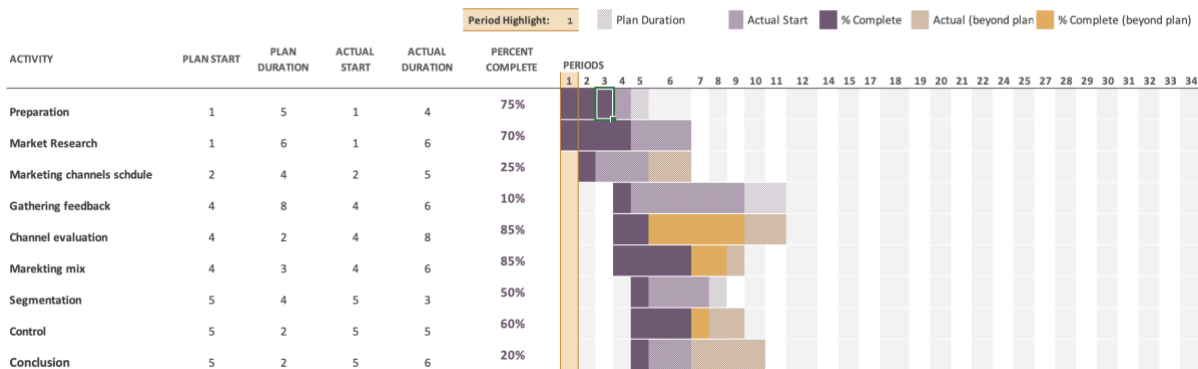
Evaluation: Monitoring and evaluation will be crucial through constant assessing social media analytics, email open rates, and SimilarWeb data will provide insights into the effectiveness of the new tactics (Fahy and Jobber, 2019). Also, Customer feedback surveys and online reviews will also be essential in gauging satisfaction levels and making real-time adjustments.

Improvements to Current Communications

The current communication strategy will be augmented through addressing identified gaps. For instance, SimilarWeb results identify lack of organic search traffic, search engine optimization (SEO) strategies will be implemented. Going through underperforming social media channels is a content calendar through diverse and engaging posts will be introduced. For instance, email campaigns will be utilised to ensure relevance and timeliness for avoiding overcommunication through delivering valuable content.

Action: Gantt Chart

Marketing Strategy for Starwood



According to Grewal and Levy (2022) the Gantt chart goes through phased approach to marketing activities. Initial stages identify website redevelopment for enhanced user experience through aligning with the new value proposition. Also, social media campaigns and influencer partnerships can allow to make sure generating buzz. Hence, email campaigns follow suit through enhancing customer engagement. As such, regular reviews of the Gantt chart can allow to ensure dynamic response on evolving market dynamics with phased implementation which is efficient resource allocation and a cohesive marketing strategy rollout.

Control

Success will be evaluated through different KPIs including online customer satisfaction ratings, social media engagement rates, website traffic, and conversion rates. Besides, Huang and Rust (2021) argued new customer acquisition, positive shifts in brand perception and increased profits can serve as key indicators. Regular monitoring and analysis of these metrics can make sure adjustments to optimise performance. Also, customer feedback surveys, reviews, and loyalty program participation will ensure qualitative insights by contributing comprehensive assessment of the marketing plan's impact.

Conclusion

There are diverse challenges in reputation management and market positioning that are highly essential for the marketing plan considering a robust strategy for Starwood. The constant shift

to a personalised value proposition and the strategic use of various communication channels positions allows to attain the brand for success. Going through the aspect are identified recommendations include continuous monitoring, having response to feedback and ongoing innovation to stay focused in the competitive landscape. Furthermore, the plan allows to set the stage for developing Starwood's image and enhancing sustained growth in the dynamic hotel industry.

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- Chaffey, D. and Smith, P.R., 2022. *Digital marketing excellence: planning, optimizing and integrating online marketing*. Taylor & Francis.
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Appendix: Presentation

Introduction

- Focuses to strategically create better position.
- Enhance the market presence of Starwood.
- Tailored for Starwood's management.
- Utilisation of frameworks.
- SOSTAC, 4Ps, and Ansoff's Matrix.
- Development of a targeted communication strategy.
- Identify key issues or opportunities.
- Various innovative messaging.



Introduction

The purpose of this plan is to identify different marketing issue or opportunity and develop a communication strategy that allows to address the dynamic needs of the hotel industry. For instance, Jin et al. (2019) cited that analysing both micro and macro environments allow the plan aims to provide strategic direction for Starwood. The approach consisting imaginative messaging to ensure positive change mainly supported by industry research, evidence and examples.

Situation Analysis: Company: SWOT Analysis of Starwood

Strengths:

- Starwood has a strong global brand.
- Diverse portfolio of hotels and a history of innovation.
- Loyalty program combined with a robust online presence.

Weaknesses:

- Operational challenges differ in quality standards.
- Potential resistance to change within the organisational culture.

Opportunities:

- Experiential travel allows an opportunity.
- Strategic collaborations and market expansion.
- Developing technology for personalised services.

Threats:

- High competition in the hospitality industry creates threat.
- Economic downturns, geopolitical instability and public health.
- Focus and a proactive risk management approach.



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Situation Analysis: Customers and Competitors

- Segmentation and Targeting.
- Customer Profiles.
- SimilarWeb Analysis.
- Utilising perceptual positioning maps.
- Bowman's Strategy Clock.
- Starwood's unique value proposition and market positioning.

starwood
Hotels and
Resorts

Marriott®
HOTELS · RESORTS · SUITES

Customers

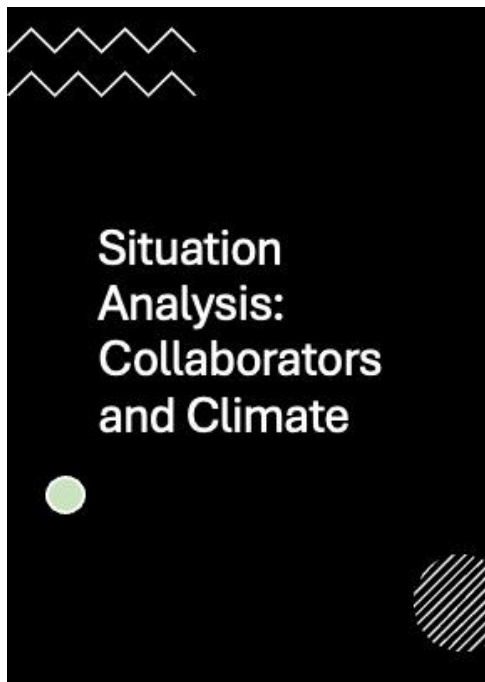
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	Collaborators: B2B Relationships, Partnerships, Franchises
	Evaluating and optimising collaborations.
	Increasing mutual benefits and expanding market reach.
	Climate: PESTLE Analysis
	Macro analysis through PESTLE.
	Evaluates the external factors influencing Starwood.
	Political, economic, social, technological, legal and environmental.
	Insights into potential opportunities and threats.

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Marketing Mix

- Product, Price, Place, Promotion.
- Analysed to go through Starwood's offerings.
- Align with market needs.
- Identifies areas for improvement or innovation.
- Current marketing strategy.



Marketing Mix

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Objectives and Strategy

Objectives:

- Achieve 15% increase in online customer satisfaction ratings.

Strategy:

- Adopt an expansion strategy as per Ansoff's Matrix.
- Focus is on market development.
- New customers as per innovative value propositions.
- Value proposition allows centres.
- Personalised and immersive guest experience.
- Leveraging technology for seamless interactions.
- Introducing exclusive loyalty programs and collaborating.

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Tactics and Improvements to Current Communications

Tactics:

- Research.
- Action.
- Communication Mix.
- Evaluation.

Improvements to Current Communications:

- Addressing identified gaps.
- Identify lack of organic search traffic.
- Search engine optimization (SEO).
- Strategies will be implemented.

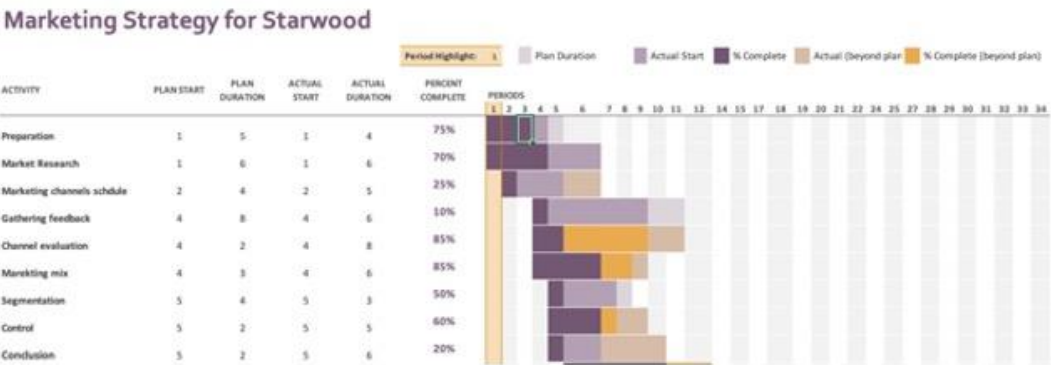
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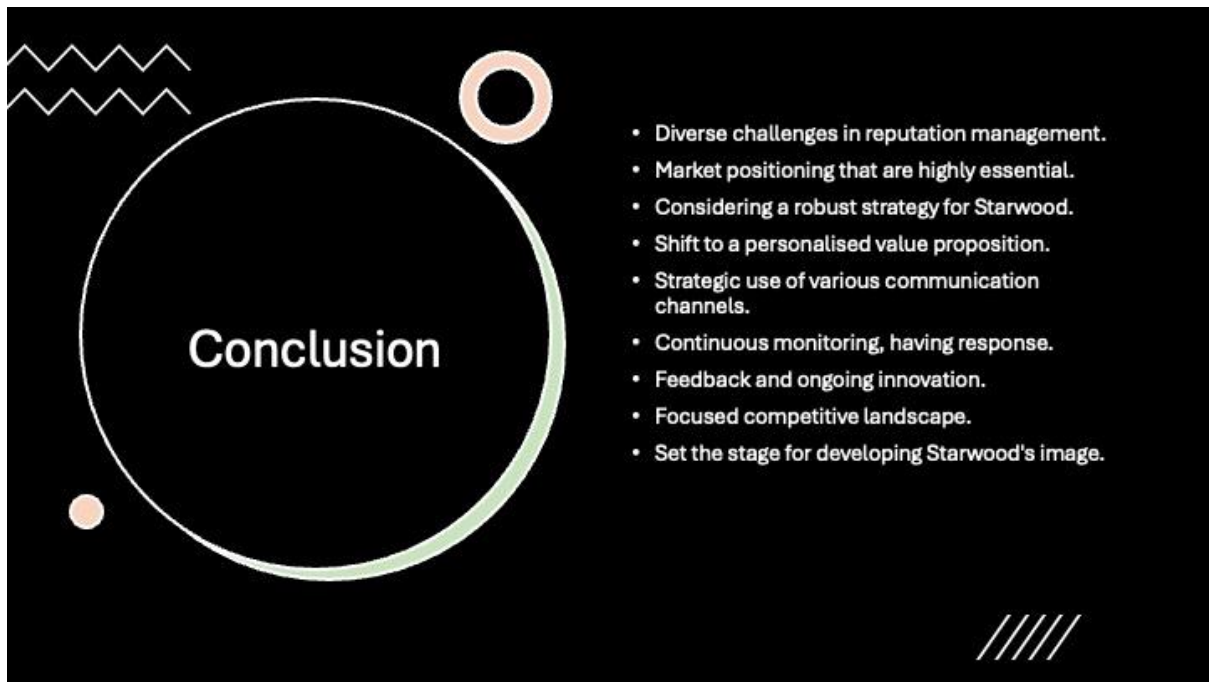
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The logo for Starwood Hotels and Resorts. The word "starwood" is written in a large, black, serif font. A small, black, stylized asterisk or star symbol is positioned between the "o" and "w". Below "starwood", the words "Hotels and Resorts" are written in a smaller, black, serif font, stacked on two lines.

starwood
*
Hotels and
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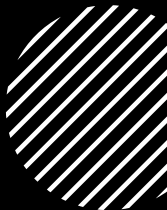
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Marriott
HOTELS · RESORTS · SUITES

The logo for Marriott Hotels, Resorts, and Suites is displayed within a light blue circular overlay. It features the Marriott logo (a stylized "M" with a globe icon) above the word "Marriott" in a large, bold, serif font. Below this, "HOTELS · RESORTS · SUITES" is written in a smaller, uppercase, sans-serif font.



Situation Analysis: Collaborators and Climate



Collaborators: B2B Relationships, Partnerships, Franchises



Evaluating and optimising collaborations.



Increasing mutual benefits and expanding market reach.



Climate: PESTLE Analysis



Macro analysis through PESTLE.



Evaluates the external factors influencing Starwood.



Political, economic, social, technological, legal and environmental.



Insights into potential opportunities and threats.

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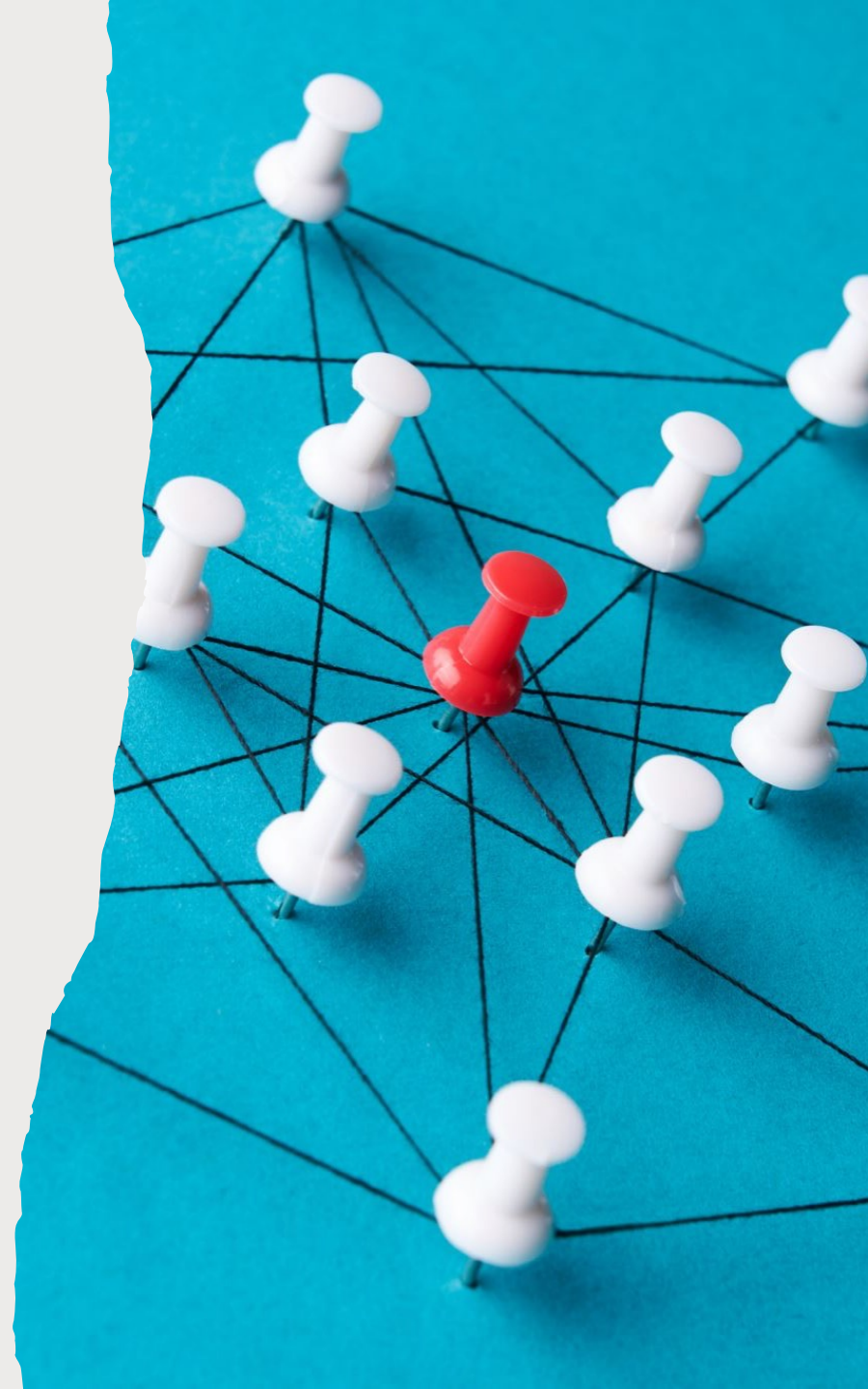
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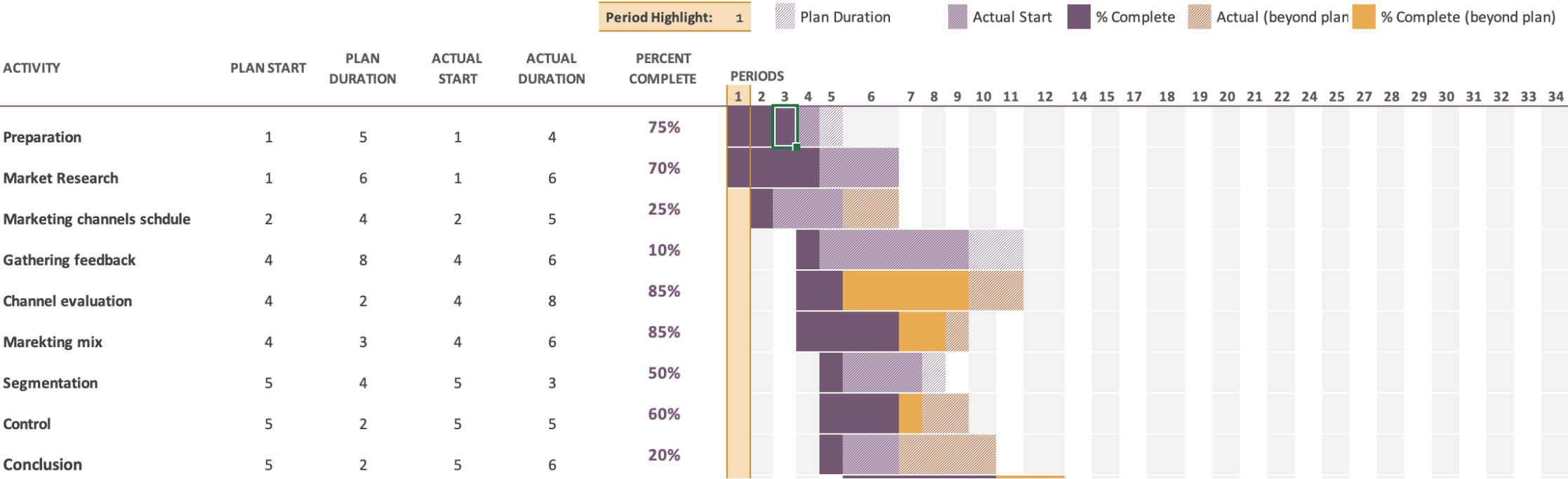
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Action: Gantt Chart

Marketing Strategy for Starwood



Control



EVALUATED
THROUGH
DIFFERENT KPIS.



ONLINE CUSTOMER
SATISFACTION
RATINGS.



SOCIAL MEDIA
ENGAGEMENT
RATES, WEBSITE
TRAFFIC.



NEW CUSTOMER
ACQUISITION.



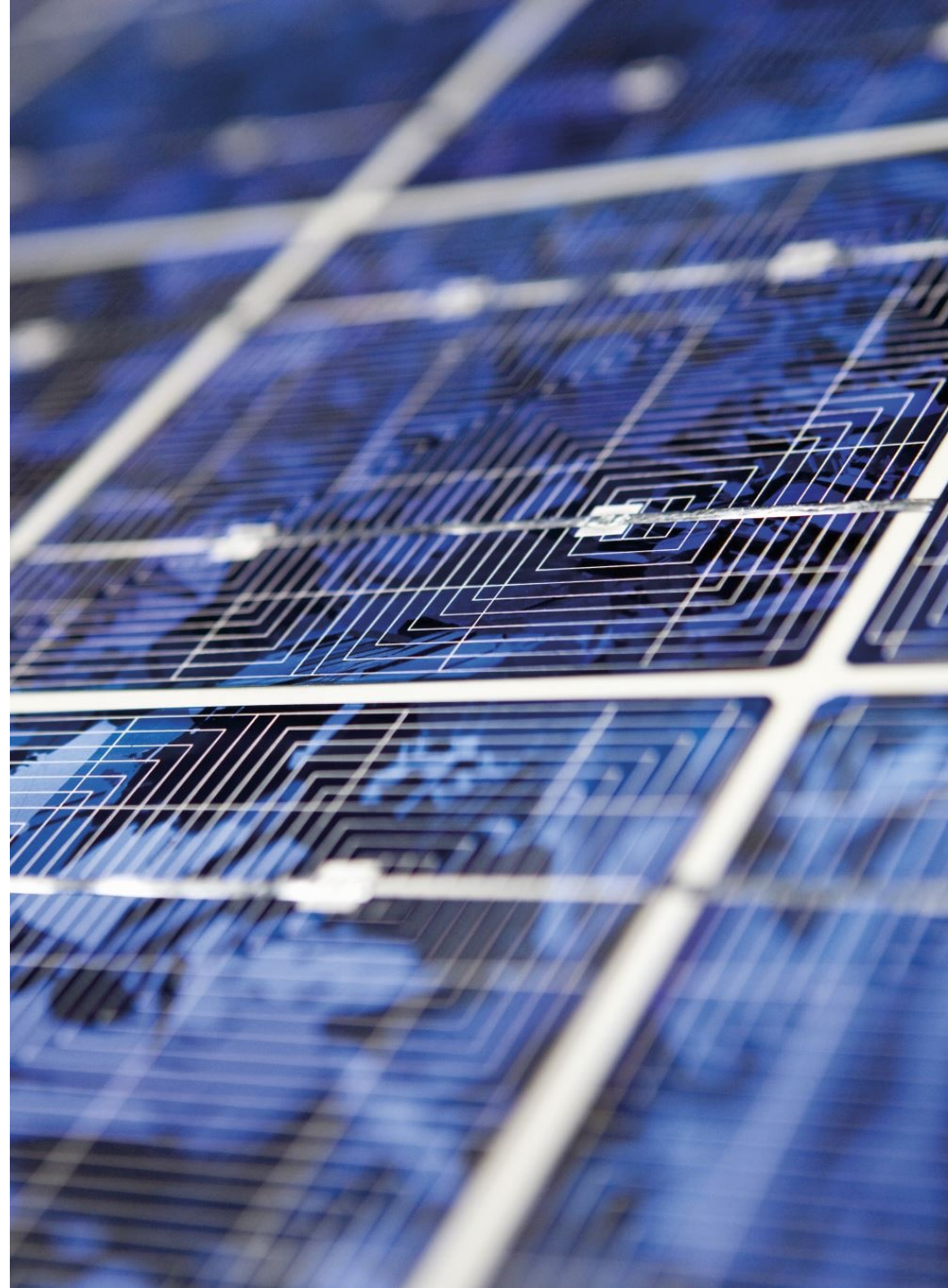
POSITIVE SHIFTS IN
BRAND PERCEPTION.

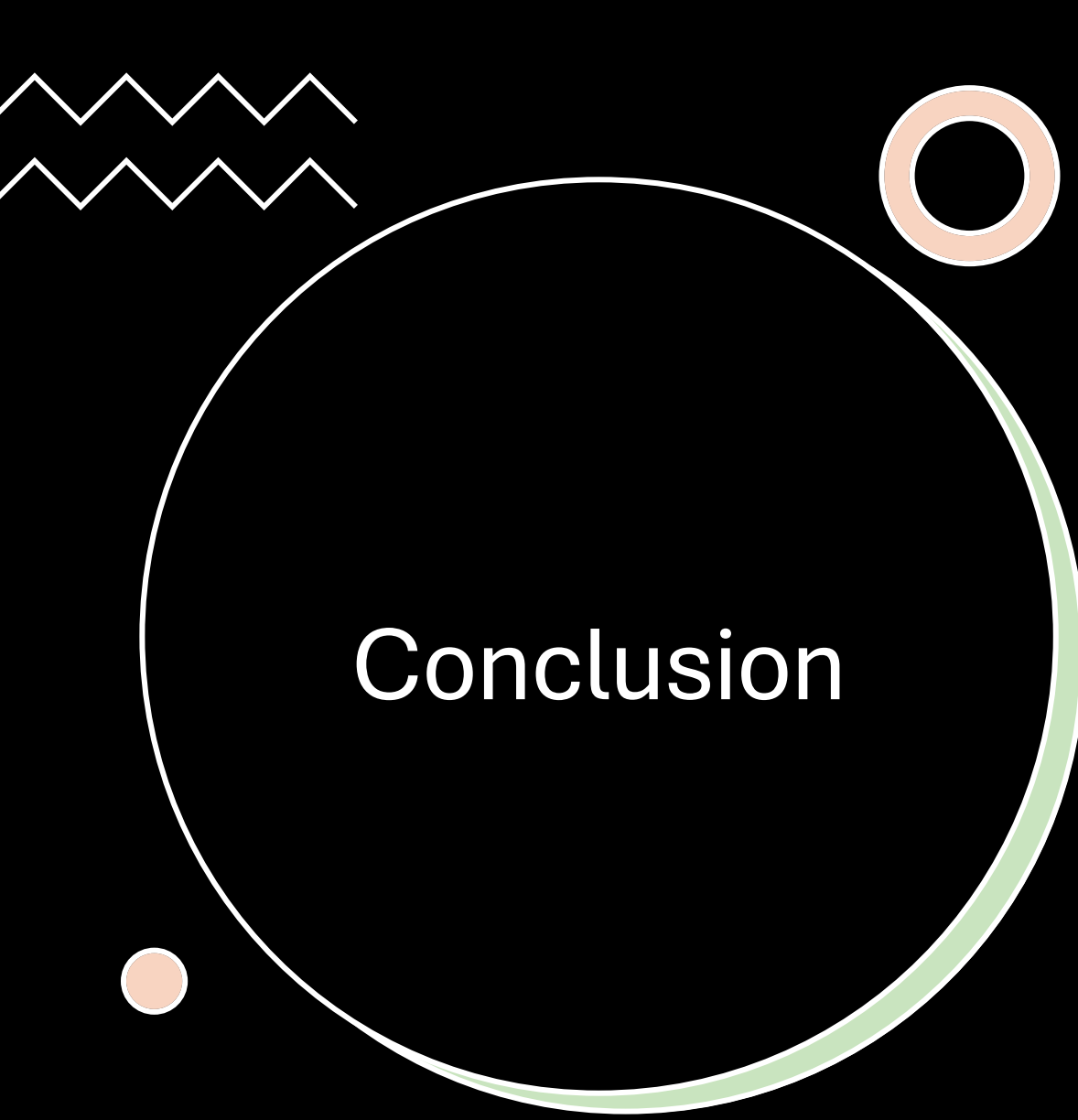


INCREASED PROFITS
CAN SERVE AS KEY
INDICATORS.



REGULAR
MONITORING AND
ANALYSIS.





Conclusion

- Diverse challenges in reputation management.
- Market positioning that are highly essential.
- Considering a robust strategy for Starwood.
- Shift to a personalised value proposition.
- Strategic use of various communication channels.
- Continuous monitoring, having response.
- Feedback and ongoing innovation.
- Focused competitive landscape.
- Set the stage for developing Starwood's image.



References

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