

Marketing plan

Ibis hotel

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Marketing Essentials BMIH4005

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My name is Adriana I chose Ibis Hotel, although I don't know anything about this hotel, what I read about it was that they have bad reviews. They cancel their reservation of many people and that is a question mark. We need to hire more people to try to give them a promotion, the price should be reasonable, and it is important not to cancel the reservations. We must check why many reservations are cancelled.

Situation Analysis

strengths: what have our customers told us they like about us?
what 's unique about our product or services?

weaknesses: what can we improve at the hotel.
what are our customers dissatisfied with?

opportunities: what can we do to improve the company?
we can use our strengths to have a different product from the competition.

threats: our biggest fear is not to lose customers.
not to overtake our competitors .

Our hotel is a budget one, so our clients are from the middle class, they can come here with families with children, students etc. What we want is for our customers to feel welcome and to live up to their

standards.



Raising awareness of Ibis' partnership with The Roundhouse and their support of new and emerging artists, Gray matter helped ibis to create and launch #ibisLates. A joint venture between Ibis hotel and the Roundhouse.

political: with covid, the government decided not to travel anymore and this affected us a lot, losing many customers.

economic: Since we are a budget hotel, this can be both an advantage and a disadvantage. Only families and budget persons can come to us.

social: Today the demands of clients are increasing, that's why they want private accommodation, since the rising demand for Airbnb.

technological: technology has advanced a lot and taking advantage of this we use technology to attract as many customers as possible and to promote our hotel.

environmental: During the summer it is more profitable for us because we save on heat and electricity.

legal: legally, our hotel knows how to keep the personal data of our customers.

Smart target: I decided that by the autumn we should be able to rectify the problem of cancelling the reservation, to hire capable

people, and to make a profit, to increase the hotel's profit. I hope that these things will bring us great profit at the hotel.

Strategy: What I want to propose is to increase the benefits of the hotel, to implement new rules, this is valid for all hotel employees, they must be prompt. I hope that these changes do not affect the hotel in the worst way and bring only advantages. I think now we are positioning ourselves at a low price, that's why we should attract customers. We want to create a unique product used only by us for the benefit of our customers. We are taking a big risk in changing many things at the hotel, such as the accommodation system, must be updated.

Tactics

- Product Each Ibis styles has a unique and inspired theme, highlighted in the design of the social hub, and present all along the customer journey, from the design to signage, all the way to the dress code. A perfect photo spot encourages guest to take creative pictures highlighting the theme of the hotel and share them on social media. The best sleeping experience in the market in terms of technology, design, product and price. We provide 24 hours from 7 service as and when required by the customers. Also, one of the unique factors is that they provide breakfast from 4am in the morning till mid-day.

- Price We give offers like 20% discount near New Year and other festive occasions. The prices vary as per the hotels and rooms booked. The prices also vary as the seasonal demand. We also have a discount on Christmas day, especially if you come with your family and children.

- Place We are in the Centre of Cardiff city

- Promotion Ibis hotel provide special promotions for bookings done though online channel. We run ad campaign which are short and talk about one of the USPs that ibis provides with real life situations where ibis adds value to the customers. We have the Le Club Accor Hotel which gives us the opportunity to have holiday parties on some occasions as well.

Communications Plan

Ibis Hotel

Adriana Toader

				November	December	January	February	March	April	May	June	July	August	September	October	November
TASK	Metrics	START	END													
Advertising																
Tv	promotional code	february	August													
Radio	hotel advertising	November	November													
facebook	share link	november	september													
instagram	direct link followers	november	july													
phone	email campaign	may	august													

I chose to advertise through these means such as tv, radio, Facebook, Instagram, and phone. I thought that these are the most viewed and sought after. We chose longer periods but also shorter periods to advertise and promote a product.

For the tv I chose promotional code, and the period is February – August

For radio I chose hotel advertising from November – November

For Facebook I chose share link from November to September

For Instagram I chose direct link followers from November to July

For phone I chose email campaign from May to August.

Control: A hotel USP, or unique selling proposition, is one of the secret ingredient behind a successful brand marketing strategy. As a hotel, must understand what can attract customers to come to me and what makes me unique as a hotel. Age does not matter to us, anyone of any age can come. We try to be in trend with new applications and with the new changes to promote the hotel as much as possible so as not to fall behind the other competitors. I hope that the new customers will like our changes, our clients can be of different ages. Following the changes made, we hope that we will bring as much profit as possible to the hotel.

Conclusion: Being my first marketing plan I am very proud of it. Everything I thought about promoting the hotel and changing some things is written here, I hope that everything I put into the application will bear fruit and bring the hotel the desired profit. I think I made the best decision to change the hotel for the better and attract as many customers as possible and make a profit.

[Presentation1.pptx](#)

References

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