



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

STUDENT NAME	MUHAMMAD ZHAFREE BIN NOOR AZHAR
STUDENT ID NUMBER	2118690
MODULE	STRATEGIC MARKETING
MODULE CODE	BMBM6016
LECTURER	LISA KNIGHT
ASSIGNMENT TITLE	STRATEGIC MARKETING PLAN FOR MARRIOTT INTERNATIONAL

NO.	TABLE OF CONTENT	PAGE
1	EXECUTIVE SUMMARY	3
2	INTRODUCTION	4 – 5
3	THE STRATEGIC MARKETING OBJECTIVE FOR MARRIOTT INTERNATIONAL	6 – 9
4	RECOMMENDATIONS	10
5	CONCLUSION	10
6	REFERENCES	11 – 12

1.0 EXECUTIVE SUMMARY

The purpose of this report is to design an innovative strategic marketing plan that meets the needs of the organisation while also making effective use of important resources and abilities. First and foremost, Marriott International, as well as the SMART and SOSTAC frameworks, will be introduced in this paper. This report will then provide a strategic marketing aim for the organisation that is SMART, and it will elaborate on the purpose using the SOSTAC framework to provide further clarification. Finally, this report will make a few recommendations to Marriott International regarding its operations. It is just reputable sources that have been used in this article throughout.

2.0 INTRODUCTION

A company's marketing strategy outlines the company's target markets, marketing goals, programmes and activities to achieve these goals, timelines, and the resources to be used, all within the context of specified budgets (Lindley, 2022).

In order to reach corporate goals, it is necessary to create a marketing plan that lays out the techniques for attracting and retaining customers. It's also important to make sure that marketing initiatives are relevant and implemented in a timely manner in order to meet the company's objectives. It's a plan for gaining a competitive advantage over the long term while also recognising the resources needed to do so (Lindley, 2022).

Step-by-phase procedures are used in the SOSTAC model when building marketing plans, ensuring that all important factors are taken into account at each step (Schlegelmilch, 2016). Situation, Objectives, Strategy, Tactics, Action and Control are the six letters in the acronym (SOSTAC).

On the subject of situation, the marketing team is guided by the need to answer the question of exactly where the entire company is at the present time, or, in other words, where do we stand now? As a result of this necessity to respond to a query about future goals for the company (i.e., where do we see the company going in the future), the marketing team develops objectives. Specifically, in terms of strategy, it entails answering the question of how the company will be able to arrive at the intended targets or achieve the results that are expected from the digital marketing plan. Next, tactics are used to define the specific details that will be used during the implementation process in order to select the most appropriate marketing mix and communication channels, whereas actions are used to define the small details within the tactics that are responsible for ensuring excellent execution of each plan or strategy. Lastly, control includes the assessment and evaluation of the metrics that are used to estimate the effectiveness of the tactics that are being employed to achieve the defined goals (Schlegelmilch, 2016).

To be classified as SMART, a goal must meet all of the following criteria: be specific, measurable, actionable, realistic, and time-bound (Boogaard, 2021). Many people recommend using the SMART method of goal planning for both personal and professional endeavours. It is an approach that helps people achieve their goals by enhancing their focus, clarity, and motivation (Cechova, 2019).

3.0 THE STRATEGIC MARKETING OBJECTIVE FOR MARRIOTT INTERNATIONAL

The strategic marketing objective for Marriott International is to increase customer lifetime value by promoting and measuring its loyalty programme which is Marriott Bonvoy in the next 5 years. This objective is SMART because it is specific in terms of what needs to be done which is to promote and measure. It is measurable because Marriott International can measure a customer's lifetime value with the loyalty programme. It is achievable and relevant because Marriott International is a famous hotel chain and so it is possible for the company to attain this goal. It is also time-bound because the objective is targeted to be achieved in the next 5 years.

The value of a customer goes far beyond the money they spend with a company today, which is why measuring customer lifetime value is so crucial. If the business is able to keep them as clients, they have value in the future. As a result, retaining current consumers is far less expensive than recruiting new clients (Cole, 2018).

3.1 SITUATION

Various frameworks, such as PESTEL, SWOT, and others, can be used for situational analysis. For example, a SWOT analysis shows that the hotel brand has a competitive edge in the hotel and restaurant sector because of partnerships and cooperation with significant platforms all over the world (Shaw et al. 2021). In addition, due to the company's financial performance, Marriott was rated 157th on the Fortune 500 list for 2020. For the past two decades, it has maintained its position as the dominant power (Shaw et al. 2021). As a result, the company has a strong foothold in the global market, which is characterized by a wide range of business interests. Due to its vast number of debts, Marriott International is the world's most powerful hotel chain, making it the world's largest.

3.2 OBJECTIVES

In order to run promotions, Marriott plans to leverage its well-known brand and its extensive network of trusted plunderers. Reward programmes are the most effective approach for Marriott to connect with its consumers, as they encourage them to return even more frequently.

When it comes to the world's largest hotel loyalty programmes, Marriott Bonvoy encompasses more than half a million properties across 30 different pricing segments. Customers typically get 10 base points for every dollar spent at Marriott hotels and resorts, which is the industry standard. For every \$100 spent, a consumer will receive 1,000 points. Although Residence Inn and Towneplace Suites have lower base earnings, other low-cost hotel chains do not.

Customer lifetime value is an important metric for determining a company's overall profitability and identifying measures to increase customer retention and loyalty. Identifying which products and services generate the most revenue and customer retention also helps the organisation identify prospective areas of the business that may need to be improved (Wong, 2021).

3.3 STRATEGY

Marriott Bonvoy, the company's loyalty programme, should be promoted and the number of customers kept track of. This can be accomplished in a variety of ways, for as by emphasising the numerous advantages of Marriott Bonvoy membership and urging customers to do so via their mobile devices (Marriott International).

3.4 TACTICS

Customers of Marriott International should be made aware of the benefits of membership. On the Member Support Website, members of the Loyalty Program will be able to find phone numbers for reservations, customer support, and reward redemption requests. Additionally, members of Marriott's Loyalty Program will receive a "Member Rate" when they book rooms through a MarriottChannel. With the exception of Ritz-Carlton Reserve and Design Hotels by Marriott International, Member Rates are only available at participating properties and brands. On weekdays, the Member Rate offers a savings of at least 2% and up to 5% on weekends. All week long, Ritz-Carlton, St. Regis, and EDITION give a 2% discount (Marriott International).

Customers should also be encouraged to download the Marriott Bonvoy app on their mobile phones by Marriott International. For example, users can use the mobile check-in functionality to check in from wherever they are via the smartphone app. In addition, users can use the mobile key feature to unlock their rooms, parking garages, swimming pools, and more. Customers can use this app to manage their Marriott Bonvoy account, including checking points balances and keeping track of benefits. They can also redeem points (Marriott International).

3.5 ACTIONS

Marriott International should train its personnel to promote the loyalty programme to every customer in order to attain this marketing aim. Employees can learn about the programme by attending a kick-off meeting and receiving regular updates. Consequently, the company should educate its employees on the loyalty program's reward structure and the mobile application's operation, as well as provide scripts or pitches to utilise when enticing customers to enrol (Prilliman, 2015).

It is important that Marriott International's customer database is informed about the loyalty programme and awards by email and text message. Additionally, Marriott International should use social media to inform current and prospective customers about the Marriott Bonvoy program's rewards and perks on at least a quarterly basis (Prilliman, 2015).

If Marriott International wants to keep track of its current customers' participation in its loyalty programme, it needs to monitor their activity. Keeping track of new member signups is also important, so the company can see which hotel has the most engaged consumers. As a result, Marriott International knows where to focus its efforts in terms of improving its goods and services.

3.6 CONTROL

Occupancy, client happiness, and average daily rates are three of the Marriott International's Key Performance Indicators. These three are capable of directing Marriott in the right direction. The number of reservations made over a specified time period is used to calculate occupancy, which is the most basic key performance indicator (KPI) in the hotel industry. It may be difficult to gauge client satisfaction, but trained HR personnel are capable of facilitating this task (Lee & How, 2018). Another important tool for assessing Marriott's effectiveness is social media reviews. As the number of social media users who are actively engaged grows, more information is being shared about the hospitality of the facilities they visit on a regular basis. Having a lot of positive reviews about Marriott International indicates that the company is doing better than it otherwise would.

In addition to the number of visitors and the amount of time they spend on the firm website's homepage, another technique can be used. This is related to the reviews they leave, although it's not exactly the same. There is a correlation between the number of visitors to a page and its performance.

Three key performance indicators (KPIs) are under the purview of the Marriot HR Manager. Marriott's HRM is expected to maintain a revolutionary with a unique characteristic in both the media and the mind, as well as to have strong brand forces in the market.

4.0 RECOMMENDATIONS

First and foremost, it is recommended that Marriott International pay attention to client reviews and feedbacks on its website and social media sites. This will provide useful information to the organisation about where it can make improvements. This can be accomplished by reading internet reviews on websites such as Trivago or by asking for input from customers as they prepare to check out of the hotel. Hence, this will tremendously help Marriott International in achieving its marketing objective.

Furthermore, Marriott International could show its appreciation for its employees by providing incentives and bonuses. Specifically, this is because employees who are motivated and excited about their jobs will be more likely to help the company reach its marketing objectives than those who are not. A wide range of advantages are currently available to Marriott employees, including a 50% discount on all rooms if they are staying at the same hotel and a special discount for family and friends of Marriott employees.

5.0 CONCLUSION

In conclusion, the strategic marketing objective for Marriott International is to increase customer lifetime value by promoting and measuring its loyalty programme which is Marriott Bonvoy in the next 5 years. Because it is SMART, this is an excellent goal to pursue. Additionally, the SOSTAC analysis provides a thorough examination on the marketing goal. This framework focuses on situation, objectives, strategy, tactics, actions and control.

According to the findings of the SOSTAC study, Marriott International has a solid position in the hospitality industry as a whole. In addition, to maximise client lifetime value, Marriott Bonvoy should be pushed aggressively to new and existing customers. The findings of the study also suggest that Marriott International should maintain track on the number of customers in order to identify any areas where the company may improve its operations.

6.0 REFERENCES

1. Boogaard, K. (2021). Write achievable goals with the SMART goals framework. [online] Work Life by Atlassian. Available at: <https://www.atlassian.com/blog/productivity/how-to-write-smart-goals>.
2. Cechova, D. (2019). What is the purpose of SMART goals? [online] Available at: <https://www.peoplegoal.com/blog/what-is-the-purpose-of-smart-goals>.
3. Connell, J., (2019). Diversity in large firm international franchise strategy. *Journal of Consumer Marketing*, 16(1), 86-95.
4. Haynes, C. (2018). The Importance of Customer Lifetime Value (CLV) and How to Calculate It. [online] The Daily Egg. Available at: <https://www.crazyegg.com/blog/customer-lifetime-value/>.
5. Hilton Worldwide. (2017). "Hilton Worldwide and IBM Announce Global Technology Infrastructure and Solutions Agreement" (13 April 2010). Retrieved from <http://investing.businessweek.com/research/stocks/private/snapshot.asp?privcapId=29470>
6. Kemmis, S. (2022). Marriott Bonvoy Program: The Complete Guide. [online] Available at: <https://www.nerdwallet.com/article/travel/marriott-bonvoy-program-the-complete-guide>.
7. Lee, C. G., & How, S. M. (2018). Long-run causality between customer satisfaction and financial performance: the case of Marriott. *Current Issues in Tourism*, 1-6.
8. Lindley, S. (2018). How to structure an effective marketing plan | Smart Insights. [online] Available at: <https://www.smartinsights.com/marketing-planning/create-a-marketing-plan/structure-effective-marketing-plan/>.<https://digitaldimensions4u.com/how-to-write-a-digital-marketing-plan-sostac-model/>
9. Marriott International, Inc. (2017). Marriott Rewards. <http://www.marriott.com/rewards/rewards-program.mi>
10. Marriott International. (n.d.). Member. [online] Available at: <https://www.marriott.co.uk/loyalty/member-benefits/member.mi>.
11. Marriott International. (n.d.). Terms & Conditions | Loyalty Rewards Program | Marriott Bonvoy. [online] Available at: <https://www.marriott.com/loyalty/terms/default.mi>.
12. Marriott, J. W., & Brown, K. A. (2015). *The spirit to serve: Marriott's way*. HarperCollins.

13. Matt. (n.d.). What Is The Employee Discount At Marriott Hotels? – Hotels & Discounts. [online] Available at: <https://www.hotels-and-discounts.com/what-is-the-employee-discount-at-marriott-hotels/>
14. mobile-app.marriott.com. (n.d.). Marriott Bonvoy App | Access more. [online] Available at: <https://mobile-app.marriott.com/en-us>.
15. Nyangwe, S., & Buhalis, D., (2018). Branding transformation through social media and co-creation: lessons from Marriott international. In *Information and Communication Technologies in Tourism 2018* (pp. 257-269). Springer, Cham.
16. Prilliman, A. (2015). 6 Foolproof Ways to Promote Your Customer Loyalty Program. [online] Fivestars Insights. Available at: <https://blog.fivestars.com/6-foolproof-ways-to-promote-your-customer-loyalty-program/>.
17. Pritchard, K. (2022). 9 marketing objective examples to guide your next digital strategy meeting (+ one bonus). [online] www.impactplus.com. Available at: <https://www.impactplus.com/blog/marketing-objectives-examples>.
18. Schlegelmilch, B. B. (2016). Marketing: A Global Discipline. In *Global Marketing Strategy* (pp. 1-19). Springer International Publishing.
19. Shaw, A.A. (2021). SWOT Analysis of Marriott. [online] SWOT & PESTLE Analysis. Available at: <https://swotandpestleanalysis.com/swot-analysis-of-marriott/>.
20. Wernick, D. A., & Von Glinow, M. A. (2016). Reflections on the evolving terrorist threat to luxury hotels: A case study on Marriott International. *Thunderbird International Business Review*, 54(5), 729-746.
21. Wong, S. (2021). Why Is Customer Lifetime Value So Important? [online] Available at: <https://www.3tl.com/blog/why-is-customer-lifetime-value-so-important#anchor-2>
22. www.sweetstudy.com. (n.d.). Need 2400 words | Marketing homework help. [online] Available at: <https://www.sweetstudy.com/files/digitalmarketingplan-edited1-docx-4875079>