

UNIVERSITY OF WALES TRINITY SAINT
DAVID

Comparison of Marketing Methods

B – MARKETING ESSENTIALS

LECTURER: LUCIANA SUARDI

STUDENT ID: 1921695

HOTEL: PREMIER INN AND MARRIOTT HOTEL AND RESORT

Introduction

Marketing is the action and policy of brand communication in two ways. Through the application of marketing both customer and business may get information about the product or needs related to products. This essay will analyze approaches, actions and measures undertaken by Premier Inn and Marriot hotel and resort for the purpose of marketing. Both do business in the categories of hotel and hospitality services. Premier Inn is leading the industry with strong possession over the market and customer (Margaret, 2022). Marriot Hotel and Resort is also dominating niche market with certain valuation of its services to the defined customers. The latest technology and system adoption in marketing is the key issues which are adopted by both of these two businesses in hotel and hospitality industry.

Marketing Choices and Directions

Business chooses marketing process and action to feed the customer ends. The approach used in the marketing aids to demonstrate right mechanism to capture market.

Premier Inn:

Premier Inn undertook digital platforms based marketing communication. Communication mix of Premier Inn is totally driving through the digital platform. Social media data kept extensive influence on needs analysis and value addition to the product line (Margaret, 2022). The marketing mix is also data driven from the big data analytics to be responsive and resilient with the contextual change. In the past they undertook electronic media for data collection and brand communication. Premier Inn shifted from there to be more accurate to understand the needs of the customers and market behavior.

Marriot Hotel and Resort:

This is a strong brand in the category of hotel and resort business. Giving the premium and unique experience is the key attributes are observing through the service design and delivery. The end line service providers are the key determiner of quality and satisfaction (Boydell, 2022). Marriot gave emphasize on skills and norms development for the end service providers. Premier Inn is adopted

the technology driven data to understand the needs both in underlying and surface level. So, this approach is helping to feed the future needs too analyzing statistical throughput.

Current Market Positions

Market position is the key term used in the marketing planning. Market position indicates the health, potential and threats in the context of a certain or wholeness of market (Boydell , 2022). A number of indies indicates a business position in the market comparing other in same genres.

Premier Inn:

Premier Inn is capturing the leading market share through strong and loyal customer pool. The aspect of market evaluation and assessment is significant for Premier Inn. It puts attention on the changes in attitudes and behavior with experiences (Klerck, 2022). The innovation indices both of service design and post transaction of service made the position strong in the hotel and hospitality service businesses. Data analytics based service valuation is the key aspect regarded in the business of Premier Inn (Klerck, 2022).

Marriot Hotel and Resort:

Marriot is the hotel and resort business which has captured a niche market with certain customer and market share. It is giving premium quality with responsive and reasoned price. Target customer and market entity based service designing and delivery is the key aspect observed in the Marriot. The increasing volume of it capital and issue inclusion in business model is the key part of consideration for its market position (Johnston, 2022). Marriot is now considering as the market sensitive entity in the hotel and hospitality service industry.

Marketing Strategies

Marketing strategy is the term used to imply a bunch of activities which functions as unit promotion or results. Marketing mix, Communication mix and STP are the key elements which make a marketing strategy meaningful (Johnston, 2022). Beside, the role of aims and objectives before starting marketing action project is also carrying the significance. Having the global

business nature the actual scenario, digital platforms and social media in different margin and levels are used for the brand communicative purposes both for the Marriot and Premier Inn.

Marketing Mix

	Premier Inn	Marriot Hotel and Resort
Product	All the items of hotel and hospitality services are designed on the basis of customer behavior analysis.	The hotel and resort service design was employed giving premium and unique value dimension.
Price	Market rationale to the product and its affordability is properly managed in the pricing	Competitor pricing strategy is adopted in the pricing of certain service price defining.
Promotion	Social media and digital platform are used to communicate service information and brand value to the target customers in the market.	Social media and personal brand communication through campaign are regarded as the communication mean.
Place	Websites, on sport and online hotel service booking agency are regarded as the place where customer can inform about the service.	On spot information desk, personal marketer and websites are the place where people may purchase and inform about the service.

STP

	Premier Inn	Marriot Hotel and Resort
Segmentation	The purpose, action genres and budget are taken for segmenting the market for different service designing.	Premium category and special genre of customer is taken for segmenting the market.
Targeting	The history and strategic relation with the client are taken for the big step in market and customer targeting	Inclusive approach of product and service designing is undertaken for targeting the market and market entity.

Positioning	Providing optimal service through responding with quality measures are managed in the service.	The competitor analysis is undertaken for the positioning where strength and loyalty of the competitor are taken into consideration.
-------------	--	--

Considerations regarding Sustainability and Green Messaging

The issues of sustainable future and green mechanism in business are the key terms. Compliance issue is very much relevant to the term of sustainability and green messaging in business process. These two terms feed present and future needs and stability of business. Premier Inn provided huge attention on sustainability (Johnston, 2022). For this data collection through online and offline media is managed. Again, for the issue of green messaging, it undertaken building and structural design on the basis of green and ecological balance. The legal provision related to environmental safety and compliance are properly managed through the action plan by the Premier Inn.

Marriot is resort and lower ranges of hotel services. It gives emphasizes on the climate friendly resort designing. Natural beauty and balance is taken optimal attention on structure designing. Disposal management is the key issue where Marriot gave supreme attention. Again, inclusive business model is being undertaken by the Marriot. Proper valuation on the range of product and service with different quality and price may help to build the business inclusive which tends to make it sustainable (Griffin, 2022).

Contemporary Issues and those influences on Marketing

COVID-19 is the global pandemic due to heavy spread of Corona Virus and its consequent lockdown and shutdown of business (Griffin, 2022). Hotel and hospitality service business faced huge struggling for the COVID-19. But, after lifting lockdown and shutdown the recovery is going on. But, inflation rate as the result of global recession and losing of job and employment creates mixed impact on the hotel service business.

Marriot faced huge struggle for its nature of business. The resort business totally dumped through for the Pandemic (Griffin, 2022). But, the purpose of business and corporate travel and tour

Premier Inn business was dynamic in the pandemic period. Marriot has made handsome return from premium quality service with the approval and accreditation from the authority during the pandemic.

Conclusion

Marketing strategy should be developed on the basis key issue analysis. Stakeholders in the marketing role should give emphasizes on proper strategy development to deploy right mechanism. Key action plan on the basis of valid market and customer data are required for implementing the role.

References

- Aaker, D and Joachimsthaler, E. (2022), *Brand leadership*, The Free Press, London.
- Anderson Jr, J. W. (2022), *Digital Data management: Guidelines for Top Management*, Quorum Books, UK.
- Baker, M. (2022), *Marketing Management and Strategy*, Macmillan Business, UK.
- Blythe, J. (2022), *Essentials of Marketing*, Prentice Hall, Sydney
- Brassington, F and Pettitt, S. (2022), *Principles of Marketing*, Prentice Hall, Harlow
- Frederick W., Post J., and Davis K. (2022), *Business and Society: Corporate Public Policy*, McGraw-Hill, New York.
- George, J. M. and Jones, G. R. (2022), *Understanding and managing organizational behavior*, Pearson Prentice Hall, Upper Saddle River, NJ.
- Gold J (2022). *Social Media Platform and Management Development*, McGraw Hill, New York.
- Goleman, D. (2022), *Emotional intelligence*, Bantam Books, New York.
- Griffin, R. W. (2022), *Organizational behavior: Social Media Platforms*, Houghton Mifflin Company, New York.
- Johnston, M. (2022), *Social Media Platforms: Current trends*, The Psychologist, New York.
- Johnston, M., Weinman, J. and Chater, A. (2022), *Digital Marketing*, The Psychologist, New York.
- Klerck, G. (2022), *Industrial Relations and Digital Marketing*, Routledge, London.

M. Burgoyne, J. Boydell (2022), *A Manager's Guide to Digital Marketing*, McGraw Hill, New York.

Margaret, (2022), *Understanding Digital Marketing*, SAGE, New York