



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

Marketing Management

Student Name: Niveditha Mohan

Student Id: 2218283

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Task 1

Introduction

Marketing refers to all those activities like advertising, promotion and sales strategy that assist organisations in selling their product at a reasonable price. Marketing promotes the sales and purchase of goods and services produced by organisations. The marketing process is not limited to generating and promoting sales, but it also includes activities like advertising, brand promotion and after-sales services. B2B (Business to business) and B2c (Business to Consumers) are two main modes of marketing.



Figure 1: Logo of Midlands Greek & Cypriot Association

Source: Xanda (2021)

Midlands Greek & Cypriot Association was founded in 1974, and the community centre was moved to Edington in 1983 Xanda (2021). The main focus of the Midlands Gtreek & Crpiot Association is to offer hospitality facilities to the Greek and Cypriot community of midlands. Midlands Greek & Cypriot Association for charitable status from HMRC in 2008 Xanda (2021). Charitable status from HMRC heroes Islands Greek & Cypriot Association to claim gift aid on the donation it needs to maintain its presence in the United Kingdom Xanda (2021). Midland Greek & Cypriot Associations is a non-profit organisation, and thus it depends on donations and charity for conducting daily business activities for the betterment of the Greek and Cypriot community present in the Midlands. The community centre of the Midlands Greek & Cypriot Association is known as “estia” to its general customers Xanda (2021). Estia has a number of facilities, including a restaurant, cafe, schools for Greeks, backgammon and cards table, outdoor football field, swimming pool, full size snooker and, most importantly, it has a Greek orthodox

church Xanda (2021). The Midlands Greek and Cypriot Association organises charitable events and donation campaigns at regular intervals.

This report helps to understand the concept and Importance of the marketing process for organisations and particularly for the Midlands Greek & Cypriot Association. Further, the target market and method of marketing communication have been discussed in this report, which assists in creating a better understanding of the overall marketing strategy of Midlands Greek & Cypriot Associations.

Concept and Importance of marketing

The marketing process is a wide concept that starts with the inception of a video about goods or services in the mind. The marketing process steps with the inception of an idea, but it never ends until the closure of the organisation (Wibowo *et al.*, 2020). The authors further stated in their study that marketing strategy is different for different products according to the target market, market research and analysis, scope of the product in the current market, market segmentation, supply chain available for products and analysis and close watch on competitors selling same but not identical goods or services. The whole marketing process is conducted in different steps with market research, finalisation of the target market, product description, competition analysis, statement of product mission, marketing strategies, pricing and positioning, branding and promotion, preparation of the budget, establishing marketing goals and finally analysing results (Wibowo *et al.* 2020).

Market research: Market research processes to monitor and analyse aspects of the market like patterns and dynamics of the market, effects on products due to changes in factors of the external business environment, customers analysis, analysis of the product with a product of the same nature offered by competitors, present sale of the product with same nature in the market and its scope in future and availability of suppliers for the product (Martin, Gonzalez and Roman, 2019). Online reputation management, feasibility studies, website user satisfaction and guest satisfaction surveys are methods of market research which are used by Midlands Greek & Cypriot Associations (Martin, Gonzalez and Roman, 2019). Midlands Greeks & Cypriot Association believes that guests make or break the hotel, so it is necessary to be updated with the reviews, suggestions and complaints of guests and implement the same for a better guest experience Xanda (2021).

Finalisation of target market :

Finalisation of the target market is done by aligning the purpose of the product and derives with the mentality, need and lifestyle of consumers. Aligning the requirements of consumers with the

purpose of the product helps organisations to launch products in the most demanding market for products (Gyenge *et al.* 2021). The finalisation of the target market is done after considering the requirements and purpose of the organisation. Midlands Greek & Cypriot Association has an objective to provide its facilities mainly to the Greek and Cypriot community of the Midlands. So, the target market of the Midlands Greek & Cypriot Association is the Greek & Cypriot community of Midlands Xanda (2021).

Product Description: The product description explains the purpose and scope of the product. An explanation of the purpose and scope of the product assists organisations in analysing the future growth and revenue-generating capacity of goods and services (Kim and Adhikari, 2020). Midlands Greek & Cypriot Association has described their products and services that ensure comfortability and closeness for customers Xanda (2021).

Competition analysis: Competitors analysis of the hotel industry enclosed identification of competition, SWOT analysis, locations, amenities, reviews and rating and listings (Mubeen *et al.* 2020). Midlands Greek & Cypriot Association has its location operating its hotel, which is in the Midlands, and it also has fixed target consumers who are Greeks and Cypriots. Midlands Greek & Cypriot Association executed its competitor analysis with an analysis of hotels organisation in the market midlands. Midlands Greek & Cypriot Association also compares the prices of various hotels around the area to establish a price that gives maximum revenue while charging extra from consumers (Xanda, 2021).

Statement of product mission: A statement of product mission is a clear, concise and single-line state that decides the overall purpose and application of a product. Statement of product mission also helps to reach the USP (Unique Selling Product) of the product (Berčík *et al.* 2021).

Marketing strategies: Marketing strategies include short term plans, policies, procedures, rules and regulations that must be followed in order to achieve the optimum generation of revenue out of the sale of a product (Dash and Chakraborty, 2021). Midlands Greek & Cypriot Associations focuses on the market strategies that aid in the upliftment of the Greek & Cypriot community of the Midlands. Providing amenities like football courts, swimming pools, schools and churches under the same boundary is the marketing strategy of the Midlands Greek & Cypriot Association to attract consumers to stay in hotels.

Target Market

The target market of the Midlands Greek & Cypriot Association is limited to the Greek AND Cypriot community of the Midlands because it has a mission to cater services to the Greek and Cypriot community that help them in their upliftment in society (Xanda, 2021). The limited target market

of the Midlands Greek & Cypriot Association closes the door to generating more revenue, which can be possible by increasing the boundary of the target market. Midland Greek & Cypriot Association fails in terms of generating more consumers in the hotel industry. Accommodation for up to 270 people, cafe facilities and restaurant facilities are liked and reviewed positively by guests, which indicates the demand for hotel services of Midlands Greek & Cypriot Association outside the target market for the Greek & Cypriot community of Midlands. Thirteen members in its committee manage the whole operation of the Midlands Greek & Cypriot Association, which results in a lack of innovation and creativity in the management of whole organisations. Creativity and innovation come with diversity in committee members (Xanda, 2021). Lack of staff is the reason for the mismanagement and ineffective management of the Midlands Greek & Cypriot Association, which can be seen with the inability of the Association to alter its mission of rendering services to the Greek and Cypriot community of midlands that hinders the expansion of its target market. Expansion of the Midlands Greek & Cypriot Association is directly related to the expansion of its target or alteration of its mission as with the expansion of the target market, Midlands Greek & Cypriot Association will get more consumers that will help the organisation to generate more revenue (Xanda, 2021).

Methods of communication used for marketing

Marketing communication refers to the communication of the message of marketers to the target market through products and with the help of marketing tools like supply chains, digital medium and non-digital mediums, advertising, sales promotion, social media marketing, search media optimisation, events and experiences and word of mouth (Krizanova *et al.* 2019).

Search Engine Optimisation: Improving quality and quality of traffic in a website for a web page with the help of a search engine is called search engine optimisation. The process of Search engine optimisation helps in generating and maintaining effective webpage with great visibility over the internet (Krizanova *et al.* 2019). The authors further expounded in their study that there is four search engine optimisations page optimisation, off the page optimisation, local optimisation and technical SEO.

Email marketing: Sending commercial messages to mass consumers about the product details and price through the mail is called email marketing (Ližbetinová *et al.* 2019). Email marketing is the easiest mode of marketing communication to communicate with consumers regarding new discount policies or updates regarding products. There are four ways of email marketing, including email newsletter, transactional email, promotional email and retention email (Krizanova *et al.* 2019).

Social media marketing: Social media marketing refers to using social media sites like Facebook, Instagram and Whatsapp for the promotion of products. Social media marketing includes ways like social networking, bookmarking, media sharing, micro blogging and online forum sites (Dubbelink, Herrando and Constantinides, 2021).

Word of mouth: Word of mouth is the oldest mode of marketing that involves the explanation of product benefits by a person possessing goodwill in the eyes of the mass population. Celebrities, political leaders and internet sensations are examples of people with goodwill in the eyes of the general publicist (Siddiqui *et al.*, 2021).

Events and experiences: Organising events and experiences is one of the most innovative ways of marketing communication. Organising events for product launches or communicating updates regarding products is the most impactful mode of marketing communication (Krizanova *et al.* 2019). Events are also sponsored by the organisation to promote its product via events.

Effectiveness of marketing strategy

The effectiveness of marketing strategy can be seen in the improved revenue generation capacity of organisations as a result of increased sales for the product. Market strategy is effective only when organisations analyse the target market, product description, competitors and tastes and preferences of consumers in an effective way (Kaur *et al.*, 2022). The effectiveness of strategy also comes with the proper mission and vision of organisations because the missions and vision of the organisations impact the long-term objective of organisations (Kaur *et al.* 2022). For example, if Midlands Greek & Cypriot Association set an objective to render its hospitality services to the world, then it will be considered as an unrealistic objective for the Midlands Greek & Cypriot Association because it has a mission to render its derives to the Greek and Cypriot community in Midlands.

Midlands Greek & Cypriot Association is a success in achieving its mission of rendering its services for the upliftment of the greek and Cypriot community of midlands, and it is also moving forward in the direction of its vision to make the world a better place to experience life for the community of greek and Cypriot community (Xanda, 2021). The introduction of a new generation in the management of the Midlands Greek & Cypriot Association leads the organisation in the practice of modern activities and forgetting to follow the tradition that the organisation used to follow. An inefficient manager also results in the underutilisation of its underutilisation of amenities (Xanda, 2021).

Task 2:

Provide a managerial implication on the organisation's marketing strategy

By implementing a comprehensive marketing strategy, a business can effectively improve its profit margins due to its overall effect on all fronts of the business operations. A robust marketing strategy pays sheer attention to a particular target market segment decided by the company and also provides a clear oversight of the product characteristics required for successfully satisfying the varying needs of the customer. This exercise negates marginal operations and gives a streamlined approach to the company's business model.

All of these factors have a direct and measurable impact on the overall operations of The Midlands Greek & Cypriot Association. This stipulated marketing exercise has created additional bookings, increased revenue generated by a particular client and retained loyal customers. The implication of marketing strategies undertaken by The Midlands Greek & Cypriot Association are discussed below:

- Customer Reviews - With the evolving advent of technologies in people's lives necessitate the hospitality sector to evolve on par. According to a study by Almeida-Santana and Moreno-Gil (2019), around 80% of the clients will not consider booking their accommodations in the absence of a proper review. After the wave of COVID-19, the health and safety factors have become an essential part of this review. Adhering to these new normal standards, The Midland Greek and Cypriot Association has managed to maintain a healthy rating of 4.7 out of five on Google, which played a very critical role in drawing customers and driving up the booking rates. In similarity, when Marriott International followed the same exercise, it evidently drove its client acquisition by a staggering rate of 37% (Hotel Marketing Strategies, 2022).
- Innovative Experience - Several hospitality or hotel businesses around the world have found that modern travellers planning while planning their trips want more than just a bed and room service menu. The COVID wave brought along the increased sprouting of consumer friendly services like Airbnb and other room sharing services. A study by Moise, Gil-Saura and Ruiz-Molina (2020) implies that the millennials or the new generation of business individuals, tend to spend more in hotels doing other activities than staying in their rooms. The Midland Greek and Cypriot Association, in this response, have started to

offer other recreational activities such as happy hours, guest meet and greet, hotel scavenger hunt and yoga classes in the recent past.

- Digital present - The ever changing tech space has made it a necessity for every small and large business entity to make their presence felt on digital media. Fortunately or unfortunately, two or three years back, only listening online was not relevant any more; the rising tide of social media has made it a requirement for the hospitality sector to be present on socials. In light of this, The Midland Greek has a presence on social like Google, Facebook, Twitter, and LinkedIn and traveller's sites like skiddle and ZoomInfo. Having this wide presence in the digital space has increased exposure, developed a certain fan following, generated sales lead, positive the word of mouth marketing and raise business partnerships that brings profit.
- Providing a personalised and customised experience - In general, the hotels have access to massive data sources of their clients, which provides a very good insight on customer preferences; the Midland Greek has meticulously used all these insights to provide personalised service to their customers, which is really a clever strategy in customer retention (*The Midlands greek and Cypriot Association* 2019). For example, when a family with a young child left his favourite stuffed toy on the property of Midland Greek, the hotel authorities showed generosity by mailing that toy back to the family along with the memories of their visit. This example shows the type of personalised marketing the hotel brand is up to.
- SEO - SEO stands for Search Engine Optimization which is a subset of digital marketing involving the optimisation of websites and search results for various search engines. SEO has a proven record as a tool of marketing and is very widely used by the hotel industry across the world. SEO marketing is important alongside email marketing, and hotels generally send customised emails to their client with a personal touch to initiate repeat sales. In this particular case, Midland Greek has invested a huge amount of time and resources in optimising its SEO results. In return, when an ever a customer search for this particular name, the search engine results shows on top. This makes it very easy for their customer to access their website and elicit information about the hotel. Midland Greek has managed to ensure very healthy organic growth over the years, which is evident from its revenue growth (Opencorporates.com, 2021).

Task 3:

Recommendations

After a tedious and slow growth during and after the advent of COVID-19, the accommodation sector is experiencing a rise in booking rates. The crowd, after spending nearly two years inside the confining walls of their homes, are now considering travel at a staggering rate. The study conducted by the American Hotel & Lodging Association's 2022 industry report estimates that the hotel occupancy level will climb and touch 63.4% by the end of 2023. To imbibe this growing demand in the hospitality sector, marketing managers are busy reinventing their strategies for client acquisition (Guest, 2020). In light of this, The Midland Greek and Cypriot Association needs to draw their focus on certain areas that are brought to light by the study of this paper. The following are some of the recommendations that are required by the concerned organisation to foster its position in the market:

- Audience Identification - Nowadays, it is imperative to know the preferences of the clients thoroughly. Even though The Midland Greek has managed to close this gap over the year, there are some areas in which attention is required by the management. For instance, the hotel is lagging behind when it comes to personalised email or message marketing. Now it is a proven fact that the personalised email and message marketing has the potential to put convincing appeal to the member of the target organisation (Moise, Gil-Saura and Ruiz-Molina, 2020). The Midland Greek's management is required to delve into this exercise now more than ever to drive their revenue growth.
- Cultivation of the brand identity - The brand of a hotel represents a personality with an appeal to both new and old clients. A hotel brand must entail who they are, what they do and how they do so that it portrays to a client what they can expect. In the case of Midland Greek, this much needed brand appeal is missing. Their brand appeal lacks the potential; they create an image in the mind of the client about what they can expect. The concerned management is required to take up this onus of creating an appealing brand image that could attract the clients across the world and in the UK (Serra-Cantalops *et al.* 2018).
- Utilising forecast reports to inform strategy - Reports produced by an organisation can be used utilised to forecast the future demand, occupancy dates, low demand sessions and other areas of opportunity. The data derived from the report can be used by the hotel management to take an informed decision. Similarly, in the case of The Midland Greek, it is also a recommendation to take up the exercise of making an informed decision. The

hotel management should run the future forecasting reports frequently and make their market strategies as per the inference from the report.

- Mobile Friendly Marketing - 53% of the global traffic on hotel sites are generated on mobile devices, as per the study conducted by guest (2020). At the same time, experts have estimated that this traffic will continue to grow in the coming year due to the growing penetration of smartphones across the world. As of now, the website of The Midland Greek is not smartphone friendly. This has the potential to create a negative brand image among potential clients and can negatively impact their revenue. The management of Midland Greek should proactively implement a smartphone friendly app or website in order the appeal to this wide section of potential customers. A modern adoption of app based advertisements, in-game ads, and QR codes have the potential to drive the revenue of the hotel.
- Adoption of group marketing solution - A group marketing solution offers a complete package of marketing solutions with the use of the internet which enables highly sophisticated data marketing abilities. The management of the concerned hotel is also advised to adopt a group marketing solution which would open opportunities that would make the travel planners feel welcome and instil confidence that the hotel is capable to meets their varying needs. By the implementing group marketing, benefits such as reach that is unparallel, maximum engagement, and lasting impression on clients could be avails by The Midland Greek and Cypriot Association.

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