

Marketing Essentials

Component A

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Introduction

This study aims to analyze the current marketing strategies and situational analysis of Six Senses Hotel. Six Senses is a well-known hotel brand in the global market. This study is based

on the currently available information about the Six Senses Hotel. To effectively identify and analyze the current market strategy Six Senses will be used a range of theoretical frameworks and concepts like marketing mix, SWOT analysis, PESTLE analysis, Ansoff matrix, SMART objectives, RACE Mix, and so on (Loredana, 2016). However, this study is also will identify some issues and recommendations for a better marketing position.

Situational analysis

5'C's

SWOT analysis

Strengths	Weaknesses	Opportunities	Threats
• Luxurious and well-organized accommodation and wellness amenities. • High brand value for the spas, meditation, and yoga facilities. • Well and more attractive infrastructure than the competitors. • Strong social media and online presence.	• Limited operations in the global market. • The hotel location is slightly distant from the urban areas. • Higher prices of all types of products and services. • High dependency on travelers rather than	• Huge global market especially in South America and the Middle East region. • New economy or business-level services for more customers. • Collaboration with some strong relatives' brands.	• Higher service charge. • National and international economic and political instability. • Covid-19-like pandemic circumstances. • The strong competitive environment and competitors like Four Season. • Limited customer base.

	regular customers.		
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Customers profiles with a similar web tool

According to a similar web tool analysis report, the United States is the top geographical area and 26.84 percent of the customers visited their website and experience the services. United Kingdom, India, Vietnam, and Germany are next position in terms of website visiting and booking. Six Senses Hotel has mainly targeted the young generation and high-end customers who prefer luxurious accommodations and personalized amenities (Wang et al., 2020). Most of the visitors to Six Senses hotel websites are male and the age range was 25 to 34 years of age. Older age groups are quite visited this hotel's website. Social media like Facebook and booking.com are the top media for visiting this website.

Competitors' identification with Bowman's Clock

According to Bowman's Clock, the Six Senses can be considered as a hybrid position of that clock (Hales & Mclarney, 2017). So Six Senses offer both high prices with values. For example, luxurious accommodation facilities with sustainable business operations, unique hotel locations, and services make it different from the competitors. According to this competitors analysis model, Four Season, Mandarin, and Ritz Carlton are the main competitors of Six Senses.

Collaborators

Six Senses has some collaborations with various companies in the hotel industry. Intercontinental Hotel Group is the big collaboration of Six Senses Hotel (Buhalis & Amaranggana, 2015). Also, it has collaborated with other companies like Canyon Ranch for spas and wellness services, Pegasus Capital Advisor, Al Yousuf LLC, etc.

Climate with PESTLE analysis

Political factors: Some political factors like political instability, conflicts, and political violence may impact the Six Senses Hotel (Ivanov et al., 2017).

Economic factors: Global and local economic recession, slow economy, high-interest rate, and economic inflation may negatively impact the Six Senses hotel.

Social factors: Social change in the Six Senses hotel region may affect the booking and overall business operations (Gössling & Lane, 2015). For example, social trends, traveling culture, education level, and negative perceptions about spa service may impact Six Senses.

Technological factors: Social media marketing, digital marketing, online booking system, and online feedback system may increase the branding and promotion of Six Senses Hotel (Bala & Verma, 2018).

Legal factors: international and local government law regarding hotel business, environmental issues, and labor law may affect Six Senses Hotel.

Environmental factors: Six Senses' sustainable and eco-friendly business plan may positively impact branding and business (Аль-Алави, 2021). However, climate change and natural disasters may negatively impact on it

4Ps Marketing Mix

Product: High-quality services, wellness amenities, and a better location (Leslie et al., 2016).

Place: Beautiful nature site and far from the traffic areas location makes it identical to the competitors.

Price: Premium price and value-for-money accommodation facilities.

Promotion: Six Senses promote their services in both online and offline Market. For example social media marketing, digital marketing, and email marketing.

Objectives

This marketing planning study aims to understand, identify, and suggest some marketing tips for better customer communication and engagement.

Strategy with Ansoff matrix

Market penetration: Six Senses can penetrate more market areas by offering new economy or business-level services (Hedman & Henningsson, 2015).

Market development: Six Senses should start operations in other countries to further market development.

Product development: Six Senses can develop eco-tourism and more personalized wellness-related services (Romão et al., 2018).

Diversification: Diversifying the Six Senses business may add extra value and attract more customers.

In terms of the marketing mix, Six Senses should add economy and business services related costs and eco-friendly tourism facilities.

Tactics

To communicate and engage more customers, Six Senses can use the RACE model and also it will be helpful for the marketing strategy (Teece & Linden, 2017).

Reach: Social media marketing, digital marketing, affiliate marketing, email marketing, video content marketing, and collaboration with hotel booking agencies can improve that communication level.

Act: To engage with the official website may use some promotional offers and attractive content. Action is an essential part to engage with the customers and Six Senses.

Convert: After the website visit should offer all exclusive accommodation facilities and wellness services to be a customer (Lo et al., 2015). Also, can offer new spas, massage, and other physical activities with attractive prices to convert

Engage Engagement must be needed to hold the customers and need to offer loyalty programs, and email marketing may help to be engaged with the old customers.

Action

The following graph shows the Gantt chart of marketing activities.

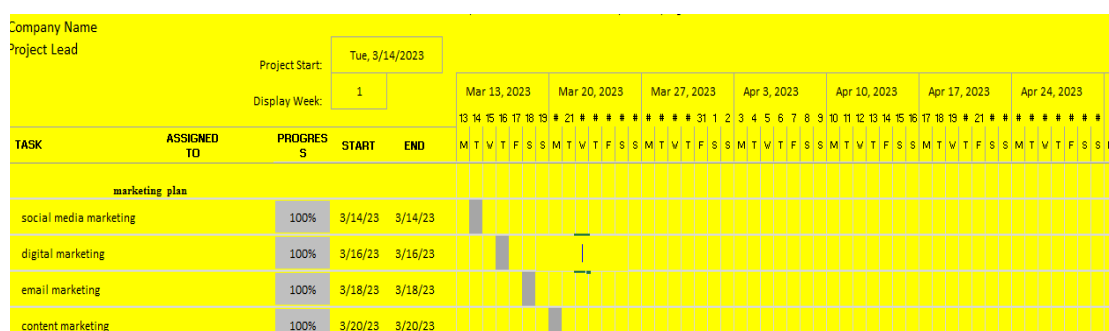


Figure 1 Action Gantt Chart

Control

The improvement analysis is the key part to see the progress of new action. To see the improvement of Six Senses Hotel. New customer registration and booking are the key performance indicators to measure the success of a new marketing strategy. Revenue growth is another key performance indicator to see the improvement of the business (Parmenter, 2015).

Website visitor analysis is another part of performance indicators. Similar Web analysis or Google analytics can demonstrate the improvement in website visiting and conversion rates. Online feedback and brand awareness measures also can indicate the improvement of the Six Senses marketing team (Wang et al., 2016).

Conclusion

There are some challenges faced by the marketing researcher to identify the marketing strategy and situational analysis. Communication analysis was also complicated due to the lack of proper information. Six Senses should offer more packages for business and economy customers. Also, needs to be proper branding of sustainable businesses to attract more customers. Lastly, Six Senses should take steps for brand diversification and global entry. The

moral of the story is to offer competitive pricing and needs an effective marketing team for better market penetration and conversion to the customers.

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Module Name: Marketing Essentials Component B



SIX SENSES

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Marketing Mix of Six Senses

- › Product
- › Place
- › Price
- › promotion



Product: Six Senses is one of the most luxurious hotels which also offers a range of resorts for the customers. The personalization of accommodation and other wellness facilities are the main products of Six Senses. Meditation, yoga, spas, massage, and other physical training are the special amenities of this hotel that differentiate it from the competitors.

Place: Six Senses currently operates in more than 15 countries and all of the hotel locations are distant from that traffic area (Domaniewski & Studzińska, 2016). A unique and high-quality infrastructure with a nature side location makes it a more sustainable and eco-friendly hotel.

Price: The Six Senses hotel accommodation services and other facilities are quite high though they provide quality.

Promotion: To promote the Six Senses accommodation and other services using both traditional and digital marketing systems. Social media and email marketing are the two potential areas of Six Senses marketing (Hartemo, 2016). Also, utilize local agencies and online booking platforms for further brand reaching to the customers.

SWOT Analysis of Six Senses



Strengths

Luxurious and well-organized accommodation and wellness amenities.

High brand value for the spas, meditation, and yoga facilities.

Well and attractive infrastructure than the competitors.

Strong social media and online presence.

Weaknesses

Limited presence in the global market.

High product and services charge.

Limitation of package.

Opportunities

Opportunities in South America and the Middle East region.

New economy package system for the customers.

Collaboration with some strong relatives' brands.

Threats

Higher service charge.

National and international economic and political instability.

Covid-19 like pandemic circumstances

Target customers of Six Senses

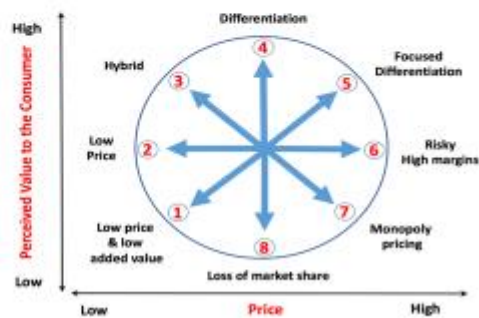
▶ Customer profile



Customer profile: The United Kingdom, United States, India, Germany, and Vietnam are the top visited countries of Six Senses. According to a similar web tool, male customers are slightly more than female customers. Also, young, rich, and educated individuals are the targeted customers of Six Senses.

Competitors Analysis of Six Senses

- Mandarin
- Four Seasons
- Ritz Carlton



Bowman's clock was utilized to identify the competitors. According to this model, Six Senses is categorized as a hybrid and it offers high-quality services with high service charges (Khan et al., 2019). So, it offers value for money due to luxurious accommodations and wellness facilities. In terms of the hybrid category, it identifies the Ritz-Carlton, Mandarin, and Four Season as the main competitors of Six Senses

Communication analysis of Six Senses

- Social media
- Direct marketing
- Email marketing
- Agencies



For better communication with clients, social media, influential marketing, traditional marketing, email marketing, and agencies are the best option (Bala & Verma, 2018). Also, needs to convert and engage every customer by providing affordable and quality services.

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