Marketing Techniques for the Hospitality Industry

Hospitality Services
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Marketing

The action or business of promoting and selling products or services, including market research and advertising
The part of the business plan outlining the marketing strategy for a product or service
Steps

1. Market Research
2. Set Goals and Objectives
3. Develop Strategies
4. Evaluate the Plan
Market Research

Helps you to:

- Decide how to segment the market
- Focus on a target market
- Study the competition
- Understand the market
Goals and Objectives

- Develop specific goals
- For example:
  - Advertise on social media (goal)
  - Increase customers on weekdays (objective)
- Set timelines
Strategies

The heart of the marketing plan

- Marketing budget is set
- Plan is detailed
- Staff is assigned
Evaluate

Questions to consider:
- Did the market plan work?
- Do changes need to be made?
- How can we improve?
- What can be done better?
4 P’s of Marketing

1. Product
2. Place
3. Price
4. Promotion
Product

- Includes all activities involved in development of product(s)
- Keep target market in mind
- Look for changes in wants and needs of target market
- Make changes if necessary
Place

- Key factor in determining success of the business
- Location, location, location!
- Where is the right place?
Price

- Know cost and profit goals
- Know what competitor’s charge
- Set the exact price
Promotion

Communication with customers

- Advertising
- Public relations
- Sales
- Sales promotion
Advertising

- A nonpersonal communication
- Broadcast to a large number of people
- Sometimes referred to as an ad
Public Relations

Creates goodwill

▪ Doing something good or newsworthy
▪ Making sure the public knows about it

Skills include:

▪ Communication
▪ Creativity
▪ Research
▪ Writing
Sales

Group sales
- Includes charitable groups, corporations, professional associations and social groups
- Consists of selling meals, lodging and facility services
- Is a large percentage of revenue

Suggestive selling
- Recommending additional products or services to a customer
- May increase sales
Sales Promotion

▪ Intended to increase sales

Include:
▪ Coupons
▪ Free product samples
▪ Loyalty programs
▪ Sweepstakes
▪ Two-for-one offers

BOGO
Buy one, Get one ½ off!

50% off Sale!
References and Resources

Images:
- Shutterstock™ images. Photos obtained with subscription. (Slides 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 17, 18, 21)

Textbooks:

Website:
- Small Business Administration
  Marketing 101: A Guide to Winning Customers
  This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.

YouTube(tm):
- SBA Delivering Success: Marketing 101
  The U.S. Small Business Administration and the U.S. Postal Service bring you Delivering Success — video interviews with successful entrepreneurs who share the lessons they’ve learned about owning a small business.
  http://youtu.be/YUoKi8DQxv4