

Communication politics

- Its easy to count for the cost-benefit analyses
- Is creative as market mix and very time flexible
- Short term possible
- Fast and immediate reaction is possible from our guests

If you address your leaflets personally (direct mailing) 75% of the addressees will read the message and you get a higher attention. Leaflets as single flyer or in combination with other advertising mediums (like prospects etc.) give you the chance for direct advertising. You can advertise for concrete offers and products with relative low expenditures.

Task for exercise:

1. Which of the following statements are not right for the direct advertising
 - Its direct mailing
 - Can get the undivided attention of the addressees
 - Is good to control
 - Especially for big advertising budget
 - Gives different opportunities for the design
2. Call and explain examples for the direct marketing

In house promotion

In house promotion is going straight to the guests. Here we distinguish between personal and business like promotion as well as promotion through actions.

Personal promotion takes place in the house and presented mostly through other employees. The appearance of the employees can be decisive for the guest's reaction and feedback.

The wish of the guests for more care, talk and advises through the employees, means that they get:

- Information about the companies' sales targets
- Can give expert information to the guests, about company performances
- Are trained when dealing with guests and should be self confident to be an equal partner during the talks

Business like promotion in the house (Merchandising): Also the impersonal measures have influence to the sales promotion. For example you let prepare some of your cooks the food in front of the guests, for sure you will get a strong effect for your sales promotion, because all five human senses will be involved.

Salespromotion

Sales promotion includes all measures, which will held of the hotel industry to get additional and attractive incentives for guests and new employees.

Beside, the sales promotion has another function to co-ordinate between advertising and sale. Also its good to support, for information and motivation of all concerned sections and to let the guests be a part of the promotion tactics (mouth-to-mouth advertising) The guest can get out from the anonymity of the target group, therefore this kind of advertising is getting more important. For the hotel business, the place of the making is almost the same like the point of sale (POS) The performance and their design are already important and can be good or bad for the sales promotion.

In charge for the sales promotion is the management and of course each single employee with direct contact to the guests, like service or indirect contact like galley

Sponsoring and product placements are new forms of the sales promotion. For the sponsoring the sponsor give the money or physical resources and get on the other hand, in return, something what let him come closer to the marketing goals. For example: improvement of the public opinion or others.

The product placement is the conspicuous advertising and effective integration from market products to the own offers or performances. Advantages for the hotel business. Purchase from this articles to good conditions, embed of the hotel or restaurant in the advertising and public relation from the supplier.

We distinguish; depend on the place, between „In-house-promotion" and „Out-house-promotion"

Example:

A new businessman establishes his own company. He would like to start in a German town with the market segment of Home delivery. For tactical reasons, he fixes first the geographical borders and chooses the quarter with the highest purchasing power. Describe the outline of this advertising concept from the market introduction up to the implementation.

If we set the targets, we have to take special care, that everything is measurable, clear, realisable and topical.

1. Look at the example down and analyse the advertising message with regard to the In- and promotion.



Sea-hotel Munich



Sea-hotel Munich
Promenade
82211 Munich

INVITATION TO THE SUMMER NIGHT PARTY

*We invite you to our summer night party on
July 23. Art 6:00 p.m.*

*Motto: Swing Dinner Dance with the
Franz Walter Swing Band*

*Music of the 30-ties and 40-ties together
with jazz from the famous Munich singer
Angela Fischer. She will sing songs from
Sarah Vaugh Ella Fitzgerald*

*The other summer night dream will be our
8 course complete meal, with selected
wines*

*from the Cotes Du Rhone - Charentes -
Loire – Rioja*

We are looking forward to see you here.

3. Explain the different tasks between the introduction advertising and the memory advertising.

➤ An company offers house deliveries in different German town. You can get everything from the breakfast to the candle light dinner. During the phase of market introduction we had an intensive advertising. After the successful start in this market segment, we start now to take special care for our regular guests. This is an solid base for the future of the business. To optimise the advertising, the management had decided to observe the success of the advertising measures. How can we make this one?

You just have to fill up the application and send back to use until the 13. of July.

The Price per person is 145,00 DM

The direct marketing is the direct communication to our target person. Beside the sending of letters and the using of the phone, we also use email, Internet or others. Characteristic for this kind of the marketing is the direct contact between the guests and the entrepreneur.

The base of an functional direct marketing is sorted and selected address lists, which have to be up dated at all the time. Also we have to make a success control. The most advantages are, that we can get the advertising, which is properly fixed for one guest or one group of guests. There its individual and we can get separate feedbacks.