

Marketing-ABC

I think that everybody knows how important is the marketing for each company, but mostly the marketing still stays in the background and not on the place where it should be. Here some for refreshing your mind.

The management has the steady task to arrange all the offers with the necessities from the guests or to get the right target group with the already exist offers.

There the management have to take his look on the market situations. The already existed offers should be always adapted new on the market and company situation. A good base for these decisions we can get from opinion polls or newspapers and magazines. Important is to get some answers on the following questions:

- **What are the guest's wishes?**
- **Why and on which way our guests come to us?**
- **When and how often we can expect this visits?**
- **Could we fulfilled the wishes from our guests**

Sometimes its just enough the play the role from the guest. If we use guests questionnaires, than we should arrange them, so that our guests like to fill up and it's not just a must.

The locations and the offer-profile from our rivalry must be analysed, to get information about our powers and weaknesses.

To use our own powers, we should create an own profile, which makes us unique.

We have to combine the necessities from the market with our own possibilities to get profit; this is, what we call marketing strategy.

In our marketing plan we can fix our goals, the using of the marketing instruments, the expected costs and the time for the realisation.

Quality marketing goals, should give the company the required orientation

Examples:

- ◆ Get better image for the Hotel
- ◆ Make the hotel well known

- ◆ Get advantages in competitive through strengthen profiling from offers

Short term marketing goals:

This are goals, which are short term measurable like the rate of profit, sales volume and market shares. To make short-term goals controllable, they should have indications for time and content.

Example for a short-term goal:

- ◆ Content: Increase the sales volume in the restaurant area
- ◆ Extent: around 10%
- ◆ Time: during the next three month

If the goals are fixed already, than we will arrange the following marketing instruments on our guests necessities and target groups:

Design offer (Which product can be offered on which class or level)

Price arrangement (Which price level is possible)

Channel of distribution and sales organisation (How can we get the attention from the guests)?

Communication (Advertising, public relation, sales promotion.) These instruments are like an orchestra we have to arrange on top of each other. Everything should be and harmonising unit.

Which instruments can play the first or second violin depend on the marketing goals
If, for example a traditional family hotel will change to sport hotel we could use the following marketing plan with the included goals and measures.

Marketing-goals

Changing of the image:

Measures:

- ◆ The formulation of the new company philosophy
- ◆ New creation of the company logo
- ◆ Start with new slogans – like sportsman are welcome to us.
- ◆ Press messages with indications to tradition and new innovation
- ◆ Implementation of press conference with sightseeing in the hotel after.
- ◆ Increase the room capacity 15 % during the next year

Measures:

- ◆ Business tour to travel agents and travel offices
- ◆ Flyers to regular guests and members of sport clubs with information about the changes
- ◆ Offer from weekend to sniff, together with a program
- ◆ Special actions
- ◆ Advertising in news papers, magazines with regard to the sport possibilities

After we have to control, if our marketing measures has been successful or not and if we got the expected goals. Quantity goals like sales volume are very easy to control. But an isolating view of the sales volume numbers can result in wrong interpretations.

So its possible, to get bad results in one section like for buffets, but at the same we have good results too in others like overnight stay or restaurant. The information we got through this we have to use later for the new marketing measures.

The employee – marketing mixture:

The fine-tuning of each instrument can be different for every single company. Important is, that we work with an concept and we have the right procedures to optimise our human capital