

# How to Produce & Implement a Hotel Marketing Plan

By Jeff Coy

For the hotel sales & marketing person, manager or owner who wants to be a more competent marketer, this book will establish you as the driving force in your hotel who will guide your team through a systematic and creative process to produce and implement a hotel marketing plan that is strategically sound, geographically targeted, customer segmented, action oriented, result driven and ideally funded.



Use the Leader Guide with the Marketing Plan Workbook.

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## **Chapter 1 GETTING READY**

Know the purpose of this guide and how to use it.

Understand the marketing planning process.

Appoint the marketing planning team.

Set the schedule.

Find out what the owner wants.

## **Chapter 2 LOOK AT THE TRENDS**

Macro to micro: what's happening?  
Past to present: hotel performance  
Rooms, food & beverage trends  
What's the future?

## **Chapter 3 ANALYZE YOUR CUSTOMERS**

Who are your customers?  
Market segmentation  
Think about seasonal strategies!  
Profile your customer segments!  
How well do you satisfy your customers?  
Making promises  
Where are your feeder areas?

## **Chapter 4 KNOW YOUR COMPETITORS**

Why analyze your competitors?  
What is a competitor?  
Who are your competitors?  
Competitive information you can't live without!  
Techniques for getting competitive information.  
Evaluating competitive marketing approaches.  
What's your position among competitors?

## **Chapter 5 ANALYZE YOUR HOTEL PRODUCT**

Know what you have to sell.  
Adapting your hotel to meet customer demand  
Organize to deliver quality.  
Where are the marketing gaps?  
Reviewing the research.

## **Chapter 6 ANALYZE YOUR FOOD & BEVERAGE CUSTOMER**

What's your mix of business?  
Where are revenues heading?  
When do you get the business?  
Who are your customers and why?  
How well do you satisfy your customers?

## **Chapter 7 KNOW YOUR RESTAURANT & LOUNGE COMPETITORS**

Who's your competitor for restaurant, lounge and banquets?  
What do you know about their business?  
What kind of customers do they attract?  
What's the marketing approach of each competitor?  
What's your position among the competition?

## **Chapter 8 ANALYZE YOUR FOOD & BEVERAGE PRODUCT**

Describe your restaurant, lounge, banquet and room service.  
What improvements are needed to better satisfy customers?  
How well are you organized?  
How do you promote food & beverage sales?  
What does your research say?  
Summarize the food & beverage situation!

## **Chapter 9 FORECAST MARKET PERFORMANCE**

Forecasting techniques.  
What hotels are primary competitors?  
What's the competitive area demand for hotel rooms?  
Fair share vs market share.  
Demand analysis by market segment.  
Competitive threats: problems of market or customer mix.  
What's ahead: occupancy growth or decline.

## **Chapter 10 SETTING MARKETING OBJECTIVES & GOALS**

Where you are now vs where you want to be.  
What do you want to achieve?  
Focusing on the overall direction.  
Set objectives for each customer segment.  
Forecasting room nights by customer segment.  
What's your total revenue projection?  
Look ahead five years!

## **Chapter 11 DEVELOP YOUR MARKETING STRATEGIES**

Reaching for the top three objectives.  
Goal-setting and strategy development.  
Strategies for group business.  
Strategies for group leisure.  
Strategies for individual business.  
Strategies for individual leisure.  
Strategies for restaurant, lounge, banquets and room service.

## **Chapter 12 TACTICAL ACTION: PROGRAMS AND COMMUNICATIONS**

Who? Identify your customer segments.  
Where? Locate your top-producing feeder markets.  
What and why? Develop message benefits and appeals.  
When? Communicate during the buying decision period.  
How? Select the right tools, channels and media!  
You are the producer and director!  
Put the script on paper!  
Quarterly action calendars.

## **Chapter 13 FIGURE A MARKETING BUDGET**

How much should you spend on marketing and sales?  
Spending vs investing your marketing dollars.  
Four budget methods to compare.  
Uniform system of accounts for marketing.  
Estimating people, program and communication costs.  
Spreading a line item budget.

#### **Chapter 14 MEASURE & EVALUATE YOUR MARKETING EFFORTS**

Why measure marketing performance?  
How to devise and measurement system?  
How effective is your advertising, sales, promotion  
and public relations?  
Taking corrective action!  
Tools of marketing measurement.  
Role of the marketing planning team.  
Hold monthly marketing meetings!  
Conduct quarterly reviews!

#### **Chapter 15 PRESENT YOUR MARKETING PLAN**

Get management on the bandwagon!  
Prepare and executive summary and live presentation!  
Presenting your plan approval and funding.  
Presenting your plan for employee commitment.

To see a promotional flyer and order form, [click here](#).