7-1 Milestone Four: Implementation, Evaluation, and Control (Artifact 4)

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MKT-700-X4076 Marketing Capstone 23TW4

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June 4, 2023

I. Implementation

To grow and expand TRU by Hilton's hotels to local, national, and international Gen Z customers serving both personal and corporate needs with the goal of obtaining a profit and becoming the go-to hotel chain for Millennial and Gen Z consumers in 2 years. According to Hilton Worldwide report, Hilton spent over $100 million on advertising in digital, print and national television in 2022. Divide that by the 19 hotel brands and that means the annual marketing budget for TRU by Hilton would be somewhere around $5, 263, 178. Over the 2-year time period that we have set as our goal, the total allotted budget for marketing would be $10,526,316. Strategy development would begin in May of 2023 with implementation beginning in June.

Before beginning any marketing, we first need to do in depth keyword and target demographic research. Then, we need to present our marketing strategy in a way that is specifically appealing to Gen Z travelers while keeping in mind what is important to these digital natives.

- Prefer WOM and UGC marketing and their reviews from trusted influencers.
- Want instant access and engagement.
- Tech savvy and spend a lot of time online.
- Budget and socially conscious.
- Very educated.
- Most diverse generation yet.
- Value the truth and authenticity.
- Love to travel.
- Protective of work life balance.

- Value sustainability and equality.

The key elements to be used are advertising, direct marketing, public relations and events and experiences.

Advertising

For TRU by Hilton, targeted ads on social media via Instagram, TikTok, SnapChat, Facebook, YouTube, blogs and on streaming video services and live television would be effective in reaching the target demographic.

Authentic and Sustainable Messaging: Gen Z is passionate about social and environmental issues. Highlight TRU by Hilton's sustainability efforts, such as energy efficiency, waste reduction, and eco-friendly practices. Incorporate messaging that resonates with their values, emphasizing your commitment to ethical sourcing, community engagement, and responsible travel.

Direct Marketing

Direct marketing consists of any marketing that relies on direct communication or distribution to individual consumers, rather than through a third party such as mass media. Mail, email, social media, and texting campaigns are among the delivery systems that can be used.

Social Media Marketing: Gen Z heavily relies on social media platforms like Instagram, TikTok, YouTube and Snapchat. To reach them effectively, develop engaging content that highlights the unique features and experiences offered by TRU by Hilton that appeals to Gen Z, such as affordable accommodations, communal spaces, and vibrant aesthetics. This could be done by collaborating with social media influencers popular among Gen Z to amplify our message.

This could include TikTok campaigns and live streaming campaigns on Instagram, Facebook, and YouTube would also be very effective at reaching and engaging Gen Z while bringing their attention to all that TRU has to offer. For promotional purposes, fun snapchat filters could be created and used by users while on property.

Events and Experiences

Experiential Marketing: Create immersive experiences that appeal to Gen Z's desire for unique and memorable moments. Consider hosting pop-up events, partnering with local artists, or organizing experiential activations within the hotel that align with Gen Z interests, such as live music performances, interactive art installations, or wellness workshops. Sponsorships (events and experiences) typically refer to financial support for events and venues.

Influencer Partnerships: Collaborate with Gen Z influencers who align with TRU by Hilton's brand values and target audience. Engage them in creative ways, such as hosting influencer-led events or providing exclusive experiences. This can help generate buzz and create authentic connections with Gen Z consumers.

For example, a Gen Z 3-day media trip with TRU hosting 50 trusted Gen Z influencers of varying demographic backgrounds doing fun things like hiking, kayaking, biking, rock climbing before returning to their TRU hotel room. This will generate an interest and content across multiple platforms set to a beautiful background with popular Gen Z influencers who readers already trust and care about.

Other techniques in influencer marketing such as product placement (advertainment), digital storytelling and sponsored campaigns that bring TRU by Hilton to the targeted audience directly via word of mouth (WOM) testimonials by well-known Gen Z

influencers who have stayed on property and could share TRU via hosted stays, giveaways, and contests, as well as consumer generated content via use of the hashtag on social. Influencers could encourage their audiences to share their own TRU travel experiences via paid campaigns that stipulate high engagement. Sponsorships enhance a company's image and often can generate public relations.

Public Relations

Public relations (PR) involve communication designed to help improve and promote an organization's image and products. Public relations materials can include TRU by Hilton press releases, publicity, and news conferences to introduce the brand to the public using the hashtag #TRU4GENZ.

User-Generated Content: Encourage Gen Z guests to create and share their own content featuring their experiences at TRU by Hilton. This can be done through contests, hashtags, or by creating designated spaces within the hotel where guests can capture and share moments. Showcase this content on the TRU website and social media channels to build authenticity and trust amongst potential Gen Z travelers.

Mobile-Friendly Experience: Gen Z relies heavily on mobile devices for travel planning and bookings. Ensure that the TRU website and booking process are optimized for mobile devices, with a user-friendly interface and fast-loading pages. Consider going the extra step and developing a mobile app that offers exclusive deals and rewards for Gen Z guests.

These components will be the most effective because in an increasingly more digital savvy world, consumers want to feel more connected to one another so meeting them where they play, work and live will feel more authentic. By giving the consumer insight we give them

the power and informed capability to choose for themselves. It's all about the delivery now and how it makes the consumer feel about choosing that product.

Task	Date
SEO/Keyword research and strateg...	May 1
Develop mobile app that offers exc...	May 1
TRU by Hilton press releases: Intro...	May 8
Influencer campaign	Jun 5
News conferences to introduce th...	Jun 6
YouTube ad	Jun 13
SnapChat ad	Jun 13
Email campaign	Jun 13
Digital Advertising	Jun 20
Direct Marketing	Jun 22
Events and Experiences	Jun 24
Facebook ad	Jun 24
Instagram Ad	Jun 27

TikTok ad		Jun 27
Streaming music ad		Jun 27
Influencer partnerships : Gen Z tra...		Jun 27
Steaming TV ad		Jul 10
UCG #TRU4GENZ and SnapChat f...		Aug 1
UGC content campaign: Designate...		Aug 26
Showcase UGC on social and TRU ...		Sep 1
Experiential campaign: yoga in the ...		Sep 3
Advertainment placement in popul...		Sep 19
Instagram Influencer takeover		Oct 1
Experiential campaign: live music a...		Oct 15
TikTok influencer takeover		Oct 22
Live streaming campaign TikTok		Nov 16
Live streaming campaign Instagram		Dec 1
Experiential marketing campaign		Dec 2
UGC contest: Most popular conten...		Dec 25
Live streaming campaign YouTube		Jan 8, 2024
Experiential campaign: interactive ...		Jan 21, 2024
Live streaming campaign FB		Feb 2, 2024
SNS campaign		Feb 4, 2024

II. Evaluation

Advertising

Social media advertising is cost effective and has a potential massive reach to meet Gen Z where they live and breathe online. Success can be monitored via social media insights and analytics and easily tracked back to the source of which the conversion was made whether that be online via social media, blogs, or from streaming services.

Direct Marketing

Since direct marketing (mail, email, social media, and texting campaigns) consists of marketing that relies on direct communication or distribution to individual consumers, success can be monitored by tracking engagement on socials, click ins from CTAs on content creator/influencer platform posts, opened emails and texts and UGC via the use of the campaign hashtag.

Public relations

Public relations materials can include TRU by Hilton press releases, publicity, and news conferences to introduce the brand to the public using the hashtag #TRU4GENZ. The success of these efforts can be monitored by tracking open emails and click ins from PR emails and viewership on news conferences livestreamed on social. User-Generated content can be monitored using the hashtag. To monitor if the new mobile app is successful, we can monitor the use of the app and those who convert using the exclusive offers and rewards for Gen Z guests.

Events and experiences.

To gauge the success of creating immersive experiences that appeal to Gen Z's desire for unique and memorable moments like live music performances, interactive art installations, or wellness workshops, simply check the ROI on cost investment to host versus how many Gen Z consumers convert and book from the event using an experience promo code. The same can be done with Influencer activations, as well as monitoring the hashtags for the event.

Processes to ensure goals are met:

- Research new target demographic- April 2023
- Begin executing marketing efforts- June 2023
- 6-month marketing strategy and review meeting- December 2023
- 1 year review and evaluation- June 2024
- 2-year review and evaluation- June 2025
- Profitability Evaluation- June 2024
- 3-year review and evaluation- June 2026

III. Control

Client's input in negotiating a final mix of marketing activities.

It is understandable that you might want to make some adjustments. I know the consumer. I've researched the demographic and know what works to appeal to Gen Z. I know what they want, how they want it and where they are. In depth target demographic research has been done. I know where Gen Z lives, works, and plays. TRU wants to be where they stay. We are taking this research and meeting Gen Z where they are on social media (YouTube, Snap Chat, TikTok and Instagram), where they are streaming their shows and their music. We need to be in front of these digital natives at all times so when they begin to plan their travel, they will have just seen or heard a TRU by Hilton advertisement. But you know

what works at TRU by Hilton and why. You are there day in and day out. You are the hotelier expert. If you still want to adjust the marketing strategy because an activation feels off brand or simply not working for you, we can reassess in 6 months. This will give us ample time to gather analytics, evaluate ROI and see how KPIs are measuring, allowing us to have a clearer picture of what is working and what isn't. We can then make informed adjustments to the strategy, IMC plan, budget and marketing mix if needed.

Legal & Regulatory Practices:

Here are some concrete steps to ensure that the marketing portfolio complies with legal systems, regulatory standards and ethical practices in a global context:

According to Performline, "Regulatory compliance means ensuring that all activities of an organization, including marketing, adhere to the regulations, laws, and guidelines set forth by the government that apply to the business and consumer protection. It's essential to ensure that your marketing materials are aligned with your organization's overall regulatory compliance requirements," (PerformLine,2023).

- Regulations are constantly changing so it's imperative to stay current and compliant with new or updated regulations. Use omni-channel marketing compliance monitoring technology to monitor activities across all channels i.e., social media, email marketing, direct mailers, messages, call centers, and web pages. This technology, allows organizations to track marketing campaigns, identify compliance risks, and take corrective actions in real-time. This will ensure that the brand, image and disclosures are being used accurately and consistently across all marketing channels and materials.

- Keep compliance efforts consistent across all of consumer interaction channels.
- To be advertising compliant, always make proper disclosures on online marketing materials, follow relevant laws, regulations, and standards governing the content, placement, and presentation of advertisements and required disclosures, and claims made about products or services.
- Always be truthful, not misleading.
- Create a standard process to streamline the compliance approval process.
- Monitor consumer complaints.
- Keep the focus on your consumers.
- Stay informed of current marketing compliance issues and regulatory trends.
- Implement a marketing compliance software.
- Working with legal and compliance teams to ensure that all content meets relevant industry regulations and laws.
- Reviewing and approving content before publishing and making sure that any necessary changes are implemented in a timely manner.
- Maintaining a digital trail of all content changes and approvals and ensuring that all final versions are saved and stored in an acceptable format and location, PerformLine,2023).

Additional research

Additional research may be needed on the target demographic Gen Z if marketing strategy underperforms. We will reevaluate in December 2023 (6 months) to see if current plan is effectively performing. If not, more qualitative research may need to be done to see what is not working with Gen Z, why and what could be better.

Ethical Practices:

We are committed to following ethical marketing techniques where we commit to open, honest, transparent, responsible, and fair marketing practices including non-discriminatory hiring, pay equity and a commitment to sustainability. All marketing communications are true and factual, no misleading or exaggerated claim advertising.

Feedback: This part of the process is key as it relates to the future and ongoing success of the organization. As you remember, this is accomplished through ongoing SWOT analysis and Environmental Scanning programs that your organization implements. I would like to hear a bit more on how you would recommend implementing a program of ongoing environmental analysis.

Global Trends & Political Effects

The hospitality industry is greatly affected by the decisions of local government. While any political unrest in a country can harm the hotel industry's growth, political stability is good for growth.

- When there is political unrest or any kind of emergency, the country's government can impose a travel ban. A travel ban will most definitely have a direct effect on hotel industry business because hotels heavily depend on tourists in need of accommodations.
- The election of new government officials or other changes in government can be beneficial or harmful for the hotel industry. Depending on the political party, it could favor the hotel industry as supportive of the nation's economy. On the other hand, a different political party could see no added value.
- Government taxation in the hotel industry plays a crucial role, and it impacts the overall profit of the hotel. If the government decides to make tax reforms that could be beneficial

to the hotel industry allowing hotels to save money in taxes. They can then invest in improvements like security systems or infrastructure development.

Another crucial factor that effects the global hotel industry is the citizens' preferences and spending habits. They can shape the society and the culture they live in. The age of the travelers visiting also plays an important role in the selections and choices. For example:

- Travelers come from different social classes and age groups. According to EdrawMax, "Millennials prefer to compare the price of the hotels and the amenities before checking into a hotel," (*Detailed PESTEL Analysis of Hotel Industry | EdrawMax Online*, n.d.) As we are now targeting Gen Z, according to Wordstream, we need to keep in mind that they are not impulsive buyers, they look for deals and they do their research on social media, (Author, 2022). Travelers often choose which hotel they'll stay in based on amenities like on property bars, swimming pools, valet, etc. Scenic views can influence which hotel a traveler chooses.

- Hotels that provide tourism packages that include local events allow guests the chance to get an insider's glimpse of local culture. Taking the initiative to provide these services allow guests to immerse themselves in and get to experience local culinary fare and culture which is what traveling is all about.
- The hotel industry is highly competitive, with new hotels popping up all the time. Many guests (especially Gen Z guests) book a hotel after doing extensive online research, reading reviews from influencers, or from word-of-mouth recommendations from family,

friends, or peers. This makes the hotel industry very dependent on customer service and first impressions.

Environmental forces

In a world where sustainability is so important, environmental factors influence the hotel industry. More and more frequently, hotels have adopted sustainable practices to keep their hotel environment-friendly and competitive with other hotels. For example:

- According to EdrawMax, “Hotels can take measures to decrease food, water, and energy wastage. They may switch to renewable energy sources for power to reduce pollution. They can also increase the use of recyclable products to stop plastic pollution, “(*Detailed PESTEL Analysis of Hotel Industry | EdrawMax Online*, n.d.).
- Since traditional chemical cleaning products can have negative impacts on the environment, many hotels have chosen to stop using harmful chemicals and opted for more environmentally friendly, green products.
- The environment surrounding a hotel will also influence how well a hotel performs and grows. For example, obvious water and air pollution, or if the hotel chooses not to follow cleanliness standards and environmental policies, guests will likely feel uncomfortable staying at the hotel and opt to stay elsewhere.

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