

Digital marketing plan

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Task 3A: Poster

Digital Marketing Plan of Langham Hotel



Use of various social media platforms and new media platforms

Target market strategy

- ❖ *Geographic (Australia and various cities)*
- ❖ *Demographic (20 to 45 age group)*
- ❖ *Psychographic (People of diverse culture)*

Position strategy

- ❖ *Using the media and social sites*
- ❖ *The social media is the other ways where these industries are always distribute their offers that reach the peoples mind easily*



Marketing mix strategies

The offers are implanted by the industry for their customer is good for customer and the industry also. The accommodations are given to the tourist is the another cause of this industrial success goals. The promotions by the social media also take a vital role in the growth of industries



Primary strategy

Grabbing the attention of customers who belong to various geographical boundaries

Task 3B: Report

Introduction:

In this report there is an outlook about the digital marketing plan. This plan is a document that denotes the details of all planning about digital marketing. This famous hotel is located in London. This hotel is built by John Giles on 1863 to 1865. This hotel is featured in James Bond film Golden Eye on 1995. This is a five star rated hotel with modern facilities. This luxurious hotel is the one of the largest hotel in London. In this plan there are all the strategies and actions that the *Langham Hotel* of Australia can take to reach to their customer. This plan has its own values in every way

Situational analysis:

Situation analysis is most important in digital marketing plan. This analysis can show the picture of the tourism and hospitality industry of Australia's health, their goals, strength and weakness(Chaffey & Smith, 2017). With this analysis the tourism and hospitality industry of Australia can get there ideas to solve their issues that are creating different types of problems. Here the tourism and hospitality of Australia can show their over view situation. The reputed tourism and hospitality industry of Australia has to analyze the situations of competition with their rivalry team(Ryan, 2016). The industry should have to understand the customers that are always take interesting part in tourism and hospitality. With this the digital market can go smoothly.

Internal environment:

In Australia the operators of tourism and hospitality is not only managed and respond to the customer but also their international customer. Economic and other market situations are also seen by the operator who operates the whole planning of this type of marketing plans. The external environment of this industry is very eco-friendly (Taiminen&Karjaluo, 2015). This is a very good thing about their business. It helps to create their business globally. The internal environments not only indicate the economic but also the whole internal subjects like as the profits that are comes from the customers, the performances of the experts. Those are the main part of handling internal situations of tourism and hospitality of Australia. The operators of *Langham Hotel* can handle the customers that are belonging from different countries and cultures. The knowledge and the good communication skills are the main instrument in this marketing plan. With this an industry can get their path to the

success(Järvinen&Karjaluo, 2015). The hospitality that has given to the customer is to good and comfortable according to customer. The entire management teams are always busy to give the best to their customer to achieve their goals. By giving satisfaction to the customer this tourism and hospitality is going in a right path. That is the positive sign for this industry.

External environment:

The external environment of Australian *Langham Hotel* is as good as any other country. As per calendar of 2015 there are almost 7.4 million visitors in Australia (Kotler, Makens&Baloglu, 2017). The tourism industry employed near about 580, 800 people an always give 5% of workforce in Australia. The numbers of the tourist is not bad in Australia. The business expert of this industry offers some benefit to the tourist at tourism place and the hotel also. The packages that they are deliver also in good process. With this the tourism and hospitality of Australia collect the profit and increase their business day by day. The marketing groups are always thinking about the destination that the tourist loves most. Keeping the test of the people in the mind the business experts are trying to put their innovative thought for better progress. With this tough the industry becomes more powerful by externally.

SWOT analysis:

With this analysis one can know about the situations of tourism and hospitality industry of Australia.

Strength analysis:

The better digital marketing plan plays the role of success in tourism spot and the hospitality area in Australia. The offers for tourist and the people who want to stay more days give the tourist better comfort by this industry. The people can eagerly go to the tourist spot for their enjoyment. The employees that are employed for the tourist have enough developed with their great skills. With good communication skills the employees can exchange their thought with those tourists who have other culture. The operators of *Langham Hotel* are always busy to promote their industry in the social media. It also helps to spread the name and attract the people in the tourist spot.

Weakness analysis:

The budget that spent for the tourist can earn some problems. The marketing area has get losses some time. The offers that are put for the tourists' satisfaction are also mislead the whole situation some times. To invented something new get enough finance from this tourism company like *Langham Hotel*. These are the cause of losses that faced the industry sometime. According to Donnelly et al. (2015), the limited budget is the other cause of weakness of the industry. For this limited budget the industry is unable to take some important steps for better growth that give bt6he success.

Opportunity analysis:

By accessing new tools and innovative thoughts tourism and hospitality industry has put their mark in the business market that is more precious to the tourist and the industry also. With this the industry can earn more profit by the tourist. Being a good industry there will be a gap in the market with other industry. It means that the industry get their profit as usual and have less competition in the marketing area.

Threats analysis:

So many industries have same base of *Langham Hotel* in Australia. This thing is the cause to get threat from other industry. There is also some new competitor in the marketing area. For that to change the test the tourist are going to the new comer. This thing is give losses to the industry (Berman, 2016). There are also some regulations and rules that are put by the *Government of Australia*. These rules and regulation draw a margin to the industry. As a result tourism and hospitality in Australia has bonded and cause of threatens.

Digital marketing strategy:

For better marketing tourism and hospitality industry in Australia is using the social media sites as their first choice. With this the marketing operator of *Langham Hotel* can delivers their thoughts to the needed people. The social networking site is main object in this type of business. They flash their advertisement in the social site. With that they are attracted by this advertisement. The destinations where the people want to go are reflecting by this whole team (Tiago & Veríssimo, 2014). The hospitality system such as hotels, motels and many more like that are also advertised in this social sites. There is a large response from the people who are mad for tourism to doing this job. For that these types of industries also want to concentrate on social media to promote their industries.

Target market strategy:

Tourism and hospitality industry in Australia always put their mark in the marketing area. They want to do better market by this type of job. For this they are appointing some person whose have enough knowledge and have enough potentiality to assist this tourist. They always set their target to get their success. To achieve their success they are applying some formulas. The employees of *Langham Hotel* who are employed by the business experts have collected experiences (Jackson & Ahuja, 2016). They are always tried to teach different languages for treat that people who are belonging from different countries and who have different cultures. The team leader always know the fact about the interests of tourist they know the need of this tourist (Baker & Hart, 2016). As a result they are applying that thing that meet the hunger of the people. With this strategy the industry can go to their better growth.

Position strategy:

To get a better position in the business market of *Langham Hotel* has planned some strategies in Australia. These industries are trying to promote their name by using the media and social sites. With the large promotion of their name the people can know about the industry. With this every people who had the need of tourism and hospitality can know about the background of this industry (Young, 2014). The articles that are provided by the industry has also tells the story about the industry. The social media is the other ways where these industries are always distribute their offers that reach the peoples mind easily. In this strategies industry has their aim to spread their identity in whole world. By this they can solve some issues that are the causes of industry's reputation.

Social media strategy:

The social media strategies that are implanted by *Langham Hotel* of Australia are twitter, facebook, youtube and other social sites. By this the industry has got their ways to promote their plans and the offers (Charlesworth, 2014). The new innovative thoughts are also reflected in these sites. Thus the whole management team are always tried to put their whole details in the social media sites. These sites are also showing the places that tourist can take their interest. The customers can also get their shelters in unknown place. The hotels, motels are also promoted 9n this networking sites.

Digital marketing mix:

There are four components of marketing mix that are applying in the business marketing. Tourism and hospitality industry are getting profits with the use of this whole process (Winer&Neslin, 2014). The offers of *Langham Hotel* are implanted by the industry for their customer is good for customer and the industry also. The accommodations are given to the tourist is the another cause of this industrial success goals. The promotions by the social media also take a vital role in the growth of industries (Fill & Turnbull, 2016). The price of tourist packages setup by the team of management. The total packages for tourist there are some subject like as offers for tourist, shelter in tourist spot, and the price that will be paid for the day they will stay. With this package the industry can calculate their investments in this business.

Digital matrix evaluations:

In this part of digital marketing area *Langham Hotel* also provided about the potentiality of that persons who are eligible to handle the whole process. Running up this industry has employed some person who has their potentiality to shot out any problem that can change the whole process of marketing (Stone & Woodcock, 2014). Customers need is the main object in this part. According to the test of the customers these industries draw an imaginary picture about their profit. By applying those things they are getting profits day by day. The proper marketing plan has also given the push toward their goal of success.

Recommendation:

Langham Hotel has done their job randomly. The customers of the industry get their satisfaction in their tourist spot. Those are the positive sign about their journey. But there are also some problems that can create problem in their path of success. For solve those issues they have to put some planned items. They have to give more offers for better marketing in the business area. More locations are being reflected in social networking site. With this the industry can get their way without any difficulties. These industries should need more plan to earn their profits from the business market. They have to always think innovative things that are the only way to get their success. With those things these reputed industries can developed and gain their profits in the marketing area.

Conclusion:

Above the all report there is a view about the business strategies of *Langham Hotel*. In this report there is a clear view about the planned system that give the idea how to get profits in

this area. In these marketing everybody who is connected in these marketing areas has collected their experiences and enough knowledge. It helps to create their business globally. The internal environments not only indicate the economic but also the whole internal subjects like as the profits that are comes from the customers, the performances of the experts. Those are the main part of handling internal situations of tourism and hospitality of Australia. The numbers of the tourist is not bad in Australia. The business expert of this industry offers some benefit to the tourist at tourism place and the hotel also. The packages that they are deliver also in good process. The offers for tourist and the people who want to stay more days give the tourist better comfort by this industry. The people can eagerly go to the tourist spot for their enjoyment. These things give these industries special effects in their marketing business. The strategies that are put by these industries are the backbone of success. At the end it can said that the proper planning is the main thing that can make the positivity in industrial profits and success.

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