**Holiday Inn A55 Chester West**

**Wedding Marketing Strategy**

Background

The HI A55 Chester West must increase wedding bookings and enquiries to increase spend in the hotel across bedrooms, F&B and venue hire, in turn increasing overall revenue.

There is a gap in customer data (there is none) so selling to an established and engaged database/customers is not possible. Therefore there must be a more proactive marketing effort from the hotel to acquire and convert new business and build a database to keep guests engaged with the brand. It is vitally important to set a marketing budget to sell the hotel effectively through impactful channels and acquire new business. A realistic yearly marketing budget should be set that matches the booking and revenue targets set.

Objectives

1. Establish who are our target audience and how we reach them
2. Drive awareness of the Holiday Inn A55 Chester West as a wedding venue in the Chester and North Wales area
3. Develop a 12-month marketing plan that targets wedding bookers and promotes the Holiday Inn A55 Chester West as reputable wedding venue to book for late 2023 and 2024
4. Increase wedding enquiries and bookings by XXX% through increased marketing activity
5. Develop the ‘Wedding Booking Experience’ at the hotel so that we become a recommended venue amongst guests. This should be measured through feedback forms on guest experience and suggested improvements

Target Market

Before investing in sales and marketing activity we must first establish who our potential customers are. It must be clear who the target market is because this will inform how/when we communicate with them. A priority should be finding out/agreeing the following information on target market and keeping this front of mind when creating any marketing material.

1. Age
2. Gender
3. Location
4. Interests
5. What motivates them to enquire/book with a venue?
6. When are they likely to research/enquire/book with a venue?
7. How do they research a venue?

Once the target market is established we can begin to more targeted in our approach and more efficient with marketing spend/budget. Two ways to establish target market is to look at the demographic of recent bookers or to analyse who competitor venues are targeting and mirror that.

What Sets Us Apart?

In order to attract new business we must identify what sets us apart from the competition (other wedding venues) and focus in on those areas.

Below are some of the key points identified:

* Price - affordable!
* Location - A55 close to Chester/North Wales
* Venue - recently renovated function space with large capacity. 80 bedrooms on-site. Full day weddings available
* Family run - attention to detail and personal touch

Marketing & Sales Strategy

Sales and marketing activity to drive wedding enquiries and awareness should be split into four separate areas that convert acquisition of new customers.

* Area 1 – digital - organic social media, paid social ads, PPC (1 month)
* Area 2 – print - brochures, roadside banners, door drop flyers, posters (3 months)
* Area 3 – media partners - papers ads, featured news articles, wedding venue listings (3 months)
* Area 4 – earned media - recommendations, testimonials, PR (6 – 12 months/ongoing)

Marketing Campaign Plan

*Area 1 – Digital*

The hotel already has owned digital channels in the social media following but these are modest so it is important that all content is created with the aim of building the following. Building our following allows us to get our message direct to customer and should be done through the following tactics.

* Competitions – free wedding, free night stay and Chester Zoo/Chester Races tickets (follow, like and share)
* Follow us on social media prompts to overnight guests

Print:

* Brochure print
* Flyer door drop - local households
* Banner on road side
* Ads in local paper - daily post