

MARKETING COMMUNICATION

Name;

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Introduction

Bath Restaurant is a boutique hotel located in Bath. It has achieved success in offering a unique cultural experience to visitors. It has recently opened a new subsidiary in Bristol, where it encounters competition from the existing boutique restaurants. The restaurant's key target customers include cultural fanatics, especially creative professionals who are visiting Bristol from other parts of the country. It differentiates its offering from other hotels through offering a cultural experience that turns into a great lifestyle, shown by the use of local artists in its design process, occasions that take place in the restaurant, and many fashions and lifestyle product relationships. The restaurant mainly sells through online reservations or bookings, which are done on its website and different travel websites. The hotel in Bristol has about 105 rooms, with the average room price being £85. The fairly low number of hotel room and price enables Bath Restaurant to offer a level of exclusivity while appealing to a wide range of customers.

Present Integrated Marketing Communication Strategy

Media Mix

The media mix strategy involves the use of different channels of communication. The channels used include print media, broadcast media, social media, and word of mouth. Print media will include lifestyle magazines, newspapers, and airline magazines. Broadcast media involve the use of channels such as television and radio. It aims at reaching the target audience so that the restaurant can develop a link with the target audience, give information about its products and services, and offer key elements that the customers want or need.

The restaurant uses advertising because of its benefits. There are several advantages in using the print and broadcast media. One, the restaurant can purchase time or space from the media companies, which allows it to develop and control the message disseminated

(Shimp and Andrews, 2012). Two, it will enable the restaurant to reach a broad audience by utilizing different forms of the mass media. The mass media are not aimed at a particular person, but a broad audience. Three, the mass media can be utilized to persuade customers and influence their attitudes and behaviors (Brown and Hayes, 2008). The goal of the mass media advertising includes building brand awareness and strengthening the positive connection to the brand.

The use of the mass media advertising has been effective in developing the relationship with customers. The value in advertising is created through the building and maintaining brand identity and brand equity. It may also add value to the restaurant through informing customers about how its products and services solve their needs and informing them of the product elements, prices, and where they can obtain the products. Belch and Belch (2003) add that besides telling customers of the product features and prices, it helps to create and retain a position for the brand in the mind of the customers.

The out-of-home media advertising has also been used to support the mass media advertising. It includes outdoor advertising media, street and retail furniture, and digital out-of-home advertising. They are used to strengthen the mass media message communicated to the target audience. The out-of-home advertising is usually targeted at moving vehicular or pedestrian traffic, which provides communication of the message for a few seconds. The channel has been effective when the target customers receive the message and understand it correctly. However, they exist challenges in effectively reaching and interpretation by customers. Different customers may interpret the message differently, which affects the advertising (Smith and Taylor, 2004, 78). The misunderstanding may be caused by the images, symbols, message of the advertisement or the speed of the target customer while checking the ad.

The restaurant has also opened social media accounts on Facebook, Instagram, Twitter, and YouTube. It currently has 997 Facebook likes, 601 Twitter followers, 136 Instagram followers, and 46 YouTube followers. It has also opened a new website, which it hopes will attract at least 2,500 visitors each month in the next 12 months. Although the Bath Restaurant is on Facebook, there is little activity. There is little update or posts by the hotel. The restaurant should consider increasing the number of posts and updates. For instance, it could post pictures of the menu during the day and write something about them. The post should be eye catching, which could prompt a potential customer to reply. It will enable the hotel to sell products and gain more bookings. It could also add hashtags to its posts and links. It will generate reactions from customers, which will enable the hotel to interact and meet customer needs.

It could increase its activity on Twitter. The platform is rarely used to engage with customers. It only has 601 followers. It means that the hotel could be failing to be failing to capture a significant segment of clients who use Twitter. It has only had a few posts and replies into conversations in 2015. It needs to be updated with regular posts and interactions with customers. It needs to start initiating conversations rather than wait for customer inquiries. It could hire someone to run its social media accounts.

The use of YouTube account is also rare. It has only posted three videos, which represents an insignificant presence on the channel. Only 256 viewers have watched the videos. It means that the restaurant needs to establish an online presence on YouTube. YouTube offers businesses a platform to give customers an overview of the restaurant's offerings. In the case of the Bath Restaurant, it could show its rooms, products it offers, and cultural items that it keeps. The videos could also be viewed from other platforms such as Facebook, Twitter, and Instagram.

The hotel rarely uses Instagram. Instagram allows users to share photographs with followers. The platform would enable the Bath restaurant to show pictures of meals, menu, location, pictures of the hotel, and include other descriptions. Instagram has a high number of young people, who form a segment of the target market of the restaurant's marketing campaign.

Integrated Marketing Communication includes online marketing and social media in disseminating the promotion message. There has been a shift of power from the media to consumers. Consumers can now state their expectations and experiences with brands. The online media provide an opportunity for the business to reach consumers. Higgs and Polonsky (2007, 1500) state that the online media has changed the various elements of branding and marketing.

The online platforms are utilized to foresee, identify, and meet consumers' need online and involve the use of different platforms such as the Internet and emails (Smith and Taylor, 2004, 620). There are advantages of using online platforms. They include increasing sales and raising inquiries from individuals who are looking for products. Also, the use of online platforms lowers costs and increases efficiency by enabling interactive communication with clients and enhancing their personal experience with the restaurant (Smith and Taylor, 2004, 624).

The use of the online platform allows the restaurant to customize messages and reach particular customer groups by promoting in niche sections, sending personalized emails, and supporting interactions between the company and customers. Also, the restaurant incurs low costs because updating and making changes is easier and cheaper compared to the other media. Being a relatively small business, the Bath Restaurant will benefit from the low cost of using online platforms.

Recommendations

The Bath Restaurant needs to adopt a differentiation strategy. The Internet enables the Bath Restaurant to differentiate by offering visitors a friendly website to visit, search, purchase, and inquire. Internet users want a site that portrays accurate information, shows the products and services provided, and easy to navigate. When customers view the homepage and are impressed by what they see, they are more probable to open other pages and finally make a reservation. It can provide images of products and enable visitors to take a virtual tour of the hotel to see the art. It also enables them to enlarge images and give reviews. The aim is to make the offers seem more physical by portraying them in a practical and customer-friendly way.

The firm also needs to use relationship excellence to differentiate itself from competitors. It will be achieved through developing trust with customers, and efficient and timely processing. Trust is important in online businesses because customers pay online. The Bath Restaurant will seek to offer a secure environment through the use of a safe and encrypted payment process for transactions. Also, customers will need to obtain personal assistance when they encounter problems with the website or need to inquire. Visitors are more likely to purchase from a site when they can contact a live person. The website of the firm will also be easy to order. Having an easy process of ordering and delivering timelines will help to develop customer loyalty and attract referrals from satisfied customers.

The Bath Restaurant will also utilize a positioning strategy. The elements that will differentiate the firm from competitors is offering superior quality and personalized services. It will provide its services with the highest customer services by providing individualized services. Also, the firm will target young people who prefer purchasing their products online.

The website of the restaurant will be thebathrestaurant.co.uk. The site will be easy to navigate such that a seller will easily find the product that he or she wants. A clear and logical navigation will ensure that there are no lost visitors (Chaffey and Smith, 2008). The site will also enable visitors to search on the website to obtain the product that they want or move through the sites. The design of the website will be simple so that products do not have to compete for the attention of visitors.

The firm will establish a regular presence on social media. Social media provides a platform for people and organizations to connect and interact. The restaurant will need to update its page on Facebook, Twitter, YouTube, and Instagram. eMarketer (2016) states that nine out of ten of people using social media sites use Facebook in the United Kingdom. It means that the Bath Restaurant can interact with a high number of users on the site and gain brand exposure. The number of Twitter users in the UK was 15 million in 2013 (Rose McGrory, 2017). Twitter is important to respond quickly to customers. Social media platforms can assist the organization to achieve website traffic, build customer loyalty, and increase awareness of the available products in the firm. The social media platforms will be used to engage, communicate, and support customers. Dahl (2014) states that establishing a strong bond with their clients will build the brand and increase their loyalty.

It will also include using travel websites such as Trip Advisor and booking.com. The word of mouth will be acquired through public relations mechanisms such as the use of press releases and occasions that take place in the restaurant. The word of mouth involves communication between consumers and occasions held in the restaurant.

Creative Brief

The audience contact perspective in creating the integrated marketing communication requires that an organization should consider all the potential ways in which it reaches the

target market. It identifies ways in which customers could come into contact with the brand. The ways may include broadcast media, print media, public relations, the Internet, word of mouth, direct marketing, sales promotion, product placement, events and sponsorship, and personal selling.

It means that the Bath Restaurant has to consider ways in which the contact tools communicate with the target audience and how they can be integrated to develop an effective integrated marketing communication program. It will involve beginning with the target audience and determining the tools that are most effective in reaching, raising awareness, and convincing them and eventually influencing the purchasing behavior.

Advertising objectives

As a new restaurant that has entered the Bristol market, Bath restaurant's marketing objectives include:

1. To obtain an average room occupancy level of above 80 percent for the next one year.
2. To obtain income target of £2.61 million in the next one year.
3. To achieve a 6 percent market share of the restaurant industry in Bristol in the one-year period.

The communication objectives of Bath restaurant integrated marketing communication strategy include developing brand awareness. The objectives for the next one-year include:

1. Develop brand awareness to 30 percent of the national target market by utilizing print, digital, and social channels.
2. Develop brand awareness to 70 percent of the Bristol-based target market. It will be achieved through word of mouth made by visitors to the café and occasions.

3. To uphold a regular frequency with 8 percent of the national target market. It will involve using social media channels at least thrice a week to strengthen brand awareness and generate interest.

4. To achieve 75 percent of the national target market through the use of a minimum of three exposures, advertisements in print and digital channels especially when there are particular events.

Target audience

The focus will be reaching fractional coverage of the target market. The target market includes cultural fanatics who are twenty-five to forty years. It includes people earning less than £45,600. Their profession is mainly creative professionals and hold an undergraduate education. Their social class is the middle-class. They are also first-time users and are culture and art fanatics.

Brand positioning

The Bath Restaurant positions itself as a boutique restaurant geared towards culturally enthusiastic customers. It is situated in a strategic location, has clean and stylist rooms, quality amenities, and informed employees to ensure that it provides a cultural experience to customers. The restaurant also works together with local artists to model the rooms and provide an environment that exceed an exclusive design by incorporating human and cultural connection.

The media strategy will involve the use of print media, internet media, and social media. The print media will include placing full-page ads in culture and airline magazines. It will also put ads in newspapers during the months that host cultural events in the city. The reasons for the use of print media include the ability of customers to remember when they see an ad in the print media, reach a wide audience, print media can represent the message to the

target audience, and the combination of print media with other strategies will lead to an effective campaign.

It will use imagery in advertisements that are detailed and smooth photographs of the restaurant rooms and of the restaurant lobby, showing the social hub status of the hotel. It will put adverts in the Sunday versions of the selected newspapers in segments that cover news on cultural events. It will include a combination of full page and smaller sized adverts. In the magazines, it will put full page ads and smaller-sized ads.

It will also use the digital media. There is a high use of the Internet among people in the united Kingdom. Nine out of ten people search their travel location while 80 percent book their holidays from the Internet (Travel weekly, 2012). It implies that the restaurant needs to integrate the digital media in its marketing communication. Digital media will include the use of Google Adword, website, and pay per click. The majority of searches on the Internet is done using Google.

The restaurant will place the normal poster adverts showing pictures of the restaurant, including the rooms, lobby and nearby areas, and the cultural occasions in Bristol that may be of interest to the target customers.

The use of Google Adword will enable the restaurant to reach a high audience as it enters the Bristol market. The website listing includes advertising on specific travel websites that are highly visited. They include Trip Advisor, booking.com, and hotels.com. The placing of ads on the websites will provide a wider brand awareness.

Social media

It will involve frequent use of social media accounts such as Facebook, Twitter, instagram, and YouTube. The restaurant will have put regular updates or posts on its Facebook page. Also, posts will include pictures of the menu during the day and write

something about them. The post will be eye catching, which could prompt a potential customer to reply. It will enable the hotel to sell products and gain more bookings. It could also add hashtags to its posts and links. It will generate reactions from customers, which will enable the hotel to interact and meet customer needs. Frequent activity on twitter will include updates and replies to customers. It will update its page with regular posts and interactions with customers. It will post videos on YouTube that show its rooms, products it offers, and cultural items that it keeps. The videos could also be viewed from other platforms such as Facebook, Twitter, and Instagram. Instagram allows users to share photographs with followers. The platform would enable the Bath restaurant to show pictures of meals, location, events and occasions, pictures of the hotel, and include other descriptions.

Public relations

It will complement and strengthen word of mouth and support the restaurant’s status as a social center. The public relations will include the use of press releases, inviting travel bloggers to stay at the restaurant at no cost, and hosting a range of occasions such as events and art opening. The press releases will create awareness among people through articles in the press. The use of travel bloggers will enable the hotel to feature in blogs that are highly followed in the travel industry. It will also provide detailed reviews and testimonials on the restaurant. Hosting occasions will enable the visitors to create word of mouth and develop relationships with the locals and guests.

Advertising Budget

Channel	Cost (£)
Social Media	6,400
Website	40,600

Public relations	
Hosting travel bloggers	2,500
Opening party	4,600
Other public relations	2,800
Magazines	65,000
Newspapers	95,000
TOTAL	216,900

Conclusion

The Bath Restaurant is a new entrant in the Bristol restaurant market. It has had an integrated marketing communication that involved the use of print media, digital media, social media, and digital media. It has positioned itself as a restaurant that offers a cultural experience for its target market, which includes cultural fanatics. However, it has not correctly integrated the various channels to achieve a synergy communication. The social media accounts are inactive. Therefore, it will need to integrate the different channels to make a successful campaign. It will include frequent use of social media, placing of ads in the print and digital media. The mixture of the advertising platforms will enable the restaurant to achieve a degree of synergy that enables it not only to reach potential customers, but also develop relationships with clients. Social media and digital media will be used regularly while the print media will mainly be used in periods when there are cultural events in Bristol. A budget of £216,900 will enable the Bath restaurant to increase brand awareness and generate interest.

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Appendices

Media and timing plan

Channel	Timing
Social Media	Gain 1,000 Facebook likes, 600 Twitter followers, 350 followers on YouTube and 400 followers on Intsngram in the next 12 months.
Website	Setting up and running from immediately. Review after three months. Generate 2, 500 visitors monthly
Public relations Hosting travel bloggers Opening party	August 2017 June 2017
Magazines	July, September, and December where there are cultural events in Bristol

Newspapers	Monthly
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