

Marketing Maestros Consultants



Present a Marketing Plan for

Western Inn

Our Mission

Our mission is to deliver innovative and impactful marketing solutions that drive growth, build brand loyalty, and exceed client expectations.



MARKETING
MAESTROS

Marketing Maestros



Edgar



Hannah



Peter



Stephanie

About Western Inn

“At Western Inn, we are committed to providing our guests with the best value in town. We are conveniently located in the center of Houston and offer modest accommodations and event space at a price that can’t be beat.”

- A well-established family-owned hotel
- Has been operating for over 40 years
- Multiple event spaces at affordable rates
- Benefits from a strategic location in the center of Houston



Key Points

- Standout 2.5-star hotel in Houston
- Spacious rooms and excellent amenities
- Impeccably clean event spaces for various occasions
- Exceeding guest expectations and leaving a lasting impression
- Marketing plan focuses on attracting diverse events
- Targeting event promoters
- Investing in key elements for enhanced experiences
- Prioritizing sales and promotion efforts
- Positioning Western Inn as the preferred choice for event organizers



INTERVIEWS

MADY

- Has been part of the Western Inn family for over 40 years
- Oversees housekeeping operations
- Shared guests aren't aware of event space
- Nostalgic of the previous existence of a restaurant on the premises

GLORIA

- Has been part of the Western Inn family for over 32 years
- Handles reservations and event inquiries
- First point of contact with clients
- Emphasized need for streamlined event planning process

DEANA

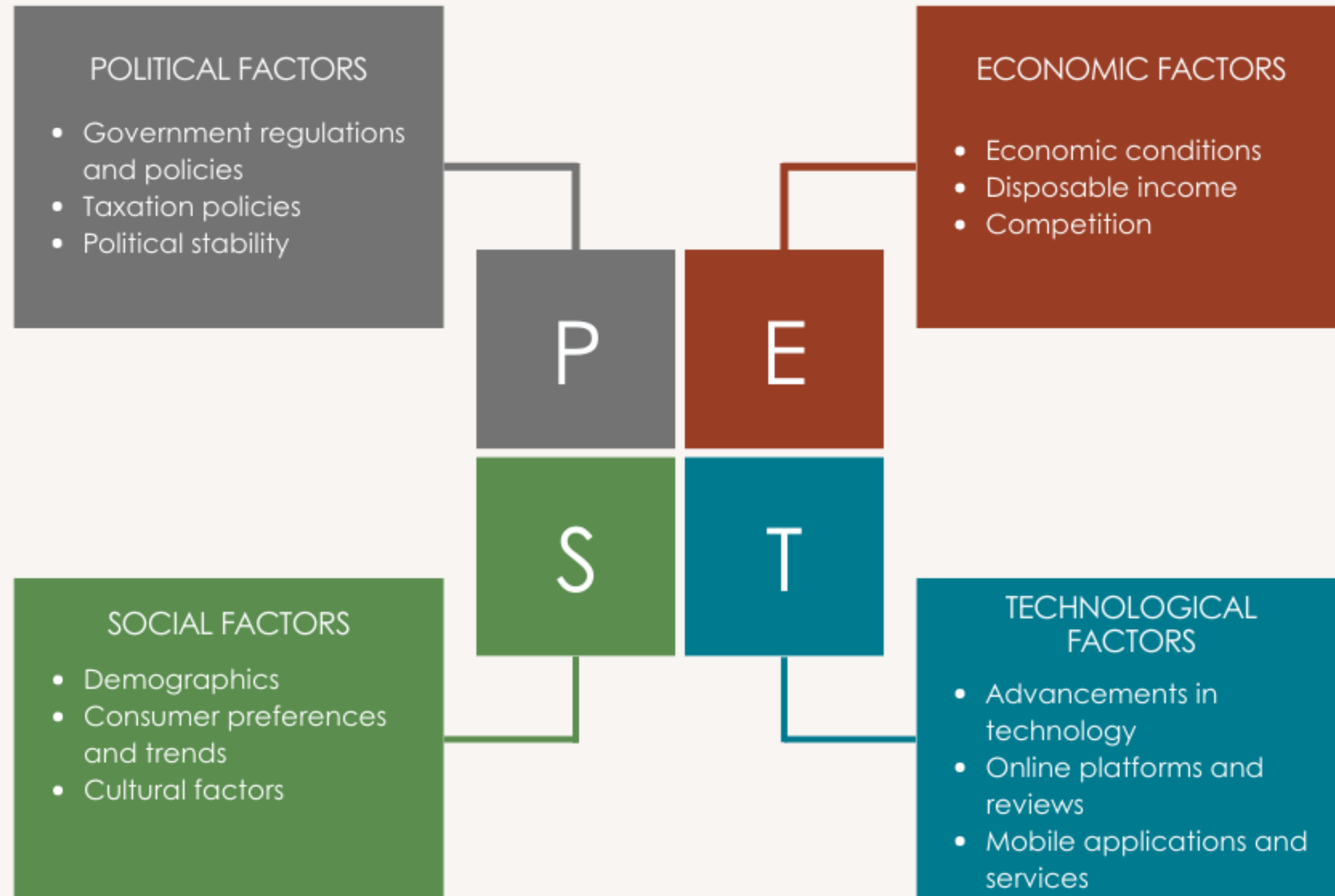
- Has been part of the Western Inn family for over 4 months
- Appreciates the family-owned atmosphere
- Emphasized motel's cleanliness, sanitation and guest safety

MARIA

- Owner of Matamoros Ballroom
- Specializes in hosting 15th birthday parties, weddings and family parties
- Suggested they have an event display room
- Recommended enhancing the ambiance of the event spaces with additional resources and accessories

PEST

Analysis



SWOT ANALISYS

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- Location
- Strong Ownership
- Flexible Spaces
- Institutional Knowledge

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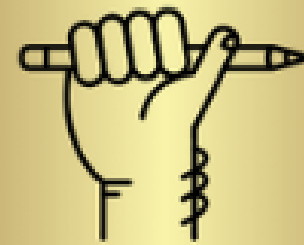
- Strong market
- Relationships
- Social media growth
- Join industry associations
- Customer service

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- Lack of knowledge in the event industry
- Overall marketing approach
- Building maintenance issues
- Lack of equipment




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- ADA non-compliance



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COMPETITOR

ITEM	WESTERN INN	BOOK IT NOW	AZTECA RECEPTION	WHITNEY OAKS HALL
Product	Events Venue	Events Venue	Events Venue	Events Venue
Market Share*	Less than 1%	Less than 10%	Less than 10%	Less than 10%
Target Audience	Event Promoters, professional organizations, individuals, corporate industry	Individuals and party planners	Individuals and party planners	Individuals, party planners, and corporate industry
Pricing	Flexible. unestablished	\$1,295	\$8,500 - \$9,500	\$6,500
Marketing Strategies	Word of mouth	Social media and word of mouth	Social media, website, and word of mouth	Social media and word of mouth
Customer Satisfaction*	N/A	3.7 	4.4 	4.6 
Strengths	Flexible pricing, prime location, flexible event spaces	Inexpensive and experienced	Good marketing, experienced, multiple capabilities, and offerings	Experienced, multiple capabilities, and offerings
Weaknesses	Lack of knowledge, little marketing, lack of offerings and capabilities	Poor marketing and sales, lack of offerings and capabilities	Expensive	Sales approach, lack of collateral, and poor marketing
Key Advantages	Pricing and location	Pricing	Capabilities and offerings	Capabilities and offerings

ANALYSIS

Marketing Plan Objectives

1. Strategic Investments
2. Increase brand awareness
3. Drive event space booking
4. Enhance customer experience and satisfaction
5. Increase online visibility and search engine rankings
6. Expand the target market
7. Monitor and analyze marketing performance
8. Build strategic partnerships

Differentiation and Positioning



Marketing Strategy

1. Strategic investments
2. Increase brand awareness
3. Drive event space bookings
4. Enhance customer experience and satisfaction
5. Increase online visibility and search engine rankings
6. Expand the target market
7. Monitor and analyze marketing performance
8. Build strategic partnerships

Implementation and Control

Strategic Investment	Increase Brand Awareness
Drive Event Space Bookings	Enhance Customer Experience and Satisfaction
Increase online visibility and search engine rankings	Expand the target market
Monitor and analyze marketing performance	Build strategic partnerships

Visuals

Small downstairs room



Visuals

Large downstairs room



Visuals

Large upstairs ballroom



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Western Inn Customer Survey

Full Name _____ Contact Phone _____
Email _____

How did you hear about Western Inn's event space? (Select all that apply)

- ☐ Social Media ☐ Online search ☐ Advertisement
☐ Word of Mouth ☐ Other (Please specify) _____

Have you ever attended or hosted an event at Western Inn?

- ☐ Yes ☐ No

What factors do you consider when choosing an event space? (select all that apply)

- ☐ Location ☐ Price ☐ Capacity ☐ Facilities ☐ Available resources
☐ Reputation and reviews ☐ Preferred vendors
☐ Other (please specify) _____

On a scale of 1 to 5, how would you rate the overall quality of the event space at Western Inn?

- ☐ Very Poor (1) ☐ Poor (2) ☐ Average (3) ☐ Good (4) ☐ Excellent (5)

What type of event would you host at the Western Inn?

- ☐ Corporate meeting ☐ Networking ☐ Wedding ☐ Social gatherings
☐ Other (please specify) _____

How would you rate the pricing of the event space at Western Inn?

- ☐ Less Expensive ☐ Slightly Less ☐ Comparable ☐ Slightly More ☐ Very Expensive

How likely are you to recommend Western Inn's event space to others?

- ☐ Very Unlikely ☐ Unlikely ☐ Neutral ☐ Likely ☐ Very Likely

Is there any additional feedback or suggestions you would like to share regarding Western Inn Motel Houston's event space?

Thank you for taking the time to complete this survey.
Your input is greatly appreciated and will help us shape our better serve your needs.

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THANK YOU FOR



**WATCHING OUR
PRESENTATION!!!!**