



WESTERN INN

MARKETING PLAN

MARKETING MAESTROS CONSULTANTS

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Marketing Maestros Mission Statement

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

Meet Our Team

Alhanouf Aljebreen

Alhanouf Aljebreen born in Saudi Arabia and having lived between the US and Saudi Arabia, she has gained a global perspective and an appreciation for cultural diversity. This upbringing has shaped her ability to adapt to different business environments and has fostered a flexible approach to problem-solving. She is an MBA student with a background in architectural engineering, and she brings a diverse range of skills and experiences to the table. Having worked as a freelancer on architectural projects, she has developed a strong foundation in design principles and construction techniques. However, her focus now lies in expanding her knowledge and expertise in the business realm. As an MBA student, she is eager to further develop her skills in areas such as business strategy, marketing, and leadership.

She is excited to be a part of this marketing project and contribute her business acumen to the team. Working alongside this talented group, she is eager to learn from their expertise and collaborate on driving successful outcomes. This opportunity will allow her to apply her MBA knowledge and expand her understanding of marketing strategies while contributing to the overall success of the project.



Edgar Moctezuma

Edgar Moctezuma, a native Houstonian, hails from the tough East Aldine Neighborhood situated north of Downtown Houston. Raised by hard working Mexican immigrant parents, Moctezuma quickly learned about hard work and the power of community. Upon graduating from MacArthur High School, Moctezuma began his HVAC/Refrigeration technology training at Universal Technical Institute. Equipped with comprehensive training, he embarked on a remarkable career journey, leaving a lasting impact on prominent institutions throughout Houston. Moctezuma's impressive portfolio includes invaluable contributions to renowned establishments such as Bush IAH, NRG Park, Houston Dynamo, and currently at the University of St. Thomas. His career trajectory has propelled him from a highly skilled technician to a formidable and accomplished leader in the realm of Facilities Management.

Beyond his professional endeavors, Moctezuma remains deeply rooted in his community. As a Facilities Management Leader, he possesses a genuine passion for the industry and actively seeks ways to give back. Whether through mentorship programs, volunteer work, or community initiatives, Moctezuma consistently strives to make a positive impact on the lives of those around him.



Peter Dai Tran

Peter Dai Tran is a motivated individual with a strong passion for business. Originally from Vietnam, he moved to New York to pursue his bachelor's degree in philosophy at St. John's University. Transitioning to business administration, Peter chose UST as his academic and research hub to pursue his marketing career. With an international perspective and a drive to understand the market, he aims to excel by connecting with new people, fostering relationships, and staying informed about industry trends. Peter's entrepreneurial mindset and dedication make him a valuable asset in the business world.

Collaborating with the Maestro Team and skilled teammates will be invaluable to Peter's growth. The team's collective expertise and collaborative spirit will create an environment conducive to innovation and professional development. Peter is eager to learn from his teammates, while also bringing his own skills and contributions to achieve common objectives.



Stephanie Canahuati-Crowl

Stephanie Canahuati-Crowl was born and raised in Honduras before embarking on her journey to Houston in 2013 to pursue an undergraduate degree at UST. In 2017, she successfully graduated with a B.A. in International Development and International Studies, accompanied by a minor in Finance and Economics. Stephanie's professional experience spans across notable nonprofits, including Houston Habitat for Humanity and Junior Achievement, where she contributed to their impactful missions. Currently, she serves as a University Events Coordinator at UST, ensuring the seamless execution of various university events.

Driven by her passion for continuous growth and development, Stephanie made the decision to pursue an MBA, seeking to deepen her knowledge of marketing concepts and their practical applications within real-life scenarios. She thrives in collaborative environments and eagerly anticipates working with diverse teams. Beyond her professional ambitions, Stephanie nurtures a desire to explore the world and immerse herself in different cultures. She envisions engaging in volunteer work within developing countries, furthering her understanding of global issues and making a meaningful impact.

Section II. Executive Summary

The Western Inn in Houston stands out as an exceptional 2.5-star hotel, renowned for its spacious accommodations and well-appointed amenities. Guests enjoy a stay of utmost convenience and comfort, thanks to considerate in-room features such as microwaves and fridges. Notably, Western Inn surpasses other 2-star hotels in the area by offering outstanding services and remarkable value.

Beyond traditional hotel offerings, Western Inn goes the extra mile by providing impeccably clean, visually appealing event spaces suitable for various occasions. Whether guests seek a comfortable stay or an exceptional venue for their special occasions, Western Inn consistently exceeds expectations, leaving a lasting impression and delivering delightful experiences.

Our Marketing Plan strategically harnesses the exceptional event spaces at Western Inn to optimize event bookings throughout the week. Our primary objective is to attract a substantial number of events by targeting event promoters and establishing a strong presence where they congregate and network. The plan is to focus on a versatile range of event options, including invigorating fitness classes, engaging educational seminars, vibrant parties, and memorable gatherings accommodating up to 200 guests.

To achieve our goals, we will make focused investments in key elements and prioritize sales and promotion efforts. By doing so, we are confident in our ability to attract a diverse array of low-tier to mid-tier events, thereby driving the hotel's profitability. Through effective marketing strategies, we aim to position Western Inn as the preferred choice for event organizers, solidifying our reputation as an accommodating event destination.

Section III. Situation Analysis

The Marketing Maestros have crafted a comprehensive situation analysis for the Western Inn Motel, encompassing a thorough examination of the company, its customers, competitors, and the prevailing market landscape. This evaluation serves as the foundation for a detailed SWOT analysis, delving into the motel's strengths, weaknesses, opportunities, and threats.

Company: Western Inn Mission

“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.”

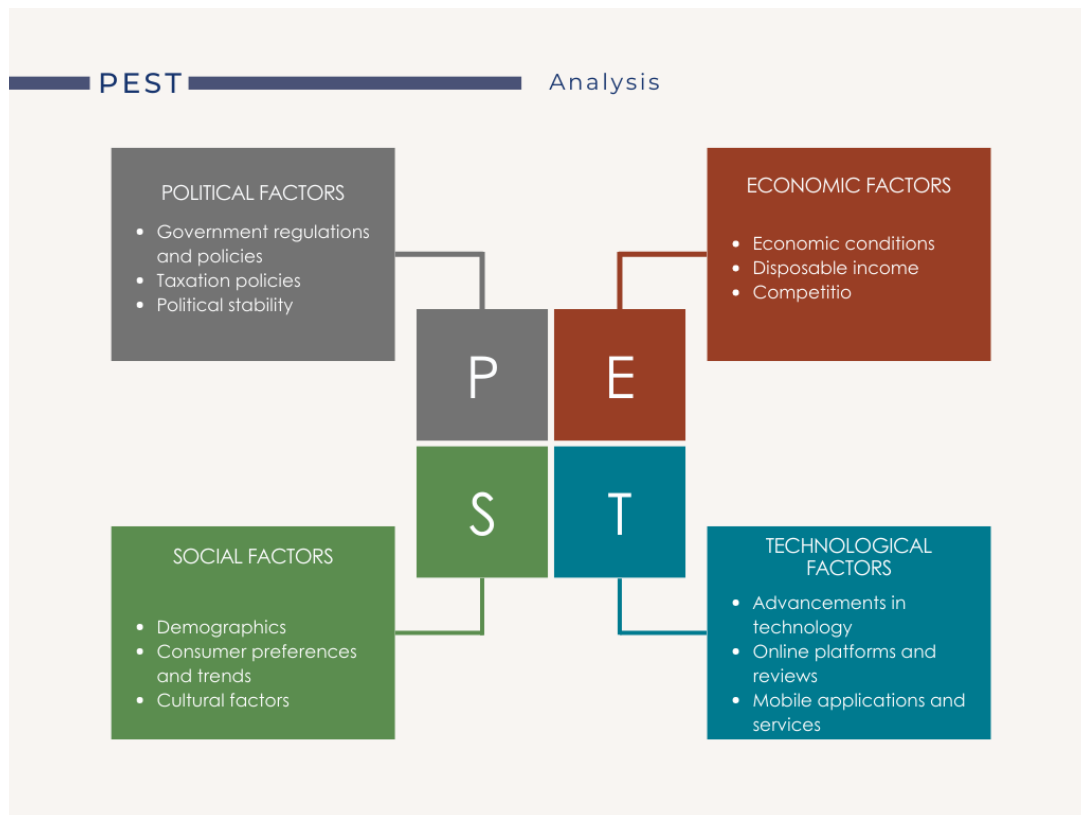
Western Inn is a well-established family-owned hotel that has been operating in the hospitality industry for over 40 years. The hotel has built a strong reputation for providing quality services, ensuring customer satisfaction, and offering affordable pricing to its guests.

Western Inn offers a range of amenities and services to cater to the needs of its guests. The hotel provides comfortable and well-appointed rooms that are equipped with modern amenities, including flat-screen TVs, mini-fridges, microwaves, and coffee makers. Complimentary Wi-Fi is available throughout the premises, allowing guests to stay connected during their stay. Additional conveniences include free parking and a 24-hour front desk service.

One key differentiating factor for Western Inn is its provision of multiple event spaces at affordable rates. Currently, the hotel primarily relies on word-of-mouth advertising and external stakeholders to promote its event spaces. While the hotel has a loyal customer base that regularly hosts events at its venues, expanding this clientele has proven challenging. The hotel aims to attract more local Houstonians seeking event spaces and position itself as a popular choice for hosting various events.

Western Inn Houston generates most of its revenue through room bookings. However, the hotel recognizes the opportunity to diversify its revenue streams by increasing the utilization of its event spaces. By targeting local customers and becoming a sought-after destination for events, the hotel aims to maximize its revenue potential and enhance its overall profitability.

Context: PEST Analysis



Political Factors:

- Government regulations and policies: The motel must adhere to local, state, and federal laws regarding hospitality, safety, zoning, and employment to ensure compliance and avoid legal issues.
- Taxation policies: Changes in tax rates or regulations may impact the motel's profitability, considering the significant value of the land and building which are valued at over \$ 7 million.
- Political stability: The stability of the local and national political environment can influence consumer confidence and the overall business climate, particularly with the upcoming Houston Mayoral Race in 2023.

Economic Factors:

- Economic conditions: The general state of the economy, including factors such as inflation, interest rates, and unemployment rates, may impact consumer spending and travel patterns.

- Disposable income: The income levels of individuals and households in the area play a role in their ability to afford accommodations at the motel.
- Competition: The presence of other event spaces, particularly affordable and attractive banquet halls, creates a competitive landscape that the motel needs to navigate.

Social Factors:

- Demographics: Understanding the local population's demographics and potential target markets helps the motel tailor its services and marketing strategies to better meet the needs and preferences of its guests, including the significant Hispanic population and the Hip Hop community.
- Consumer preferences and trends: Keeping up with changing customer preferences, such as the demand for eco-friendly practices or technological amenities, can enhance the motel's competitive advantage.
- Cultural factors: Considering cultural norms and practices prevalent in the local community enables the motel to provide a comfortable and welcoming experience to its guests.

Technological Factors:

- Advancements in technology: Embracing technological advancements can enhance the motel's operational efficiency, customer service, and online presence, improving overall guest satisfaction.
- Online platforms and reviews: Managing the motel's online reputation and utilizing online booking platforms effectively are crucial to reaching a broader audience and attracting guests in today's digital age.
- Mobile applications and services: Offering mobile-friendly services, such as mobile check-in/out or digital concierge services, can enhance the guest experience.

Customer Analysis:

This customer analysis report aims to provide insights into the perspectives and feedback of key individuals associated with Western Inn. The report summarizes interviews conducted with Mady, Deana, Gloria, and Maria, highlighting their experiences, preferences, and suggestions. The findings from these interviews will serve as valuable input for the development of a comprehensive marketing plan for Western Inn.

The interviews were conducted on Monday, June 12th and Wednesday, June 14th with the following individuals:

- Monday, June 12th, 2023: Mady, Deana, and Gloria
 - Wednesday, June 14th, 2023: Maria
- a. Mady: She has been associated with Western Inn for over 40 years and oversees the housekeeping operations. She enjoys the peaceful surroundings of the motel but highlighted the challenge of short-staffing during events, indicating the need for additional assistance. Mady mentioned that guests primarily come to Western Inn for accommodations, but they are not aware of the available event space. She also expressed nostalgia for the previous existence of a restaurant on the premises.
 - b. Deana: She has been working at Western Inn for 4 months and appreciates the family-owned atmosphere and the motel's emphasis on cleanliness, sanitation, and guest safety. Like Mady, Deana mentioned that guests primarily visit Western Inn for accommodations and are unaware of the event space. She echoed the desire for a restaurant similar to the one previously present at the motel.
 - c. Gloria: She has an extensive experience of over 32 years at Western Inn. She previously managed the restaurant and currently handles reservations and event inquiries. Gloria indicated that she has been entrusted with certain decision-making authority, enabling her to handle various aspects of the business. As the first point of contact for clients, she highlighted the importance of having a dedicated event coordinator who can provide assistance with catering, decor, and security. Gloria's insights into customer inquiries emphasize the need for an improved customer experience and streamlined event planning process.
 - d. Maria: She is the owner of Matamoros Ballroom, and recently initiated discussions with Western Inn for potential collaboration. She specializes in hosting 15th birthdays, weddings, and family parties. While Maria has referred a few clients to Western Inn, they expressed discomfort with the venue and did not find it appealing. She suggested that Western Inn should have at least one room set up as a display for events to help clients visualize and feel confident about hosting their events at the motel. Maria also recommended enhancing the ambiance of the event spaces with additional resources and accessories. Additionally, she mentioned the need for clear restroom signage. Lastly, Maria provided pricing insights for the large first-floor room, suggesting a charge of \$1,500 for 100 guests and highlighting the requirement for tables, chairs, and chair covers.

This customer analysis report provides valuable insights from interviews conducted with key individuals associated with Western Inn. The findings emphasize the need to improve marketing efforts, address staffing requirements, and enhance the ambiance of event spaces. By implementing these recommendations, Western Inn can enhance its customer experience, attract a larger clientele for its event spaces, and further establish its position as a desirable destination for accommodations and events.




Competitors:

The Western Inn Hotel is a 2.5-star establishment located in Northside Houston, TX, providing a variety of event services and facilities to meet the diverse needs of its customers. To thrive in the competitive events industry, conducting a comprehensive competitor analysis is crucial. This analysis will examine the strengths, weaknesses, opportunities, and threats posed by key competitors in the local area. By gaining valuable insights, the Western Inn Hotel can make strategic decisions to position itself as a top choice for event organizers and attendees. The analysis will cover competitors' unique offerings, pricing strategies, target markets, online presence, strengths, weaknesses, and overall competitive advantages, identifying areas for growth and competitive advantage within the events industry.

Key Competitors:

The competitive analysis matrix below offers an overview of three main event venues competing with Western Inn: Book it Now, Azteca Reception Hall, and Whitney Oaks Hall. The matrix includes information on their market shares, target audiences, pricing, marketing strategies, customer satisfaction, strengths, weaknesses, and key advantages.

- Book it Now holds a market share of less than 10% and targets individuals and party planners. They offer a competitive price of \$1,295 but suffer from poor marketing and sales, as well as a lack of offerings and capabilities. Their key advantage is their pricing. They have been successfully operating since 2010 and have maintained a consistent presence in the industry ever since.
- Azteca Reception Hall, with a market share of less than 10% and a focus on individuals and party planners, stands out with its higher price range of \$8,500-\$9,500. However, what sets them apart is their above-average marketing, vast experience, and extensive range of capabilities and offerings. Azteca Reception Hall takes pride in providing a comprehensive array of amenities, including security, decorations, and catering services. It is through these capabilities and offerings that Azteca gains a significant competitive advantage in the events venue industry.
- Whitney Oaks Hall, with a market share of less than 10%, targets individuals, party planners, and corporate clients. They offer their services at a price of \$6,500 and boast experience, multiple capabilities, and offerings. However, their weaknesses include their sales approach, lack of collateral, and poor marketing. Their key advantage is their capabilities and offerings.

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

S.W.O.T Analysis



Strengths

- Location: Western Inn benefits from a strategic location in the center of Houston near many popular areas such as Houston Heights, Downtown, Galleria, and more.
- Strong Ownership: The hotel's family-owned structure provides stability, a long-term vision, and a commitment to quality service.
- Flexible Spaces: Western Inn's event spaces offer versatility, allowing for customization to meet various customer needs.
- Institutional Knowledge: The hotel's long history in the industry has accumulated valuable expertise and experience.

Weaknesses

- Lack of knowledge in the event industry: Western Inn may lack specialized knowledge and expertise in the event industry, potentially limiting its ability to cater to specific event requirements.
- Overall Marketing Approach: The hotel's marketing strategy requires improvement to effectively reach and attract a broader customer base.

- Building Maintenance Issues: Existing building maintenance issues could impact the hotel's reputation and guest experience.
- Lack of Equipment: Insufficient equipment or outdated facilities may hinder the hotel's ability to deliver optimal services.

Opportunities

- Strong Market: The hotel can capitalize on robust market demand for event spaces, particularly in Houston, to increase bookings and revenue.
- Relationships: Building and nurturing strong relationships with customers, vendors, and partners can enhance the hotel's reputation and generate referrals.
- Social Media Growth: Leveraging social media platforms can help Western Inn reach a wider audience and increase brand visibility.
- Join Industry Associations: Becoming a member of relevant industry associations can provide networking opportunities and industry insights to stay competitive.
- Customer Service: Focusing on exceptional customer service can lead to positive word-of-mouth, repeat business, and customer loyalty.

Threats

- ADA Non-Compliance: Failure to comply with Americans with Disabilities Act (ADA) requirements may result in legal consequences and damage the hotel's reputation.

Section IV. Marketing Plan Objectives

Objective 1: Strategic investments

The objective is to secure additional funding for the event venue by strategically directing investments toward key areas that will improve essential amenities and enhance the overall guest experience. The following are necessary investments that should be made:

- Strategic investments need to be made in crucial amenities such as sound systems, lighting equipment, seating arrangements, and infrastructure enhancements. These investments aim to raise the functionality and comfort level of the event space, providing a better experience for both organizers and attendees.
- Investments will be allocated to a range of initiatives aimed at improving the overall guest experience. This will include upgrades to restroom facilities, renovation of common areas, and implementation of effective crowd management strategies.

Objective 2: Increase brand awareness

The primary objective is to enhance brand recognition among the target audience through a comprehensive marketing strategy encompassing both offline and online channels. Specific goals include:

- Increase social media followers and engagement by 20% within six months.
- Increase brand mentions and positive reviews on relevant industry websites and forums.

Objective 3: Drive event space bookings

Highlighting the exclusive attributes and advantages of the venue, as well as utilizing impactful promotional tactics are essential in accomplishing another pivotal aim - boosting reservations for hosting events. Key objectives aligned with this goal are:

- Increase the number of bookings by 25% within the first year.
- Implement a referral program to incentivize satisfied customers to refer the event space to others.
- Forge strategic partnerships with event planners, wedding planners, and corporate event organizers to increase bookings.

Objective 4: Enhance customer experience and satisfaction

Achieving exceptional customer experience is paramount to the triumph of the event space. Customers who are content and pleased are prone to frequenting again and endorsing their satisfaction with others. Objectives under this aim include:

- Achieve a customer satisfaction rating of 90% or higher based on post-event surveys.
- Implement a feedback mechanism to gather insights and promptly address any issues.
- Offer personalized event planning assistance to ensure a smooth and memorable experience for customers.

Objective 5: Increase online visibility and search engine rankings

To attract potential customers, who are actively seeking event spaces, it is pivotal to enhance online visibility and search engine rankings. Key objectives for this aim include:

- Optimize the website for relevant keywords and phrases to improve organic search rankings.
- Invest in paid search advertising campaigns, such as Google Ads, to increase online visibility.
- Develop a content marketing strategy, including blog posts and articles, to position the event space as an industry authority.

Objective 6: Expand the target market

Expanding the target market beyond current customers is crucial to maximize the reach of the event space and increase bookings. Objectives for this goal include:

- Conduct market research to identify new target segments and understand their specific needs and preferences.
- Tailor marketing messages and promotional materials to resonate with the identified target segments.
- Explore partnerships with event organizers or businesses catering to the new target segments.

Objective 7: Monitor and analyze marketing performance

To gauge the efficiency of marketing strategies and make informed decisions based on data, it is crucial to conduct continuous monitoring and analysis of marketing performance. Objectives for this goal include:

- Track key performance indicators (KPIs) such as website traffic, conversion rates, and customer acquisition costs.
- Use web analytics tools and CRM systems to gather data and insights on customer behavior and preferences.
- Regularly review and analyze marketing campaigns to identify areas for improvement and make necessary adjustments.

Objective 8: Build strategic partnerships

Establishing strategic partnerships with like-minded businesses and organizations is essential for expanding the event space's reach. Objectives for this aim include:

- Identify potential partners such as event suppliers, caterers, hotels, and local businesses.
- Establish mutually beneficial partnerships through cross-promotion, co-marketing initiatives, or referral programs.
- Leverage the networks and customer base of partners to increase brand exposure and generate leads.

Section V. Differentiation and Positioning

Target Market:

The target market for the event space at Western Inn Motel Houston consists of budget-conscious individuals, local organizations, and small businesses seeking affordable event spaces that still provide a comfortable and inviting atmosphere.

- Corporate industries
- Event promoters
- Private parties
- Professional organizations

Brand Name:

Western Inn

Key Points of Differentiation:

- Flexible Pricing Options
- Event Spaces are multi-purpose
- Location

a. Affordability with Ambiance:

At Western Inn's event space, affordability and ambiance are perfectly blended to provide clients with an unforgettable experience. Within reasonable budgetary limits, customers can delight in the cost-effective services offered without any worries of going overboard on expenses.

b. Flexibility and Customization:

Although Western Inn has received a 2-star rating, they prioritize customizing their services to meet the distinct needs of each client. They provide adaptable options that accommodate personal preferences and work towards establishing an exceptional atmosphere for every event.

c. Friendly and Attentive Service:

Their devoted staff is determined to deliver cordial and diligent assistance, guaranteeing that customers feel cared for and embraced during every step of their event coordination experience. They endeavor to construct a pleasant atmosphere where clients can concentrate on creating memorable experiences.

Product/Service Category or Frame of Reference:

- This budget-friendly event space holds a 2-star rating and offers customized solutions to match any occasion for maximum comfort. It features multiple venues for rent, each with unique layouts intended to accommodate various events.

Reasons Customers Should Believe the Positioning Claims:

a. Transparent Pricing:

The pricing options at Western Inn are transparent, facilitating customers to effortlessly comprehend and contrast expenses. They offer irresistible rates while upholding exceptional service standards.

b. Client Testimonials:

By reading testimonials from satisfied clients who have hosted events at Western Inn, potential customers can build trust and confidence. These testimonials highlight the affordability, flexibility, and attentiveness of the services provided.

c. Attention to Detail:

Western Inn's commitment to customer satisfaction is evident through their dedicated team, who pay meticulous attention to even the slightest details. Despite receiving only 2 stars, every event they host runs seamlessly due to their proactive approach and unwavering dedication.

In summary, Western Inn has positioned itself as a reliable and affordable event space option, appealing to budget-conscious individuals, local organizations, and small businesses. The company differentiates itself by offering customizable ambiance, flexible service options, and personalized attention from friendly staff. Through transparent pricing structures and testimonials from satisfied customers, Western Inn instills trust in clients looking for cost-effective and comfortable venues suitable for hosting any type or size of event.

Section VI. Marketing Strategy

Strategy 1: Strategic investments

Effectively market the strategic investments made to improve essential amenities and enhance the overall guest experience.

- Create visually appealing before-and-after content that showcases the improvements made to the event space, restroom facilities, and common areas. Utilize images, videos, and testimonials from satisfied clients to demonstrate the positive impact of the investments.
- Update the hotel's website, social media channels, and marketing materials with high-quality images that showcase the upgraded facilities. Emphasize the modern design, versatility, and state-of-the-art features of the event space to attract potential event organizers.
- Attend industry events, conferences, and trade shows to network with event planners, industry professionals, and potential clients. Set up a booth or exhibit that showcases the upgraded event space, distribute marketing materials, and engage in face-to-face conversations to build relationships and generate leads.

Strategy 2: Increase brand awareness

Boost brand awareness among event organizers and industry experts.

- Create online banner advertising to promote event spaces for smaller occasions.
- Work with social media influencers in event preparation to promote the event locations to their following.
- Share behind-the-scenes footage or photos from the space's productive Zumba lessons or instruction seminars.
- Run social media competitions or freebies to entice event organizers and industry experts to interact with the business.
- Attend conferences on event planning and exhibit the event spaces with eye-catching booth designs and marketing materials.

- Sponsor a conference session or panel discussion to promote Western Inn as an authority in organizing intimate gatherings.

Strategy 3: Drive event space bookings

Encourage professionals and event organizers to reserve the event spaces for smaller gatherings.

- Create tailored marketing efforts emphasizing the unique qualities and benefits of the event spaces for smaller gatherings.
- Display examples of successful previous events and client endorsements.
- Create attractive brochures and other marketing materials targeting professionals who plan events.
- Offer special incentives to encourage event planners to choose Western Inn's event spaces for their clients, such as reduced pricing or special packages.
- Establish connections with event coordinators and event planners who focus on managing smaller events.
- Establish a referral scheme so that pleased clients and event planners may recommend the event spaces to others. Offer discounts as a reward for practical recommendations that result in event booking.

Strategy 4: Enhance customer experience and satisfaction

Concentrate on providing individualized event planning support and outstanding customer service.

- After each event, a customized email will be sent to the client, expressing gratitude for choosing Western Inn and requesting their feedback through a post-event survey. The survey will cover general impressions, satisfaction with the event space, interactions with staff, and suggestions for improvement.
- Analyzing the survey results, Western Inn will take necessary steps to address any problems or concerns identified. By identifying the strengths and weaknesses of the survey process, improvements can be made to enhance the overall customer experience.

- A dedicated customer service agent or event coordinator should be assigned to each client reservation as their point of contact throughout the event preparation process.
- Support and direction for event planning, including supplier suggestions, event layout ideas, and extra services to improve the event experience.
- Frequent training sessions will be conducted to emphasize problem-solving, effective communication, and customer service skills among the staff. This will foster a client-centric culture, creating a pleasant and upbeat environment for both customers and employees.

Strategy 5: Increase online visibility and search engine rankings

Boost the event space's online visibility and search engine optimization (SEO) of Western Inn's event space.

- Thorough keyword research will be conducted to identify the most popular search phrases related to event spaces, small events, and event planning. This will help optimize website content for relevant keywords and phrases.
- The Western Inn website will be optimized for mobile responsiveness, easy navigation, fast loading times, and search engine friendliness. These improvements will enhance user experience and make the website more accessible to search engines.
- Customized advertising campaigns will be created on platforms like Google Ads, targeting specific keywords and terms relevant to the target audience and specific event categories. Continuous monitoring and adjustments will be made to improve campaign performance and increase return on investment (ROI).
- A content marketing strategy will be implemented, including regular blog entries, articles, or guides on industry trends, creative event ideas, and event planning advice. This content will be shared on relevant websites, business portals, and social media channels to expand the audience and attract connections.

Strategy 6: Expand the target market

Find new target markets and create marketing messages that resonate with their needs.

- Through polls, interviews, or focus groups, Western Inn will gather insights about the preferences, needs, and challenges of new target demographics. This research will inform the development of specialized marketing materials that highlight how the event spaces at Western Inn are suitable for smaller events such as Zumba classes, educational seminars, and intimate parties.
- Marketing initiatives and packages will be created to cater to the specific requirements of new target markets. This may include reduced registration fees for educational seminars or flexible event packages for intimate gatherings.
- Partnerships and collaborations will be formed with event planners, community groups, or commercial organizations to cross-promote the event spaces at Western Inn and the events they host. Unique rewards or discounts will be offered to companies or event planners that choose Western Inn's event halls for their gatherings.

Strategy 7: Monitor and analyze marketing performance

Track and assess key performance metrics often to gauge the success of the marketing initiatives.

- Google Analytics will be used to track website traffic, visitor sources, and popular pages. This data will provide insights into website performance and visitor behavior.
- CRM systems like Salesforce will be utilized to record and analyze customer interactions, leads, and conversion information. This will help measure the effectiveness of marketing efforts and identify areas for improvement.
- Email marketing campaigns will be evaluated based on click-through rates (CTR), examining the performance of content and subject lines. This analysis will guide future email marketing strategies.
- The effectiveness of social media ads will be assessed by comparing engagement rates, such as likes, comments, and shares. This data will inform adjustments to optimize ad performance.

- A/B testing of landing pages will be conducted to compare conversion rates and identify elements that lead to increased engagement and conversions.
- Trends and the impact of marketing campaigns will be analyzed by tracking the number of unique website visits over time. This will help identify patterns and measure the success of marketing initiatives.
- Precise KPIs will be established for website traffic, conversions, and cost per client acquisition. Regular monitoring of these metrics will provide a clear understanding of marketing performance.

Strategy 8: Build strategic partnerships

Form cooperative relationships with local companies, hotel caterers, and event vendors.

- Thorough market research will be conducted to identify compatible partners who align with Western Inn's goals and target market. Local companies offering complementary services or serving the same target market among event suppliers, hotels, and caterers will be sought.
- Develop cooperative marketing campaigns with partners, such as co-branded promotions, limited time offers, or service bundles. Utilize partner networks and client bases to spread the word about the business and create prospects.
- Marketing materials such as flyers, social media posts, or email newsletters will be exchanged with partners to mutually promote each other's services and reach a larger audience.
- Services or offers may be combined with partners to create enticing package deals for clients, increasing value and attracting more customers.
- Keep lines of communication open and schedule frequent meetings with partners to explore prospects, coordinate strategy, and guarantee a successful collaboration.

Section VII. Implementation and Control

Strategy 1: Strategic investments

- Timeline:
 - ❖ During the first month, identify key areas for improvement in the event space.
 - ❖ By the second month, develop a budget and investment plan.
 - ❖ Between the third and sixth month, implement investments in crucial amenities and infrastructure enhancements.
 - ❖ Monitor and evaluate the impact of the investments on an ongoing basis.
- Implementation:
 - ❖ Conduct a thorough assessment of the event space to identify areas that require improvement.
 - ❖ Consult with experts and suppliers to determine the necessary investments and develop a detailed budget.
 - ❖ Execute the investments, such as upgrading lighting equipment, seating arrangements, infrastructure, and sound systems.
 - ❖ Coordinate with contractors and vendors to ensure smooth implementation of the improvements.
- Control mechanisms:
 - ❖ Regularly review the progress of the investments and track the completion of each project within the designated timeline.
 - ❖ Monitor the quality and functionality of the upgraded amenities and infrastructure.
 - ❖ Gather feedback from event organizers and attendees regarding the improvements made to the event space.
 - ❖ Conduct periodic evaluations to assess the return on investment and adjust as needed.

Strategy 2: Increase brand awareness

- Timeline:
 - ❖ During the first month, engage a market research company to conduct surveys and interviews with target consumer groups to evaluate brand awareness and perception.
 - ❖ Work with an expert graphic designer to produce a contemporary and eye-catching logo that captures the elegance and adaptability of the event spaces.
 - ❖ Incorporate the new logo and aesthetic components into the website, social media accounts, and advertising materials.
- Implementation:
 - ❖ Regularly post pictures and videos of events at the Western Inn regularly, emphasizing their unique qualities and positive feedback from guests.
 - ❖ Partner with local event planners or industry figures to conduct unique events or courses at Western Inn, leveraging their network and credentials to draw a broader audience.
 - ❖ Promote the advantages and distinctive features of Western Inn's event spaces using Facebook and LinkedIn advertising mainly directed at event planners and professionals in the event business.
 - ❖ Offer package packages or discounts to event organizers and attendees by working with local hotels, restaurants, and transportation providers while promoting each other's services.
- Control mechanisms:
 - ❖ Utilize social media listening tools to keep track of brand mentions, comments, and reviews on multiple platforms and respond promptly to any consumer complaints or issues.
 - ❖ Track website traffic, page views, and user activity with Google Analytics to identify improvement opportunities and enhance the user experience.

- ❖ Send online questionnaires to previous and current clients to gauge their brand awareness and satisfaction with the event spaces and services and obtain suggestions for improvement.
- ❖ Analyze key performance metrics, including social media engagement, website conversions, and event registrations, to improve marketing tactics, targeting, and messaging.

Strategy 3: Drive event space bookings

- Timeline:
 - ❖ Constantly run advertisements on appropriate channels, such as social media and websites featuring events, to connect with event experts and planners.
 - ❖ Attend trade shows and networking functions to meet event organizers and create collaborative relationships.
 - ❖ Customers who recommend new bookings should get discounts or prizes since this will promote word-of-mouth advertising.
- Implementation:
 - ❖ Produce attractive brochures and website material highlighting the features and adaptability of the event spaces at the Western Inn.
 - ❖ Assign specialized event coordinators to help customers plan, customize, and support on-site events.
 - ❖ Work together with nearby event planners to cross-promote services and provide event packages.
- Control mechanisms:
 - ❖ Use a customer relationship management (CRM) system to compile and examine booking information for improved monitoring and evaluation.
 - ❖ After events, send customers follow-up questionnaires to gauge their experience and pinpoint areas for improvement.
 - ❖ Track the number of website visits, page views, and form submissions using web analytics tools to enable data-driven decision-making.

Strategy 4: Enhance customer experience and satisfaction

- Timeline:
 - ❖ Send surveys to guests after events, asking them to rate the event and provide feedback or ideas.
 - ❖ During the event preparation phase, designate a team of dedicated customer service personnel to answer questions and manage any problems.
 - ❖ Conduct frequent training sessions to enhance staff members' customer service abilities and ensure they are familiar with the event spaces, facilities, and procedures.
- Implementation:
 - ❖ Provide customers with access to a personal event planner who can assist them with all event organizing elements.
 - ❖ Create a form for customer feedback or an online chat support system so clients can comment and receive responses promptly.
 - ❖ Review client feedback often and conduct internal evaluations to find areas for improvement and make the required adjustments.
- Control mechanisms:
 - ❖ Establish a target satisfaction rating and routinely examine survey data to monitor progress.
 - ❖ Track the response time and resolution of client complaints.
 - ❖ Conduct regular employee performance reviews, identify training requirements, and provide appropriate opportunities for training and development.

Strategy 5: Increase online visibility and search engine rankings

- Timeline:
 - ❖ Conduct keyword research, then add selected keywords to headers and page content.

- ❖ Set up location-based targeting and relevant keyword ad campaigns to show up in search engine results.
- ❖ Create a content marketing plan that includes frequent blog entries and articles on event planning, space selection, and market trends.
- Implementation:
 - ❖ Consult with SEO professionals to identify areas for improvement and implement best practices for on-page and off-page optimization.
 - ❖ Establish a schedule for blog posts and articles to ensure the target audience gets regular and quality information.
 - ❖ Track website visits, page views, bounce rates, and time spent using web analytics tools.
- Control mechanisms:
 - ❖ Track keyword progress and search engine result pages (SERPs) rankings over time.
 - ❖ Set goals for traffic and engagement, constantly examine analytics data, and develop performance-enhancing tactics.
 - ❖ Monitor key indicators of advertising effectiveness, such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS).

Strategy 6: Expand the target market

- Timeline:
 - ❖ Use demographic data analysis, focus groups, and surveys to pinpoint possible target audiences and learn more about their preferences.
 - ❖ For each target category, develop specialized marketing strategies that showcase the advantages and characteristics of event spaces.
 - ❖ Join neighborhood community groups or event planning associations to benefit from their networks and expand your target market.
- Implementation:

- ❖ Create distinct landing pages with tailored content and calls to action for each target segment on the website.
- ❖ Collaborate with renowned event planners or industry leaders or participate in events to attract the attention of new target demographics.
- ❖ Use social media advertising tools that provide exact audience targeting based on characteristics such as demographics, interests, and behavior.
- Control mechanisms:
 - ❖ Keep track of the number of inquiries and reservations made from each target market to evaluate the success of the marketing initiatives.
 - ❖ Track metrics from the targeted groups, such as likes, comments, shares, and follows, to evaluate the success of social media efforts.
 - ❖ Analyze the volume of collaborations or referrals resulting from partnerships, and monitor brand awareness expansion.

Strategy 7: Monitor and analyze marketing performance

- Timeline:
 - ❖ Track website traffic, conversion rates, and customer interactions using CRM software and Google Analytics.
 - ❖ Regularly assess the success of campaigns by looking at data like click-through rates (CTR), conversion rates, and return on investment (ROI).
 - ❖ Create dashboards or reports to measure and regularly analyze critical KPIs.
- Implementation:
 - ❖ Set concrete goals like increasing website traffic by 20% or boosting conversion rates by 15%.
 - ❖ Conduct regular performance assessments to assess the campaigns' success and pinpoint improvement areas.
 - ❖ Test many variations of landing pages, email subject lines, or ad creatives to see which ones work better.
- Control mechanisms:

- ❖ Create monthly reports that emphasize campaign effectiveness and include important data points like traffic, conversions, and ROI.
- ❖ Compare performance indicators between Western Inn's marketing efforts and those of its rivals to gather insights and find areas for development.
- ❖ Seek for input from key stakeholders, internal teams, and customers to develop understanding and spot areas for improvement.

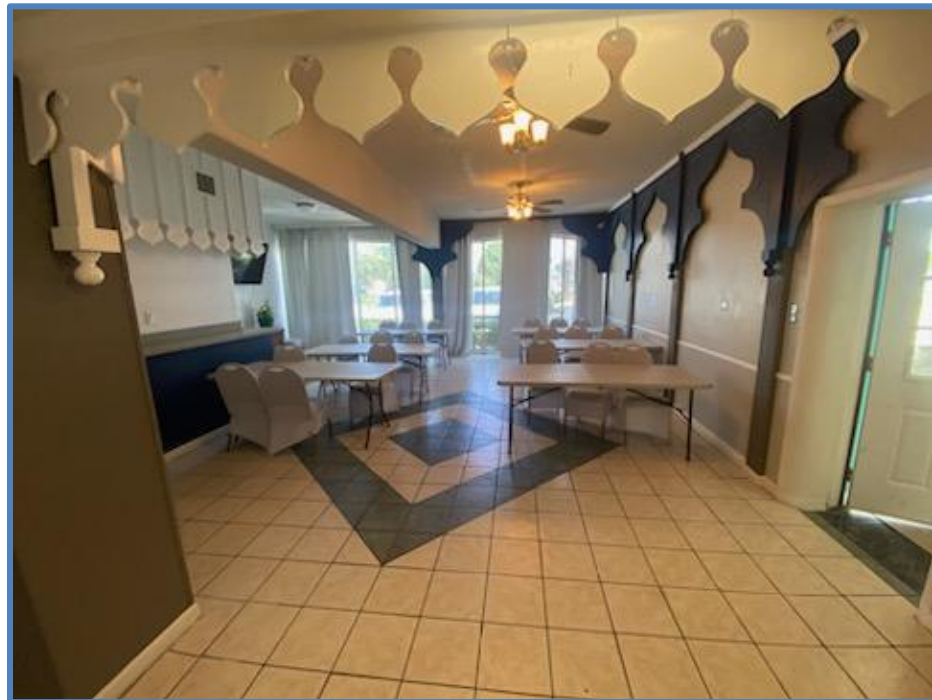
Strategy 8: Build strategic partnerships

- Timeline:
 - ❖ Research and identify local companies, hotels, caterers, and event vendors that fit the target demographic and can provide supplemental services.
 - ❖ Work with partners to create collaborative marketing campaigns where both parties highlight each other's services or provide special deals or bundles to shared clients.
 - ❖ Create packages or bundles that include the rental of event spaces with food or lodging. Create a referral scheme where partners may recommend one another to customers.
- Implementation:
 - ❖ Attend trade exhibits or industry gatherings to network with possible business partners. Establish relationships by using professional networks or introductions from current contacts.
 - ❖ Establish a clear definition of the collaboration's parameters, including information on marketing initiatives, income sharing, and partner obligations.
 - ❖ Launch co-branded marketing initiatives, cooperate on blog posts and articles highlighting the collaboration, or produce joint social media material.
- Control mechanisms:
 - ❖ Analyze the volume of recommendations or reservations generated through partnerships and evaluate the effect on total sales and brand recognition.

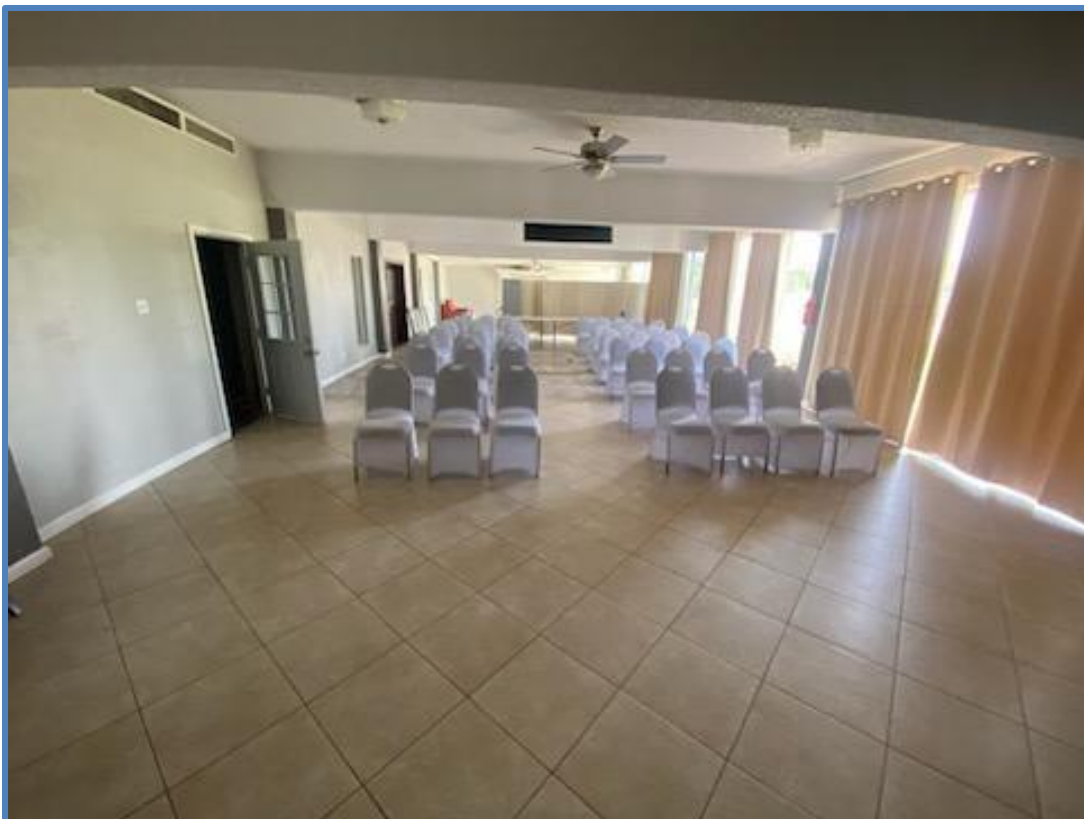
- ❖ Continuously evaluate each partner's performance and contribution, considering client satisfaction, agreement compliance, and affinity with brand values.
- ❖ To understand the perspective and satisfaction of both consumers and partners, gather feedback via surveys, interviews, or feedback systems.

Section VIII. Survey and Visuals:

Downstairs small room



Downstairs large room



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.

Section IX. Appendix:

5+8 Brand Manager Feedback

The following feedback from the Brand Manager provides suggestions for improving the website and refreshing the overall brand of Western Inn. Additionally, estimated costs are provided for the recommended updates.

Brand Refresh:

New logo, color palette, and typography: It is recommended to create a more modern and clean brand identity with updated elements.

Update Messaging:

Conduct a discovery and competitive analysis:

- Define the mission, position, values, and voice of Western Inn.
- Identify what sets the event space apart from competitors.
- Determine the target audience for the marketing efforts.
- Update messaging based on the findings from the analysis.

Professional Photography and Videos:

Updated photography: High-resolution, clear, and engaging photography is essential to showcase the event spaces effectively.

Update Website Design:

- New sitemap: Develop a revised website structure to improve navigation and user experience.
- User-friendly design: Enhance the website's usability, ensuring it is easy to navigate and interact with.
- Modern and visually appealing design: Update the website's visual elements to reflect a more contemporary look.
- Highlight event spaces, not rooms: Shift the focus to the lobby area and event spaces, using high-resolution photography to showcase their attractiveness and appeal. The goal is to drive more bookings for the event spaces.
- Showcase events: Populate the gallery section with photos of events hosted at Western Inn, featuring people in the photos. Consider displaying a schedule of upcoming events, customer reviews, and testimonials.
- Amenities page: Add photography to the amenities page and replace existing graphics with clear and concise bullet points. Implement testimonials to enhance credibility and encourage word-of-mouth recommendations.

Estimated cost for website redesign: The estimated cost for revamping the website, including photography, is expected to range from \$30,000 to \$40,000 or potentially higher. Please note that the costs provided are approximate and subject to change based on specific project requirements and market conditions.

This feedback from the Brand Manager emphasizes the need for a comprehensive website redesign, a brand refresh, and the use of high-quality photography to enhance the overall image and appeal of Western Inn. By implementing these recommendations, Western Inn can elevate its online presence, attract a wider audience, and generate more bookings for its event spaces.

Deferred Maintenance Report

This report aims to provide a brief assessment of the maintenance status of the Western Inn Motel. Leveraging our expertise in the Facilities Industry and as Marketing Professionals, we have identified critical maintenance issues that demand immediate attention, consequently raising the overall status of the motel. By addressing these concerns promptly, the Western Inn Motel can enhance its functionality, guest experience, and long-term sustainability.

Key Findings:

- **Critical Maintenance Issues:** An evaluation has exposed several pressing maintenance concerns within the motel's infrastructure. These issues require remediation to prevent further deterioration and potential disruptions to operations.
- **Analysis:** By conducting a walk thru and observation, we have identified specific areas within the Western Inn Motel that necessitate attention. The report will outline each identified issue, providing a clear understanding of the scope and potential implications if left unaddressed.
- **Recommendations for Remediation:** In light of the identified maintenance issues, this report will propose practical and effective solutions to rectify each problem. These recommendations are rooted in industry best practices and aim to restore the motel's functionality, safety, and aesthetic appeal.
- **Impact on Motel Operations:** The deferred maintenance issues outlined in this report have the potential to adversely affect the motel's daily operations, guest satisfaction, and revenue generation. Timely resolution will mitigate such risks, ensuring smooth operations and maximizing guest comfort.

Recommended Actions:

- Paint Exterior Envelope of Building
- Paint Curbs and Fire Lanes
- Landscape Upgrades
- Resurface Parking Lot and Stripe
- ADA Compliance Upgrades
- Paint Interior of Lobby and redesign

This deferred maintenance analysis serves as a valuable resource for the Western Inn Motel management team. By addressing the identified issues promptly and implementing the recommended solutions, the motel can revitalize its infrastructure, elevate its reputation, and position itself as a preferred choice for Events.

Section X. Bibliography:

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- Note: The information provided in the report is based on 2022 wedding statistics, specifically the number of weddings (41,623) in the Houston-The Woodlands-Sugar Land, TX areas. The formula used to calculate the percentage is (Events/Total Events in Market) x 100.
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