

HOW TO PRODUCE & IMPLEMENT A HOTEL MARKETING PLAN

Leader Guide and Workbook

How to Produce & Implement a Hotel Marketing Plan is designed for hotel sales and marketing executives, general managers, and property owners who have the responsibility of guiding a team through the development of a marketing plan. If you have that responsibility, and if you are determined to produce a plan that is action oriented, result driven, and strategically sound, you will find the 88-page *Leader Guide* and the 170-page *Workbook* to be a valuable resource.

Organized in 15 sections which lead you through the 15 steps in creating a marketing plan, *How to Produce & Implement a Hotel Marketing Plan* introduces the marketing concepts and techniques to be used and provides worksheets which, once completed, are the actual pages of your written marketing plan.

Leader Guide and Workbook are a self-instructional tool designed to be used by a small group of key people who will focus on

- Getting Ready
- Looking at the trends
- Analyzing your customers
- Knowing your competitors
- Analyzing your product & service
- Forecasting market conditions
- Setting objectives and goals
- Developing marketing strategies
- Implementing action programs
- Preparing a marketing budget
- Measuring and evaluating results
- Presenting your plan for approval, funding and commitment.



A road map to success that is easy to follow, *How to Produce & Implement a Hotel Marketing Plan* guides you and your colleagues through a systematic and creative process that will result in a more effective use of your time, effort and money as you strive to generate revenues for your hotel.

Written by Jeff Coy and published by JLC Marketing Associates, the *Leader Guide and Workbook* sell for US\$125 per set US\$95 to HSMIAI members.

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