HOSPITALITY AND TOURISM MARKETING STRATEGY

***A CRITICAL EVALUATION OF MARKETING, BRANDING AND PUBLIC RELATION STRATEGIES OF DOMINO'S PIZZA***

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**EXECUTIVE SUMMARY**

This report carries out an assessment of marketing communication strategy adopted byDomino Pizza and the results that it obtains in terms of its defined goals and targets. The report is structured into various sections. In the first section, network and relationship marketing of the company is assessed. In the second section, marketing communications strategy of the company is assessed. In the third section, e-marketing and viral marketing in the form of social marketing is assessed. Finally marketing and loyalty strategies is suggested for the company.

**INTRODUCTION**

Domino's Pizza, Inc. is an international pizza delivery corporation headquartered in Ann Arbor, Michigan, United States. Founded in 1960, Domino’s Pizza is the second-largest pizza chain in the United States. In 1960, Tom Monaghan and his brother, James, purchased DomiNick's, a small pizza store in Ypsilanti, Michigan. The deal was secured by a $75 down payment and the brothers borrowed $500 to pay for the store. Eight months later, James traded his half of the business to Tom for a used Volkswagen Beetle. As sole owner of the company, Tom Monaghan renamed the business Domino's Pizza, Inc. in 1965. In 1967, the first Domino's Pizza franchise store opened in Ypsilanti. Tom Monaghan original goal was to open three pizza delivery stores. That’s why there are three dots on Domino’s logo. Domino’s Pizza continued to grow and in 1978 opened its 200th store. Tom Monaghan launched Domino's Pizza Malaysia in September 1997 (Studymode, 2013).

Franchising in Malaysia is still in the early stages while fast foods dominate the franchising sector with an estimated annual sales exceeding RM1.3 billion. With the people’s growing appetite for fast food, the market outlook is good. The rapid growth of the fast-food industry brings both benefits and threats to our society. Normally, fast food restaurant is offering fried chickens, burgers, sandwiches or pizzas. Furthermore, there are only a few pizza chains in Malaysia like Domino’s Pizza, Pizza Hut and Shakey’s Pizza (Studymode, 2013).

Today, Domino’s Pizza is having more than 8,500 stores at all around the world and making a profit of USD35 billion per year. Domino's Pizza is the recognized world leader in pizza delivery operating a network of company-owned and franchise-owned stores in the United States and international markets. Domino's Pizza's vision illustrates a company of exceptional people on a mission to be the best pizza delivery company in the world (Studymode, 2013).

**NETWORK AND CUSTOMER RELATIONSHIP MARKETING STRATEGY**

**Conceptual Framework**

Relationship marketing is described as an approach for companies to build up reciprocally advantageous and helpful long-standing relationships with customers, and is supposed to work most successfully whilst customers are very much entailed in the products or services, there is a factor of individual communication, and customers are ready to entail in relations making actions (O’Malley and Tynan, 2000). Customer linked relationship marketing plans and strategies that increase the pour of information amid the company and customers boost customers’ optimistic mind-set headed for their company, in that way as well enhancing satisfaction and relationship power. Despite a number of relationship marketing tools are suggested in the literature, it is not trouble free for a marketing practitioner to select a particular relationship marketing plan or strategy (Payne and Frow, 2005). The fact is that the options are not wide open for marketing practitioners in companies to easily select the relationship marketing strategy and create and strengthen relationship with the customers in various segments.

However, it is quite apparent that one of the fundamental doctrine of relationship marketing all concerns to customer point of reference, where the focus is on customer oriented sales, where the marketing practitioners are expected to go all-out to add to customers’ long-standing satisfaction. Customer oriented sales is an approach where marketing practitioners are regarded to prioritize the accomplishment of an instantaneous sale at the cost of customer desires. Moreover, it is made known that the scale of customer orientation certainly has a result on a company’s relationships with its customers. In this context, it would be worth to mention here that customer leaning staff has a affirmative upshot, whereas sales leaning staff had a off-putting upshot on customers’ relationship liking (Verhoef, Franses and Donkers, 2002 ). Therefore, in order to put into practice a successful relationship marketing strategy, companies need to deploy customer oriented staff rather than sales oriented staff.

In the relationship marketing, customer assessment procedures ought to replicate the sort of exchange that is being assessed either through the way of transactional or relational. Generally functional procedures in a relationships backdrop are relationship quality, and relations satisfaction. In long-standing relations supposed quality and satisfaction are prone to come together into a general assessment of relationship satisfaction (Abdul-Muhmin, 2002). According to Reinartz and Kumar (2003), customers might be set in accordance with share-of-wallet and money-making life span period, and that every customer set ought to be targeted with an explicit approach. It is noticeable therefore that, relationship marketing actions ought to be directed chiefly in the direction of the most gainful customers for enhancing their satisfaction with and loyalty towards the company. For that reason, from the perspective of a company it can be expected that the elevated profitability sector that is targeted with a relationship leaning approach tends to put across advanced relations satisfaction and loyalty than the mid-profitability sector that is s targeted with a further sales linked approach of relationship marketing.

**Case of Domino’s Pizza**

Rather than conventional relational approach, Domino Pizza takes on transactional approach of relationship marketing, and this is evident in its reliance on a mobile coupon plan that serve up its franchises countrywide. The franchises of Domino Pizza has chosen Air2Web to be the solitary mobile services provider for Domino’s mobile coupon campaign managing strategy, where it uses Air2Web’s services to drive coupon codes to opted-in customers by the use of text message (Tsirulnik, 2009).

Using this transactional relationship marketing, Domino Pizza is found placed in an advantageous marketing achievement situation. The mobile-ordering customer base liked customer relationship marketing has worked wonder for Domino Pizza. Enthusiastic of this innovative marketing relationship strategy, Domino Pizza is all set to carry on to invest in systems and technologies that tends to set aside it to put up and uphold relations with this extremely valuable sector of its customers.

In the form of transactional relationship marketing Air2Web assists Domino’s with its customers all the way through mobile marketing program and integrated mobile technology. By means of this innovative relationship marketing strategy, Domino’s customers may well make use of the coupons whilst they put orders online in English and Spanish through visiting [http://www.dominos.com](http://www.dominos.com/) or making use of a Web-enabled mobile phone at [http://mobile.dominos.com](http://mobile.dominos.com/). The entire network of 8,773 franchised and company-owned stores countrywide in UK and 60 markets abroad, make use of this transactional relationship marketing approach to comparatively more effectively build relationship with the customers. (Tsirulnik, 2009)

*Figure: Transactional Relationship Marketing Approach of Domino Pizza-Mobile Commerce*

[sign up now!](http://www.mobilecommercedaily.com/ads/www/delivery/ck.php?oaparams=2__bannerid=18__zoneid=3__cb=283d4b13b7__oadest=+http://www.mobilecommercedaily.com/newsletter?1)http://www.mobilecommercedaily.com/ads/www/delivery/lg.php?bannerid=18&campaignid=19&zoneid=3&loc=http%3A%2F%2Fwww.mobilecommercedaily.com%2Fopenads_refresh_cache1.php&cb=283d4b13b7

Source: Tsirulnik (2009)

Domino’s success with this innovative and transactional relationship marketing compels it to invest considerably in additionally rising its mobile consumer base. It is in this framework that Air2Web has extended a custom-made promotional agenda for Domino’s all the way through the pizza chain’s DirectTEXT/Info Center platform. Moreover, Domino’s is expanding its mobile coupon marketing communication plan attempts and keep on to augment the customer ordering experience at [http://mobile.dominos.com](http://mobile.dominos.com/) through adding up fresh ordering features, added coupons, new-fangled products and an enhanced customer communication and relationship (Tsirulnik, 2009). As Reinartz and Kumar (2003) aptly put that customers might be categorized in accordance with share-of-wallet and money-making life span period, and that every customer set ought to be aimed at an explicit tactic and it is noticeable therefore that, relationship marketing actions ought to be directed chiefly in the direction of the most gainful customers for enhancing their satisfaction with and loyalty towards the company.

A study of Forrester Research (Tsirulnik, 2009) reveals that this transactional relationship marketing strategy in the form of mobile coupons is performing superior than the conventional relational strategies of relationship marketing. The study reveals that 30 percent of customers would prefer to get mobile coupons, where deliverance rates for mobile coupons vary from 5 percent to 15 percent, which is much superior to archetypal and conventional print coupon rates of 1 percent or less. Customers opt-in in order to take part in mobile coupon plans, recording for superior redemption rates. Moreover, paper coupon utilisation has gone down 40 percent over the years because of need of propinquity and the labor-intensive attempt of clipping. Mobile coupons are known for concurrent proffers, targeting geographically, personalization, time-of-day deliverance tracking and a lower down cost of deliverance create it further cost effective and time than traditional relational method. It is due to this, as according to Russell (2013), regardless of a challenging retail environment, low customer buoyancy and an economy that shrank generally all through 2012, Domino’s carried on to carry out business well, selling an outstanding 61 million newly made pizzas last year in the structure. It was the result of Domino’s outstanding relationship marketing approach, through transactional method and programs.

# MARKETING COMMUNICATION STRATEGIES

**Conceptual Framework**

Conventionally there are five foremost marketing communication channels namely advertising, sales promotion, personal selling, public relations and direct marketing. Apart from these, there are media channels are time and space might be brought or utilized to bring communications to target customers or viewers. In these contexts, the proper mix of these instruments and the option of media channels have had been for the most part unsurprising. Distinctive mixes might be acknowledged for business-to-consumer viewers. There have had been differences replicating specific brand situation, nevertheless effectively in the business-to-customer market advertising has had been utilized to put up brand values, sales promotions have had been utilized to promote customer deed, and public relations applied to produce benevolence and curiosity as regards the brand. Personal selling has had been considered as the principal tool in business-to-business markets, nevertheless it as well has an undertaking in service environments. Formerly direct marketing turned out to be a more well-known tool in the marketing communication mix for the reason that technology facilitated a type of communication through alluring in person and straight to the target audiences. This transformation opened up new-fangled media channels, and the consequent advancement of the Internet and linked digital tools has speeded up transformation in the marketing communications vicinity (Fill and Jamieson, 2006). At present there are a multitude of openings to arrive at customers, with the Internet standing for a fresh, yet testing, type of marketing communication conduit. Simultaneously the world of media channels has had splintered into countless various divisions so have the audiences with whom companies require to communicate. Customers currently have a range of diverse modes to use up their vacation time. A few of those who decide to integrate the media channel as fraction of their vacation currently have way in to various television channels; the entire have way in to arising figure of all-purpose and explicit interest magazines, a huge number of fresh movies halls and, certainly, the Internet, with an sudden increase of websites presenting an apparently never-ending basis of information, openings to purchase online and a type of worldwide pursuit. Therefore the marketing communications sector is dazzling, thrilling, at times changeable, still all the time challenging and developing (Fill and Jamieson, 2006).

**Case of Domino’s Pizza**

For Domino’s Pizza, marketing communication has carried on to develop to replicate the ever shifting world, and the shift of customers in the direction of digital ordering. Domino’s scale facilitates a jam-packed suite of conventional marketing communication tools in the forms of TV, sponsorships, outdoor and leafleting, at the same time as concurrently adding up to outlay in newer tools such as email, associate sites, search engine optimisation, digital display and several others. Smart price promotions are as well an imperative division of what Domino’s undertakes and seek out modes to entice fresh customers to purchase Domino’s and offer existing customers an added purchase chance. Moreover, several short term marketing campaigns both offline and online is carried out to further boost the sales. Increasingly marketing communication campaigns are targeted to specific customers or small segments by the use of email and web, which creates them more capable and reckonable. In this context, the “Meal Deal Wizard” campaigned introduced in 2012 facilitating customers making use of the online channels to make certain they acquire the very best deal likely (Russell, 2013). These suggest that Domino’s makes use of the combination of traditional and modern marketing communication channels. On the one hand, the company is making use of TV advertisement, on the other hand competently using online channels. As Fill and Jamieson (2006) aptly put that there are currently a multitude of openings to arrive at customers, with the Internet standing for a fresh, yet testing, type of marketing communication conduit, and the world of media has had splintered into countless various divisions so have the audiences with whom companies require to communicate. Moreover, the company is as well using interactive marketing communication channels.

Today’s globalised marketing environment, turns out to be more fleeting all the way through the Internet might show the way to a customer-driven and concentrated advertising setting. In such an atmosphere, technology might augment marketing communication tactics, that is, in cooperation conventional advertising tools and as well fresh, modern marketing methods might be functional, in the forms of database marketing, heart-to-heart communication, or public relation marketing (McGrath, 2005; Edelman, 2004). Pioneers in marketing communication put forward the utilization of such systems as a way of organizing a continuing conversation with customers and scenario. To put it precisely, not just might technology assist customers to attach and communicate with each other although it might as well take action as a catalyst in organising a connection with particular customers and companies. Therefore, interactive marketing communications has the likelihood to essentially transformation the denotation of marketing communications and might even be the further initiative in the development of marketing (Dewhirst and Davis, 2005; Grove, Carlson, and Dorsch, 2002). Interactive marketing communications facilitates marketers to unite all of their communications for planning and form a reliable and synergistic approach. A significant advantage of interactive marketing communications is that it realizes the value to marketing plan and company branding of fresh communication channels in the forms of direct marketing, Internet marketing, or various kinds of sales promotions (McGrath, 2005). Fundamental to the argument of contact points and communication amalgamation is the design of integrate diverse message orders into one marketing communication drive with the objective of accomplishing results enviable to the firm, for illustration, influencing results to purchase. As nearly all companies necessitate to be in touch with further than one target customers or stakeholder assemblage, any promotion ought to obtain the distinctiveness of together the product brand and the company brand into contemplation (Gylling and Lindberg-Repo, 2006). It is as well indispensable to mix together each promotional mix component jointly as they have superior control inside an integrated marketing communication approach as joint forces. As a result, integrated marketing communication might uphold synergism on the inside amongst departments and eventually outside-in plan might be accomplished (Reid, Luxton, and Mavondo, 2005). Integrated marketing communication might occur at the communication drive (strategic level) and advertising (tactical) echelon, and as well promotes the application of manifold messages in one campaign or advertisement for reaching a range of target audiences (Schultz, 2007).

Domino's Pizza takes full advantage of integrated marketing communication and virtually facilitates customers to create pizza on their iPads. For case in point,   
the Domino's Pizza Hero is an app for the iPad that is fundamentally a game that instructs one how to create pizzas. The app directs a customer all the way through the steps of creating a pizza in the form of kneading the dough, spreading the sauce, sprinkling the cheese etc. The app as well facilitates customers to form their own pizza to be sent in and ordered for pickup or deliverance. For integrated marketing and communications, creativeness and shifting with the times is indispensable for a company to be doing well. Domino's of an app on a tool that is all the time rising in the form of the iPad, is very well turned-out. Not just does the app maneuver the customer to play the game and compete with others, nevertheless it persuades them to order pizza too **(**Understandingimc, 2011**)**. As per Gylling and Lindberg-Repo (2006), nearly all companies necessitate to be in touch with further than one target viewer or stakeholder assemblage, any advertising drive ought to obtain the distinctiveness of together the product brand and the company brand into contemplation.

**BRAND IDENTITY**

**Conceptual Framework**

Marketing communication plays the most imperative role in building brand identity and notably advertising is talked as the most effectual mode to set up brand awareness and increase brand information it is a monologue which right away puts across brand information to the customer, although which is costlier and more pessimistic course of gathering and analyzing consumers feedback and information (Reid, Luxton and Mavondo, 2005) . On the other hand, public relations and publicity as identity building tool all concerns to a range of programs premeditated to prop up or look after a firm’s identity or its particular product/service’s public identity (Aaker, 2003).In fact this might be the most effectual method to put up and keep up the brand identity , for the reason that it might realize most prospective consumers who are expected to keep away from interacting with sales people or commercial. An additional ground is that public relationships carry uppermost reliability which creates it the best mode to get public talking as regards a firm’s brand. Last but not the least, trade shows and exhibitions offer an exceptional opening for firms to illustrate their products/services and put up brand identity towards the entire target consumers even as concurrently appealing more promising consumers (Aaker, 2003). However, in comparison to other mentioned tools of creating and building brand identity, this tool might be more successful from the perspective of consumers effortlessly and fast comparing stuck between appealing brands and competitive brands speeding up the consumers’ decision making process of purchasing.

**Case of Domino’s Pizza**

Domino’s brand is mega global brand in fast food industry. The brand is currently one of the most effortlessly identifiable symbols in UK. The name Domino’s is tantamount as referring to pizza delivery and this is a manifestation of how far the Domino’s brand has come forward. Furthermore, in order to rebuilding brand identity , Domino’s Pizza UK is dropping the company name from its fresh tile logo to replicate rising wakefulness amongst customers and is refurbishing stores in a 50s style, ingredient of a worldwide invigorate of the brand (Joseph, 2013). As Reid, Luxton and Mavondo (2005) aptly put that the most imperative role in building brand identity is setting up brand awareness and increase brand information it is a monologue which right away puts across brand information to the customer, although which is costlier and more pessimistic course of gathering and analyzing consumers feedback and information.

**E-MARKETING, VIRAL AND GUERILLA MARKETING STRATEGIES**

**Conceptual Framework**

Social networking sites are emerging as the foremost tools of viral and guerilla marketing. Online social networking is studied from several standpoints; however, the most understandable method would be to examine what social networking sites tender to the use as primary values. Online social networks in the forms of MySpace and YouTube for the most part revolve around users sharing content in relation to videos, pictures and music. Customers upload their videos, music or pictures for other customers to notice and make comment. The content may be grouped into classes and users may browse diverse issues of notice. Content is not restricted to only videos and pictures, nevertheless it might be anything from online games to broadcasting radio station. Content sharing online societal networking sites could too take account of additional features, in the forms of sending messages and making comments on other individuals content (Mislove et al, 2007). For case in point, online social networks in the forms of Facebook and MySpace facilitate their users to make blogs on Internet. Users might articulate their thoughts and views and obtain observations from other customers. Blogs are to a few public a contemporary replacement for a diary. For several populaces the online social networking may well be a means to communicate with family, friends, relatives and groups of society. The online population tenders the way to write down messages, have communication with the people in connections. Online communities possibly will even reinstate the more established communication channels in the forms of emails, phone conversation, as mobile messaging. Students’ communities have two principal causes for connecting with the Facebook online social networking site. The one grouping is public who joined due to a friend’s commendation or peer force. The additional grouping is students who observe the special networking sites further as a serviceable and valuable object, and connect for the reason that it presents resources of keeping in contact with family, friends and societies and meeting fresh populace (DiMicco and Millen, 2007). Dressed to make an impression is an energetic grouping of customers who are conscious of their self-appearance. As per DiMicco and Millen (2007), users do not divide as much private information as remembers the college days’ crowd. The foremost reason of making use of online social networking sites is to make an impact on customers is to make use of it for commercial objectives, nevertheless they as well make use of it for various individual message, even though, not as much as the remembering the college days crowd. Therefore, for college students the primary value of connecting social networking sites is to make an impression on individuals in the group or society at large.

The UK plays one of the more important roles for using social networking sites as sales strategy. A report reveals that 50.6 percent of revenues is generated through eCommerce (2011: 39.3 percent). Online communities possibly will even reinstate the more established communication channels in the forms of emails, phone conversation, as mobile messaging. In their study of student community. Students have two principal causes for connecting with the Facebook online social networking site. So far as Domino’s is concerned, this is the first time that the company’s history revenues totaled more than £ 1 million – in one single week using social networking sites. The company relies on various mobile platforms for tablets and smartphones with that of a website optimized for mobile-devices. The company finds its well-built taking part in social media as an additional important factor for the boost of mobile dealings and its resulting high value for the general business concert. It is noticeable that Domino’s UK records more than 536,000 fans on Facebook and more than 21,000 Twitter followers. Fans and followers are in the form of ‘eCommerce Booster’(IDG Reporter, 2011). With the Facebook online social networking site, the one grouping is public who joined due to a friend’s recommendation or peer anxiety. The additional grouping is students who observe the special networking sites further as a serviceable and valuable thing, and connect for the reason that it presents resources of keeping in contact with family, friends and societies and meeting fresh populace (DiMicco and Millen, 2007).



**RECOMMENDED LOYALTY PROGRAMS**

Domino’s is recommended to go for fresh loyalty programs where a seven step loyalty program is recommended (Comcast Business Class, n.d.):

**Step 1. Change perspective**

Marketers in Domino’s should mull over carrying out a focus group with customers, and take the chance to tap into customers shared requirements and needs.

**Step 2. Strive for spectacular customer service**

Marketers in Domino’s should come across the quickest, most effectual way out to exhibit that it is the sort of company generate an affirmative control on all who get in touch with them. If the company have the chance to grab a bite there, it will fast distinguish that fraction of what makes this fast food chain exceptional is the “my pleasure” conception.

**Step 3. Establish loyalty through incentives**

Marketers in Domino’s should convince customers that it recognizes they have an option and tendering admiration for their business goes a long approach in sharing appreciation for customers benefaction.

**Step 4. Monitor and measure for success**

Marketers in Domino’s should offer shoppers with a undemanding checklist of stuff to look at and take note for, and this might give customers immense impending on what the fast food chain are carrying out right and wrong at every customer touch point.

**Step 5. Market by customer segment**

Marketers in Domino’s should assess customers in relation to the groups, the fast food chain might build up a report or quite a few profiles that facilitate get a hold to the basis of how to put together the experience with business more personalized and gratifying for them and receive their trust.

**Step 6. Create ambassadors**

Marketers in Domino’s should inform customers through effective word-of-mouth marketing through creating ambassadors.

**Step 7. Leverage partners for growth**

Marketers in Domino’s should reflect as regards the customers who might endorse the company and its business, where vendors, friends, family, staff and certainly customers might all work on its place.

**CONCLUSION**

Using this transactional relationship marketing, Domino’s Pizza is found placed in an advantageous marketing achievement situation. The mobile-ordering customer base liked customer relationship marketing has worked wonder for Domino’s Pizza. enthusiastic of this innovative marketing relationship strategy, Domino Pizza is all set to carry on to put in money in programs and technologies that will set aside it to put up and maintain relations with this extremely precious section of its customers. Domino’s success with this innovative and transactional relationship marketing compels it to invest considerably in additionally rising its mobile consumer base. It is in this framework that Air2Web has extended a custom-made promotional program for Domino’s all the way through the pizza chain’s DirectTEXT/Info Center platform. Domino's Pizza takes full advantage of integrated marketing communication and virtually facilitates customers to create pizza on their iPads. For case in point, the Domino's Pizza Hero is an app for the iPad that is fundamentally a game that instructs one how to create pizzas. The app directs a customer all the way through the steps of creating a pizza in the form of kneading the dough, spreading the sauce, sprinkling the cheese etc. The app as well facilitates customers to form their own pizza to be sent in and ordered for pickup or deliverance. For integrated marketing and communications, creativeness and shifting with the times is indispensable for a company to be doing well. Domino’s of an app on a tool that is all the time rising in the form of the iPad, is very well turned-out. Domino’s is recommended to go for fresh loyalty programs where a seven step loyalty program is recommended: change perspective; strive for spectacular customer service; establish loyalty through incentives; monitor and measure for success; market by customer segment; create ambassadors; and leverage partners for growth.

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