

Case Name

Find like-minded people - 2017 Sun Valley Shiwujian Murren Glamping Crowdfunding Marketing Project – Tang Xiaodan

Theory

Theory of value co-creation

Keywords

Sentimental marketing; Community marketing; Resource sharing; Circle; Common values

Background Information

1. In 2017, with the booming tourism industry, more and more people want to escape from big cities and yearn for rural life. B&Bs and campsites, as unique rural holiday accommodation options, are favored by more people.
2. A group of people have careers but hope to find like-minded people to have their small courtyard in the countryside, feel nature, experience the local customs, and understand the local culture. However, it takes work to realize this dream. It requires funds and time, which makes many people discouraged. The rise of the sharing economy and the start-up crowdfunding platform has met the investors' demand for low-risk, high-return investments.

Marketing Strategy

1. Crowdfunding initiation
Use personal IP to create a video promotional film, use emotional marketing, emphasize the camp's cultural connotation and the founder's experience and feelings, and attract people with the same values and interests to participate in crowdfunding. Invite friends with social influence and credibility in the circle of friends, relatives, and friends, such as alum associations, industry associations, and chambers of commerce, to promote posters together. Make a detailed introduction to the project, regional location, profit model, estimated revenue, etc., clarify 10% of the shares, 50,000 per share, and give an additional 5,000 yuan per year free accommodation experience, partner privilege discounts, and stimulate the enthusiasm of participating in crowdfunding.
2. Media platform promotion
Use Airfunding, Weibo, WeChat, and other social media platforms to release the crowdfunding project's information, progress, and highlights to attract attention and participation. Cooperate with mainstream media to convey the concept and advantages of camp homestay crowdfunding to the public through news reports, special reports, and other forms, and improve the public's understanding and trust in the platform.
3. Roadshow meeting and partner selection
Unify values, clarify the specific operation mode of crowdfunding, match the resources required for each stage of homestay development (such as design, construction, operation, marketing, etc.) through partner selection, and establish an efficient crowdfunding organizational structure.
4. Pre-opening preparation, organize regular partner meetings

Build a "big platform" through a "small circle" based on the new way of "raising people, raising funds, and raising wisdom" of partners, let partners accumulate advantages and resources to the extreme, and indeed activate the circle culture of Chinese people. Provide a platform for crowdfunding participants to gather, learn, communicate, and cooperate, promote cross-border exchanges, constantly generate new ideas, promote new cooperation projects, and form an excellent entrepreneurial ecosystem, thereby feeding back the operation and development of the project.

Outcomes

1. Crowdfunding was successful, with a target of 10 million, 1 million released, 10% of the shares, 70-80 people signed up, and 20 were selected to invest.
2. Attracted Internet traffic and conversion, the first batch of seed users, and continued to pay attention to the development of Muren's later brand projects
3. Resource sharing has dramatically improved partners' sense of ownership. They have leveraged the various resources in their hands to participate in the project actively and jointly created more than a dozen effective products, creating Muren's unique homestay + camping wild luxury brand.

Implications & Challenges

The success of this project has given me more confidence to find a group of people to build a high-end brand of non-standard accommodation and to understand that marketing methods do not exist in isolation but are interrelated and mutually supportive. In actual operation, appropriate marketing methods should be combined according to the project's characteristics and the target audience's needs to achieve the best marketing effect. At the same time, we should also pay attention to communication and interaction with investors and consumers, understand their needs and feedback, focus on customer experience and product creation, and continuously optimize and improve marketing strategies.

案例名称

找到志同道合的你-2017 年慕仁太阳谷拾伍间众筹营销项目 - 唐晓丹

理论依据

价值共创理论

关键词

情怀营销；社群营销；资源共享；圈层；共同价值观

背景资料

1. 2017 年，随着旅游业的蓬勃发展，越来越多的人想要逃离大城市，向往乡村生活，而民宿，营地作为独特的乡村度假的旅游住宿方式，受到更多人的青睐。
2. 有这么一批人，有自己的不错的事业，但是希望找到志同道合的人，一起在乡村有个自己的小院，感受自然，感受风土人情，了解当地的文化。但是实现这个梦想并不容易，需要资金，需要时间，这让很多人又望而却步，共享经济和开始吧众筹平台的兴起，满足了投资者，对于低风险，高回报的投资需求。

营销策略

1. 众筹发起
以个人 IP，打造视频宣传片，用情怀营销，强调营地的文化内涵和创始人的经历情怀，吸引具有相同价值观和兴趣爱好的人群参与众筹。邀请校友会、行业协会、商会等朋友圈、亲友圈有社会影响力，公信力的朋友一起海报宣传。做好项目详细介绍，区域位置，盈利模式，预估营收等，明确 10% 的股份，每分股权 5 万认购，并且给予额外每年 5000 元的免费住宿体验，合伙人的特权折扣，激发参与众筹的积极性。
2. 媒体平台宣传发酵
利用开始吧众筹平台，微博、微信等社交媒体平台，发布众筹项目的信息、进展和亮点，吸引关注和参与。与主流媒体合作，通过新闻报道、专题报道等形式，向公众传递营地民宿众筹的理念和优势，提高公众对平台的认知和信任。
3. 路演会议，合伙人甄选
统一价值观，明确众筹具体操作模式，通过合伙人甄选，匹配民宿发展各个阶段所需的资源（如设计、施工、运营、营销等），同时建立高效众筹组织架构。
4. 开业前筹备，组织合伙人定期会议
通过“小圈子”打造“大平台”，基于合伙人的“筹人、筹资、筹智”的新方式，让合伙人把优势与资源攒到极致，真正激活中国人的圈子文化。为众筹参与者提供聚会、学习、交流和合作的平台，促进跨界交流，不断催生新的想法、促成新的合作项目，形成良好的创业生态圈，从而反哺项目的运营与发展。

成果

1. 众筹成功，1000 万标的，释放 100 万，10%股份，70-80 人报名，选择了 20 名入股。
2. 吸引了互联网流量和转化，第一批种子用户，持续关注慕仁后期的品牌项目发展
3. 资源共享，大大提高了合伙人的主人翁意识，撬动了合伙人手上的各种资源积极参与项目，共同打造了十几款有效的产品，打造了慕仁独有的民宿+露营的野奢品牌。
4. 2018 年 10 月开业起至 2019 年 9 月底，15 间房，实现营收 580 万，入住率 70%，在一个完全没有旅游大 IP 支持的小村庄，已经创造了奇迹。

挑战与反思

这个项目的成功让我更有信心找到一群人一起去打造非标住宿的高端品牌，并且理解营销手段并非孤立存在，而是相互关联、相互支持的。在实际操作中，应根据项目的特点和目标受众的需求，选择合适的营销手段进行组合和搭配，以达到最佳的营销效果。同时，也要注重与投资者和消费者的沟通和互动，了解其需求和反馈，注重客户体验，产品打造，不断优化和改进营销策略。