Case Name
Green Cloud Digital Services Promotion
Theory
Digital Marketing
Keywords
Digitalization; Full-scenario intelligent marketing; Full-link

Background Information
More and more hotels use technology in the hospitality industry to create a digital travel service industry, providing guests with unique stay-and-play experiences. They are willing to adopt digital experience models, making every aspect of the hotel increasingly intelligent. Green Cloud has been deeply involved in the hotel and travel industry for more than ten years and understands the industry's business processes and development models. Therefore, we have developed a full-scenario and full-link digital service solution for customers from the hospitality industry.

Marketing Strategy
1. Full-scenario intelligent marketing: Customers who purchase PMS or OPERA software can try two value-added services directions in the Green Cloud full-scenario digital service for one month. Optional trial products include finance, membership, luggage storage, catering services, etc. Travel complexes can even try exclusive digital services to create better digital services for the complex.
2. Online marketing promotion and precise positioning: Use tools such as Tik Tok and other social media to promote the full-scenario and full-link digital services online, introduce the content details of the full-scenario digital services, and promote the use of hotels and colleagues in the hotel and travel industry to increase brand awareness.
3. Digital marketing promotion: Promote content in actual business scenarios in the hotel and travel industry, help customers discover business pain points, introduce the practical uses of digital services, and let hotels experience the convenience and value of digital services.

Outcomes
1. Through free trial activities, customers from the hospitality industry have felt the convenience of digital services, increased the promotion of business content and sales of software products, and felt the value of digitalization.
2. Attracted more potential clients to pay attention to Green Cloud's digital services, laying a good foundation for product promotion.
3. Through trial promotion, more value-added service products have been recognized, accumulating more word-of-mouth for full-scenario services.

Implications & Challenges
To satisfy more customers with our products, we need to conduct in-depth research from the perspective of helping the hotel and travel industry solve business pain points. We must provide more accurate solutions while continuously optimizing products and services to improve customer satisfaction. In addition, we also need to strengthen communication and interaction with customers, timely understand customer feedback and suggestions, and continuously improve and perfect products and services.

案例名称

绿云数字化服务方案促销

理论依据

数字营销

关键词

数字化；全场景推广营销;全链路

背景资料

1、在当前酒旅行业市场中，越来越多的酒店通过科技打造数字化的酒旅服务产业，为宾客提供独特的入住和游玩体验。越来越多的酒店采用数字化的体验模式，使得酒店的每一个环节都变得越来越智能化。绿云在酒旅行业已经深耕十余年，非常了解酒旅行业的业务流程及发展模式。因此，我们为酒旅行业的同仁们研发了全场景全链路的数字化服务方案，供其选择使用。

2、专业的 PMS 研发及酒旅行业全场景数字化开发。

绿云软件有限公司是中国云 PMS 技术的开创者，专注于酒店、住宿、文旅行业的信息化平台的研发、运营和营销服务。作为一个专业的 PMS 研发及酒旅行业全场景数字开发公司，绿云软件有限公司基于绿云 PMS、Oracle Hospitality、数据平台、电商平台四大核心业务，开发了酒店住宿、酒店餐饮、酒店集团和文旅综合体四大板块的数字化解决方案、其中包括:住宿、餐饮、营销、财务、经营、集团管理、文旅服务等全场景全链路数字化解决方案，赋能行业数字化转型。

营销策略

1、全场景式推广

客户购买 PMS 或 OPERA 软件后可选择试用绿云全场景数字化服务中两个方向的增值服务，试用期为一个月。可选试用产品包括财务、会员、行李寄存、餐饮服务等方向，旅行综合体等更可选择试用专属化数字服务，为综合体打造更好的数字化服务。

2、线上营销推广 精准定位

通过抖音、视频号等工具对全场景全链路的数字化服务进行线上营销推广，详细介绍全场景数字化服务的内容细节，针对酒店及酒旅行业同仁们进行推广使用，增加品牌的知名度。

3、数字化营销推广

在酒店及酒旅行业实际业务场景中进行内容推广，帮助客户发现业务痛点，介绍数字化服务的实际用途、让酒店体验数字化服务的便利和价值。

成果

1、通过免费试用活动让酒旅行业感受到了数字化服务带来的便利，增加了业务内容的推广度和软件产品的实际销量，让其感受到数字化的价值。

2、吸引了更多酒旅行业的从业者关注绿云的数字化服务，为产品的推广打下了良好的基础。

3、通过试用推广，让更多的增值服务产品得到了认可，为全场景服务积攒了更多的口碑。

挑战与反思

要让更多的客户满意我们的产品，需要从帮助酒旅行业解决业务痛点的角度去进行深入研究。我们需要提供更加精准的解决方案，同时不断优化产品和服同时不断优化产品和服务，提高客户的满意度。此外，我们还需要加强与客户的沟通和互动，及时了解客户的反馈和建议，不断改进和完善产品和服务。