

Case Name

"Follow Me to Duyun City" – Li Yongxing

Theory

Precision marketing theory

Keywords

Tourism; New media platform; City story

Background Information

New media marketing; Product placement marketing

Marketing Strategy

1. Data-driven target audience positioning
Based on historical tourism data and user behavior analysis, determine the primary target audience groups, such as young travelers, cultural explorers, food lovers, etc. Extensive data analysis accurately pushes personalized Duyun tourism content to these target audiences.
2. Content innovation and combination
Produce high-quality city promotional videos with Duyun characteristics, integrating elements such as Duyun's beauties, ethnic culture, exceptional food, ancient buildings, and bridges, and highlighting Duyun's unique charm. Innovate video formats to allow viewers to experience Duyun's beautiful scenery and rich culture in person.
3. Multi-channel promotion
Publish promotional videos on social media platforms (such as Weibo, WeChat, Douyin, etc.), cooperate with precise positioning and advertising, and expand the dissemination of videos. Cooperate with travel websites, travel agencies, etc., to embed promotional videos into their platforms or promotional activities.
4. User interaction and conversion
Set up interactive links below the video, such as questions and answers, voting, etc., to encourage viewers to participate and share their Duyun travel experience. Set up tourism discount activities, such as enjoying ticket discounts for certain attractions in Duyun, by forwarding screenshots of videos to stimulate user conversion and actual actions.

Outcomes

1. Brand awareness and image enhancement goals
Improve the overall awareness of Duyun City at home and abroad so that more potential tourists can understand and remember Duyun. Shape Duyun's unique and positive image as a tourist destination, highlighting its ethnicity, food, architecture, and beauty.
2. Audience coverage and engagement goals
Expand the promotional video's audience coverage to ensure potential target market tourists can see the content. Encourage viewers to share videos, participate in discussions, and provide feedback to improve audience engagement and interactivity.

3. Travel intention and conversion rate goals
Inspire potential tourists to travel to Duyun and include Duyun in their plans. Increase the conversion rate from promotional videos to actual travel behavior: the proportion of viewers who travel to Duyun after watching the video.
4. Social media influence goals
Increase interactive behaviors such as sharing, liking, and commenting on promotional videos on social media. Expand the topic and discussion heat of Duyun tourism on social media to form a word-of-mouth communication effect.

Implications & Challenges

While implementing the marketing plan, we may need help with content homogeneity and low user engagement. To meet these challenges, we will continue to innovate content formats, improve user engagement, and adjust marketing strategies promptly based on actual results. We will also pay close attention to market trends, and user needs to ensure the effectiveness of marketing activities.

案例名称

《跟我去都匀》 - 李永兴

理论依据

精准营销理论

关键词

旅游；新媒体平台；城市故事

背景资料

新媒体营销；植入式营销

营销策略

1. 数据驱动的目标受众定位

根据历史旅游数据和用户行为分析，确定主要目标受众群体，如年轻旅行者、文化探索者、美食爱好者等。利用大数据分析，精准推送个性化的都匀旅游内容给这些目标受众。

2. 内容创新结合

都匀特色制作高质量的城市宣传视频，融合都匀的美女、民族文化、特色美食、古建筑和桥梁等元素，突出都匀的独特魅力。创新视频形式，让观众身临其境地体验都匀的美丽风光和丰富文化。

3. 多渠道推广

在社交媒体平台（如微博、微信、抖音等）上发布宣传视频，配合精准定位和广告投放，扩大视频的传播范围。与旅游网站、旅行社等合作，将宣传视频嵌入到他们的平台或推广活动中。

4. 用户互动与转化

在视频下方设置互动环节，如问答、投票等，鼓励观众参与并分享自己的都匀旅游体验。设立旅游优惠活动，如凭视频转发截图享受都匀某些景点的门票折扣，刺激用户的转化和实际行动。

成果

1. 品牌知名度与形象提升目标

提升都匀市在国内外的整体知名度，使更多潜在游客了解并记住都匀。塑造都匀独特且积极的旅游目的地形象，突出其民族、美食、建筑和美女等特色。

2. 受众覆盖与参与度目标

扩大宣传视频的受众覆盖范围，确保目标市场内的潜在游客都能看到视频内容。提高受众的参与度和互动性，鼓励观众分享视频、参与讨论和提供反馈。

3. 旅游意愿与转化率目标

激发潜在游客对都匀的旅游意愿，使其将都匀列入旅游计划。提高从宣传视频到实际旅游行为的转化率，即观众在观看视频后实际前往都匀旅游的比例。

4. 社交媒体影响力目标

增加宣传视频在社交媒体上的分享、点赞和评论等互动行为。扩大都匀旅游在社交媒体上的话题度和讨论热度，形成口碑传播效应。

挑战与反思

在实施营销计划的过程中，我们可能会面临内容同质化、用户参与度不高等挑战。为了应对这些挑战，我们将不断创新内容形式，提高用户参与度，并根据实际效果及时调整营销策略。同时，我们也将密切关注市场动态和用户需求，以确保营销活动的有效性。