

## **Case Name**

Douyin Group Buying Launches a 3-Day 2-Night Hotel Room Booking Marketing Project – Song Guilin

## **Theory**

Law of supply and demand

## **Keywords**

Douyin group buying hotel; 3 days two nights; Hotel room group buying; Hotel limited time sale.

## **Background Information**

As a popular short video social platform in China at this stage, Douyin's functions are becoming increasingly powerful. Besides sharing short videos, Douyin has joined e-commerce, group buying, etc. China's tourism industry has followed suit as some users' consumption habits have shifted from offline to online. Consumers can now book hotels through the Internet. Today, Douyin's group buying has also been applied to the tourism industry as a new marketing method. There are now a large number of hotel rooms on the market, and there are also a large number of consumers who demand hotels. Through the Douyin platform, the remaining rooms can be published in hotel group-buying sales activities so that these vacant rooms can attract more consumer attention and purchases and enjoy preferential prices. At the same time, it also realizes the effective use of hotel resources to increase hotel revenue.

## **Marketing Strategy**

In the group purchase module of the Douyin platform, many hotels have launched a 3-day, 2-night marketing strategy using various means, from brand exposure to user attraction. Here are some specific marketing strategies:

1. Accurately locate target customers  
Through the user data analysis of the Douyin platform, accurately identify the user group and formulate corresponding marketing strategies based on the customer's age, gender, interests, and other information. For example, parent-child rooms can be launched for people traveling with families, and romantic theme rooms can be launched for couples. You must ensure that your short videos are high quality to get more user attention.
2. Set up preferential activities  
For example, promotional activities such as three days and two nights in hotels can improve cost-effectiveness and make users want to buy.
3. Strengthen user interaction  
Interact with customers through user comment sharing, private messages, etc., encourage users who have purchased to share their experience and evaluation of staying in the hotel on Douyin, form a word-of-mouth communication effect, and let potential customers gain more trust. At the same time, hotels should also actively answer and collect customer questions and feedback to improve user experience.

## **Outcomes**

The sales results of the Douyin group purchase of three days and two nights of hotel rooms are significant, which fully reflects the effectiveness and attractiveness of this marketing strategy; here are the following points:

1. The improvement of sales performance during the event and hotel booking volume has shown a sustained and stable growth trend, which proves that the Douyin platform accurately delivers information to more potential users.
2. Expansion and precise positioning of user groups: The hotel attracted a group of new user groups through Douyin's 3-day and 2-night group buying activity. These users bring new sales opportunities to the hotel and provide valuable data support for future hotel market positioning and product adjustments.
3. Improve the hotel's brand awareness. Through the short videos and live broadcasts produced by the hotel in Douyin group buying activities, the hotel's brand image has been dramatically improved.

### **Implications & Challenges**

Many hotels on Douyin group buying are trying to attract users through activities, which has led to intensified market competition and challenges to user trust. Users are cautious about group buying. Finally, there are challenges in data analysis and optimization. For the previous series of reflections, hotels should have a deeper understanding of market trends and customer needs, improve their service quality and facilities, stand out from the products, and demonstrate their strength and reputation through platform evaluation and word-of-mouth communication to enhance their sense of trust. In addition, it strengthens data analysis capabilities and precise marketing strategies and improves the conversion rate of group buying. Only by using these sales strategies can we provide better guidance and reference for the future development of hotels in the later stage.

## 案例名称

抖音团购推出预定酒店 3 天 2 晚房间营销项目 - 宋桂林

## 理论依据

供求法则

## 关键词

抖音团购酒店；3 天 2 晚；酒店房间团购；酒店限时抢购

## 背景资料

作为现阶段国内超级火爆的短视频社交平台，抖音的功能也是日益强大。现在抖音除了有早期的短视频分享以外，还加入了电商、团购等。随着一些用户的消费习惯从线下转到了线上，中国的旅游业也是跟随着做起了相应改变，现在的消费者可以通过互联网预定酒店。如今抖音的团购作为一种新的营销方式，也应用到了旅游业，现在市场上存在着大量的酒店房间供应，同时也有大量的消费者对酒店的需求，通过抖音平台可以将剩余的房间发布酒店团购销售活动，使这些空余的房间可以获得更多的消费者关注和购买，并且还能享受到优惠的价格，同时也实现了酒店资源的有效利用提高酒店的收入。

## 营销策略

抖音平台团购模块中很多酒店推出 3 天 2 晚这个营销策略运用到了多种手段，从品牌知名度的曝光、用户的吸引等全方位的展开。下面是一些具体的营销策略：

### 1. 精准定位目标客户

通过抖音平台的用户数据分析，精准明确用户群体，针对客户的年龄、性别、兴趣等信息制定相应的营销策略。例如，针对家庭出游的人们可以推出亲子房；对于情侣可以推出情侣浪漫主题房等。想要得到更多的用户关注，就得保证做出的短视频是高质量的。

### 2. 设置优惠活动

比如酒店 3 天 2 晚这样的促销活动，提高性价比，使用户产生购买欲望。

### 3. 加强用户互动

通过用户评论分享、私信等方式与客户进行互动，鼓励购买过的用户在抖音上分享自己入住酒店的体验和评价，形成口碑传播效应，让潜在客户获得更多的信任感，同时酒店也要积极的回答和收集客户的问题与反馈，提升用户体验。

## 成果

抖音团购出售 3 天 2 晚酒店房间的销售成果是显著的，充分体现了该营销策略有效性和吸引力，体现在以下几点：

1. 销售业绩的提高，在活动期间，酒店的订房量均呈现出持续稳定的增长趋势，这证明了抖音平台把信息精准的传递给了更多的潜在用户。

2. 用户群体的扩大与精准定位：通过抖音团购 3 天 2 晚的活动，酒店吸引到了一批新的用户群体。这些用户不仅为酒店带来了新的销售机会，也在为未来酒店市场定位和产品的调整提供了宝贵的数据支持。
- 3.
4. 提升了酒店的品牌知名度，通过抖音团购活动中酒店所制作的短视频、直播等，使得酒店的品牌形象得到了大的提升。

### 挑战与反思

在抖音团购上的众多酒店都在尝试通过活动吸引用户，导致市场竞争加剧，以及用户信任度的挑战，用户对团购持有谨慎态度。最后数据分析与优化也存在挑战。对前面一系列反思，酒店要更深入的了解市场趋势与客户需求，提高自身的服务品质与设施，在产品中脱颖而出，并通过平台评价和口碑传播展示自己的实力与信誉，使其增强信任感。另外加强数据分析的能力，精准营销策略，提高团购的转换率，只有利用好这些销售策略，后期才可以为未来酒店的发展提供更好的指导和借鉴。