

Case Name

B&B Microfilm Marketing Strategy – Wang Jiaquan

Theory

The Theory of Emotions in Marketing

Keywords

Mini-movie marketing; New media marketing; Short video marketing; Rural revitalization

Background Information

Laba festival activities; Five-year establishment of restaurants; Rural revitalization renovation; Local art plan; Architectural & cultural heritage protection

Marketing Strategy

1. Emotional resonance

Mini-movies attract audiences by telling enchanting stories, such as “Enjoy The Banquet,” a series of mini-movies that tell a long-term companionship through four short episodes.” This strategy can induce the audience’s emotional resonance and enhance their memory of the brand.

2. Literary marketing

Literature and art marketing is the brand's new favorite. By using a small, fresh picture and literary style of the text to attract consumers, Feiniaoji B&B can use literary style to attract young consumers' pursuit of a personalized and natural lifestyle.

3. Content innovation

Micro-film needs to focus on the principle: “Content is king; creativity wins.” The hotel can attract visitors through innovative content, such as displaying the unique geographical environment, cultural characteristics, or special services.

4. Interactive communication

“Audience-oriented, enhance interactive communication”. Feiniaoji B&B can interact with the audience through social media platforms, such as holding activities for audience participation, to increase user participation and brand loyalty.

5. Utilize short video platforms

The importance of short videos is mentioned. Feiniaoji B&B can use short video platforms such as TikTok and Kuaishou to promote and quickly attract the audience's attention through short and sharp videos.

6. Combine with local culture

The design concept of Feiniaoji B&B is "stone rammed earth as the skin, steel frame and wood as the bones." Combining with local cultural characteristics, this design can be used as part of the mini-movie advertisement to show the cultural heritage of the B&B.

7. Show the characteristics of the B&B

The specific facilities and service information of Feiniaoji B&B have been shown in the movie. These selling points can be highlighted in the advertisement, such as modern

facilities for a smart home, air purifiers, B&O audio, and the design that retains the traditional wall style made of rammed earth.

8. Marketing cooperation

The cross-border cooperation between Fliggy Travel and Xiaozhu Homestay can be used as part of the mini-movie advertisement to show the cooperation and influence of B&B in the industry.

9. Solve the pain points of the industry.

The challenges faced by the B&B industry include uneven operating capabilities and homogeneous supplies. Feiniaoji B&B's mini-movie advertisement can show how these problems have been solved through innovation and unique services.

10. Public welfare value

Regarding the value orientation of enhancing public welfare, Feiniaoji B&B can show its contribution to the local community in its advertisements, such as supporting local cultural activities or environmental protection practices.

Outcomes

By combining these strategies, Feiniaoji B&B's mini-movie can more effectively attract target customers, enhance its brand image, and stand out in the highly competitive B&B market.

Implications & Challenges

Online traffic is the most important.

案例名称

民宿微电影营销策略 – 王加权

理论依据

情感营销理论

关键词

微电影营销；新媒体营销；短视频营销；乡村振兴

背景资料

腊八节日活动，餐厅五年成立，乡村振兴改造，在地艺术计划，建筑文化遗产保护

营销策略

1. 情感共鸣：

微电影通过讲述建设过程动人的故事来吸引观众，如“《请吃席》系列微电影通过这四个短小的篇章讲述了一段长久的陪伴”，这种策略能够引起观众的情感共鸣，增强对品牌的记忆。

2. 文艺营销：

文艺营销是品牌的新宠，通过小清新的画面和文艺范的文案，吸引消费者。飞鸟集民宿可以利用文艺风格来吸引追求个性化和自然生活方式的年轻消费者。

3. 内容创新：

微电影需要“内容为王，创意取胜”。飞鸟集民宿可以通过创新的内容来吸引观众，比如展示民宿独特的地理环境、文化特色或者特色服务。

4. 互动传播：

“以受众为导向，增强互动式传播”。飞鸟集民宿可以通过社交媒体平台与观众互动，比如举办观众参与的活动，增加用户的参与感和品牌忠诚度。

5. 利用短视频平台：

都提到了短视频的重要性。飞鸟集民宿可以利用抖音、快手等短视频平台进行宣传，通过短小精悍的视频快速吸引观众的注意力。

6. 结合当地文化：

飞鸟集民宿的设计理念是“石料夯土为皮相，钢架木材做筋骨”，这种结合当地文化特色的设计可以作为微电影广告的一部分，展示民宿的文化底蕴。

7. 展示民宿特色：

提供了飞鸟集民宿的具体设施和服务信息，这些都是广告中可以突出的卖点，如智能家居、空气净化机、B&O 音响等现代化设施，以及保留传统夯土墙风格的设计。

8. 营销合作：

飞猪旅行与小猪民宿的合作，这种跨界合作可以作为微电影广告的一部分，展示民宿在行业内的合作和影响力。

9. 解决行业痛点：

民宿行业面临的挑战，如运营能力不齐、供给同质化等。飞鸟集民宿的微电影广告可以展示其如何通过创新和特色服务来解决这些问题。

10. 公益价值：

提到增强公益性的价值取向，飞鸟集民宿可以在广告中展示其对当地社区的贡献，如支持当地文化活动或环保实践。

成果

通过结合这些策略，飞鸟集民宿的微电影可以更有效地吸引目标客户，提升品牌形象，并在竞争激烈的民宿市场中脱颖而出

挑战与反思

流量最重要。