

## **Case Name**

Deep Hospitality - Lobby Coffee Bar Marketing Project - Zhang Liang

## **Theory**

A theory of consumer > experiences

## **Keywords**

Hotel lobby; Coffee bar; Private domain traffic; Differentiated services; High-frequency consumption drives low-frequency consumption

## **Background Information**

1. China's coffee consumption market is growing rapidly  
With the improvement of living standards and changes in consumption habits, more and more Chinese people have begun to accept and like coffee, especially among young people in the cities, where coffee has become an indispensable part of daily life.
2. The hotel lobby is the facade of the hotel and offers the first impression for guests when they check-in  
The hotel lobby's design, layout, and service immediately affect guests' evaluation of the hotel. Therefore, improving guest satisfaction by providing high-quality services and increasing the repurchase and recommendation rates is an essential issue that the hotel industry needs to address.
3. Ele. I and Meituan are the largest online ordering platforms in China, with a large number of users online.  
By cooperating with the two platforms, we can effectively lead customers to consumption and, in the meantime, uplift the fame of our brand through their influence.

## **Marketing Strategy**

1. Provide free coffee to improve customer experience  
Every guest staying in the hotel can get a free cup of coffee at the coffee bar in the hotel lobby.  
  
This initiative aims to enhance guest satisfaction and loyalty and let them feel the hotel's hospitality and thoughtful service.
2. Online operation, use social media for promotion  
Post-event information on social media platforms such as Weibo and WeChat to attract user attention so that they can participate and build a fan base to increase individual online visitors. At the same time, guests are encouraged to share their experiences on social media platforms to increase exposure and influence the event.
3. Cooperate with Ele. me and Meituan so that their high frequency can stimulate the low-frequency  
Through cooperation with Ele. me and Meituan can push information about free coffee events to their users and guide them to book hotels and come to the store for free coffee. This can increase the event's participation with the help of their traffic and increase the popularity of their brand through their platform.

## **Outcomes**

1. Customer satisfaction and loyalty has been improved.  
By providing free coffee, the hotel's guests felt its warm hospitality and thoughtful service, which significantly improved their satisfaction and loyalty.
2. The exposure and influence of the event has been enhanced.  
Through social media promotion and cooperation with Ele, me, and Meituan, the event information was successfully conveyed to more users, significantly improving its exposure and influence.
3. Brand awareness for our hotel has been increased.  
The company's influence successfully improved brand awareness through cooperation with Ele, me, and Meituan.

## **Implications & Challenges**

This project gave me a direct understanding of implementing a marketing strategy by providing a high-quality customer experience through online operations and cooperation with large platforms. What impressed me most was that we successfully attracted guests' attention by giving them free coffee and improved their interest and loyalty to the hotel. At the same time, through cooperation with Ele, Meituan and I borrowed their platforms and brand influence to achieve our marketing goals.

## 案例名称

深情款待 - 大堂咖啡吧营销项目 - 张梁

## 理论依据

消费者>体验理论

## 关键词

酒店大堂；咖啡吧；私域流量；差异化服务；高频消费带动低频消费

## 背景资料

1. 中国的咖啡消费市场正在快速增长  
随着生活水平的提高和消费习惯的改变，越来越多的中国人开始接受和喜欢咖啡，特别是在都市中的年轻人群体中，咖啡已经成为了日常生活中不可或缺的一部分。
2. 酒店大堂是酒店的门面，也是客人入住的第一印象  
酒店大堂的设计、布局以及服务直接影响到客人对酒店的评价。因此，如何通过提供优质的服务来提升客人的满意度，进而提高复购率和推荐率，是酒店业需要面对的重要问题。
3. 饿了么和美团是中国最大的在线订餐平台，拥有大量的用户和流量  
通过与这两个平台的合作，可以有效地引导用户进行消费，同时也可以借助他们的品牌影响力提升自家品牌的知名度。

## 营销策略

1. 提供免费咖啡，增强客户体验  
每一位入住的客人都可以在酒店大堂的咖啡吧免费领取一杯咖啡。这一举措旨在提升客人的满意度和忠诚度，让他们感受到酒店的热情款待和贴心服务。
2. 线上运营，利用社交媒体进行推广  
通过微博、微信等社交媒体平台发布活动信息，吸引用户关注和参与，并建立粉丝群，增强私域流量。同时，也鼓励客人在社交媒体上分享他们的体验，以此来增加活动的曝光度和影响力。
3. 与饿了么和美团进行合作，实现高频带动低频  
通过与饿了么和美团的合作，将免费咖啡的活动信息推送给他们的用户，引导他们预订酒店并来店领取免费咖啡。这样既可以借助他们的流量提高活动的参与度，也可以通过他们的平台提升自家品牌的知名度。

## 成果

1. 提升了客户满意度和忠诚度  
通过提供免费的咖啡，让客人感受到了酒店的热情款待和贴心服务，大大提升了他们的满意度和忠诚度。

2. 增加了活动的曝光度和影响力  
通过社交媒体的推广和饿了么、美团的合作，成功地将活动信息传达给了更多的用户，大大提升了活动的曝光度和影响力。
3. 提升了品牌知名度  
通过与饿了么和美团的合作，成功地借助他们的品牌影响力提升了自家品牌的知名度。

### **挑战与反思**

这个项目让我直接了解到如何通过提供优质的顾客体验，结合线上运营和与大型平台的合作，来实现高频消费带动低频消费的营销策略。给我印象最深的是通过提供免费的咖啡，成功地吸引了客人的关注，提升了他们对酒店的好感度和忠诚度。同时，通过与饿了么和美团的合作，成功地借用了他们的流量和品牌影响力，实现了营销目标。