

Case Name

Sichuan Chengdu Qingxia Mountain Residence Promotion

Theory

Digital marketing; 4I theory - Interesting, Interests, Interaction, Individuality

Keywords

Visiting flow conversion; Scenic and cultural attractions; Diffusion scenes

Background Information

1. In 2022, the most popular content on TikTok was a combination of scenery and culture. After the pandemic, users not only appreciate the beauty of the scenery but also crave to experience it.
2. Qingxia Mountain Residence is in the international tourism resort of Qingcheng Mountain in Dujiangyan, a world cultural heritage site, and a national 5A scenic spot. The surrounding area has many attractions, which has made the location of the residence excellently convenient.
3. Qingxia Mountain Residence is built on the mountain, surrounded by 18 acres of beautiful scenery formed by flower sea, deep forest, and bamboo groves. The modern and artistic oriental hotel building of more than 1800 square meters is integrated with a natural environment, creating rooms of unique landscape. Guests can enjoy the beautiful mountain scenery from afar and the lush greenery up close.

Marketing Strategy

1. Showcase the attraction of the products for their peculiar design. Regarding the content, the pivotal consideration is how to deliver the ideas on the internet to spur the interest of potential customers, which can affect the final reservations. A combination of scenery, customers, and products should be highlighted. This combination can stress the superiority and ambiance of the site. Articles and BGM can also entice visual enjoyment and emotional resonance later on.
2. Increase visiting flow through customers' sharing. The offline team could assist customers in sharing content, encourages users to share on platforms such as TikTok, Weibo, and Little Red Book, and provides customers with small gifts, coupons, or other benefits.
3. Coordinate with KOL. Select a few influencers who can produce excellent content. Please focus on something other than the visiting flow of these influencers but enrich their content. In promoting high-end homestay residences, content-oriented influencers are preferred to those with promotional channels. The latter usually advertise the cost-effectiveness rather than the brands and their applications. As a result, lower price leads to lower brands.

Outcomes

1. Qingxia Mountain Residence's popularity has significantly increased in the area.
2. The residence has become the best-selling homestay in Chengdu ever since the visiting flow was promoted and converted.
3. The improved content marketing has continuously guided guests to consume and become repeat customers.

Implications & Challenges

Through digital marketing and precise promoting, we, as independent self-media, have formed a consuming ambiance needed by the mainstream the customers and successfully created new consumption hotspots. Following the new consumption trend, we continuously grew customers and revenue. The residence has become the best-selling homestay in Chengdu

due to a new sustainable promotion, a successful marketing case of the homestay industry in cyberspace.

案例名称

四川成都青城山青暇山居民宿营销

理论依据

数字营销：4I 理论-有趣（Interesting）、利益（Interests）、互动（Interaction）、个性（Individuality）

关键词

互联网流量转化；风景人文；扩散场景

背景资料

1. 2022 年抖音最受欢迎内容是结合了风景+人文，疫情之后用户们由以前仅仅欣赏美景，到现在渴望亲近体验美景。
2. 青暇山居民宿位于世界文化遗产、国家 5A 级景区都江堰-青城山国际旅游度假区内，民宿周围景点众多，位置优越，交通便利。
3. 青暇山居民宿依山而建，周围覆盖着 18 亩花海、森林、竹林，景色极美。1800 余平米的现代东方艺术风格酒店建筑群与自然环境融为一体，打造出风格独特的景观客房。客人可以远眺山间美景，近观满园青翠。

营销策略

1. 结合产品设计优势，突出产品的亮点。
对于内容方面，重点的思考是官网要在什么样的场景下传递，让用户具有向往感，从而影响用户预订。突出产品、景色和人物的内容组合。通过组合突出场景的高级感与氛围感，在后期的剪辑过程中，通过文案和 BGM 中，适当的引起消费者的视觉享受和情感共鸣。
2. 通过客人分享，扩散场景，提升流量。
线下团队协助客户分享内容，鼓励用户发抖音，微博，小红书及朋友圈等进行内容传播，并给予客户一些小礼品，优惠券之类的福利。
3. 通过互联网营销达人进行推广营销。
在达人方面，只需要少量能够产出优质内容的达人发布；重点丰富场景内容，而不是只关注达人流量。如果是高端民宿，一定不要找纯粹的渠道达人，更应该找内容型达人。渠道型达人更多是宣传你的性价比，从而拉低了你的品牌。内容型达人更多是宣传你的品牌与场景，而不是价格。

成果

1. 大幅提高青暇山居民宿在该区域知名度。
2. 吸引互联网流量和转化，成为成都地区最畅销的民宿。
3. 增加内容营销，不断引导客人消费及二次消费。

挑战与反思

通过数字化营销和自媒体营销的精准定位，我们营造当下主流客群所需的场景氛围，并制造消费热点；紧跟当下消费潮流，实现了客户群体和收入的持续增长；通过以旧带新持续推广，成为成都地区最畅销的民宿，是当下互联网时代民宿业营销的成功案例。