Analysis on the Marketing Strategy of Characteristic B&B in the "Wet" Marketing Environment

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Abstract: This paper mainly takes the marketing status of the hotel as the research object, and finds out the problems existing in the marketing and development process of the hotel. From the current popular methods and routes of wet marketing, explore whether it can be integrated into the marketing activities of the hotel. By consulting the relevant literature, it is found that the hotel products can be used as a special type of service, and can use the wet marketing C2C mode in terms of promotion sales and customer relationship maintenance. This article has certain practical guiding significance.

1. Introduction

The homestay developed with the development of rural tourism. With the revitalization of rural tourism, the development prospects of the hotel are very good. However, the development of the hotel has some problems of its own. In addition to the traditional B2C marketing model, the development of the hotel has been greatly restricted. "Wet Marketing" is a new marketing concept put forward by the famous professional marketing media "Successful Marketing" magazine in the cover article of the 8th issue in 2009. Also known as the most disruptive marketing revolution. With the continuous development of the Internet, people's mode of getting along with the traditional model has undergone profound changes. People have formed various groups and circles according to the same interests, backgrounds and hobbies. The members of the group have mutual trust. Therefore, the information dissemination and communication within the group is very smooth. Each member of the group is the recipient of the information or the user of the product, and also passes on their experience and feelings to other members of the group. Through the research of this paper, we first discuss some problems existing in the development of B&B. The most important thing is to explore whether the development path of B&B can be better through the marketing path of wet marketing.

2. Wet Marketing

"Wet marketing" refers to the aggregation of a group by social software on the Internet and transforming it into a follower of the brand in a gentle way, empowering consumers and encouraging them to contribute and share content in a creative way, thus affecting New marketing strategy for new product development, market research, brand management, etc [1].

With the continuous development of the Internet, the mode of getting along with people is undergoing tremendous changes. Different from the traditional way of getting along with the past, people can combine various groups according to the same background, hobbies and interests. In this group, everyone can be individual and independent, and can communicate and contact with other group members. Each member exchanges information and shares feelings within the group. Compared with some external information, members will have higher acceptance of information within the group. Nowadays, the more popular online red marketing and fan marketing are actually a kind of wet marketing method that is highly transmitted and accepted in the same circle. All members in this group are mutually trustworthy, so they will more fully identify the information provided by the members of the group and automatically exclude the outside information.

The result of wet marketing requires the generation of brand reputation that users are willing to spread, so that the spread of the brand will not end because of the end of the marketing campaign, but will continue. At the same time, the end of the purchase of the product does not end, but is shared. Start, recommend to others [2].

3. Development Status of the Hotel

B&B is an industry that has developed with the development of rural tourism in recent years. Because it is close to tourist attractions and has low prices, and some hotels can be combined with local characteristics, it still has a certain market. For example, some homestays in or around the ancient town of Lijiang, although the hardware and software are poor, but for some tourists who want to experience the ancient town style of the small bridge, it is also very happy to choose. With the rise and development of the homestay industry, there are also the following problems:

3.1 Poor hardware and software facilities, and management is not standardized

B&B refers to the residence provided to the tourists by the farmer's idle or free room, combined with the local human environment, natural landscape, ecology and tourism resources, etc.

Formula. [3] Because the development background of the hotel is different from the modern hotel industry, the operators of the hotel are mostly without business philosophy and management ability. Therefore, the service awareness and level of some homestays are poor, and many of them are caused by poor management. problem. The customer's accommodation experience is very poor, and the evaluation published on the relevant reservation platform is very poor, which seriously affects the reputation and reputation of the hotel. Coupled with the surrounding conditions and facilities, the hardware facilities are not very good. Especially in some ethnic villages with simple natural environment and away from the city, most of the homestays are converted from the villagers' own houses. The sound insulation effect of the rooms is poor, the facilities are simple and the space is narrow.

3.2 Single product of the hotel

Due to the limitations of the hardware environment and the imperfect management concept, most of the homestays provide simple rooms, a bed, hot water, WI-FI, restaurants, parking lots and other simple facilities. Simply put, they are provided to the local guests. Sleeping, apart from this, it is difficult to have special products or services that will leave a deep impact on customers. Therefore, the average homestay is on a non-holiday holiday and the prices are very low. Therefore, when it comes to the homestay, everyone will compare the bed and the cheaper paintings without any special features. This is first of all related to the concept of the hotel owner, and the one-sided definition defines the location of the name.

3.3 The lack of branding in the development of the hotel

The development of the homestay mainly presents a situation in which each household develops separately. There is basically no cooperation and sharing between the homestays, it is difficult to expand the market share, and it is not conducive to influence publicity. B&Bs are located near tourist attractions, so the regionality is also very strong. If the branding of the hotel is not formed, it is difficult to improve the market competitiveness of the B&B and open up a bigger market. Can only be order-based sales, there is a single order. Without brands, it is difficult for consumers to remember and trust, and it is impossible to cultivate consumer brand loyalty.

3.4 Lack of the concept of customer relationship management

Due to the concept of the hotel owner and the low level of management, the importance of customer resources and databases is not realized. In the traditional concept, consumers end from the choice to the purchase and use, there will be no more intersections, we are more to develop more new customers, but in fact, such concerns have not adapted to the current market, first Not to mention the

ability to develop new customers, the cost of developing new customers is much higher than the cost of maintaining old customers. In addition, the basics of the hotel's investigation of consumer satisfaction are minimal. If you do not conduct a satisfaction survey, the customer relationship is difficult to maintain, and there is no basis for the service improvement of the hotel and the development of new products. Finally, in this era of network information explosion, people are exposed to a large amount of external information every day. In the process of screening and accepting information, especially in the face of some homogenous information, people are confused, and for a long time, people Will choose to automatically block this information, so people are more willing to choose to believe the information provided by the people around the circle, the importance of customers with high satisfaction at this time is highlighted. So perfect customer relationship management is very important. Relative to the complicated information of the outside world, consumers are more willing to believe the information of members in the circle, especially the opinion leaders.

3.5 Single marketing and sales model

At present, the promotion and sales of homestays mainly rely on online network platforms such as Ctrip, where to go, flying pigs, etc., and there are few micro-businesses. The sales of micro-businesses are mainly cosmetics. Therefore, when consumers choose a homestay, they usually choose the destinations of the attractions first, and then search for the surrounding homestays. According to the cost-effective choice of the hotel, there is very little understanding of a certain homestay in advance to make reservations online. The situation is very passive for the homestay operators, because the randomness of consumer choice is very large, so it is not enough to promote on the network platform alone.

3.6 Lack of business strategy

At present, the development of the hotel is not a strategic operation, there is no unified developmental strategic thinking, and it is a relatively fragmented and natural development.

4. Hotel Marketing Strategy Analysis

4.1 Innovative marketing and sales channels

At present, the more commonly used marketing channels are through some online apps, such as Ctrip, where to go, flying pigs, etc. for product sales and promotion. Consumers are very random when they choose, open the app and search for hotels near tourist attractions. According to the price to choose, rarely because of the recommendation of others, specifically to find a homestay and then make a reservation. This model belongs to the traditional B2C marketing model, and we need to implement the C2C model, which constantly spreads the virality between users and users. [4] In this process, the role of opinion leaders is critical. In the concept of wet marketing, everyone can be opinion leaders, so in the process of development and management, the hotel can consciously discover and cultivate some opinion leaders, and share their personal feelings into their respective groups through their experience. This is a way for more potential consumers to participate. There is another way to do some publicity through the popular anchor in the webcast room. After accumulating for a period of time, the room of the hotel can be sold in the form of merchandise, and the consumer obtains a QR code or other credentials after purchase. Book your room in advance when you want to stay.

4.2 Building a special product portfolio of the hotel

4.2.1 Change the concept.

The B&B is not just a place to sleep, but a place to enjoy service and a great experience. First of all, the person who is doing the homestay must have such awareness, and can convey such marketing appeals to consumers through certain propaganda channels and daily business services and product

design. When consumers can recognize such marketing appeals, they can still choose such a special homestay if they spend the same price or even slightly higher prices than other homestays. Not only that, but it can also lead to multiple consumption and influence the consumption of others.

4.2.2 Rich product categories

The homestay is not only able to provide accommodation and food, but also has its own characteristics, so that no one is there, no one is good. B&B is developed based on the development of the surrounding tourism industry. Because the threshold is low and the investment is not large, the entry threshold of the hotel market is not high. If it is not differentiated, it is difficult to survive and develop in a fiercely competitive market. Developing a distinctive product category is one way of differentiated operations. These product categories can be a meaningful ritual, or some experience activities developed in conjunction with local traditions. It is to enable consumers to experience a particular life experience when they experience a particular life experience. Now there is a popular saying called net red card.

4.2.3 Enhance the consumer's accommodation experience

From the hardware and software aspects, we constantly improve the quality of the hotel, and truly can think of what customers think and make customers feel at home. The customer's accommodation experience is affected by many factors, and there are customers' own factors. Some guests have high requirements for the accommodation environment and are very picky. Therefore, it is difficult to improve the accommodation experience of these people through the improvement of hardware or software facilities. Because of the influence of objective environmental factors, the various conditions of the hotel are difficult to meet the standards of the hotel, so if you are particularly concerned about the hotel's hardware facilities, it is difficult to upgrade. What we can do is to organize some activities in combination with local folk culture to enrich the connotation and culture of the hotel, and also to provide customers with a deep experience of accommodation, in order to make up for the shortcomings of some hotel hardware and software facilities. In terms of the design of hardware facilities, it can be from the perspective of convenient customers, not necessarily high-tech modern hardware facilities. In terms of software, we will strengthen business training for hotel staff and improve service awareness.

4.3 Exploring and implementing the strategic alliance membership system

Nowadays, the concept of sharing has become very common. Due to the imbalance of various resources and the development of various types of homestays, each hotel can explore strategic alliances. First, implement strategic alliances in the area, including tourist attractions, tourist attractions, and restaurants. Radiation is carried out in a wider range. The form of the alliance can be chosen according to its own situation. It can be a simple sharing of customer resources, or a membership system within the alliance. Members who join the alliance can enjoy a series of preferential services or better services and products to promote the development of alliance members.

4.4 Establishing a customer relationship management database

A customer database can be established through the membership system. Regularly conduct customer satisfaction surveys to understand the customer's experience of accommodation experience, collect opinions and suggestions, which is conducive to product improvement and development. In the development of new products, some loyal old customers can be involved, and the participation of customers can be improved, giving them a sense of ownership. In addition, some social software can be gathered through the network community, and some interactive interactions such as photography and quiz can be carried out regularly. Close the distance from the customer.

4.5 Creating a home brand

Known as the father of "World Integrated Marketing," Schulz believes that brands are things that are recognized by both buyers and sellers and can bring value to both parties. Brands are able to

differentiate their products and services from competitors and facilitate their dissemination. [5] At the same time, for consumers, the same products and services are more willing to choose a brand. The brand creation of the hotel can be done by means of some methods and methods of the modern hotel chain, starting from the area and establishing the brand by the neighboring neighboring houses. This also contributes to the sale and promotion of the hotel products.

5. Conclusion

Through research, you can try to use some modern marketing means to the development of the hotel, and constantly summarize the rules and improve the measures. Although wet marketing emphasizes the importance of groups and circles, the members of the group and the circle are not static. We must constantly study the development rules of groups and circles to adjust marketing strategies and means.

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