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## Case Study – Hotel/travel section

Promote over 150 **hotels** chains through

**Baidu** Key Words (PPC/SEO/SEM), **Mobile/Video** Ads, **Content** network, **Groupon**

### Summary

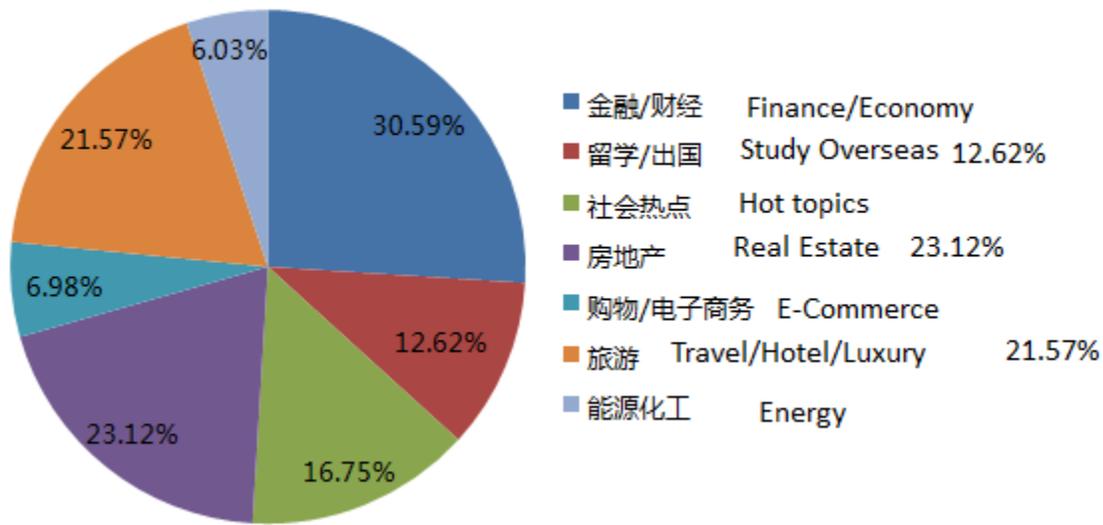
We received an inquiry on helping a hotel agent to promote its website with 150 hotels, the goal is to promote his hotels chains to Chinese business travelers, tourists all year long. Based upon our email, phone call communications, and customer visiting, we understand customer's ads campaign expectation, budget, we come up with the customized online marketing campaign solutions, which is the combination of Baidu key words ads, online mobile/video ads, content network promotions and Groupon promotion. The result is very impressive, customer renewed its ads services.

### Stage 1: Information collection

We did research on hotel related analysis, and get the following information

- **72 Million** Chinese could search you via Baidu search engine if customers are in **Travel/Hotel/Luxury** related business;
- **China** is **#1** internet users in the world with 535 million internet users;
- **Baidu** has **78%** market share in China search engine market
- China is **#1** fast growing travelers market to the US.
- Travelers from China is expected 795,000 in 2013, and will increase by **232%** to 1,861,000 by the year 2016;
- Per traveler spends about \$7,200 on average;
- Travel related revenue from China is expected to **13 billion** in year 2016.

What do Chinese search online?



## Stage 2. Propose the best marketing solutions to customer

Based upon customer marketing campaign budget, we did cost benefits analysis by comparing different promotions channels, including broadcasting (TV, magazine, newspaper), online marketing (mobile ads, search engine ads, groupon), interactive marketing (review, social medias, instant messages, video), vertical industries channel promotion. We come up with the proposal which is to promote hotels through Baidu key words ads, mobile/video ads, content network promotion, and China hotel channel groupon, online review promotion.

## Stage 3. Constant work on key words optimizations to increase organic search result

Once ads campaign started, we constant monitor and adjust the key words to make sure that the key words are effective as online consumer behaviors switched. We increased ads campaign budget during holiday seasons and decreased the budget during off seasons, we created landing page to increase organic search result. We generated weekly key words report to customers, host our regular monthly conference meeting, chat with customer to get their instant feedback about ads campaign.

Our service is to make sure that customer can spend less money to broadcast their ads broadly, effectively, deliver to the targeted customers on time, on demand.

## Stage 4. We provide China ads campaign suits China culture and users behaviors

Being native Chinese, we have in depth knowledge of Chinese culture, digital marketing experiences in China. When our customer told us they want key words campaign, we proposed Baidu, when they told us they want ads on Youtube in China, we proposed them Youku, when they told us they want promote their business on Facebook in China, we proposed them Renren, when they told us they want promote

on travel website, we proposed Xiecheng.



With our business operations in US and in China, we can provide the best services to our customers crossing the world to eliminate their language barriers, remove culture barriers and their online marketing barriers. We provide the complete digital marketing campaign solutions.

**Result:** Customer get daily web traffic 400 clicks, click through rate to 0.5%, higher conversion ratio, customer renewed its ads services.

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