



创意营销如何打造高端度假体验



We all born naked!
我们都生来赤裸



A scenic landscape photograph featuring a hilltop with a castle and modern buildings. The castle, with a prominent tower and battlements, sits atop a forested ridge. Below it, several modern, multi-story buildings with dark roofs and large windows are nestled among the trees. The background shows a vast expanse of rolling mountains under a clear blue sky, with a bright sun on the right creating a lens flare effect.

naked
CASTLE
裸心堡

即将开业的裸心度假村

Upcoming naked Resorts



naked Water
Suzhou



naked Orchard
Suzhou



naked Spring
Shaoxing



naked Fall
Chongqing

1. 裸心市场人的团队精神
2. 定制化内容营销-游戏化推广
3. 打造品牌温度，建立情感链接
4. 拥抱新媒体

1. 团队精神 Team Spirit

- 不断学习, 充满好奇 Keep learning, Stay Curious
- 迅速反应 Move fast
- 保持勤奋 Be diligent

保持勤奋 Be diligent

营销就是创作和消费者沟通的机会

260+

自制视频片段
Videos

280+

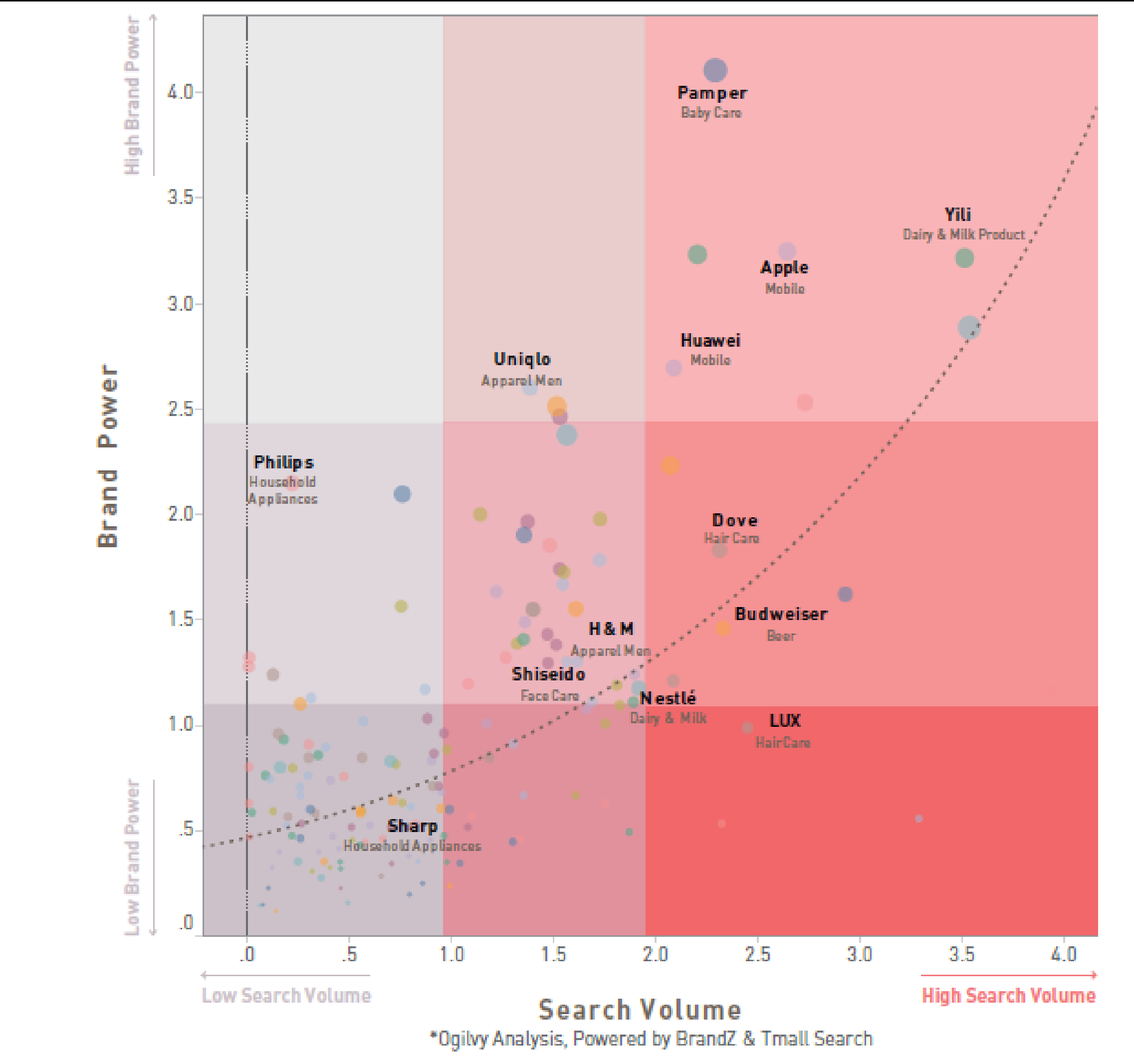
微信推文
WeChat posts

500+

微博推文
Weibo posts

品牌力与自然搜索量成正比

Brand Power VS. Organic Search : Directly correlated



“平均而言，知名品牌的自然搜索量是非知名品牌的15倍。”

——奥美：2018年中国电商平台品牌力调查

“On average, those best known brands have 15 times larger search volume than those less known brands.”

----- Ogilvy report:
2018 WHY BRANDS MATTER ON CHINESE ECOMMERCE

裸心品牌关键词“裸心谷” “裸心堡” 的媒体提及统计
2018 YTD media coverage of naked brand keywords 裸心谷 and 裸心堡



2. 定制化内容营销

Tailor-made content

让你的推广活动变得好玩起来！
GAMIFY YOUR PROMOTION!

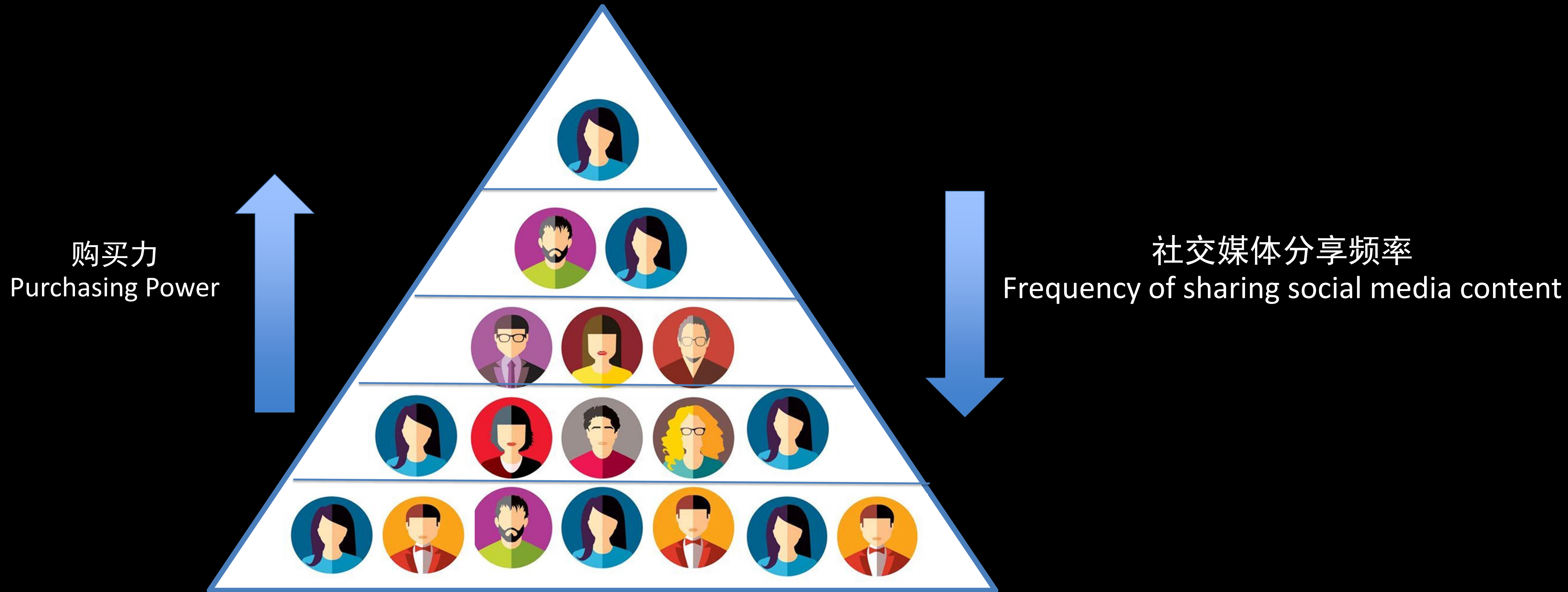


中国第一场沉浸式戏剧
1st wedding immersive drama in China

剧本的撰写基于展示城堡设施和服务
Story is written in the purpose of showcasing Castle facility and service

第一步：了解你的客群

Step 1- Understand Your Customer



消费者画像并不是一成不变的
Your Consumer Persona is not fixed

第二步：制定策略

Step 2- Develop Your Strategy



第三步：执行 - 7天限时推广

Step 3-Execution 7 days limited campaign

We Chat
55.000 followers

EDM
65.000 database

Weibo

3rd parties platforms

幸运大转盘兑奖条款 T&C for Wheel
of Fortune
12月04日



请于兑奖前仔细阅读。Please read through
h before redeem your prizes.

疯转裸心 免房天天送
naked GOES WILD
FREE STAY EVERYDAY

这是真的吗？当然！
免房、一折、二折、三折...六折，你说了算。
微信扫码二维码玩转裸心大转盘
2014年12月10日至16日每天10点开抢。
奖项适用于裸心 | 谷2014年12月24日至2015年2月28日期间的入住。
(公共节假日除外)

每个微信账号仅有一次抽奖机会。赢得优惠代码后次日起的3日内预订你心仪的入住日期。优惠代码仅限于一次预订，可预订一间小屋或一套别墅（含早餐！），至多连住两晚。兑换条款详见裸心官方网站。

Is this real? Yes, absolutely.
Free room, 90% off, 80% off, 70% off...40% off. Let luck decide!
Scan our wechat QR code to play the wild wheel of fortune
From December 10-16, 2014 starts daily at 10am for your holidays
at naked Stables from December 24, 2014 through February 28, 2015
(excluding public holidays).

Each wechat account can play once. Secure your preferred booking dates within three days after winning your promo code. Discount promo codes apply to rooms only (breakfast included!) and can only be used for one reservation, one unit, up to two consecutive nights. Terms and conditions apply. Please see our website for full details.

联系我们
Contact Us
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上海总部: 上海市徐汇区五原路297号2楼, 200031
naked Stables: No.37 Shangqiaochang Village,
Pailou Town, Quzhou, Zhejiang, PRC 313200
naked Retreats: 3/F, 297 Wuyuan Lu, Shanghai, PRC 200031
预定电话/reservations: 400 9200 518 / 021 6433 8901
www.nakedretreats.cn reservations@nakedretreats.cn

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疯转裸心 免房天天送
naked GOES WILD
FREE STAY EVERYDAY

微信扫码二维码玩转裸心大转盘
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Website

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裸心谷年度限时折扣！仅此7天，预订攻略！

2014-12-10 Hi,要不要 一起



活动仅7天，每天数量有限，每日抢完即止

活动效果

Campaign Result



- **15,000+**
新粉丝 new followers
- **25,000+**
参与者 player
- **1000+**
每次推广新增预订量
Room nights per campaign

裸心自有推广渠道

naked Owned Channel at a Glance

135,000+

微信粉丝
WeChat follower

3000+

月均粉丝增长量
Monthly average follower
increasing number

7000+

微信推文月均阅读数
Monthly average reads
for WeChat posts

48%

预订来源于官网和微信
平台的预订
booking from own
booking channels

3. 打造品牌温度

Your Brand's Warmth

聆听你的客人，建立与客户的情感连接
Listen to your guests, Establish Emotion Connection

我们用与众不同的方式来聆听客人

A Different Way to Listen to Our Guests



从这里看出去

202.10.7

Leon
02.18

over this stage!!!!





4. 拥抱新媒体

Embrace New Media

传统媒体
Traditional Media

新媒体
New Media

自媒体
Self Media

自有品牌媒体
Own brand media

KANTAR MEDIA CIC





每个人都是品牌大使
Everyone is a naked Brand Ambassador

每个人都是信息的:

- 消费者
- 创造者
- 传播者





