

Case study

Analyse real-world examples of successful digital marketing campaigns.
Extract lesson learned and apply them to your own strategies.

Brand: Airbnb Brand strategy



From our learnings and research we defined Airbnb's brand mission as 'Belong Anywhere'. This higher purpose gave Airbnb a clear reason for everything they did throughout the business. It all came from their focus on Belonging. This opens in a new window.

Back ground:

- The company was founded in 2008 by Brian Chesky, Nathan Blecharczyk, and Joe Gebbia. Airbnb is a shortened version of its original name, AirBedandBreakfast.com. Airbnb is the most well-known company for short-term housing rentals.
- Airbnb was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to over 4 million Hosts who have welcomed over 1.5 billion guest arrivals in almost every country across the globe.
- From our learnings and research we defined Airbnb's brand mission as 'Belong Anywhere'. This higher purpose gave Airbnb a clear reason for everything they did throughout the business. It all came from their focus on Belonging.

Goals:

- Airbnb's mission is to help create a world where you can belong anywhere and where people can live in a place, instead of just traveling to it.
- At its core, Airbnb is driven by a simple mission statement with bold ambitions: "To create a world where anyone can belong anywhere." At the same time, they want to create an end-to-end platform that will be able to take care of every part of travelers' trips.
- More Value for Money for Guests: Airbnb's Winter 2023 Release strategically aims to escalate competition among hosts, with a clear objective to increase the value for money for guests

Successful digital marketing campaigns:

Successful Airbnb Digital Marketing Efforts

- Branding | Logo Design.
- Clean Mobile App Design.
- Airbnb Mobile Marketing Strategy.
- SEO Strategy Airbnb Hosts Use.
- Paid Advertising for Airbnb Hosts.
- Content Marketing Strategy

Airbnb's "Live Anywhere" Campaign

Through this campaign, twelve people got the chance to live in a new Airbnb location each month for a year, with all expenses covered.

Overall, Airbnb's success can be attributed to a combination of factors, including a unique business model, innovative use of technology, and savvy marketing. By disrupting the traditional hotel industry and creating a more authentic travel experience, they have transformed the way people think about travel.

- Social media strategy is an excellent example for engagement and creativity. They've launched several successful campaigns, such as the #OneLessStranger social experiment, which encouraged users to perform random acts of kindness for strangers and share their experiences online.
- Makeup brand Glossier has a great example of a digital marketing strategy for social media. The brand knows how to leverage its large Instagram following of well over 2.7 million people. Glossier isn't afraid to add personality to its social media content.

Examples:

- We accept
- Experience
Vice
Pantone
- Marine the dog
- Live there campaign

The most effective type of digital marketing varies depending on the business and its target audience, but content marketing, including high-quality blog posts, videos, and social media engagement, often yields strong results.

More information:

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Link::airbnb.com/users/show/12345678