**1 Airbnb: The Product**

1. How does Airbnb position itself differently to stand out from other accommodation booking engines?

* Local Experiences: Airbnb provides an immersive experience, allowing guests to live like locals and explore the neighborhood. Hosts can rent a private residence, such as an apartment, house, Unique Space, or Historic Property from a local homeowner.
* Affordable: Airbnb often offers cheaper accommodations compared to hotels. Guests can find various options, from shared rooms to entire homes, at prices that fit different budgets.
* Insurance: Airbnb provides insurance for hosts. If their property is damaged or lost because of a guest's actions, Airbnb protects hosts as long as the host follows Airbnb's rules.
* Flexible: Guests can stay for just one night or several months. Booking and cancellations were also made more flexible to meet travelers' needs.

1. How has Airbnb diversified its product range to ensure it keeps growing?

* Localizing its product: Guests can stay in local places and experience and feel connected with local people. Guests can be part of local festivals and gain experience. Airbnb offers activities rooted in local culture, like food tours, craft workshops, and neighborhood walks, led by local hosts.
* Website experience: Airbnb has designed its website to be user-friendly and has features that make it easy for guests and hosts to navigate. Due to simple Search Filters guests and book and stay at their desired destinations. Airbnb also provides a personalized website experience for both host and user.
* Airbnb Plus: Airbnb also provides a plus feature to their guests and hosts. Guests who want to stay in expensive places can go through Airbnb Plus. Airbnb Plus is designed to offer guests a more premium, reliable, and stylish accommodation experience while still providing a local, home-like feel.
* Unique places: Airbnb provides unique places such as tree houses, historical places, beachside villas, etc. which helps Airbnb users have a variety of options to stay and experience new places.

**2 Airbnb: The Website/App**

1. How does Airbnb use personalization to produce more relevant pages for users?

* Search History: Airbnb personalizes the webpage for every user based on their interest and from their past search history and places that users tend to visit most. Airbnb keeps a record of their user search history and suggests similar places they have searched in the past or visited recently
* Location-Based Suggestions: Airbnb suggests places based on their user place. Airbnb suggests a pocket-friendly place near the user because low-income people also use their website while traveling or planning to travel
* Customizes the homepage: Airbnb provides a customer homepage for both host and guest. The host can customize their page by adding different things about their places. Guest can customize their home page where they want to visit or they are planning to visit. Customizes the homepage and emails with property suggestions and experiences tailored to the user’s interests.
* Focus on both host and guests: unlike other traveling companies Airbnb focuses on both host and guest by providing different features. This makes hosts list their places more convenient whereas guests can make better decisions when choosing a place to stay.

1. How does it gear the product pages towards making sales?

* Flexible Booking Policies: Airbnb provides information about the booking and cancellation process and refund policies while booking a hotel which makes users stay stress-free.
* Host Information: Airbnb provides host information while renting or booking new places which helps to make users more convenient to stay in Stanger spaces stress-free.
* Guest Reviews: Airbnb not only provides host information they also provide a guest review. So the guest can book a place without worrying about their property damage.
* Easy hosting service: Host can easily list their place on Airbnb which makes it more convenient for hosts to list and use their platform.

**3 Airbnb: Marketing and Social Media**

1. How does Airbnb use articles and videos to keep the guests and hosts engaged with the platform?

* Content for Hosts: Airbnb provides educational content for guests and hosts such as booking and cancellation information, pricing and host details for guests, legal and tax information, photography tips, and trick and training for host for hosts.
* Travel Ideas: Airbnb provides Inspiration and travel ideas for guests. Airbnb uses videos showcasing unique destinations, hidden gems, or new types of travel experiences in its articles. And also highlight such as local restaurants, attractions, and experiences.
* Visual Content: Airbnb uses videos to create engaging, immersive experiences, allowing users to visually experience potential stays or destinations in their articles. They also include high-quality property tour
* User Experience: Airbnb uses user experience in their articles and videos to attract new users to use their platform

1. How does Airbnb use Facebook, Instagram, and Twitter to build and convert an audience of guests and hosts?

* Airbnb uses Facebook, Instagram, and Twitter to build and convert an audience of guests and hosts in the following ways:
* Advertising: Airbnb uses Facebook, Instagram, and Twitter advertising tools to target both hosts and guests. For guests, Airbnb uses a highlight of the property and a tour plan to explore a new place. The host, they Facebook ads to show the advantages of Airbnb for their hotel or place.
* Community: community on Facebook, Instagram, and Twitter where the Airbnb community is built people come and share their problems and solutions. This helps to build trust in the company and community
* Event Promotion: Airbnb uses Facebook, Instagram, and Twitter for event promotion. This helps to get potential new users into their platform
* Video Content: Airbnb uses social media to prompt their content and reach new users. In different social media platforms, they showcase special events, host interviews, and behind-the-scenes which help to connect the user.

**4 Airbnb: Community**

1. How does Airbnb maintain and grow its online community?

* User-Generated Content: to build trust and engagement Airbnb encourages and reviews picture uploads by guests and hosts. This also helps to attract new potential user to their platforms
* Social Media Engagement: Airbnb uses platforms like social media to showcase their stories and event property to global user
* Focus on user Feedback: unlike other traveling companies Airbnb doesn’t ignore feedback from their user. They confuse and try to improve from feedback given by their user.
* Continuous Innovation: Airbnb continues to try new things to make there their online community engaged by trying different things

1. What part does community play in their business growth?

* Continue innovation: Airbnb continues to innovate its product. They introduce new features to their platform such as guest review host information which helps to build trust between new user and their current user.
* Community-Based Support: Airbnb supports its users via different platforms. They try to resolve their user problem and any other confusion that may have occurred to their user
* Improvement Through Feedback: Airbnb focuses on user feedback they keep tracking feedback given by users and continue to improve their product which helps them to connect to new users and gain trust.