



春秋航空  
SPRING AIRLINES

想飞就飞



## *Innovative LCC Marketing Methods*



[www.china-sss.com](http://www.china-sss.com)



95524



[weibo.com/springairlines](http://weibo.com/springairlines)

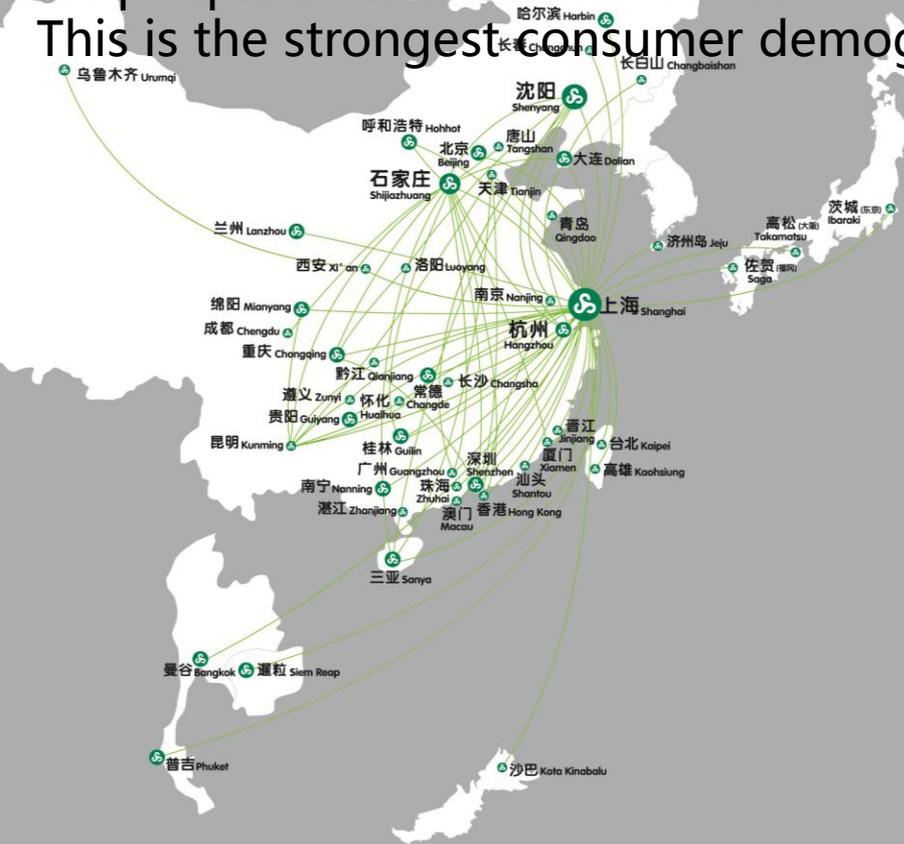


[www.facebook.com/SpringAirlines](http://www.facebook.com/SpringAirlines)

# First LCC in China was born in Shanghai

The year 2005 gave birth to China's first Spring Airlines Operation in the Cosmopolitan city of Shanghai. It has become the brand of choice in China for people in their 20's – 40's.

This is the strongest consumer demographic in China today.



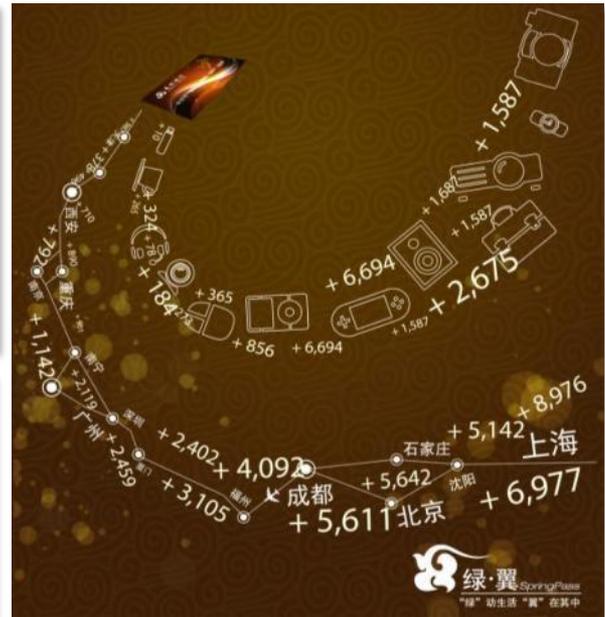
*Flight Network*



You can get Spring Plus Airfare for the same rate as an economy ticket and still be able to Have a business class experience. This has attracted many new business customers.



# Versatile and Useful Frequent Flyer Program



Utilities in addition to other everyday expenses can be paid via our FFP program

# Speedy & Convenient Commuting Between Flights and High Speed Railway



热烈庆祝  
**空铁快线开通华东15市**  
畅·快·旅途 **购机票, 送高铁票!**

空铁快线不受火车票预售期的限制提前为您的旅途作好安排

已开通南京、苏州、嘉兴、昆山、镇江、丹阳、桐乡、杭州、无锡、常州、宁波、义乌、台州、绍兴、合肥15个城市往返上海的高铁预订

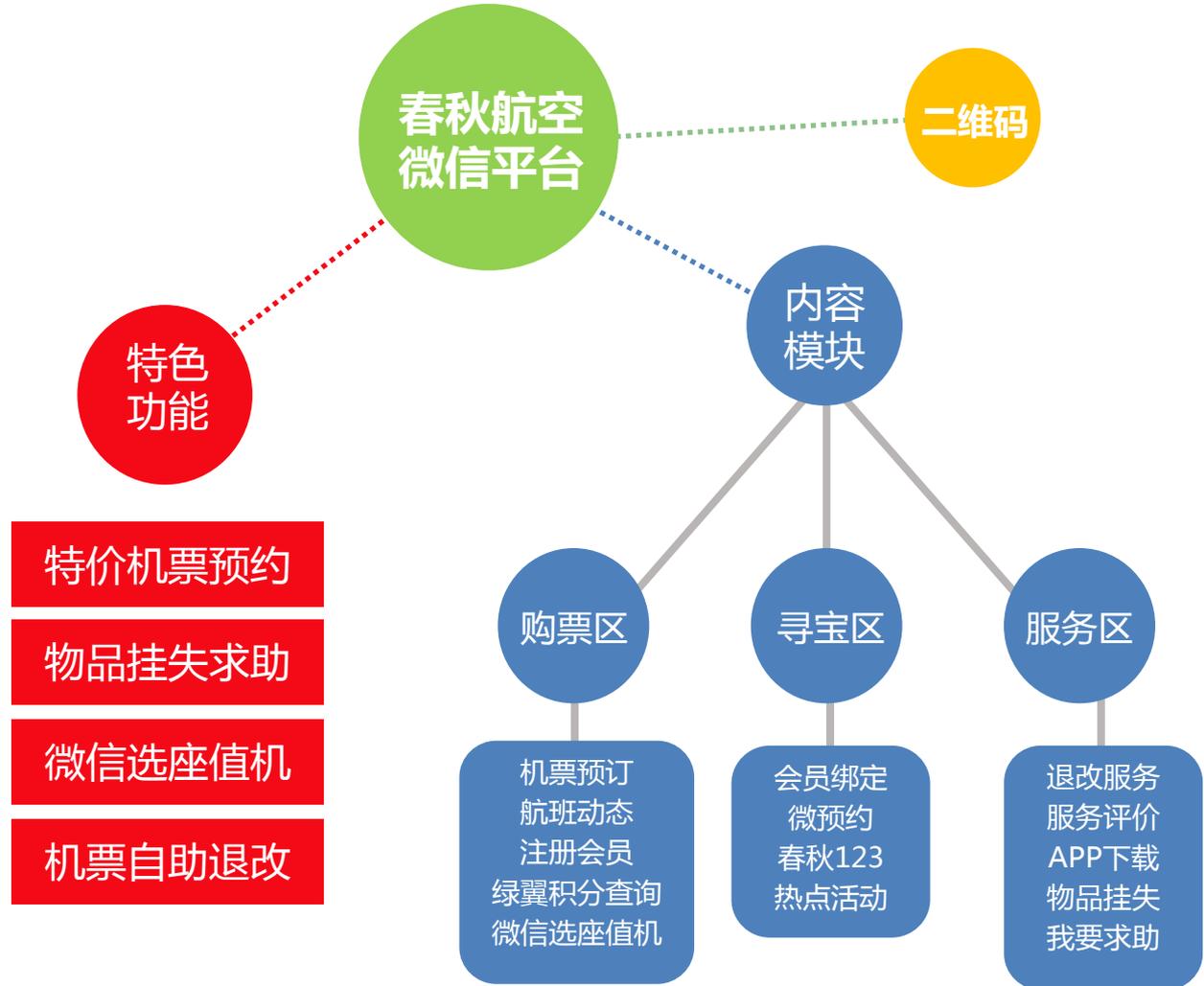


The National Chinese Broadcast Television Network Highly Recommends and Approves this type of traveling.

# Useful Social Media Marketing tools such as We-Chat Chinese Equivalent to Facebook



We Chat has Over 400 Million Users



# Digital Marketing

从客户的数据特征与销售产品中,利用统计分析的方式,归纳出各种产品的最佳目标客户群,用以增加营销活动的 Response Rate,同时降低 Acquisition Cost

## 回应模型



## 顾客评级模型



从客户现有的每一个特性字段中,分析推估是否与后续的购买行为产生关联性,藉以了解客户的价值及未来 Profitable的潜力

从客户数据中,依照分类标准,将现有的客户做评级划分,一来可针对不同级别的客户,提供最适当的营销服务,二来有利于公司规划高低端产品的市场定位及营销策划



## 顾客细分模型



## 交叉销售模型

分析现有的客户交易数据,客户拥有那些商品后,会对后续的商品有较浓厚的兴趣,找出最好的推荐商品组合.交叉销售模型可采用个别倾向模型或关联群组模式(Affinity Grouping)

# Helping our customers make their Traveling Dreams come true

We have already helped over 170 customers make their dreams come true taking them to over 30 different cities.

The Spring Airlines Make A Dream Program has already been marketed to over 84 million users Program

The image displays three overlapping screenshots of Weibo posts and activity cards for the 'Dream Summoning' campaign. The top screenshot shows a post with the text: "#梦想召集令#再不疯狂，我们就老了！生活不能只是惯性、永无止境！拥有梦想，只是一种本能；实现梦想，那将铸就你的生活。30个城市，圆你170个梦想，关注@春秋航空 大声告诉我们你的梦想，转发并@ 挚友，340张0元机票可能会有你的一份~活动详情 <http://t.cn/zlr2RA6>更多特价请至<http://t.cn/zlrL5iv>". Below it is a post with the text: "#梦想召集令#你或许曾经一个人逛街，一个人看电影，一个人K歌，一个人干着一群人看事情。打住！一个人并不凄凉！番外篇#独行者#，正式召集想一个人独闯天涯的你！关注@春秋航空，转发并@ 三位“独行者”，30个天涯<http://t.cn/zlkHnd4>，由你选！<http://t.cn/zlk87pL>". The middle screenshot shows an activity card titled "梦想召集令之光棍" (Dream Summoning Single's Day) with a deadline of 11-09 12:00 and a "参与抽奖" (Participate in Drawing) button. The bottom screenshot shows a post with the text: "#梦想召集令#官微最后一波！梦想，不是看到结果才去实现；旅行，不是看到终点才启程。有些路，走下去很累，不走，则必定是后悔！如果你已准备前行，那请关注 @春秋航空，转发微博说出你的梦想，5套免费机票，<http://t.cn/zj290GF> 带你起航！<http://t.cn/zj2Cgbt>". Below it is an activity card titled "梦想召集令最终回.." (Dream Summoning Final Round) with a deadline of 11-23 16:00 and a "参与抽奖" button. The bottom-most screenshot shows a post with the text: "11月19日 11:13 来自微活动-梦想召集..." and engagement statistics: "转发(39522) | 收藏 | 评论(31679)".

# Spring Airlines Dream Program also helping University Students

Since 2011 we have helped over 300 students get to their respective universities : This particular program has already been marketed to over 50,000,000



# Various types of live marketing events



勤奋的顾小宝：我们浦东的嫦娥妹妹@春秋航空

收起 | 查看大图 | 向左转 | 向右转



@勤奋的顾小宝  
weibo.com/u/1899295871

# Tai Qi is a big part of Spring Airlines Culture and useful in Marketing







Thank You