



The Hottest Selling Global 「Hotel+」 B2B Platform

最热卖的全球「酒店+」分销平台

CONVERGENT MARKETING CHANNELS & PLAN 2019



78%
direct contracting
properties

1,000,000+
room nights
annually

50+
destination
countries

20,000+
hotel
partners

3,000+
clients

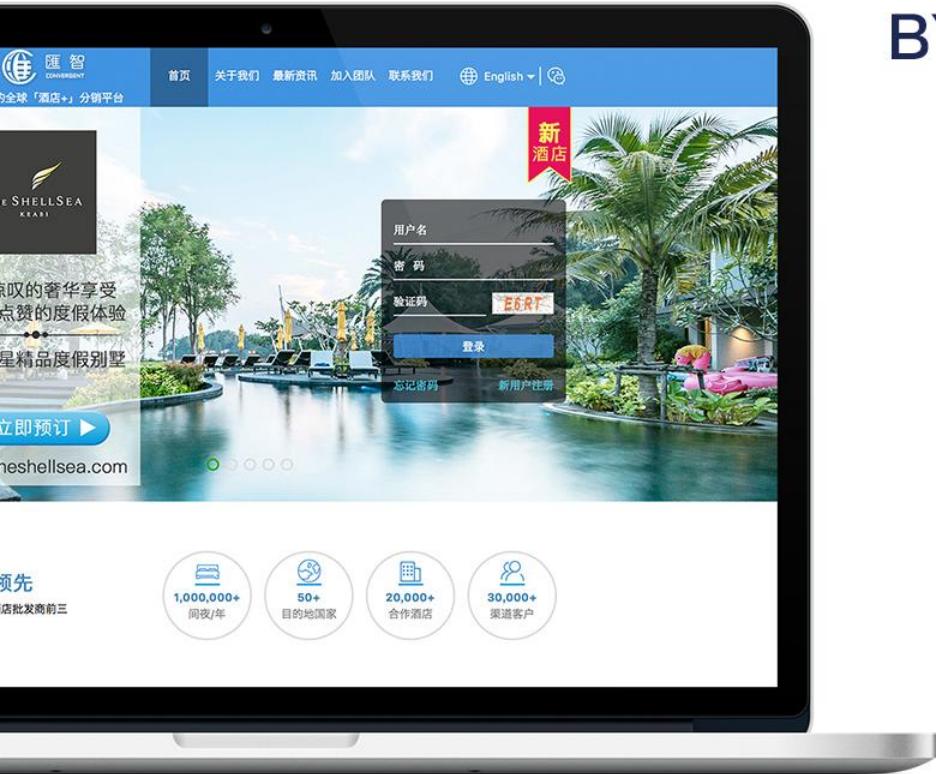
ABOUT CONVERGENT

One of the top 3 overseas hotel wholesalers in China.

+

Hotel marketing services with multi-dimensional channels

EXTEND YOUR MARKET EXPOSURE BY OUR DIVERSE CHANNELS



Social
medias

Banner
Ads

WeChat

Flash Sale
&
Marketing
Campaign

EDM

Exhibition
&
Roadshow

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SUCCESSFUL MARKETING CASES 2018

B2B road show

8 hotel partners joined in our road shows as sponsors.

All channels promotion for hotel

Taking Sunsuri Phuket as an example, which had a great outcome with marketing help.

Flash sale

In Double 11 Shopping Festival, we achieved 10,217 room nights in one day.

SUCCESSFUL CASE IN MARKETING 2018

B2B ROAD SHOW



B2B road show Guangzhou
5 September 2018
200+ travel agents
4 hotel partners



B2B road show Shenzhen
8 November 2018
300+ travel agents
4 hotel partners

SUCCESSFUL CASE IN MARKETING 2018

B2B ROAD SHOW

Hotel video display



Hotel presentation time



SUCCESSFUL CASE IN MARKETING 2018

B2B ROAD SHOW

Face to face communication



Lucky draw sponsor



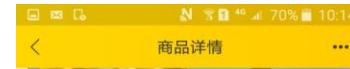
SUCCESSFUL CASE IN MARKETING 2018

SUNSURI PHUKET

- *All channels marketing in 6 months
- *20+ Channels
- *10,000,000+ Exposures



Off-line Road show,
Banks, Airlines



Flash sale ,
marketing campaign



CONVERGENT MARKETING 2018

SUNSURI PHUKET

ROI

100 room nights barter

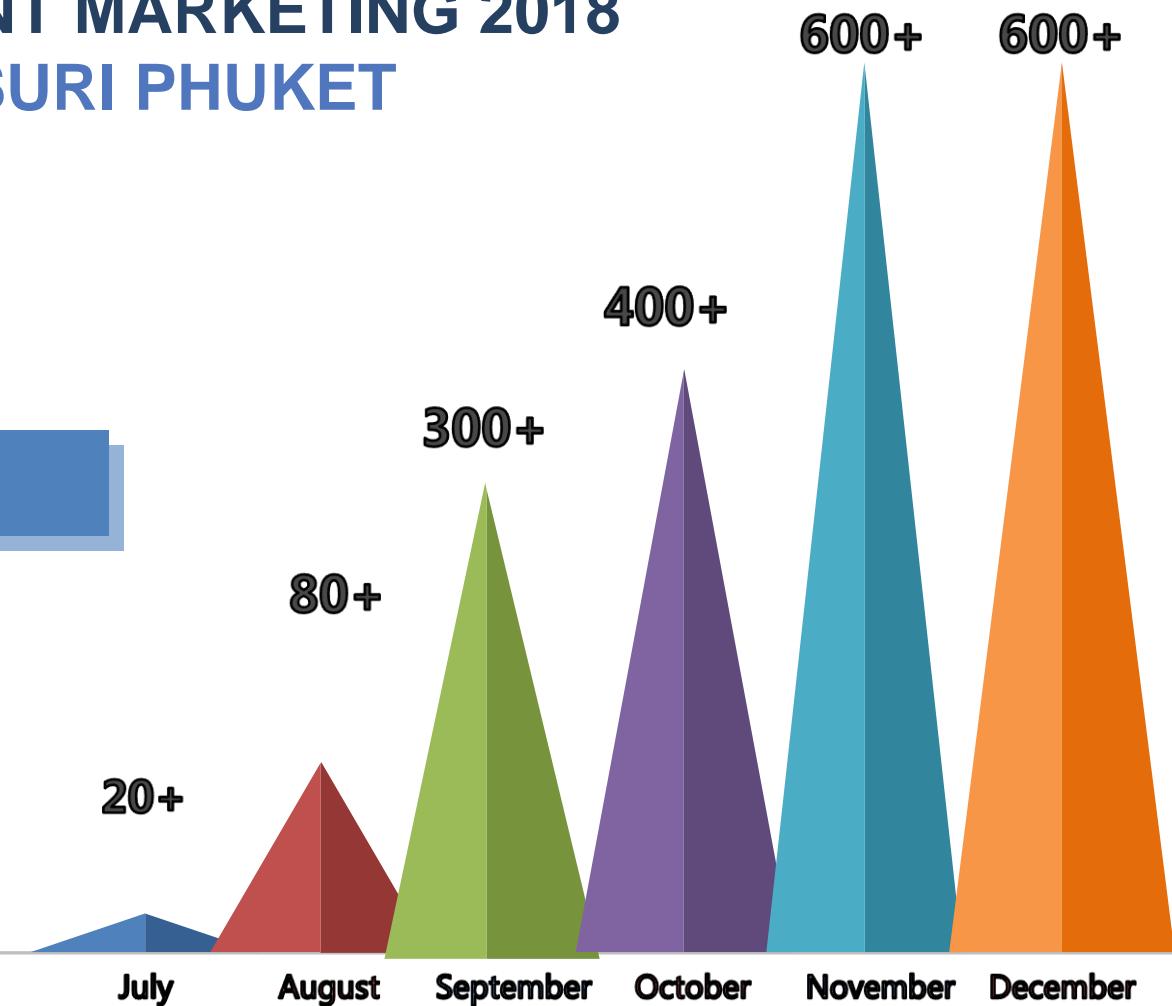


500+ orders,
2000+ room nights



20 times outcome

Sales Volume
Room nights



SUCCESSFUL CASE IN MARKETING 2018

DOUBLE 11 SHOPPING FESTIVAL

10,217
room nights
sales volume in
all channels of
Convergent

- Flash sale on 11th, November
- a Chinese “Black Friday” marketing campaign
- Crossover cooperation



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MARKETING CHANNELS & PLAN 2019

B2B
channels

Exhibition
&
Road show

Package
&
crossover
cooperation

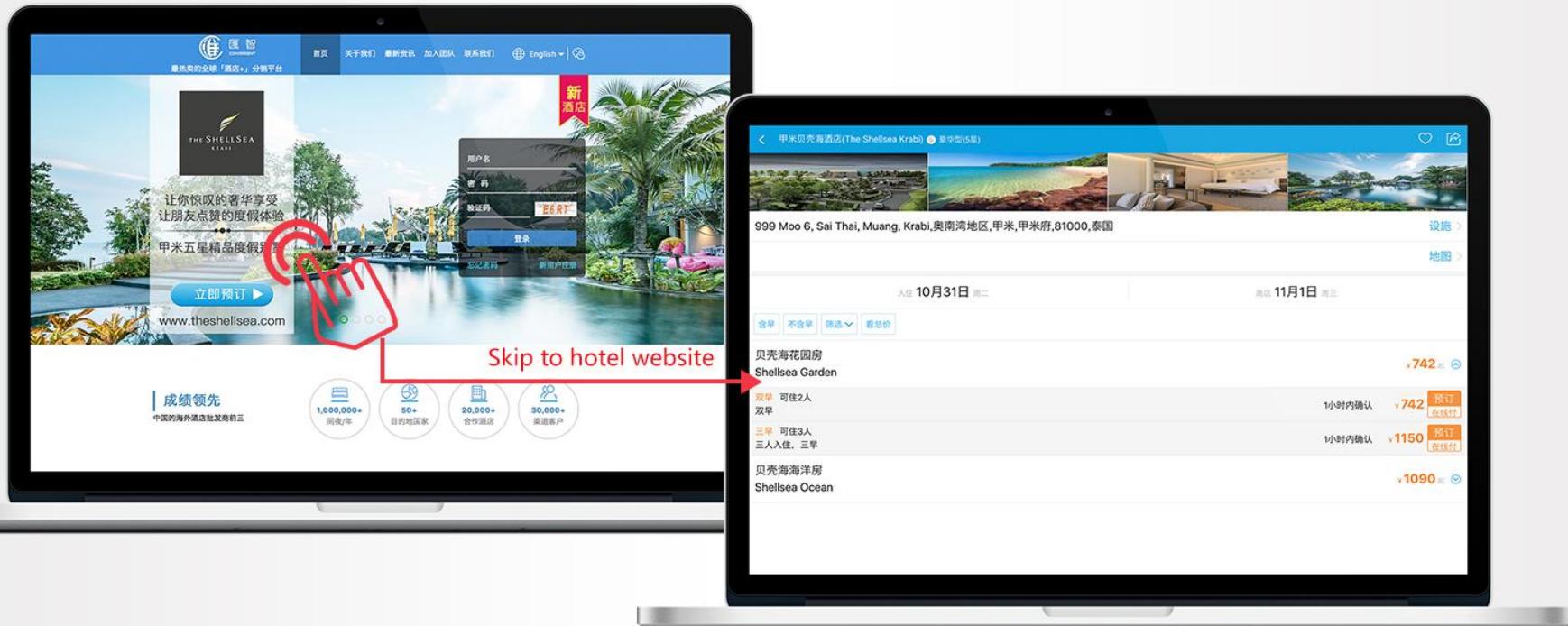
Flash
sale

Social
medias

B2B CHANNELS

CONVERGENT B2B PLATFORM BANNER

4,000+ Registered clients & Channel partners
 500 page views a day & **high click-through rate**



The image displays a laptop and a tablet showcasing the CONVERGENT B2B platform. The laptop screen shows a hotel's landing page, featuring a large image of a tropical resort, a login form, and a 'Skip to hotel website' button. A red hand icon points to this button. The tablet screen shows a detailed hotel listing for 'The Shellsea Krabi' in Thailand, displaying room rates and booking options.

Laptop Screen (Left):

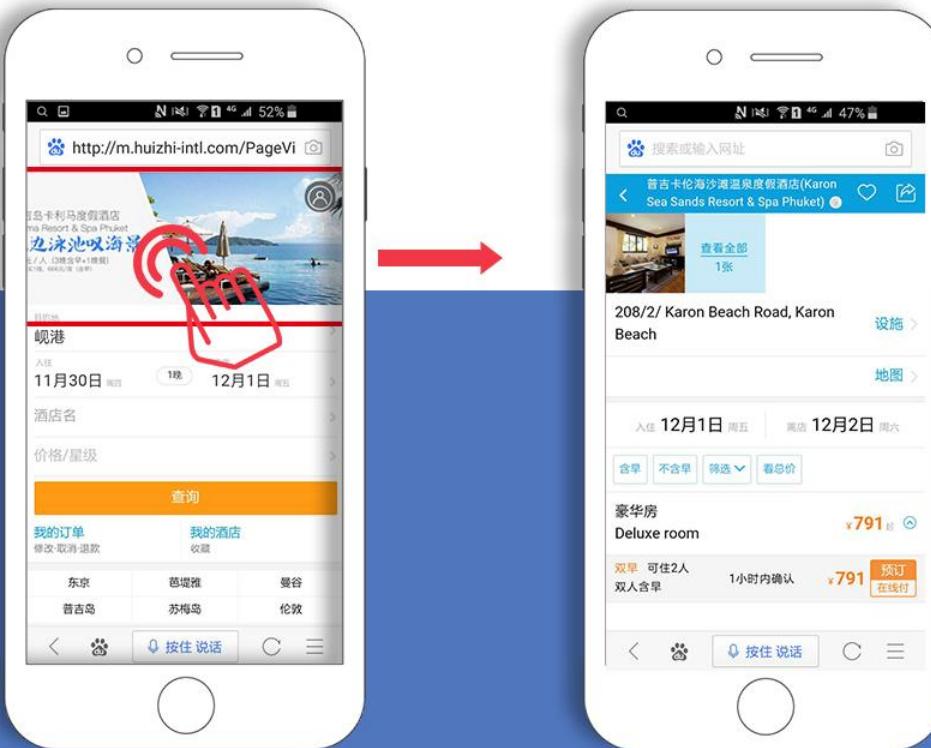
- Header: CONVERGENT, English, etc.
- Hotel Image: THE SHELLSEA KRABI
- Text: 让你惊叹的奢华享受
让朋友点赞的度假体验
甲米五星精品度假酒店
- Call-to-action: 立即预订 > www.theshellsea.com
- Statistics: 成绩领先
中国的海外酒店批发商前三
1,000,000+ 策划/年
50+ 目的地国家
20,000+ 合作酒店
30,000+ 渠道客户
- Text: Skip to hotel website

Tablet Screen (Right):

- Header: 甲米贝壳海酒店(The Shellsea Krabi) ★★★★★
- Image: Hotel exterior and interior
- Address: 999 Moo 6, Sai Thai, Muang, Krabi, 奥南湾地区, 甲米, 甲米府, 81000, 泰国
- Check-in: 10月31日 周二
- Check-out: 11月1日 周三
- Room Options:
 - 贝壳海花园房 Shellsea Garden: 双早 可住2人
三早 可住3人
三人入住, 三早
 - 贝壳海海洋房 Shellsea Ocean: 双早 可住2人
三早 可住3人
三人入住, 三早
- Prices: 742元 (1小时内确认), 1150元 (1小时内确认), 1090元 (1小时内确认)

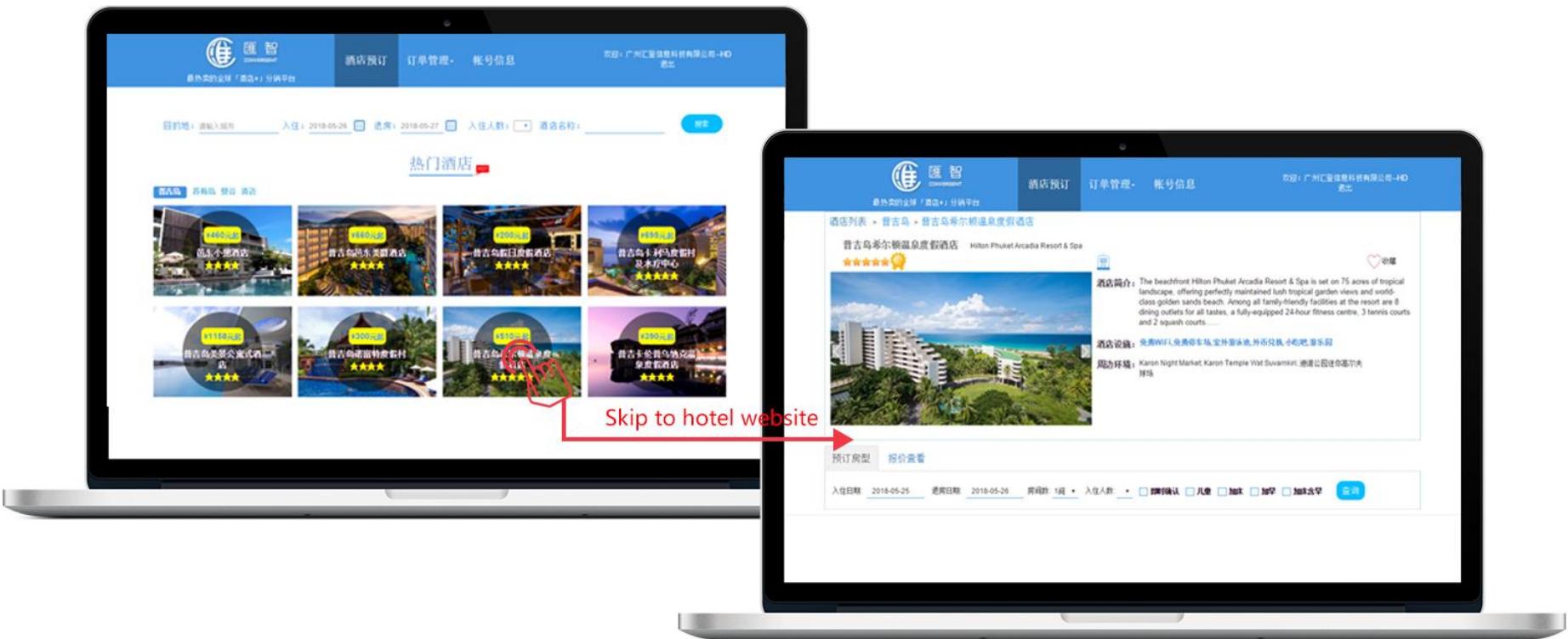
CONVERGENT B2B PLATFORM

MOBILE WEBSITE BANNER



CONVERGENT B2B PLATFORM

HOT SALE LIST



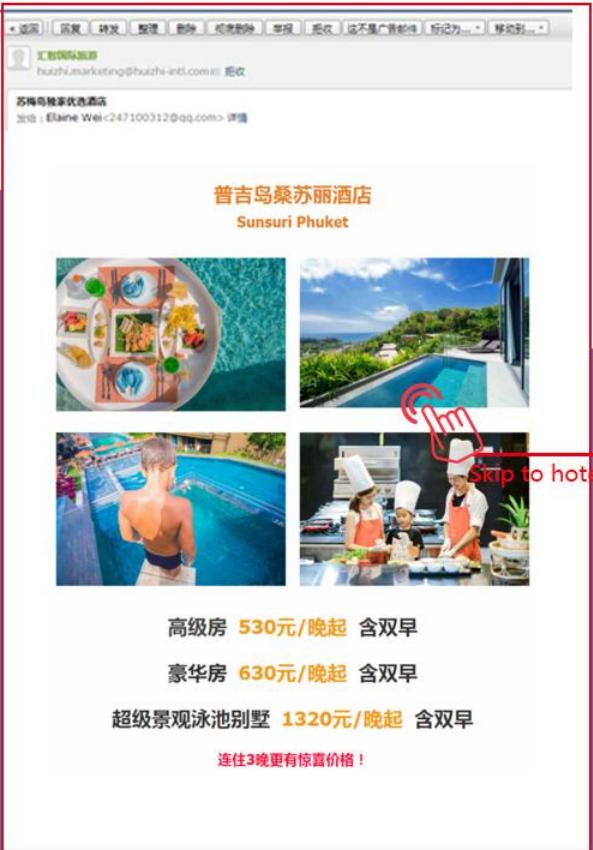
B2B CHANNELS CONVERGENT WECHAT

4 topics a month to **5,000+** WeChat subscribers and followers



B2B CHANNELS

EDM



To **5,000+** e-mail Inboxes of travel agencies& tour operators.**Direct and precision marketing.**

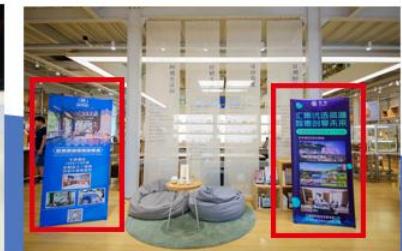
B2B CHANNELS EXHIBITION & ROAD SHOW



The Marketplace for China's Travel Industry



Hotel presentation on road show



Hotel flyers on exhibitions

We join more than 30 exhibitions & road shows a year. **As an co-exhibitor** with Convergent, reaching 2,000 potential buyers every show.

B2B ROAD SHOW PLAN 2019

JOIN AS A SPONSOR



- 200-300 agents & partners every city
- Good opportunity for hotel branding
- Maintaining good relationship with agent partners
- Developing new channels



Presentation



X-Banner

NEXT Road show

Chengdu –April
Shenzhen-September
Kunming-October



Hotel logo

EXHIBITION PLAN 2019

JOIN AS A CO-EXHIBITOR



- *Good branding opportunity
- *Marketplace for China's travel industry
- *Face to face communication with agents



Shanghai
15th -17th May



Shanghai
30th October -1st November



B2B FAIR PLAN 2019

CHINA-OUTBOUND MARKET EXCHANGE

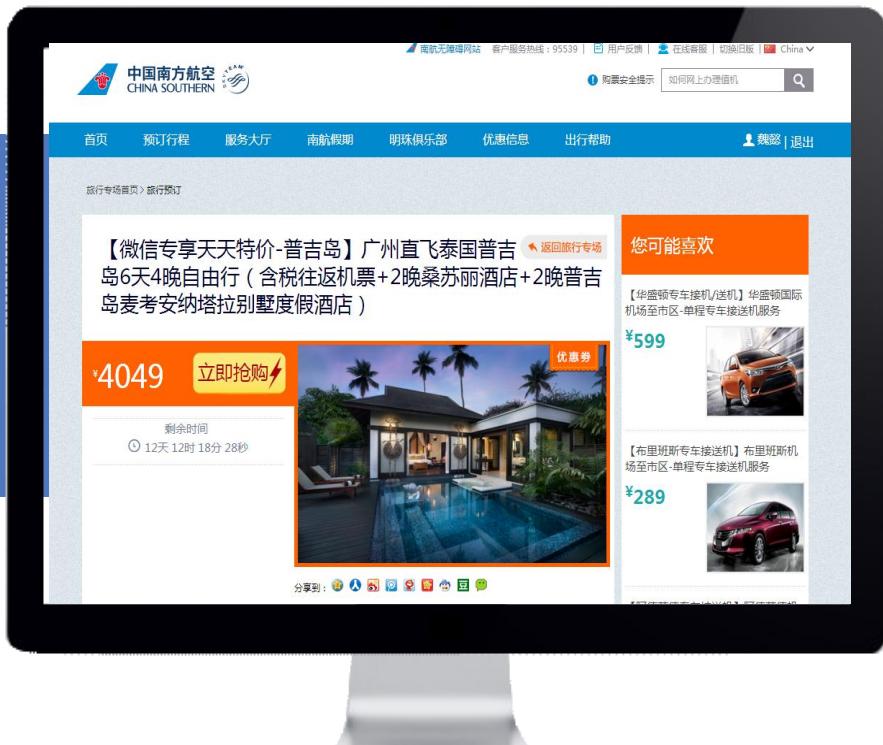
JOIN AS A CO-EXHIBITOR



- Held in 15 cities 2019
- 800+ agents & partners every city
- Good opportunity for hotel branding
- Face to face communication with agents

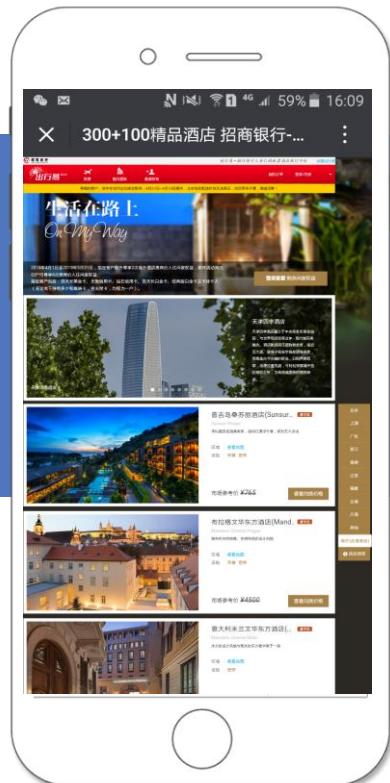


PACKAGE&CROSSOVER COOPERATION CHINA SOUTHERN AIRLINES



- Pack accommodations with air tickets
- Shown on CSA' e-shop & WeChat menu
- **4 big sale** campaigns per year
- **10,000,000+members**
- **20,000+clicks&readings per day**

PACKAGE&CROSSOVER COOPERATION CHINA MERCHANTS BANK



- **5,000,000+ VIP members**
- Shown and promoted on bank's mobile App
- A target group with strong purchasing power

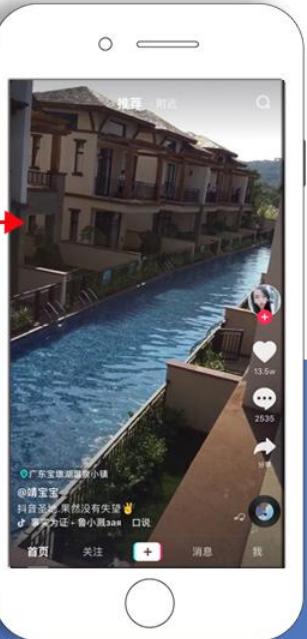
SOCIAL MEDIA



RED: A Top 5 social, life and travel sharing App in China.



Tik Tok: No.1 short video sharing App in southeast Asia.



✓ KOL or hotel connoisseur having an experience in the hotel. ✓ Videos/advertorial/ photo sharing in these two APPs.

✓ 60,000+ followers, cover 300,000+users. ✓ A new, modern ,precise marketing channels.

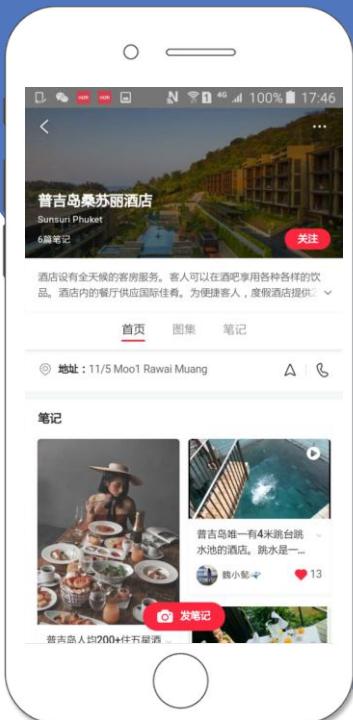
SOCIAL MEDIA EXAMPLE

KOL with **100,000+ followers**

Experiencing hotel

Posted advertorial on social medias WeChat, RED ,TikTok...

Booking from the link on their page

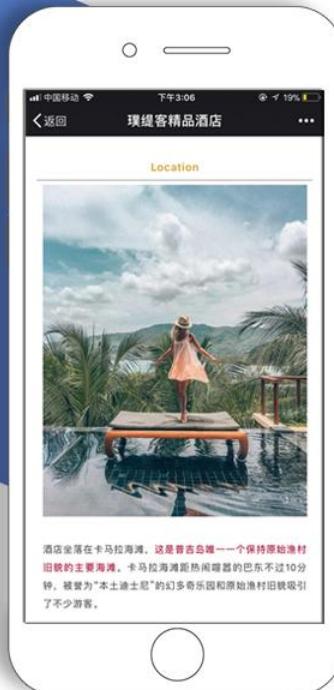


SOCIAL MEDIA WECHAT OF PUTIKE

500,000+ followers

10,000+ click & reading per advertorial

Skip to booking page.



PUTIKE
璞提客

Feekr



FLASH SALE

DOUBLE 11 SHOPPING FESTIVAL



Flash-buy products or other
Eye-catching product TBD

Coupons and lucky draw entrance

Selected top-selling voucher product

DOUBLE 11 SHOPPING FESTIVAL

BRANDING+BUSINESS OPTIMIZATION



更多会场 > 越玩越过瘾

主会场 > 国内游会场 > 出境游会场 > 机票会场 > 酒店会场 > 周边游会场 > 境外玩乐会场 > 日本会场 > 泰国会场 > 特价海岛会场 > 欧洲会场 > 海南会场 > 云南贵州会场 >

港澳海外

海免度假 已售252件
海免度假 已售128件
周边玩乐 已售12件
周边玩乐 已售126件
万豪双11香港澳门都市之旅含双早 每日双人自助早餐
双11 ¥1199起 定金99元
双11 ¥1488起 定金99元
帝盛香港湾仔旺角丽悦单双晚任选
多店透+超长有效期+5折权益
双11 ¥488起 定金50元
双11 ¥1036起 定金99元

香港红钻 已售12件
香港红钻 已售32件

更多商品 多店满免 港澳海外
江浙沪粤 华北东北 云贵川渝
广东珠 海南三亚 国内其他
美食玩乐

返回顶部 ^



GMV on a day



Exposures



Clicks

THE HOTTEST SELLING HOTEL AWARD 2019



- The biggest event of Convergent 2019
- one certificate awards by Convergent&media
- 50+ press release&1,000,000+ exposure on social medias
- 20+ hotel awards
- 100+ KOL attendees
- 200+ agents & partners attendees
- 50+ cooperative medias

小红书
全世界的好东西

PUTIKE
璞缇客



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MARKETING RATE & BARTER 2019

MARKETING RATE

Convergent B2B platform		
B2B channels	website banner	Size:1920*640 px one month online skip to B2B booking page
	mobile website banner	Size:420*150px one month online skip to B2B booking page
WeChat advertorial& promotion		
	WeChat advertorial& promotion	One full page advertorial of one issue, skip to B2B booking page
	WeChat advertorial& promotion (share page)	One share page advertorial of one issue. Skip to B2B booking page
EDM		
	Convergent EDM system	One E-mail to 5000+ agents. skip to B2B booking page

MARKETING RATE

Exhibition & Road show	Convergent Road show		
	sponsorship in one city	10 minutes Presentation to 300+agents, X-banners, Logo and video display	US\$1,000- 3,000
	ITB China Co-exhibitor		
	Shanghai	1 Backdrop of sharing booth , flyers,1 badge	US\$2,500
	ILTM China Co-exhibitor		
Shanghai	sharing booth , flyers, badge	US\$3,000- 9,000	
B2B FAIR CHINA-OUTBOUND MARKET EXCHANGE			
sponsorship in one city	one of 15 cities, 1 Backdrop of sharing booth, flyers, sponsorship	US\$800	

MARKETING RATE

Package & crossover cooperation	China Southern Airlines		
	CSA' e-shop & WeChat menu	Package of accommodations and air tickets. booking page in China Southern Airline' e-shop	US\$5,000
Social Media	China Merchants Bank		
	bank's mobile App	One page advertorial . booking page in bank's e-shop	US\$5,000
Top and popular Apps			
Social Media	RED,TikTok	Inviting KOL or hotel connoisseur to experience the hotel. Advertorial ,photos and videos sharing in these two Apps.	US\$5000 &extra rooms for experience
	Wechat of Putike		
	WeChat advertorial&sale	One full page advertorial of one issue. Skip to booking page	US\$5,000

MARKETING RATE

Double 11 Shopping Festival			
Flash sale	sales page on Fliggy	One day flash sale on 11 ,Nov. Advertisorial and e-shop	US\$5000 &exclusive room rate

The Hottest Selling Hotel Award 2019			
Awards	one certificate awards by Convergent & media	The biggest event of Convergent 2019 50+ press release&1,000,000+ exposure on social medias 20+ hotel awards 100+ KOL attendees 200+ agents & partners attendees 50+ cooperative medias	US\$4000 &exclusive room rate

▲Equal amount of room nights, striking balance is accepted if **using barter**.

▲The rights of accommodation for room nights shall come into effect within 5 days after the publication and shall be valid for a long period.

MARKETING PACKAGE



B2B
marketing
package
US\$8000
20%OFF
US\$6400

- Website banner(2 months) **US\$3000**
- WeChat advertorial& promotion(2 issue of full page advertorial) **US\$3000**
- Convergent EDM system(2 E-mail to 5,000+agents) **US\$2000**

MARKETING PACKAGE

Multi- channels package

~~US\$12000~~

20% OFF

US\$9600

- Sponsorship in Convergent road show(1 city) **US\$3000**
- RED , TikTok (KOL experience and Advertorial ,photos and videos sharing in these two Apps)**US\$5000**
- website banner(one month)**US\$1500**
- WeChat advertorial& promotion(One full page advertorial)**US\$1500**
- Convergent EDM system(One E-mail)**US\$1000**

MARKETING PACKAGE



Exhibition & road show package

US\$15500

20% OFF

US\$12400

- Sponsorship in Convergent road show(2 cities) **US\$5000**
- ITB China Co-exhibitor **US\$2500**
- B2B FAIR :CHINA-OUTBOUND MARKET EXCHANGE(choose 5 of 15 cities) **US\$4000**
- website banner(one month) **US\$1500**
- WeChat advertorial& promotion(One full page advertorial) **US\$1500**
- Convergent EDM system(One E-mail) **US\$1000**

MARKETING PACKAGE

Social media package

~~US\$19000~~

20% OFF

US\$15200

- RED , TikTok (KOL experience and Advertorial ,photos and videos sharing in these two Apps)**US\$5000**
- Wechat of Putike(One full page advertorial and e-shop)**US\$5000**
- China Merchants Bank(Advertorial and e-shop on bank's App)**US\$5000**
- website banner(one month)**US\$1500**
- WeChat advertorial& promotion(One full page advertorial)**US\$1500**
- Convergent EDM system(One E-mail)**US\$1000**

FEEDBACK REPORT

After the marketing campaign, a general feedback report including the date such as **total audience**, **Page view**, **click rate**, **effective reach**, **click value rate** will be created, which make sure all the processes are monitored and can be improved.

