

# **Strategies for Social Media Marketing and Local Tourism Development**

**A Case of Zibo, Shandong Province**





# The Internet Virus Spread of Zibo Barbecue

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## **The Popular Topic on Douyin:**

In March 2023, the topic "College Students' Group Trip to Zibo for Barbecue" topped the Douyin hot search list. It had 5.253 million searches and 210 million views.

2

**Boosted by influencers and KOLs:** Evaluation videos by food influencers like Wulala and B Tai received a large number of likes, demonstrating the high cost - performance of Zibo barbecue and the enthusiasm of local people.

3

**The Star Effect:** Stars shared their experiences of Zibo barbecue on social media, attracting the attention of their fans and further expanding its popularity.





## Old Industrial City to New Cultural and Tourism Star City

5.96 Million Video and  
28.4 Billion View on Douyin



61 Million Tourists

Revenue from domestic tourism

63 Billion

# Communicative Power of Social Media

## **Cultural Phenomenon:**

1 Zibo barbecue has transformed from a local delicacy into a national focus of discussion.

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2 **National Attention:** It has broken through geographical limitations and attracted the attention of people from all over the country and even overseas Chinese.

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3 **Rapid Dissemination:** It obtained millions of reads and a large number of interactions in a short period.

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4 **Platform Interaction Functions:** Functions such as likes, comments, shares, and reposts have promoted the spread of the topic.

# Reasons for the Sensation

## Active Government: Service - oriented Ecosystem

distributed 500,000 consumption vouchers

Special bus line / Barbeque map / barbeque festival / information service

strictly investigated overcharging behaviors

## **Widely Supported by the Mass**

Culture of Friendly Shandong

Healthy interaction between tourists and merchants

## Industrial Synergy

Mayor agricultural and industrial province

Lower prices of consumer goods.

## User Experience

Quick response and refined management.

Warm reception from the government to residents

