

Research on the Marketing Strategy of Study Tour Startups: Take Fengfeng Huohuo Travel Agency as an Example

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ABSTRACT

With the reform of the education system and changes in family education concepts, the study tour market has risen rapidly. This study focuses on marketing and communication strategies of study tour start-ups, taking Fengfeng Huohuo Travel Agency founded by Zhang Xuefeng as a case. The market shows trends such as expanding scale, diversified products and demand, but start-ups face fierce competition, capital constraints, and insufficient professional capabilities. Fengfeng Huohuo Travel Agency targets students and parents in the college entrance examination stage through precise positioning, differentiated services and brand building. Using case analysis, this study examines market positioning, target customer analysis, 4P+4C strategies and innovative communication, finding that diversified online-offline strategies, KOL cooperation, VR experience and educational cooperation improve brand awareness and competitiveness, offering reference for other study tour start-ups.

KEYWORDS

Study tour; Start-up; Marketing communication; Market positioning; Brand building

1 Introduction

With China's education reforms and the rising demand for quality-oriented learning, the study tour market has grown rapidly, offering students experiential learning opportunities that combine education and travel. For high school students facing major academic and career decisions, study tours provide valuable exposure to universities, industries, and real-world environments. At the same time, start-ups have become an important driving force in this expanding market, yet they face challenges such as intense competition, limited resources, and insufficient professional capabilities. This study investigates the marketing and communication strategies of study tour start-ups, using Fengfeng Huohuo Travel Agency—founded by education influencer Zhang Xuefeng—as a case. Through analyzing its market positioning, value proposition, and use of digital platforms, this research explores how emerging companies can build brand awareness and differentiate services. The findings aim to contribute practical insights for study tour start-ups and enrich academic understanding of marketing in the education tourism sector.

2 Overview of the Study Tour Market and Start-ups

2.1 Development Trends of Study Tour Market

At present, the study tour market shows the following main development trends:

First, the market size continues to expand. According to statistics, the market size of China's study tour industry reached 146.9 billion yuan in 2023, and it is expected that the market size will further expand to 179.1 billion yuan in 2024, a year-on-year increase of 21.9%. As residents pay more attention to study tours and consumer demand increases, it is estimated that the overall market size of China's study tour industry will exceed 300 billion yuan in 2028^[1].

Second, study and travel products are constantly enriched, covering multiple sub-fields such as extracurricular education, educational tourism, parent-child experience, social practice, camp education, outdoor development, and scientific investigation. At the same time, the professionalism and educational nature of study tours are constantly improving. More and more state-owned institutions such as museums, libraries, and integrated media centers are actively participating in study tours, injecting new vitality and innovative elements into the market^[1].

Third, the market demand for study tours is becoming increasingly diversified. Traditionally, study tours are mainly aimed at primary and secondary school students, but in recent years, business groups and the elderly have gradually become emerging audiences in the study tour market. Business groups enhance team cohesion and innovation capabilities through study and research activities, while the elderly enrich their later life and broaden their horizons through study and research travel. In addition, parent-child study tours are also gaining popularity, becoming an important part of the study tour market^[2].

Fourth, since the Ministry of Education and 11 other departments jointly issued the "Opinions on Promoting Study Tours for Primary and Secondary School Students" in 2016, policy dividends related to study tours have continued to be released, space and resources for study tours, and are generally more forward-looking and guiding. From the provincial level, study tours, labor practice, etc. have become important contents for promoting the "14th Five-Year Plan" in the fields of culture, tourism, education, etc. in various places; the integration, linkage and coordination of relevant functional departments in base camp assessment, study course construction, instructor training, etc. are being strengthened; the granularity of provincial policies is finer and smaller. It is worth noting that provinces such as Sichuan and Hubei have

made innovative breakthroughs in further promoting the construction of special policies for study tours ^[2].

Fifth, as people pay more and more attention to quality education and the concept of study tours becomes more popular, Chinese residents are paying more and more attention to study tours. In the future, the concept of study tours will continue to deepen, and relevant institutions will pay more attention to the professionalism and educational nature of study tours. They will use big data, artificial intelligence and other technologies to mine and analyze study tour data, and provide more accurate guidance for teaching and travel ^[3].

2.2 The Role and Challenges of Start-ups in the Study Tour Market

2.2.1 Roles

The concept of study tour was first proposed by the State Council in 2013. This study mainly defines the concept of study tour based on the "Study Tour Service Specifications" document issued by the National Tourism Administration in 2016. Study tours are defined as an educational tourism activity that takes primary and secondary school students as the main subjects, uses group travel life as the carrier, aims to improve students' quality, relies on social resources such as tourist attractions, and conducts experiential education and research-based learning ^[4].

Startups mean "innovation" and "disruption", and are synonymous with high risk: But as start-ups in emerging industries continue to rise and become industry legends, start-ups no longer represent "risk" but more of a "trend" and a business trend. Their characteristics are: Founded between 3 and 8 years ago ^[5], usually small in scale, flexible in adapting to market changes, founder-led, with low communication costs and strong execution ^[6]. They face funding and resource shortages but are rich in innovation potential ^[7]. Despite limited ability to sustain innovation, employees are generally loyal to their companies and willing to contribute to their development ^[8].

This study combines the above two concepts and defines study tour start-ups as enterprises that engage in study tour business with primary and secondary school students as the main target, without geographical distance restrictions, with insufficient financial resources and a registration time of no more than five years.

While study tours have not yet been rolled out across the country, the concept of "study tours" has already begun to be hyped. From travel agencies to educational institutions, even schools, public relations companies, and some tourism start-ups, as summer vacation approaches, they have all been using the banner of "study tours" to solicit business. At present, the competition in the study abroad market is fierce, with serious product homogeneity. In addition, due to the influence of dispersed demand and non-standard services, the current concentration of the study abroad market is still relatively low, and no giant institutions have emerged yet. "study tour" products of many travel agencies that most of them are actually the study tour products of the past, mainly visiting famous schools, summer camps, etc. In this context, start-ups can fill the market gap by providing differentiated, specialized and professional services.

2.2.2 Challenges

Based on the research reports used above, we can summarize the following challenges:

First, with the rapid growth of the study tour market, more and more companies are entering this field, the market saturation is becoming increasingly serious, leading to intensified market competition. Large enterprises and mature brands can occupy a large market share by virtue of their resource advantages and brand influence, bringing tremendous pressure to start-ups. In order to compete for market share, some companies may adopt a low-price strategy, resulting in a decline in the industry's overall profit margin. A decline in profit margin will lead to a gradual decline in the quality of study tour products. At the same time, there are a large number of homogeneous products on the market that lack characteristics and are difficult to meet the diverse needs of consumers.

Second, Startups often face a shortage of funds, making it difficult for them to carry out large-scale marketing and product development. Financing channels are limited and it is difficult to obtain sufficient financial support. Although the government has certain support policies for study tours, there are fewer specific support policies for start-ups, making it difficult for them to enjoy the policy benefits.

Third, Start-ups may lack sufficient technology and R&D capabilities, making it difficult for them to innovate products. Most start-ups have not established the R&D, service and execution capabilities for the entire chain of study tours, and lack a systematic study tour curriculum. In a rapidly changing market environment, it is difficult to meet the ever-changing needs of consumers. In addition, they have insufficient grasp of market demands and trends, making it difficult for them to develop new products that meet market needs.

Fourth, Study tours require a professional teaching staff, but start-ups often find it difficult to attract and retain high-quality teaching staff. Startup management teams may also lack sufficient management experience, making it difficult for them to effectively manage business operations and team building.

Fifth, According to the Travel Agency Regulations and its implementing rules, operating study tour business requires obtaining travel agency qualifications and meeting a series of conditions, such as registered capital, fixed office space, and affiliated tour guides. However, at present, market supervision is insufficient, the market lacks unified standards and effective regulatory mechanisms, and some unqualified study tours act recklessly in the regulatory vacuum, resulting in a mixed bag of players in the market.

3 Analysis of the Entrepreneurial Environment of Fengfeng Huohuo Travel Agency

3.1 Enterprise Background and Entrepreneurial Motivation

Fengfeng Huohuo Travel Agency was founded by Zhang Xuefeng, a well-known figure in the education field. Its original intention was not just to open an ordinary travel agency, but to carry a deeper educational mission. Zhang Xuefeng revealed in the live broadcast that the travel agency will launch a study tour project, focusing on providing study tour services related to the theme of college entrance examination. This core project aims to provide children from ordinary families in second-, third-, fourth- and fifth-tier cities with opportunities to interact with high-quality companies and entrepreneurs through field visits and interactive exchanges, so that they can establish correct industry cognition and learning significance, and make more appropriate professional choices after the college entrance examination^[9].

Zhang Xuefeng's entrepreneurial motivation stems from his sense of responsibility for social education and the practice of his own educational values. He hopes to use platforms such as travel agencies to combine education with travel through study tours, provide students with opportunities for practical learning, and help them better understand the relationship between professional choices and future career development. Let more children broaden their horizons and understand the profound significance of learning. Secondly, Zhang Xuefeng keenly captured the needs of the study tour market, especially the pursuit of high-quality and in-depth learning experience. In response to the current situation where college entrance examination candidates and their parents are confused about their choice of majors, Zhang Xuefeng saw the market demand for professionally guided study tours. In addition, Zhang Xuefeng is also critical of some superficial phenomena in the existing study tour model. He believes that real study tours should have deeper educational value and be committed to providing more targeted and in-depth study tour experiences. As he himself said in the live broadcast room: "Personally, I think that traveling to Peking University once is meaningless. If I were a child, I would think about how to stay there for four years instead of spending money to go on a two-day trip."

3.2 Analysis of Resources and Capabilities in the Start-up Phase

In terms of human resources, the founder Zhang Xuefeng himself has a strong social influence and fan base in China's postgraduate and college entrance examination circles, which facilitates the travel agency's initial publicity and marketing. The members of the start-up travel agency basically come from Zhang Xuefeng's education company. In the early stage, it can gather a group of team members who are passionate about education and experienced in the tourism industry to jointly promote the in-depth development of study tours. Zhang Xuefeng's professional knowledge and experience in the field of education also provide professional support for the content design of study tours.

In terms of financial resources, Zhang Xuefeng raised the initial operating funds for the travel agency through personal savings and external investments. According to Qichacha's information, the travel agency's registered capital is 1 million yuan. Although the scale of funds is limited, it can support the initial operations of the enterprise. The funds are mainly used for the research and development of study products, marketing promotion and cooperation with local companies in Suzhou. In terms of material resources, there is a good corporate cooperation network. Zhang Xuefeng has established good relationships with local companies in Suzhou, providing rich resources and venue support for the implementation of study tours. In terms of capability analysis, Fengfeng Huohuo Travel Agency focuses on the innovation of study and research products and is committed to providing in-depth experiential learning programs that are consistent with Zhang Xuefeng's educational philosophy. Future study tour products will be designed around the theme of college entrance examination and enrollment, combining the resources of high-quality companies and entrepreneurs to provide students with real-life experience of professional choices. In terms of market positioning and expansion, relying on Zhang Xuefeng's fan base, educational philosophy and deep understanding of study tours combined with Suzhou's local corporate resources, the travel agency can accurately position the market for college entrance examination candidates and carry out effective promotion through online and offline channels. Zhang Xuefeng's personal charm is a unique advantage in the travel agency's brand communication process. In terms of operations management, Zhang Xuefeng's team has effective project management and operations capabilities, which can ensure the smooth progress of study tours; at the same time, it has professional educational service capabilities and can provide students with professional career planning and professional selection guidance after the study tours.

4 Construction of a Marketing and Communication Strategy Framework for Study Tour Start-Ups

As a start-up company dedicated to the study tour theme of college entrance examination, Fengfeng Huohuo Travel Agency regards the construction of its marketing and communication strategy framework as the key to its market survival and development. The following is a deepening strategic framework based on market positioning, target customer analysis, marketing communication mix strategy and the application of innovative marketing communication means.

4.1 Market Positioning and Brand Building

4.1.1 Market Positioning

Fengfeng Huohuo Travel Agency needs to adhere to targeted positioning. The current market positioning strategy focuses on students and their parents who are facing the choice of college entrance examination. This group has an

urgent need for professional selection and career planning. Through in-depth analysis of this specific market, the travel agency has precisely positioned its services to provide professional academic guidance and career planning services. This positioning not only solves the confusion of students and parents after the college entrance examination, but also provides a clear direction for their future education and career development. In order to stand out in the fiercely competitive tourism market, Fengfeng Huohuo Travel Agency has launched differentiated services that are completely different from traditional tourism products. These services include in-depth experiential learning programs such as simulated university courses, face-to-face exchanges with industry elites, professional role-playing, etc., as well as professional guidance provided by a team of education experts. The realization of differentiated services depends on the travel agency's deep integration of educational resources and innovative design of study tour models. For example, by collaborating with universities, businesses, and research institutions, travel agencies can provide students with unique hands-on learning opportunities, thereby establishing a unique brand image in the market.

4.1.2 Brand Building

The brand concept of Fengfeng Huohuo Travel Agency is based on "laying a solid foundation for future career planning", and this concept runs through all the products and services of the travel agency. By providing professional and reliable educational services, the travel agency is committed to helping students explore the professional direction that suits them and lay a solid foundation for their careers. The brand concept reflects the travel agency's deep understanding of the value of education and its firm commitment to the future development of students.

In terms of brand communication, digital technology provides channels for consumers of tourism services^[10]. Therefore, Fengfeng Huohuo Travel Agency can adopt a diversified communication strategy that combines online and offline. Online channels include establishing official websites, managing social media accounts, search engine marketing, etc., and enhancing the brand's online visibility and influence by publishing high-quality educational content, success stories, student reviews, etc. Offline channels include participating in education exhibitions, holding parent lectures, campus presentations and other activities, as well as cooperating with educational institutions and the media to convey brand concepts and values through face-to-face communication. Brand communication strategies focus on interaction with consumers and use data analysis to optimize communication effects, ensuring that brand information can accurately reach the target audience and resonate with them. In addition, travel agencies also use storytelling content marketing to tell students' growth stories and transformations to enhance the brand's emotional connection and loyalty.

4.2 Target Customer Analysis and Market Segmentation

4.2.1 Target Customer Analysis

The main target customer group of Fengfeng Huohuo Travel Agency is high school students who are about to take the college entrance examination and choose a university major. This group is at a critical stage in their lives and feel confused and anxious about their future professional choices and career planning. The services provided by travel agencies are designed to help students explore personal interests, clarify professional directions, and make more informed choices based on real-life experiences through field trips and experiential learning. Specifically, the student population can be divided into the following categories:

College entrance examination graduates: They urgently need to know information about different majors and universities in order to make their college entrance examination choices.

Parents of high school students: This group is extremely concerned about their children's education and future career development, and they hope to provide their children with more resources that will help them grow and learn. Especially those parents who highly recognize the value of study tours, they are not only willing to invest in such activities for their children, but may also become word-of-mouth disseminators of the products.

Educational Institutions: Schools and educational institutions are another important target customer of Fengfeng Huohuo Travel Agency. By cooperating with these institutions, travel agencies can integrate study tour products into school teaching plans or extracurricular activities, thereby expanding market coverage.

4.2.2 Market Segmentation

In terms of regional segmentation, in the early stages of market development, Fengfeng Huohuo Travel Agency should give priority to cities and regions with abundant educational resources, strong parental education awareness, and relatively high economic levels. For example, parents in first-tier cities tend to pay more attention to the all-round development of their children and are willing to invest more in high-quality educational services. By establishing branches or partners in these regions, travel agencies can quickly increase brand awareness and achieve effective market penetration.

In terms of demand segmentation, in order to better meet the specific needs of different customer groups, Fengfeng Huohuo Travel Agency should provide customized study tour products. Demand segmentation can be based on the following factors:

Interests and specialties: Design special study and research programs based on students' interests and strengths in specific fields, such as art, science, engineering, etc.

Career planning: According to students' future career plans, we provide study and research experiences that are closely connected with related industries, such as medical experience camps and legal practice weeks.

Educational Stage: We design study contents of different depths for students of different grades, such as providing professional exploration courses for first-year high school students and further study guidance services for third-year high school students.

Through this refined marketing strategy, Fengfeng Huohuo Travel Agency is able to more accurately identify customer needs and provide personalized services, thereby improving its competitiveness and customer satisfaction in a highly competitive market.

4.3 Marketing Communication Mix Strategy: 4P+4C Perspective

4.3.1 4P Strategy

In terms of products, Fengfeng Huohuo Travel Agency's study tours should deeply integrate the theme of college entrance examination and enrollment to ensure that each service content has clear educational goals and practical value. Specifically, products may include professional experience camps, visits to prestigious schools, industry internship experiences, etc. Each project is designed jointly by education experts and industry elites to ensure its professionalism and practicality. In addition, products should be updated regularly to adapt to changes in education policies and market demands. In terms of price, by implementing a market penetration pricing strategy and through cost control and economies of scale, Fengfeng Huohuo Travel Agency is able to provide cost-effective study tour products. The pricing strategy should be flexible, for example, offering early bird discounts, group discounts for students, etc., while ensuring that the quality of service is not compromised. Pricing also needs to take into account competitors' pricing strategies and consumers' ability to pay.

In terms of location, the selection of a study and research base should be based on many factors, including transportation convenience, rich educational resources, safety, and environmental suitability. For example, choosing a base near a university town, scientific research institution or industrial park can facilitate students to have direct access to higher education resources and scientific research environment. At the same time, travel agencies should establish long-term cooperative relationships with the bases to ensure the stability of resources and the continuity of services. In terms of promotion, promotional activities should be diversified, including the combination of online and offline. Online, it can be done through social media marketing, search engine optimization (SEO), content marketing, etc.; offline, it can be done through participating in education exhibitions, holding parent lectures, school presentations, etc. When promoting, we should focus on telling the brand story and the positive impact of study tours on students' future development.

4.3.2 4C Strategy

In terms of customer needs, we use market research, questionnaires, one-on-one interviews and other methods to gain an in-depth understanding of the actual needs of target customers. For example, for students with different academic backgrounds, we design study and research programs that are in line with their interests and future career plans. At the same time, we provide personalized consulting and follow-up services to build long-term customer trust and loyalty. In terms of cost, the overall cost of the customer needs to be considered comprehensively, including not only economic cost, but also time cost and energy cost. To this end, Fengfeng Huohuo Travel Agency should optimize itinerary arrangements, reduce unnecessary waiting and travel time, provide convenient booking and payment services, and comprehensive itinerary guidance, thereby reducing customers' overall costs.

In terms of convenience, travel agencies should strive to improve the convenience of their services, for example, by developing user-friendly online booking systems, providing 24-hour customer service support, and convenient refund and rebooking services. In addition, one-stop services are provided, including transportation, accommodation, catering, insurance, etc., to reduce parents' concerns and students' troubles. In terms of communication, Fengfeng Huohuo Travel Agency needs to establish a multi-channel communication mechanism, including a customer service hotline, online customer service, social media interaction, etc., to ensure timely response to customer questions and needs. At the same time, through regular customer satisfaction surveys and feedback collection, we continuously optimize products and services and enhance the interaction and connection between the brand and consumers.

4.4 Application of Innovative Marketing Communication Methods

4.4.1 Social Media Marketing

Fengfeng Huohuo Travel Agency needs to make full use of the communication power of social media platforms such as Douyin, Xiaohongshu, Weibo, and WeChat Video Account to publish the wonderful moments of study tours, educational content, and students' growth stories. Specific strategies include: (1) Regularly publish high-quality original content, such as photos and videos of study tours, and student reflections, to increase user stickiness. (2) Interactive marketing, such as initiating topic discussions, online Q&A, user voting, etc., to increase user participation and brand interactivity. (3) Use social media advertising to conduct targeted promotions, accurately deliver ads based on user interests and behavior data, and expand brand influence.

4.4.2 KOL Cooperation

Fengfeng Huohuo Travel Agency can cooperate with opinion leaders (KOLs) in the fields of education, tourism, and especially cultural tourism, and use their professional influence and fan base to promote study tours in the following ways: First, invite KOLs to conduct live broadcasts of study tours to allow more potential customers to directly experience the charm of the event. Second, cooperate to produce a series of short videos to introduce the characteristics of study tours and the growth and changes of students to increase brand awareness. Third, face-to-face thematic interviews. Let KOLs share their views and experiences on study tours to enhance the professionalism and credibility of the products.

4.4.3 VR Experience

In order to improve conversion rates and enhance product appeal, Fengfeng Huohuo Travel Agency can try to use virtual reality (VR) technology to allow potential customers to experience part of the study tour content online. Travel agencies can use the funds to develop VR applications that allow users to experience visiting prestigious schools, operating professional laboratories, etc. in a virtual environment. Through online VR experience activities, real study and research scenarios are simulated, allowing users to experience the fun and educational value of travel.

4.4.4 Case Sharing

Fengfeng Huohuo Travel Agency can regularly publish success stories and student feedback, attract new customers through word-of-mouth marketing, and build brand trust. You can try to establish a case library to record in detail the growth and changes that students have achieved through study tours. At the same time, share these cases on your official website, social media, and promotional materials to impress potential customers with real stories.

4.4.5 Educational Cooperation

Fengfeng Huohuo Travel Agency can establish long-term cooperative relationships with schools and educational institutions, promote through campus channels, and achieve deep brand penetration. For example, cooperate with schools to incorporate study tours into students' extracurricular activities or comprehensive quality education system. Develop courses together with educational institutions and provide professional study tour guidance and services. Organize campus lectures and seminars to enhance the awareness of the value of study tours among teachers and students, and promote the brand on campus.

5 Formulation of Marketing Communication Plan for Fengfeng Huohuo Travel Agency

5.1 Marketing Objectives and Key Performance Indicators (KPIs)

5.1.1 Marketing Objectives

Fengfeng Huohuo Travel Agency can set the following specific marketing goals to promote the market promotion and brand building of study tour products:

The first is the student engagement goal. Within the first year of the plan's implementation, at least 1,000 students will participate in the study tour. This goal will be achieved through a diversified product portfolio and targeted market positioning to ensure coverage of student groups of different ages and interests.

The second is the increase in brand awareness. Through a series of marketing activities, the travel agency has increased brand awareness among the target market to 60%. be gradually achieved through brand storytelling, online and offline advertising, public relations activities, etc.

The third is the establishment of cooperative relationships. Fengfeng Huohuo Travel Agency needs to establish at least 20 partnerships with schools and educational training institutions. Through customized cooperation plans, we ensure that travel agency products are in line with the teaching needs of educational institutions and form a long-term and stable cooperative relationship.

The fourth is the growth of social media followers. Increase at least 5,000 followers across social media platforms. Improve brand online visibility and user engagement through strategies such as content marketing, interactive activities, and user-generated content (UGC).

5.1.2 Key Performance Indicators (KPIs)

In order to ensure the achievement of marketing goals and to be able to quantify the effectiveness of marketing activities, Fengfeng Huohuo Travel Agency can determine the following key performance indicators:

The first is customer engagement. This indicator can be measured by the number of people who sign up for study tours and the participation rate. Specifically, it includes recording the number of applicants each quarter and year and comparing it with the target; calculating the proportion of registered students to the total number of students in the target market and evaluating market penetration. The second is brand influence. Fengfeng Huohuo Travel Agency can monitor the number of times a brand is mentioned in social media, forums, and news reports, track the growth of fans of social media accounts, and analyze growth trends. Statistics on website visits, especially visits to study tour related pages and user stay time. The third is the revenue indicator. Monitor through the sales and profit margins of Fengfeng Huohuo Travel Agency. Record sales of study tour products and compare them with budget targets. Calculate the profit margin of

study tour products and evaluate the effectiveness of product pricing and marketing strategies. The fourth is customer satisfaction. Travel agencies can conduct regular customer satisfaction surveys to collect feedback and analyze areas for improvement. At the same time, user reviews on online platforms are monitored and the rate of positive reviews is calculated as an important indicator of service quality.

5.2 Marketing Communication Budget and Resource Allocation

5.2.1 Budget Allocation

The first round of funding of RMB 1 million, the budget allocation for this plan is as follows:

Online Advertising: The budget is RMB 100,000 (10% of the total budget), mainly used for the following:

Social Media Promotion: The budget of 60,000 yuan will be used for targeted advertising on social platforms such as WeChat, Weibo, and Douyin, as well as for interacting with potential customers to increase the brand's online exposure.

Search Engine Marketing (SEM): The budget is 40,000 yuan, which will be used for keyword optimization and pay-per-click advertising on search engines such as Baidu and Google to increase website traffic and conversion rate.

Offline activities: The budget of RMB 150,000 (15% of the total budget) will be used to organize the following activities:

Educational exhibition participation: The budget of 80,000 yuan is used to participate in domestic and international education industry exhibitions, including booth rental, booth design and event planning.

Campus briefing: The budget of 70,000 yuan is used to hold study tour theme seminars in target schools, including venue rental, promotional materials and personnel travel expenses.

KOL Cooperation: A budget of RMB 50,000 (5% of the total budget) will be used to cooperate with opinion leaders in the education field, including content co-creation, brand endorsement and social media interaction to enhance brand trust and influence.

Content Production: The budget is RMB 30,000 (3% of the total budget) for the following content creation:

Video Production: The budget of 20,000 yuan will be used to produce high-quality study tour promotional videos and teaching videos to enhance user engagement and brand image.

Graphic content: The budget of RMB 10,000 will be used to design and produce brochures, posters and social media graphic content to enhance the dissemination of brand information.

Other: The budget is RMB 20,000 (2% of the total budget), including the following aspects:

Printing costs: The budget of 10,000 yuan is used for printing promotional materials and educational activity materials.

Materials preparation: The budget of 10,000 yuan is used to purchase small gifts, signboards and other supplies needed for the event.

5.2.2 Resource Configuration

First, in terms of human resources, a dedicated marketing team needs to be established, including the following roles:

Marketing Manager: Responsible for the formulation and execution monitoring of the overall marketing plan. Content creators: Responsible for the planning and production of creative content. Social Media Operations Specialist: Responsible for the daily operation and interactive management of the online platform. Relationship Manager: Responsible for communication and relationship maintenance with schools and educational institutions. Secondly, in terms of technical resources, invest in necessary technical equipment, including: VR experience equipment: The budget of 100,000 yuan will be used to enhance the interactive experience of study tours and attract the attention of students and parents. Live broadcast equipment: The budget of 50,000 yuan will be used for live broadcast of the event to expand the brand influence. Third, in terms of cooperative resources, Fengfeng Huohuo Travel Agency needs to establish a cooperative network with the following parties: Schools and educational institutions: Promote study tour products through cooperation with target schools and educational institutions. Media: Establish cooperative relationships with educational media to carry out brand promotion and event coverage.

5.3 Planning and Implementation of Marketing Communication Activities

5.3.1 Event Planning

Fengfeng Huohuo Travel Agency can hold quarterly theme events: Plan a large-scale theme event every quarter. The specific activity suggestions are as follows:

During the above activities, Fengfeng Huohuo Travel Agency can launch the following challenge activities on social media platforms to encourage users to participate and share: For example, the "Study Diary" challenge encourages students to share photos, videos and experiences from their study tours. The best content will be rewarded and displayed on the official platform. For example, the "Explore the Unknown" topic challenge guides students to explore new areas of learning, share their discoveries and insights, and increase the brand's social media exposure.

In addition, travel agencies need to regularly hold the following two presentations at target schools: The first one is "study journey, set sail for the future". This briefing session is used to introduce the significance of study tours, itinerary highlights and registration procedures, and to answer questions from students and parents on site. The second is "face to face with famous schools". This seminar is used to invite representatives from prestigious schools and outstanding alumni to share their experiences and enhance the brand image and appeal.

Table 1

Event Time	Activity Theme	Activity suggestions
Q1	"Famous School Experience Season"	Organize students to visit famous universities in Jiangsu Province and even across the country to experience campus life and stimulate students' learning motivation. The event will include campus tours, lectures by famous teachers and interactive experience sessions.
Q2	Career Exploration Month	We collaborate with local enterprises and professional institutions in Suzhou to provide students with career experience opportunities. Through field visits and simulated career activities, we help students understand the characteristics and requirements of different professions.
Q3	"Nature Exploration Season"	We collaborate with universities and enterprises in Suzhou to organize students to participate in outdoor adventures and ecological surveys, allowing them to learn and grow in a natural environment.
Q4	"Cultural Experience Season"	Plan activities with the theme of cultural tourism experience, such as learning intangible cultural heritage skills and exploring historical sites, to enhance students' cultural identity.

5.3.2 Implementation Schedule

The implementation schedule of this plan is detailed as follows to ensure the orderly advancement and execution of activities:

Table 2

Implementation time	Task Item	Implementation plan
Q1	Market Research	Complete market research, analyze target customer groups, and determine marketing goals and budgets.
	Marketing team building	Establish a marketing team, clarify the responsibilities of each member, and conduct professional skills training.
	Event Planning	Plan the "Famous School Experience Season" event and establish cooperation with relevant schools and educational institutions.
Q2	Online Marketing	Launch online advertising and social media marketing, including keyword optimization, content marketing and social media challenge campaigns.
	Campus briefing:	Plan and implement the first campus briefing session, select key schools for pilot projects, collect feedback and optimize the briefing content.
	KOL Cooperation:	Carry out cooperation with KOLs and use their influence to expand brand publicity.
Q3	VR Experience Activities	Launch VR experience activities to enhance user experience and increase brand appeal through technological innovation.
	Theme Activities	We hold the "Nature Exploration Season" themed event and cooperate with local universities, enterprises and educational institutions in Suzhou to provide a unique study and research experience.
	Social Media Challenge	Continue your social media challenge to increase user engagement and brand loyalty.
Q4	Marketing effectiveness evaluation	Evaluate the marketing results in the first three quarters and adjust the marketing strategy through data analysis.
	Cultural Experience Activities	Organize "Cultural Experience Season" activities to deepen the brand cultural connotation.
	Marketing plan preparation	Prepare a marketing plan for the next year, including budget planning, campaign themes and innovations.

5.4 Risk Analysis and Strategic Countermeasures

5.4.1 Risk Assessment

In terms of market competition, Fengfeng Huohuo Travel Agency may face two major risks. The first is the entry of new competitors. Emerging travel agencies or educational institutions may launch similar study tour products to divide market share. The second is the strategic changes of existing competitors. Existing competitors may attract customers by lowering prices, increasing product added value, etc., thereby affecting the company's market position.

In terms of changes in customer demand, we need to be prepared for the following two situations: The first is the shift in the interests and needs of target customers. Students' interests may change over time, which may put forward new requirements for the theme and form of study tours. and safety requirements for study tours.

When it comes to the company's marketing budget, there is a risk of running out of money. For example, the marketing campaign may not be effective, and the marketing resources invested may fail to achieve the expected results, resulting in the budget being consumed too quickly. There is also the possibility that market changes or force majeure may result in additional expenses that exceed the original budget.

5.4.2 Countermeasures

The first measure is to enhance product features. Fengfeng Huohuo Travel Agency needs to regularly iterate and

update its products, introduce new study themes and interactive methods to maintain the attractiveness of its products. Provide customized study tour programs to meet the specific needs of different student groups. In addition, we create brand differentiation, strengthen brand image, tell brand stories through storytelling marketing, and enhance brand emotional value. IP of founder Zhang Xuefeng is a key factor in enhancing brand value.

The second measure is to maintain a flexible adjustment strategy. Fengfeng Huohuo Travel Agency needs to establish a market monitoring mechanism to regularly collect market information and competitor dynamics so as to respond in a timely manner. Develop multiple marketing plans and quickly adjust marketing strategies and product directions according to market changes. Establish customer feedback channels to obtain customer opinions and suggestions in a timely manner and adjust products and services.

The third measure is to seek external financial support. Fengfeng Huohuo Travel Agency can try to diversify financing channels and explore various financing methods, such as bank loans, private equity, government subsidies, etc., to ensure the diversity of funding sources. we establish partnerships with educational institutions, businesses and other travel agencies to jointly invest in study tour projects and share costs and risks. At the same time, optimize the cost structure and control costs by improving efficiency and reducing unnecessary expenses.

6 Conclusion

This study takes Fengfeng Huohuo Travel Agency as a case to summarize marketing and communication strategies for study tour start-ups. First, study tour start-ups should clarify market positioning, deeply analyze target customer needs, and design study tour products based on the characteristics of students and the expectations of parents. Second, they should build a systematic brand communication strategy, deliver consistent brand information, and enhance brand awareness and reputation through founder IP, storytelling and user word-of-mouth. Third, creating valuable and educational content and strengthening emotional connection through real growth cases helps improve attractiveness and communication effects. Fourth, integrating online and offline channels such as social media, campus activities and education exhibitions expands market coverage and improves communication efficiency. Fifth, establishing cooperation with schools, educational institutions and media promotes study tour products and enhances brand influence. Sixth, start-ups need to constantly optimize products and services based on feedback, and explore technologies such as VR and social media tools to enhance experience and innovation. However, this study is based on a single early-stage start-up, and specific data is limited. Future research can further explore segmented study tour products and the application of digital marketing, analyze more cases, and provide more empirical support for the development of study tour start-ups.

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