

# BRAND BUILDING AND MARKETING STRATEGY FOR SHAOXING ANCIENT ROAD

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**Abstract:** Shaoxing Ancient Road, as a tourism resource with rich historical and cultural value and natural landscapes, has faced challenges such as insufficient tourism development and severe homogenization in recent years. Based on the 4Ps theory of marketing (Product, Price, Place, Promotion) and combined with brand-building strategies, this paper conducts an in-depth analysis of the brand construction and marketing strategies for Shaoxing Ancient Road. Through digital technology, cultural IP creation, and government cooperation, a series of marketing strategies tailored to the characteristics of Shaoxing Ancient Road are proposed, aiming to enhance its brand influence and promote the protection and sustainable development of the ancient road.

**Keywords:** Shaoxing Ancient Road; Brand building; Marketing; 4Ps theory; Digital protection; Cultural IP

## 1 INTRODUCTION

As an ancient transportation route, Shaoxing Ancient Road carries rich historical and cultural memories and holds significant value for tourism development. However, with the development of modern transportation, the tourism development of ancient roads faces numerous challenges, such as low tourist awareness, outdated infrastructure, and limited activation methods[1]. How to protect the historical and cultural heritage of ancient roads while enhancing their economic value and social influence has become an urgent issue. Based on the 4Ps theory of marketing (Product, Price, Place, Promotion) and combined with brand-building strategies, this paper conducts an in-depth analysis of the brand construction and marketing strategies for Shaoxing Ancient Road, aiming to provide feasible paths for the protection and activation of ancient roads[2].

## 2 BRAND BUILDING STRATEGY FOR SHAOXING ANCIENT ROAD

### 2.1 Brand Positioning

The brand positioning of Shaoxing Ancient Road should highlight its historical, cultural, and ecological tourism value, creating a brand image that integrates "culture + ecology + health." The positioning can be approached from three aspects: historical and cultural brand, ecological tourism brand, and healthy lifestyle brand[3]. First, as a historical and cultural brand, Shaoxing Ancient Road is a witness to history, and the brand should convey the core value of "inheriting history and preserving culture." Second, as an ecological tourism brand, the ancient road boasts beautiful natural scenery along its route, making it suitable for outdoor hiking and ecological tourism. It can be positioned as "the ecological hiking destination of the Yangtze River Delta region." Third, as a healthy lifestyle brand, combining modern people's pursuit of a healthy lifestyle with hiking on the ancient road can attract young people and family tourists.

### 2.2 Core Brand Value

Shaoxing Ancient Road carries rich historical and cultural information, and the brand should convey the core value of "inheriting history and preserving culture." The brand should emphasize the protection of the ancient road and its surrounding environment, promoting the concept of "green tourism and sustainable development." Through hiking activities, the brand should also promote a "healthy lifestyle and closeness to nature."

### 2.3 Brand Image Design

The brand name should highlight the "historical elegance" and "natural beauty" of the ancient road. The brand logo should incorporate elements of the ancient road, landscapes, and historical buildings, reflecting the local characteristics of Shaoxing to enhance brand recognition. A signature slogan such as "Walk the Ancient Road, Taste History, Enjoy Nature" or "Millennium Ancient Road, Century of Elegance" should be established to succinctly convey the brand's value[4].

### 2.4 Brand Communication

Social media platforms such as TikTok, WeChat, and Weibo should be utilized to release short videos, VR experiences, and historical and cultural stories about the ancient road, attracting a younger audience. By developing cultural IPs

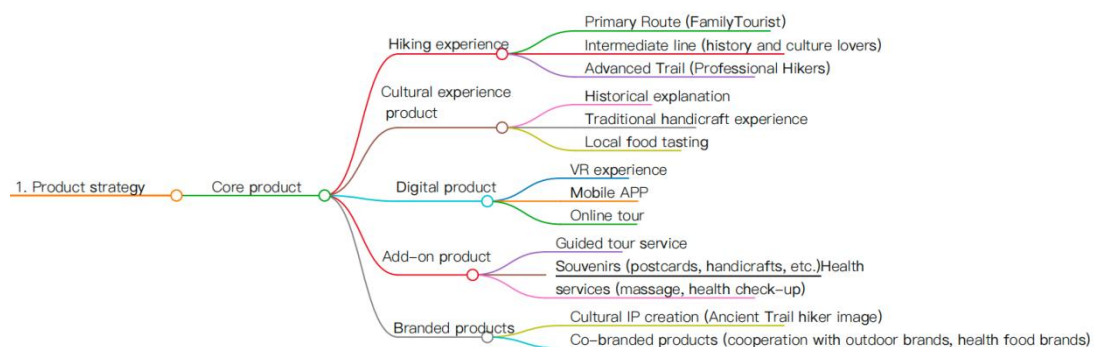
related to the ancient road (such as hiker characters or historical figures), the brand's communication power and influence can be enhanced. Cross-border collaborations with outdoor sports brands and health food brands can also be pursued to launch co-branded products or events, expanding the brand's influence[5].

### 3 MARKETING STRATEGY FOR SHAOXING ANCIENT ROAD

#### 3.1 Product Strategy

From Figure 1, in terms of core products, the hiking routes of Shaoxing Ancient Road should be carefully designed according to local conditions, offering multiple routes with varying difficulty levels and durations. By analyzing the needs of different tourists, the product offerings should be diversified to meet the expectations of various visitors. Additionally, leveraging the rich historical and cultural background of the ancient road, a series of "Ancient Road Cultural Experience Tours" can be developed, integrating culture and tourism[6]. These projects should include in-depth historical explanations, hands-on experiences with traditional crafts, and local cuisine tasting, allowing tourists to gain a deeper understanding of Shaoxing's local culture while enjoying the hike. Furthermore, based on the trend of digital development, virtual reality experiences, mobile applications, and online tour guide services can be introduced to enhance tourists' interactive experiences, increasing engagement and immersion.

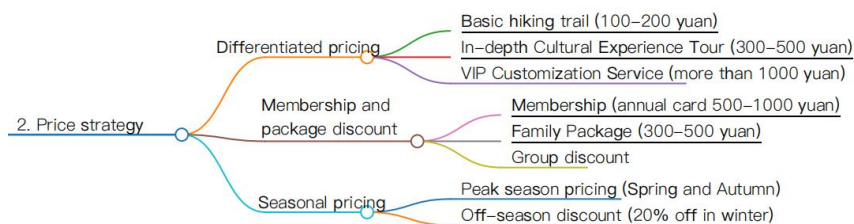
**Figure 1** Product Strategy for Shaoxing Ancient Road Marketing



#### 3.2 Price Strategy

From Figure 2, the pricing strategy should be based on the principle of differentiated pricing. Different prices should be set for various hiking routes and experience projects along Shaoxing Ancient Road to better meet market demands. Basic hiking routes can be priced lower to attract a broader range of tourists, while tourism products that include in-depth cultural experiences can be priced higher to attract high-end tourists willing to pay for premium experiences[7]. Additionally, offering membership programs and package discounts can effectively enhance customer loyalty and encourage family and group tourists to participate. Seasonal price adjustments should also be considered to manage the fluctuations in tourist numbers between peak seasons (spring and autumn) and off-seasons (winter).

**Figure 2** Price Strategy for Shaoxing Ancient Road Marketing



#### 3.3 Place Strategy

From Figure 3, fully utilizing online channels is crucial. Social media platforms such as TikTok, WeChat, and Weibo can be used to share the beautiful scenery and cultural stories of the ancient road, effectively attracting potential tourists and encouraging them to share their experiences. Collaborating with well-known travel platforms such as Ctrip, Fliggy, and Mafengwo to jointly launch hiking tour packages for the ancient road can help expand online sales channels. For offline channels, partnerships with travel agencies, outdoor sports clubs, and hotels can be established to offer hiking tour packages, effectively expanding the offline market. Additionally, close cooperation with local governments to include ancient road tourism in local tourism promotion plans can leverage government resources for broader publicity, enhancing overall market coverage[8].

**Figure 3** Channel Strategy for Shaoxing Ancient Road Marketing

### 3.4 Promotion Strategy

From Figure 4, in terms of promotion strategies, social media marketing should be fully utilized. Short videos showcasing the natural scenery and historical culture of Shaoxing Ancient Road can be released on platforms such as TikTok and Kuaishou to attract the attention of younger audiences. Collaborating with key opinion leaders (KOLs) in the outdoor sports and historical culture fields can further expand market influence by leveraging their reach[9]. Additionally, hosting events such as the "Shaoxing Ancient Road Cultural Festival" and "Hiking Challenge" can attract tourists and enhance brand awareness. Offering early bird discounts, group discounts, and holiday promotions are also effective means of attracting tourists.

**Figure 4** Promotion Strategy for Shaoxing Ancient Road Marketing

## 4 FEASIBILITY ANALYSIS OF THE STRATEGIES

### 4.1 Policy Support

The "Zhejiang Province Ancient Road Protection Measures," announced by the Zhejiang Provincial Government on December 29, 2021, and effective from March 1, 2022, provide legal protection for the preservation and development of ancient roads. The project can leverage this policy support to promote the digital protection and brand activation of ancient roads. Ancient road tourism can contribute to rural economic development, aligning with the national rural revitalization strategy, and the project can seek government funding and policy support. With the increasing demand for cultural tourism as people's living standards improve, Shaoxing Ancient Road, as a historical and cultural heritage site, has significant market potential. Modern people are increasingly focusing on health, and hiking tourism, as a healthy lifestyle, is gaining popularity[10]. Additionally, with the growing awareness of environmental protection, ecological tourism has become a trend, and the natural scenery and ecological environment of Shaoxing Ancient Road are attractive to tourists.

### 4.2 Rise of Digital Protection and Activation

Through VR technology, tourists can experience the natural scenery and historical culture of the ancient road online, attracting them to visit in person. Mobile apps providing online tour guide services can enhance tourists' interactive experiences. Furthermore, social media communication is also feasible: releasing short videos and VR experiences of the ancient road on platforms such as TikTok and WeChat can attract user attention and sharing, providing a favorable environment for the implementation of Shaoxing Ancient Road's marketing strategies.

### 4.3 Demand and Supply Analysis

Shaoxing Ancient Road possesses rich historical, cultural, and natural landscape resources, providing a solid foundation for the development of cultural and ecological tourism. Currently, the infrastructure along Shaoxing Ancient Road is relatively outdated, and further improvements in supporting facilities are needed through government and corporate cooperation to enhance the tourist experience[11].

### 4.4 Economic Benefits

The development and marketing of Shaoxing Ancient Road will bring direct economic benefits through ticket sales,

tour guide services, and digital products. Indirect economic benefits include the development of local industries such as dining, accommodation, and transportation, creating job opportunities and promoting local economic growth.

## 5 CONCLUSION

The brand building and marketing strategies for Shaoxing Ancient Road should revolve around the brand positioning of "culture + ecology + health," integrating digital technology and modern communication methods to create a tourism brand with unique cultural and ecological value. Through differentiated pricing, multi-channel promotion, and festival activities, the strategies aim to attract tourists from different segments, enhancing the ancient road's popularity and influence, and demonstrating feasibility and value[12]. At the same time, the project should fully utilize national and local policy support to promote the protection and sustainable development of ancient roads, achieving a win-win situation for economic and social benefits.

## COMPETING INTERESTS

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