

Practice and Application of Marketing in the Chain Stores of Sanya Photo Studios

Shichao Qiao

Saxo Fintech Business School, University of Sanya, 572022, Sanya, China

Abstract: *As competition in the studio industry intensifies, marketing plays an increasingly important role in studio operations. This paper takes Sanya studio chains as the research object to explore the application and effectiveness of marketing strategies in actual operations. First, the market environment and consumer demand characteristics of Sanya studio chains are analyzed to clarify the positioning of the target customer group. Then, combined with specific cases, the design and implementation of marketing strategies are discussed, including brand building, channel development, service innovation and digital marketing applications. The study shows that accurate market positioning, diversified promotion methods and high-quality customer service are key factors in improving the competitiveness of photo studios. At the same time, as a tourist city, Sanya's wedding photography market has obvious seasonal and tourist-oriented characteristics, and photo studios need to flexibly adjust their marketing strategies according to market changes. Finally, this paper summarizes the experience and challenges in marketing practice, providing valuable reference for the development of the photo studio industry.*

Keywords: Sanya Photo Studio, Marketing, Chain Store, Wedding Photography, Digital Marketing.

1. Introduction

With the continuous development of the wedding photography industry, market competition is becoming increasingly fierce, and photo studios are facing many challenges in customer acquisition and brand building. As a well-known tourist city in China, Sanya has attracted a large number of newlyweds from home and abroad to take wedding photos with its unique natural scenery and unique wedding photography resources. However, this market also shows obvious seasonal fluctuations due to its tourist-oriented characteristics. Photo studios need to respond to diversified demands while enhancing their own competitive advantages during their operations. In this context, marketing has gradually become an important tool for the photo studio industry to acquire customer resources and enhance brand influence.

This paper uses a field study of Sanya studio chains and combines case analysis to explore the design and implementation of marketing strategies, aiming to reveal the actual role and application effect of marketing in studio operations. This study focuses on brand building, channel development, service innovation, and digital marketing, and comprehensively analyzes the role of these strategies in promoting studio operations. Through an in-depth analysis of the market environment and consumer demand, this paper explores how marketing strategies can be combined with actual operating conditions to cope with industry competition and market changes.

The contribution of this paper is to provide practical marketing suggestions for practitioners in the studio industry, and also provide reference value for the operation of studios in other tourist cities. The study not only summarizes successful marketing practice experience but also proposes targeted response ideas for the challenges faced by the studio industry, providing important theoretical and practical guidance for the sustainable development of the industry.

2. Related Work

With the rapid development of the marketing field, researchers have conducted in-depth discussions on topics such as curriculum reform, teaching innovation and digital transformation, and proposed multi-dimensional practical paths and theoretical frameworks, providing important references for the advancement of the marketing discipline. Ou et al. [1] used a combination of literature analysis, case study and field research to deeply explore the necessity and practical path of the reform of the "Marketing" curriculum in higher vocational colleges. Gao [2] took the major of Lianyungang Vocational and Technical College as an example to analyze the current status of the construction of marketing major courses, and proposed strategies such as establishing a mechanism for the three-party training of talents by "government, school and enterprise", optimizing the comprehensive education model integrating "job courses, competitions and certificates", and accelerating the construction of a professional teaching team with a "dual teacher" structure. Liu [3] believed that marketing teachers need to strengthen training and improve their digital teaching capabilities; establish a resource sharing platform to promote knowledge exchange and sharing; promote teaching reform and innovate digital teaching models; optimize incentive mechanisms and stimulate digital teaching motivation. Guo [4] believed that colleges and universities can build a "three-in-one" digital teaching resource system, organically integrate the real marketing case library of enterprises, virtual simulation experiment platform, and industry frontier dynamic database, deeply integrate intelligent teaching methods, and use intelligent teaching systems to achieve personalized learning path recommendations and real-time learning effect evaluation. Sheng et al. [5] used the CSMAR Guotai An database as the data basis and used a variety of machine learning regression models to deeply explore how to capture new opportunities for corporate market adjustments in a dynamic market environment. Chandy et al. [6] believed that the relevance of marketing should be judged in the context of today's life-and-death real-life problems, such as war, poverty, racism, environmental pollution, loss of

self-identity, and alienation among young people. Appel et al. [7] focused on what they believe is the future of social media when thinking about marketing-related topics and issues. Hoffman et al. [8] provided several frameworks for thinking about how new technologies affect the marketing discipline. These studies provide inspiration for optimizing marketing education and practice from different perspectives, lay a theoretical foundation for coping with challenges and opportunities in a dynamic market environment, and promote the continuous innovation and development of the discipline.

3. Method

3.1 Study Subjects

In this study, the selection of research subjects focused on representative photo studio chains in Sanya, and the selection was mainly based on the following criteria: First, the chain stores must have a certain market scale and brand influence in Sanya, such as high popularity and good reputation among local consumers; second, the chain stores must have a mature business model, cover multiple branches and have a systematic management process; third, their customer base is mainly concentrated in the wedding photography market, especially the service projects for tourists are relatively complete; fourth, the store has a certain degree of innovation in marketing strategy, which can reflect the typical application of marketing in the photo studio industry [9]. In the specific selection process, we first collected basic information about Sanya studio chains through public channels (such as data from the local wedding photography industry association, online evaluation platforms, Meituan, Dianping.com, etc.), and screened out 10 candidate studios that met the requirements. Then, through field visits and communication with store managers, we further understood the business model, service characteristics and marketing strategies of each studio, and finally selected three highly representative studio chains as research objects. These three studios cover three major market positionings: high-end customization, special themes and popular services, which can not only reflect the diversity of Sanya's wedding photography market but also help analyze the applicability of different marketing strategies.

3.2 Data Collection and Analysis Methods

In the market environment analysis part, this study uses the SWOT analysis method to systematically evaluate the internal and external environment of Sanya photo studio chain stores. Specifically, data collection is mainly carried out in two aspects: first, the acquisition of internal data, including the studio's operating statements, marketing plans, customer feedback records, etc., which are mainly provided by the studio's person in charge; second, the collation of external data, including information such as the market size, market competition pattern, and consumer group characteristics of Sanya's wedding photography industry. These data come from industry reports, tourism statistical yearbooks, and public data released by relevant market research institutions. Subsequently, the collated data is divided into four dimensions for analysis: internal strengths, internal weaknesses, external opportunities, and external threats. Through this process, the core competitiveness of Sanya

photo studio chain stores in marketing and the external challenges they face are clarified, providing a clear direction for the design of subsequent marketing strategies [10].

In the consumer demand research part, this study uses a combination of questionnaire surveys and in-depth interviews to fully understand the demand characteristics and behavioral preferences of the target customer group. The design of the questionnaire survey revolves around the consumer's demand level, preference factors and purchase decision-making process for wedding photography services, and ultimately forms a 20-question closed questionnaire, which is distributed through online channels and offline studio stores, and a total of 412 valid questionnaires are collected. At the same time, 15 customers with wedding photography consumption experience are invited to conduct in-depth interviews to further explore their key decision-making factors, service expectations and suggestions when choosing a studio. The interview content is compiled into text through recording, and qualitative and quantitative analysis is conducted in combination with questionnaire data to identify the main trends in consumer demand and the particularities of the Sanya market. Combining the results of the two methods, the study found that consumers are particularly concerned about customized services, creative design of shooting scenes, and transparent pricing mechanisms. These findings provide precise guidance for the marketing practices of studio chains.

3.3 Marketing Strategy Design

In terms of brand building, the Sanya photo studio chain combines the characteristics of the local "tropical island wedding photography paradise" and positions the brand as high-end, romantic and unique. Specific measures include creating theme shooting scenes with Sanya characteristics, such as beaches, coconut trees, reefs, etc.; cooperating with local high-end hotels and scenic spots to provide customers with a "one-stop wedding photography + honeymoon travel" service experience; and spreading the unique charm of Sanya through brand stories to strengthen the deep connection between the brand and regional characteristics. In addition, the brand communication focuses on emotional marketing, and by recording customer shooting stories and sharing them on social media, it narrows the emotional distance with consumers and enhances brand loyalty [11].

In terms of channel development, the photo studio chain adopts a combination of online and offline methods. Offline, the store display area is optimized to an immersive experience scene, allowing customers to experience the shooting atmosphere in advance; and advertisements are placed in tourist gathering places such as Sanya Airport and High-speed Railway Station to attract target groups. Online, exquisite photography works and customer feedback are published through platforms such as Xiaohongshu and Douyin to increase brand exposure; at the same time, cooperation with OTA platforms (such as Ctrip and Fliggy) to launch wedding photography packages, embedding photo studio services into tourists' travel booking process.

In terms of service innovation, the studio has launched differentiated customized services to meet the personalized needs of different customers. For example, it provides private

Table 1: Specific data display

Strategy	Brand Awareness (%)	Brand Loyalty (%)	Online Traffic (10,000 visits/month)	Offline Foot Traffic (visits/month)	Customer Satisfaction (%)	Repurchase Rate (%)	Customer Conversion Rate (%)	Percentage of New Customers via Short Videos (%)
Brand Building	65 → 83	40 → 58	-	-	-	-	-	-
Channel Development	-	-	5 → 6.6	1200 → 1500	-	-	-	-
Service Innovation	-	-	-	-	88 → 96	15 → 27	-	-
Digital Marketing	-	-	-	-	-	-	8 → 12	35

customized shooting plans for high-end customers, designs cost-effective standardized packages for ordinary tourists, and introduces services such as multi-style clothing matching and quick photo retouching during shooting to enhance the overall experience.

In terms of digital marketing, photo studios make full use of the communication advantages of social media and short video platforms. They cooperate with online celebrities and bloggers to promote theme shooting scenes [12]; use short videos to record the shooting process and showcase service highlights; and develop exclusive mini-programs for photo studios, allowing customers to make online reservations, view works, and track progress in real time, thereby improving marketing efficiency and customer conversion rates.

4. Results and Discussion

4.1 Analysis of the Impact of Different Strategies on the Target Market

Through the implementation effect test of the marketing strategy of Sanya studio chain stores, the results show that each strategy has a positive impact on the target market to varying degrees. The brand building strategy has significantly improved the brand awareness of target customers. The survey shows that brand awareness has increased from 65% to 83%, and brand loyalty has increased from 40% to 58%. The channel development strategy has increased the average monthly visits to the online platform from 50,000 to 66,000, and the offline store traffic has increased from 1,200 to 1,500 people per month. The service innovation strategy optimizes the customer experience, with customer satisfaction rising from 88% to 96% and repurchase rate increasing from 15% to 27%. The digital marketing strategy promotes the increase in customer conversion rate, from the original 8% to 12%, and customers attracted through short video platforms accounts for 35% of the total new customers. These specific data show that the implementation of the integrated marketing strategy has significantly improved the market coverage and customer satisfaction of the studio as a whole, and also accelerated sales conversion, as shown in Table 1.

Different marketing strategies have different focuses on the impact on the target market. Brand building mainly improves the recognition and loyalty of high-end customers to the brand, helping the brand to form a unique advantage in the competitive market; channel development has significantly expanded customer coverage, especially the cooperation with OTA platforms has increased the flow of tourist customers; service innovation has a significant effect in enhancing customer experience and increasing repurchase rate, especially favored by customers with personalized needs; digital marketing has effectively attracted young groups and

improved conversion efficiency through emerging technologies such as short videos. The application of the integration of multiple strategies not only optimizes the market performance of the studio but also achieves accurate coverage of different target customer groups, which has effectively promoted the steady increase of market share.

4.2 Improvement of Brand Awareness and Customer Satisfaction

The test of brand awareness and customer satisfaction is conducted through a combination of questionnaire surveys and interviews. The brand awareness test revolved around "the recognition, memory and preference of Sanya studio brands". 500 tourists and potential wedding photography customers are randomly selected for questionnaire surveys to collect statistics on their awareness of the brand. The customer satisfaction test is conducted on customers who completed the photography service. Data is collected through online questionnaires and telephone follow-up visits. It mainly evaluated the customer's satisfaction with the service process, photography effects, price transparency, etc. A total of 350 valid questionnaires are collected. In addition, brand awareness and customer satisfaction data are compared and analyzed before and after the implementation of the marketing strategy to evaluate the actual effect of the marketing strategy. Figure 1 shows the changes in brand awareness, and Figure 2 shows the customer satisfaction improvement data:

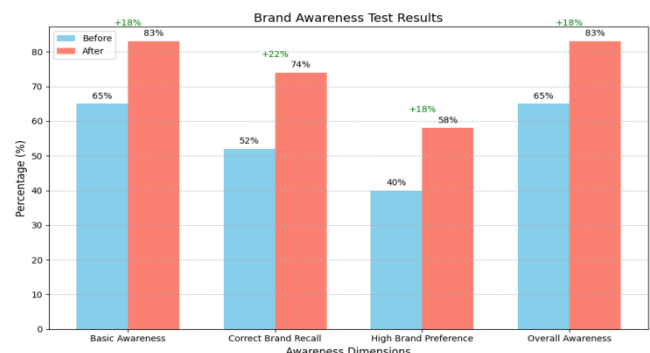


Figure 1: Changes in brand awareness

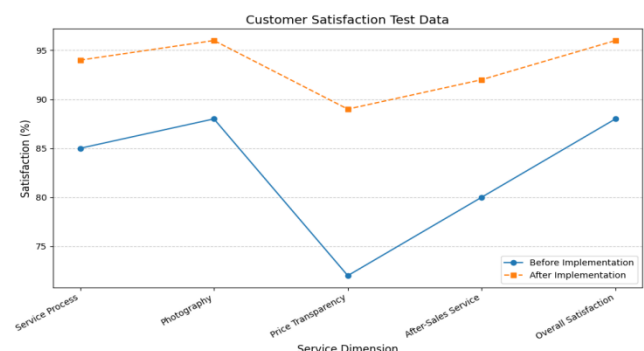


Figure 2: Improved customer satisfaction

Judging from the brand awareness data, after the implementation of the marketing strategy, the brand's recognition in the target market has increased significantly. The proportion of customers who have a basic understanding of the brand has increased from 65% to 83%, an increase of 18 percentage points; the proportion of customers who can correctly remember the brand name has increased from 52% to 74%, an increase of 22 percentage points; the proportion of customers who have a high preference for the brand has increased from 40% to 58%. In terms of customer satisfaction, the overall satisfaction rate has increased by 8 percentage points after implementation, reaching 96%. Among them, satisfaction with price transparency increased the most, from 72% to 89%, an increase of 17 percentage points, indicating that the transparent pricing mechanism has been recognized by customers; service process fluency and after-sales service satisfaction increased by 9% and 12%, respectively, showing that service innovation strategies have optimized customer experience. These results show that service innovation and digital marketing strategies have a significant effect on improving customer satisfaction, thereby enhancing customer stickiness and brand loyalty. Overall, the dual improvement of brand awareness and customer satisfaction has laid a strong foundation for photo studios in the highly competitive market environment.

4.3 Characteristics of Sanya Photo Studio Market

The Sanya photo studio market has significant seasonal and tourist-oriented characteristics. Due to Sanya's warm climate and beautiful scenery, it is an important destination for domestic and foreign tourists. The demand for wedding photography is closely related to the peak tourist season. The peak tourist season is from October to March of the following year, and the number of wedding photography orders accounts for more than 60% of the total annual volume, while the number of orders in the off-season (May to September) is significantly reduced. In addition, the tourist groups mainly include domestic mid- to high-end customers and some international tourists, who prefer wedding photography services combined with tourism, which requires photo studios to provide diversified service packages for different customer groups. To further analyze the market characteristics, the seasonal characteristics and tourist orientation characteristics of the Sanya photo studio market are shown in Table 2:

Table 2: Seasonal characteristics of Sanya's photo studio market and characteristics of tourist orientation

Analysis Dimension	Peak Season (Oct to Mar)	Off-Peak Season (May to Sep)	Annual Share (%)
Average Orders (per Month)	450	180	-
Total Orders	2700	900	3:1
Tourist Orders Share (%)	85%	65%	80%
High-End Customer Orders (%)	60%	40%	55%
International Orders (%)	15%	8%	12%

The seasonality of Sanya's photo studio market is very significant. The average order volume in the peak season (450 orders/month) is 2.5 times that in the off-season (180 orders/month), and the total order volume also shows a 3:1 distribution. This seasonal performance is highly correlated with Sanya's peak tourist season, indicating that the wedding

photography market is strongly affected by the number of tourists visiting. Tourist orders account for as much as 80% of the year, of which the peak season accounts for as much as 85%, which means that the photo studio business is highly dependent on the tourist market. High-end customer orders account for 55% of the year, and such customers account for 60% of the peak season, reflecting that Sanya photo studios attract more quality-seeking customers in the peak season. International tourist orders account for 12% of the year, which is 7 percentage points higher in the peak season than in the off-season, indicating that the international tourist market also brings growth potential to photo studios.

5. Conclusion

The marketing practice of the Sanya studio chain shows that targeted strategy design and flexible execution are the core of improving market competitiveness. Through in-depth analysis of the market environment and consumer demand, the studio can more accurately locate the target customer group and ensure the effectiveness of the marketing strategy. Brand building, as a core link, not only improves brand awareness but also enhances customer loyalty. In terms of channel development, diversified partnerships and online and offline linkage models have significantly expanded the scope of customer reach. Service innovation has become the key to attracting high-end customers, creating unique advantages through differentiated service experience and further deepening customer satisfaction. The application of digital marketing provides photo studios with real-time customer behavior analysis and precise promotion methods, which enhances the marketing effect. The practice of Sanya photo studios also shows that it is particularly important to flexibly adjust strategies in the face of seasonal fluctuations and tourist-oriented characteristics. In the peak tourist season, photo studios need to improve their service capabilities to meet high-density demand, while in the off-season, they should focus on brand promotion and local market development to maintain stable operations.

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