

# Airbnb Security

**Marketing Strategy Competition 2020**

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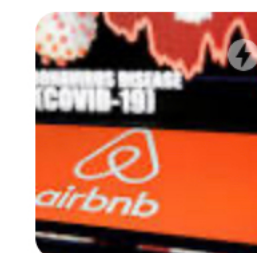
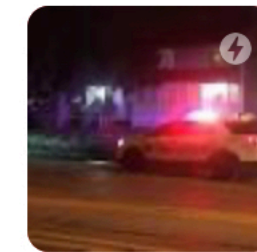
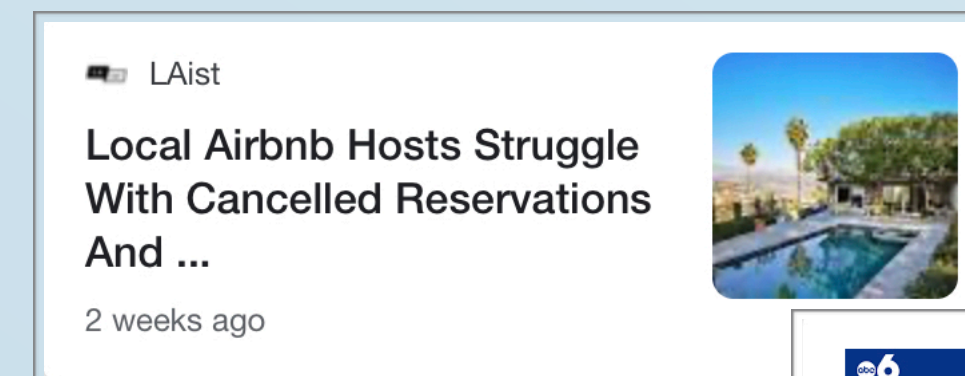
# Case Study

**The Problem**

# Problem Analysis

## Hosting an Airbnb

- No identification required
- False advertising and cancellations
- No negative reviews
- No direct customer service offered



~~REPUTATION~~



# 100%

It's easier to host an Airbnb than a Zoom Meeting. Big fact.

**So how do we fix that?**

**The 4 Ps of Marketing!**

# 1. Product

- Airbnb facilitates travelers to book accommodations with local hosts.
- Platform business model
- Rents are cheaper as hosts' investment is lower.
- It has over 3 million listings and prides itself on its safety and trust guarantee.



## Solutions

- Inspection of properties and verification of hosts.
- Requirement of legal documents and online reviews
- Better complaint mechanism and ratings for safety
- Strict measures taken on properties and owners of unsatisfactory Airbnbs



## 2. Price

- Airbnb definitely has economy pricing.
- It charges hosts only 3% booking fee and a small service fee for lodgers.
- The only other charge it levies is a VAT in some cases.
- However, payment has to be made in advance.

## Solutions

- Higher pricing for verified properties
- Cancellation fee paid by host to guest
- Charge extra verification fee and only make payments after the stay
- Security deposits to be made compulsory and discounts to be offered to affected guests.

# 3. Promotion

- Airbnb uses traditional advertising methods like billboards, banners, virtual ads etc.
- Social media - Instagram page
- Ads usually showcase the locations' pictures and nothing else



## Solutions

- Ad campaign targeted towards safety concerns
- CSR initiative on social media
- Strategic advertising (in-flight magazines etc.)
- Affordable advertising

# 4. Place

- There are too many listings which leads to quality loss and difficulty in verification
- Offices are present only in big cities, which leads to overworking
- Theoretically, each office manages 6 countries that Airbnb is in.

32

Offices  
(total)

6

Countries  
per office

(approx.)

300K

Listings  
per office



## Solutions

- Establish quality control under each district office
- Expand number of sub-offices to handle greater load
- Should have regular ground inspections
- Think twice before expanding to new countries





*and ...*

**PEOPLE!**

# 5. People

- Currently, both the host and the guest have the option to host each other
- Only service center is offered with FAQs
- Only email apart from this. Complains of unresponsiveness, rudeness etc.



## Solutions

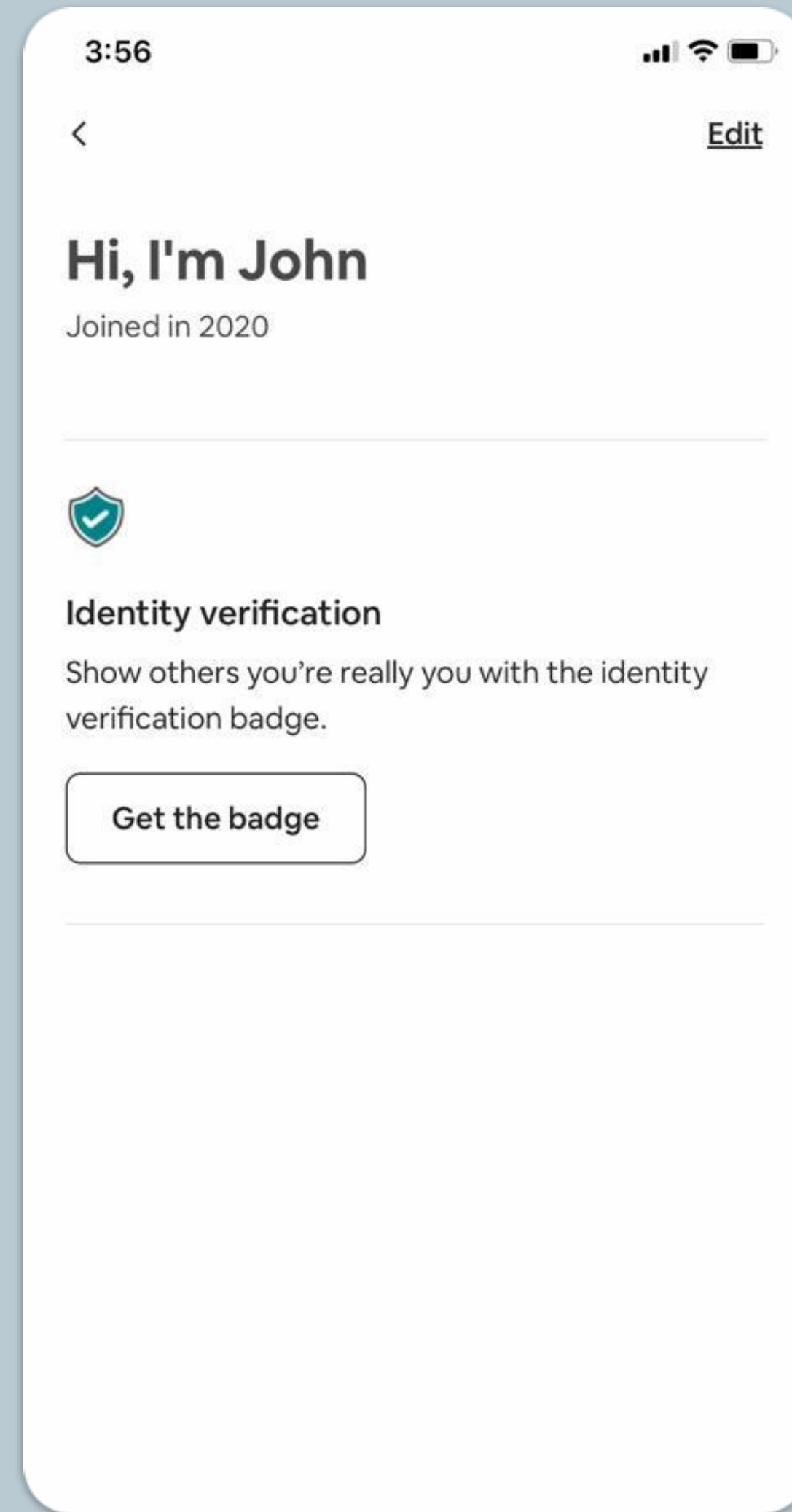
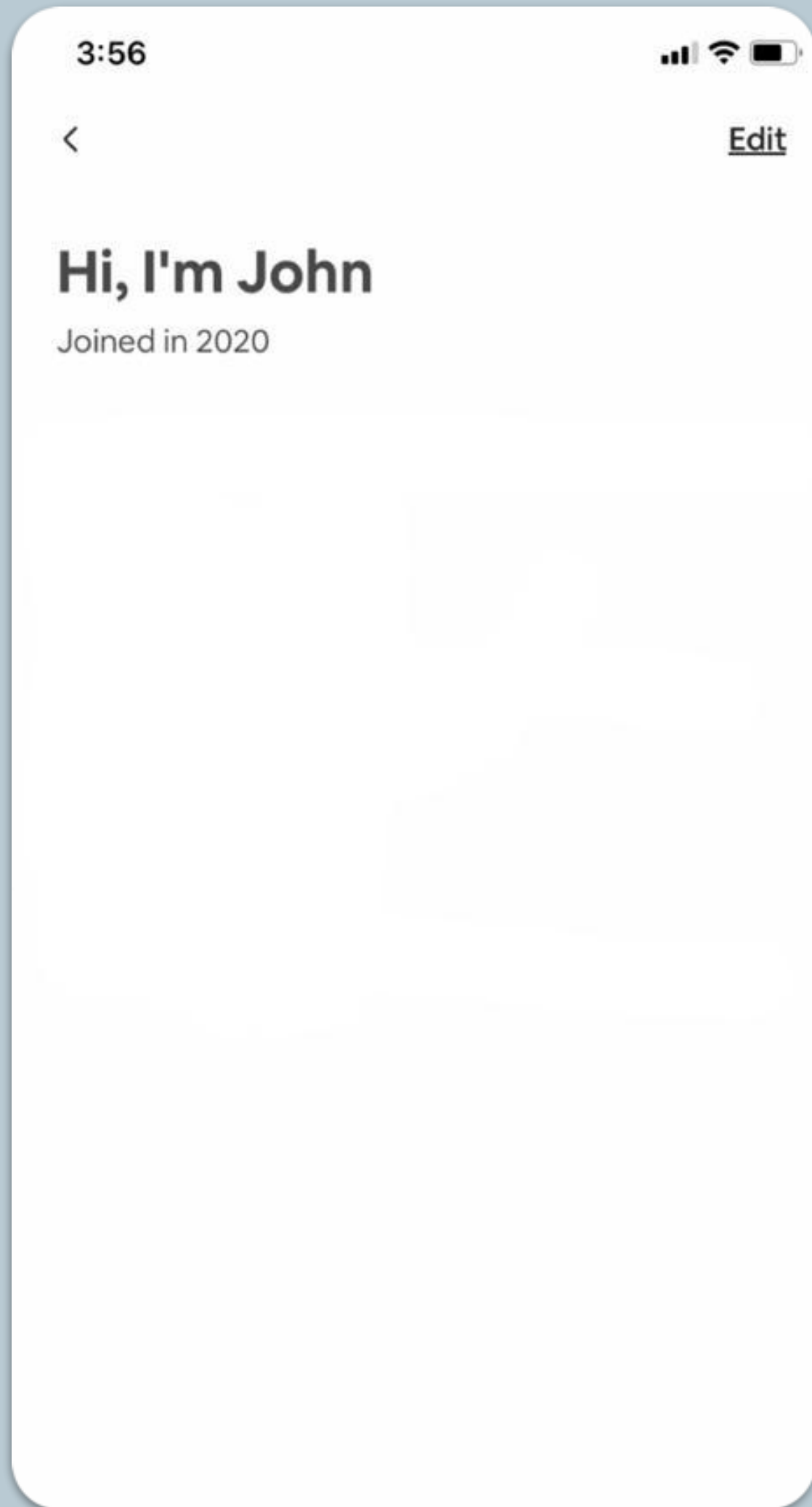
- Employee training and sensitization of employees
- Hiring more customer care executives and setting standardized, quick response times
- Help customers find backups in case of mishaps



**B E F O R E**

*a n d*

**A F T E R**



4:01 Save and exit

### What amenities will you offer?

You'll be able to add more amenities after you publish your listing.

- Essentials   
Towels, bed sheets, soap, toilet paper, and pillows
- Wifi   
Continuous access in the listing
- Kitchen   
Space where guests can cook their own meals
- Free parking on premises
- TV
- Hot water

[Next >](#)

4:01 Save and exit

### What amenities will you offer?

You'll be able to add more amenities after you publish your listing.

- Smoke alarm\*   
Check your local laws, which may require a working smoke detector in every room.
- Carbon monoxide alarm\*   
Check your local laws, which may require a working carbon monoxide detector in every room.
- Lock on bedroom door\*   
Private room can be locked for safety and privacy
- Fire extinguisher\*

\*Required to ensure the safety of our guest

\*All listings are now subject to inspection before being open to users, as per our new safety precautions.

[Next >](#)



4:37 📶 🔋

< Save

## Edit personal info

First name

---

Last name

---

Gender

---

Date of birth

---

Email Edit

---

Phone numbers Add

For notifications, reminders, and help logging in.

4:37 📶 🔋

< Save

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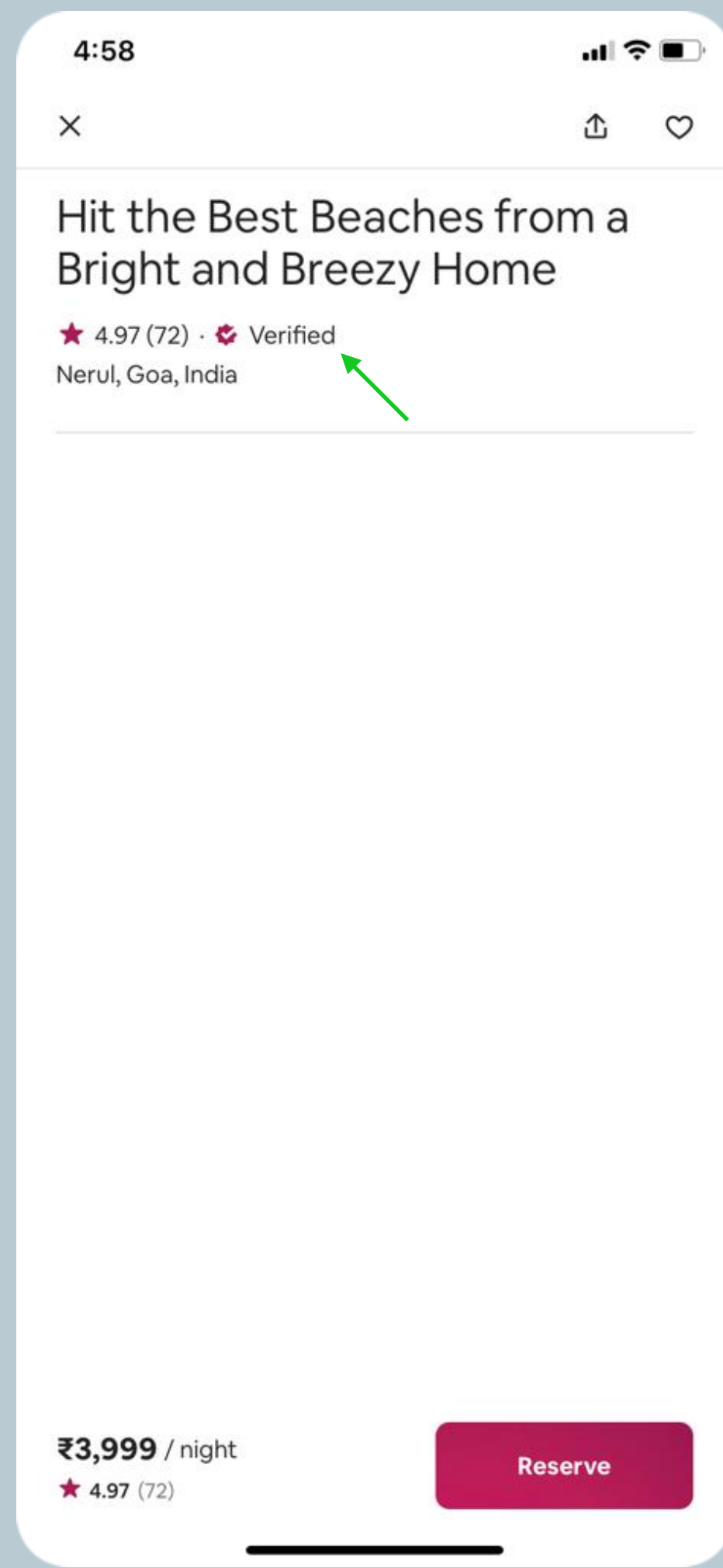
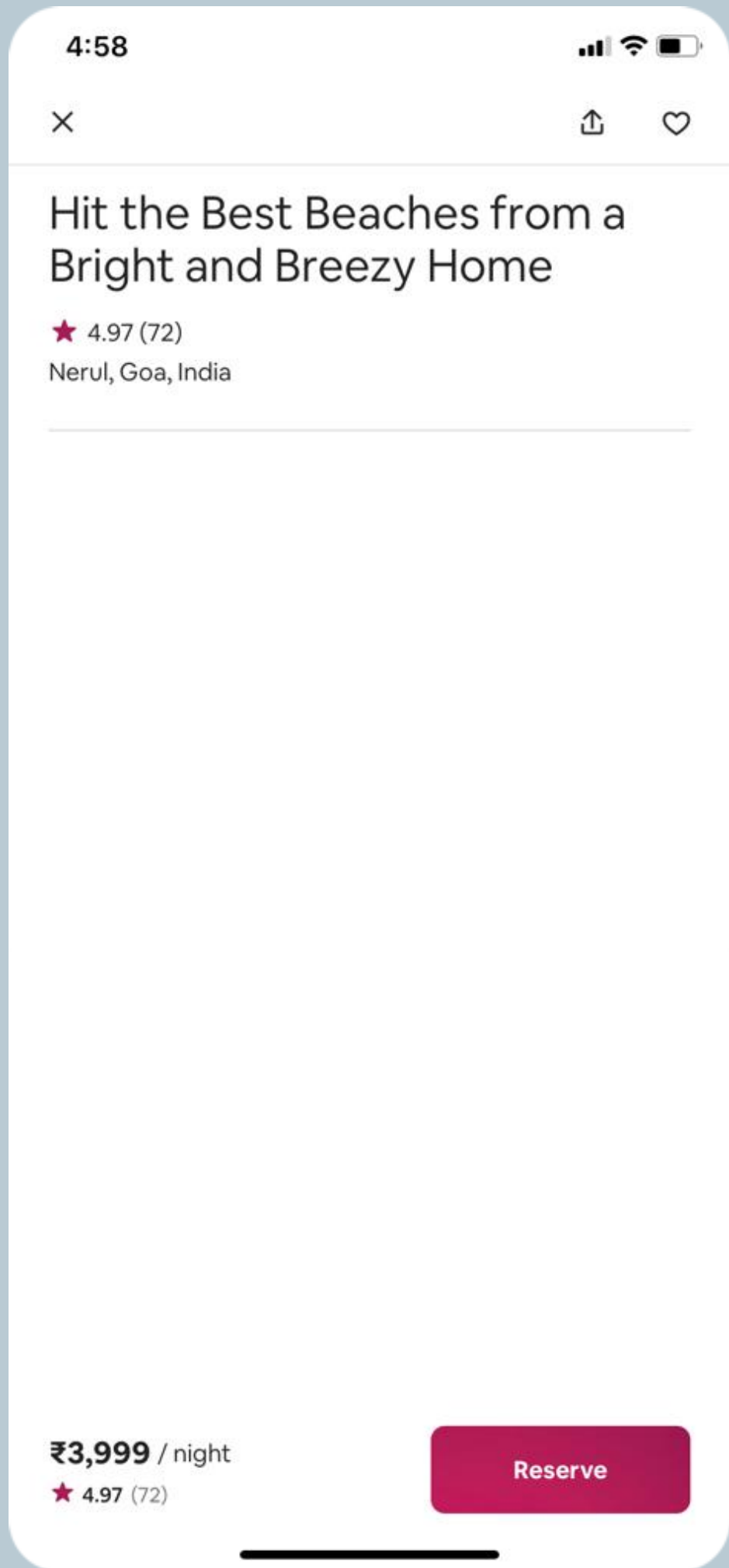
For notifications, reminders, and help logging in.

Government ID\* Provide

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\*A Government ID is required in order to make bookings as well as become a host. Government ID and proof of identity is required and is subject to an authentication process.











# CONCLUSION