

# Marketing Strategy Analysis of SN Audio Company in the Era of Experiencing Economy Under New Retail

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**Abstract**—Experiential marketing is a brand-new mode, which can make customers form new values by satisfying their spiritual needs and creating beautiful feelings for customers. This approach is also favored by more companies because of its uniqueness, and people's consumption patterns have changed as a result. This paper mainly studies the "experience-first" strategy advocated by SN Audio Company to make people feel the high-quality life of the company and the super-shocking audio-visual effect.

**Keywords**—*experience marketing; satisfaction; marketing environment*

## I. INTRODUCTION

People's lives are growing rapidly, and the level of intelligence used is gradually increasing. The SN Audio Company discussed in this article is a company that integrates sound design, production, sales and after-sales services. The company's products such as wireless HIFI systems are popular among musicians around the world. Consumers can enjoy the same high-quality songs as the theater at home, by combing the online and offline music and SN audio company's different devices. SN also always puts the experience first in the first place. In this way, SN Audio Company sells online and offline, and also pays attention to the creation of brand experience stores, so that music enthusiasts can feel the super shocking audio-visual effects.

## II. DEFINITION OF EXPERIENCE

At the Ali Yunqi Conference in October 2016, Alibaba Mayun first proposed new retail in his speech. "In the next ten or twenty years, there is no e-commerce, only new retail." It is a synonym for new retail, so what is the experience? The experience is defined in two ways: the concept of verbs and the concept of nouns. From the perspective of verbs, experience is a kind of consumption behavior, specifically the feeling of the service, goods or environment after the consumer participates in or experiences a certain stimulus project or activity. From a noun perspective, experience is the result of consumption. Specifically, it refers to the impressions or emotions that have been impressed for a long time in the mind of a

consumer after experiencing a novel and exciting consumer project.

The consumption environment under the experience economy is also very different from the e-commerce consumption situation. The continuous development of social productivity has spawned the upgrading of many technological products, such as mobile phones, computers, audio, etc. The increasing updating of modern technology products will definitely promote the changes in consumers' lifestyles and consumption patterns. Since the first year of e-commerce development in China, the suppression of physical stores by e-commerce can be said to be a heavy hammer. For the same type of products, consumers tend to choose e-commerce platforms such as Taobao, which are lower in price, although their quality may be better than the store is poor. In such a period of time, consumers often pay more attention to their prices rather than to quality. However, with the rapid development of China's economy, people's lives have been improved; consumers have more disposable time and disposable income. As the Maslow demand level shows, Chinese consumers have already separated from their physiological needs and security needs, began to chase the needs of society and above. The SN Audio Company analyzed by this research institute is in line with the trend of new retail development. Focusing on personalized service and emotional marketing, it is not only a terminal product, but also a "process product" full of joy, to the "customer is God" service concept to the extreme.

## III. ANALYSIS OF THE CURRENT SITUATION OF EXPERIENCE MARKETING OF SN AUDIO COMPANY

Because SN Audio is realized by establishing a terminal market, that is, through the way of physical stores, plus the way of online retail stores to achieve the combination of online retail stores and offline physical experience stores to manage, thereby achieving a three-dimensional channel construction.

Therefore, it is can be seen that the company's experience marketing model is divided into two categories: the combination of offline physical stores and online retail stores. The following will be a breakdown of the problems in the two aspects of experience marketing.

### A. Analysis of the Status Quo of Offline Experience Marketing

1) *Location distribution of SN physical store:* In 2011, SN entered China, but it was not until the end of October 2015 that it opened a physical store in Beijing, Guangzhou, Shanghai and Shenzhen, all far from the bustling business community in the city. So, from the point of view of location, SN Audio is unsuccessful in the offline experience of its users.

2) *Store design:* Storefront design is an important node for the landscape experience. In order to attract customers, SN Audio Company puts posters at the door and puts a magnified three-dimensional device. Through the global unified product promotion program for the visual image of the storefront, it creates an effective product display platform, enabling customers to produce good products. The impression and affection allows customers to better experience the product, thereby increasing their desire to buy products.

However, at present, the poster promotion of SN Audio Company is too monotonous, and there is a lack of three-dimensional poster promotion at the entrances of shopping malls and storefronts, the checkout counters of shopping malls, and the information desks of shopping malls.

3) *Display of physical store exhibits:* Simply put, the company has introduced products with different functions depending on the needs of customers:

- For music enthusiasts, there is a high demand for the size and power of the product, resulting in the introduction of three different sizes of wireless intelligent one-in-one sound: P1, P3, PSO.
- For audio-visual enthusiasts, the wireless smart home theater P-ba and P-sub subwoofers were launched for their higher requirements.
- For customers who want to keep their existing sound systems, they will introduce wireless smart connectors P-connect and P-connect AMP.

Through the above, if the customer wants to have a good experience in the function and characteristics of the product, then SN Audio will be divided according to the functional area of the product, through the wireless smart machine, wireless smart connector and wireless smart home, the theaters are placed and displayed according to certain areas, and different products are introduced according to the requirements of customers. At the same time, SN Audio Company also needs to divide the different display areas and experience areas according to the function of the audio and try to enhance the customer's product experience. The company still needs to make further improvements in this regard.

### B. Product Price Positioning

SN Audio's products are mainly based on a variety of methods in the pricing strategy, through the various factors in the pricing process, such as cost, competition, psychology

and cognition, but also taking into account the different countries, the difference between tax and currency exchange rate.

SN Audio's product prices are more cost-effective than competitors. Therefore, in the process of product introduction, the experience consultant should strengthen the experience first, so that the customer can subjectively feel the value of the product can be really felt, rather than the cost of the product, this will make it Customers feel value for money and value for money.

### C. In-store Experience Interaction

1) *Professional introduction:* SN Audio Company deserves attention in the customer experience interaction, so it arranges the professional one-on-one service of the experience consultant, and the experience consultant also patiently answers the questions raised by the customer. After the actual operation, the customer has a certain understanding of the function and characteristics of the product, which is benefited from the introduction of the experience consultant.

2) *Targeted recommendations:* In the experience interaction, the experience consultant will recommend the right product according to the customer's request, if the customer feels OK during the music broadcast, then the customer may buy it, or he will also need another product. Then he will have other needs, and the experience consultant as long as he wants to do it.

3) *Theme activities:* SN Audio Company occasionally invites some celebrities to hold music salon activities, let music lovers and people from all walks of life come to a feast of sight and hearing. Through the salon activities, not only allows customers to better understand the products, but also gives the company a good overall impression, but also allows the company to enter the customer's psychology and attract customers.

### D. Analysis on the Current Situation of Online Retail Store Experiential Marketing

1) *Distribution of online retail stores:* SN Audio also organized an official website to promote the company's products. By selling online on many large platforms, more customers can understand the products and search for the information of the products. The bad place is that there is no real experience for the sound quality of the products.

2) *Store design and product display:* Online retail stores such as Amazon and Tian Mao store design is relatively simple, the shop only 5 products pictures, the shop decoration style is too simple, the product is also relatively single, which is difficult to draw customers' attention.

3) *Online experience:* The experience interaction of online retail stores mainly has the following two aspects:

- Customers can freely enter and exit the online store, and consult on the characteristics of the product, the introduction of the application scenario, the installation settings and the application of the room,

and then the customer has a preliminary understanding of the product.

- SN Audio is also equipped with relevant network and telephone service personnel, products are also introduced and recommended, customers can also provide timely answers to questions.

#### *E. SN Audio Company Experience Marketing Problems*

Through the description and analysis of the current situation of experience marketing of SN Audio Company, we can see that the company has the advantages of reasonable product design, price positioning, professional experience consultant, and emphasis on online marketing, and there are also a series of problems. For example, physical storefront location, physical storefront design, poster publicity means is single, online store design is simple, online store product is single, online experience marketing ignores the sound quality effect of publicity, and so on. In addition, the lack of "home" effect in the experience marketing rendering weakens the experience marketing effect.

### IV. IMPROVEMENT MEASURES

Experience marketing is life-free, not just a simple imitation, so in the experience to combine the characteristics of the product, let it meet the customers' needs, can also let the customer have the purchase desire. In view of this, this paper designs the situation and the situation on the line of SN sound company. The specific examples are as follows:

#### *A. Physical Storefront*

1) *Improving the location of physical stores:* There are not many physical stores in SN, but it is right to focus on the north, Guangzhou and Shenzhen, but it doesn't choose a place where there is a lot of traffic, which is what it is wrong to do. Therefore, to maximize the exposure of the experience store. It is recommended to choose the right storefront according to the mode of city-to-core business circle to shopping center. Building physical stores in busy and convenient areas of the city helps customers to experience them.

2) *Improved experience scene design and layout:* The poster of the mall is mainly at the entrance of the mall and the storefront, the cash register of the mall and the consulting desk of the shopping mall. In addition to the information on the product and the sales activities, the design of the screen is also exquisite, the subject is clear and unified, the creative is novel and unique, and in this way, that can attract the attention of customers, customers can make a deep impression on the audience in the shortest possible time.

#### *B. Peripheral Image*

In the physical store, the image of the periphery has an impact on the volume of customers entering the store. It combines factors such as sound, electricity and light, which has a huge visual impact on customers, attracting customers

to buy, such as placing a large display screen at the door of the store and rolling it out. You can play SN sound company promotional films, product features and artistic activities, etc.

#### *C. Product Display and Experience Area*

In the process of placing specific forms and sequences of goods, not only the actual situation in the store should be taken into account, but also the goods inside should be classified, according to the distribution of space position, and according to the function of sound. Different display areas and experience areas are divided.

#### *D. Music Experience Room*

In order to realize the real fulfillment of the Manchu people, it is necessary to upgrade the company's experience room under the premise of funding, and add some elements of the home in the experience room, such as living room, study room, bedroom lamp, etc., so that customers can take this home, in order to truly spread the theme of "Happy Man".

#### *E. Online Music Service Experience*

In the process of cooperation with SN Audio Company, Internet Radio and online music broadcasting platform, the company plays music programs, so that customers can feel different audio-visual effects, which will resonate with customers.

#### *F. Online Experience Situation Design*

The products and storefronts on the line are designed to be single, so people can do the following:

- It is necessary to add images, prices, and videos of the company's products.
- The characteristics of each product are very proficient. When customers enter the online store, they can recommend related products according to the different needs of customers. If customers need it, they can go to the store to experience and purchase.
- The company and the product can have a comprehensive and careful understanding of the company and the product, and stimulate them to the physical store experience.
- "Up-to-date events" can be set up on the web, so that the release of the latest information about the product, the feelings of the product after use, the latest promotions, and so on, can be displayed in the latest campaign, thereby increasing the viscosity of consumers to SN products. And it is necessary to improve the extended experience of consumers.

### V. CONCLUSION

With the growing disposable income of the people and the continuous development of the Internet era, consumers' consumption habits and consumer demands have undergone tremendous changes, from simply pursuing product quality and price to the experience of purchasing products. It can

make consumers feel that they are respected and valued, and complete the transition from passive acceptance of products to active selection of products. The experience economy is an economy centered on the customer experience. It reflects that human consumption behavior and consumer psychology are entering a new state, and the emergence of emotional marketing reflects that enterprises should pay more attention to the service value and emotional value of products. Customer demand-oriented, providing customers with products and services that is satisfactory. Through the research on the marketing strategy of SN Audio Company under the experience economy, this paper finds that in the marketing strategy of SN Audio Company, paying attention to customer experience is one of its major marketing highlights, such as setting up professional marketing personnel, in order to purchase or try its audio. The customer provides the same professional and patient guidance, provides consumers with a comfortable buying environment, and provides professional purchasing advice to consumers, so that consumers are willing to pay for the service, while SN Audio has established a complete after-sales service. The service system protects the purchase of consumers. This study also puts forward some suggestions for SN Audio's physical address selection, emotional resonance and other aspects, so that the company can better serve consumers and retain consumers.

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