

Network Red Marketing Strategy Analysis

—Taking Li Ziqi, a Well-known Food Blogger on Weibo, as an Example

Qiangnan Zhan* and Youli Xu

School of business, Jiangxi Normal University, Nanchang, China

*Corresponding author

Keywords: Web celebrity, Web celebrity marketing, 4P marketing theory.

Abstract. Driven by the rapid development of mobile Internet and consumption upgrading, the group of network celebrities has gradually transformed from a social phenomenon into an economic industry by virtue of its own advantages -- huge traffic and fans effect. In this process, web celebrity marketing emerged as The Times required. Compared with the traditional marketing model, web celebrity marketing is a new model with low cost and fast cash flow, which can not only overcome the limitations of time and space, but also has a high degree of interaction and efficiency. Yet because the audience focus on web celebrity, the contents of the web celebrity fresh not endure, how content accumulated flow, do not weak sustainable development, how to in such a comprehensive three-dimensional information age to rise and guarantee the quality and preservation, the fans and audience more into consumers, become the future each web celebrity and web celebrity behind is worth thinking about. This paper will use weibo well-known food bloggers plums and pure as an example, through the plums and pure personal and plums and pure Tmall flagship store development course of the introduction, USES the 4 p marketing theory to carry on the analysis, to find its edge in the marketing process, and points out its strategy may appear some problems, and finally sums up its marketing strategy, which can be used for reference in the hope to give some enlightenment to other web celebrity groups.

Introduction

In June 2018, iresearch consulting and weibo jointly released the 2018 China Internet celebrity economic development insight report. According to the report, in 2018, the number of web celebrity and the scale of fans in China showed a significant double growth momentum, the scale of web celebrity economic market continued to expand, the commercial liquidity of web celebrity group also increased, and the development and improvement of web celebrity industry chain had a stronger momentum. At the same time, web celebrity in 2018 gradually presents a trend of diversification, with gradually diversified content, and new fields, new content such as sports, cuisine and other vertical fields rising [1]. From various data analysis in 2018, it can be seen that China's web celebrity economic market is in a growth period of rapid development. With the gradual improvement of China's Internet celebrity economic industry chain, more people are bound to join the Internet celebrity group. The threshold to become web celebrity is not high. However, it is not easy to become a web celebrity with commercial value and sustainable realization. In the face of today's web celebrity economic environment and development opportunities, how to continuously appreciate their own quality preservation and continued realization, has become a web celebrity or web celebrity backhand is worth thinking about the problem.

Case Analysis

Li Ziqi, born in the 1990s and living in Mianyang, Sichuan province, has been certified as a well-known food blogger and a contract "we media" person on her weibo homepage. Currently, she has 16.22 million followers on weibo. Unfortunately, early wisdom, no parents to rely on, for a living, as a minor will be vagabonding work. In 2012, she went home to take care of her relatives because her grandmother was seriously ill. Back home to help the family, Li Ziqi opened a taobao

shop, but business is not optimistic can barely make ends meet. Influenced by her brother, plum qi started to shoot short video at the end of 2015, showing her plain rural life to the public. With the attention and achievements she got on short video, she chose to close her taobao shop and focus on short video.

In April 2016, the fledgling Li Ziqi finished the shooting and production of the first ancient cuisine short video, which was officially released on the meipai platform. At the same time, related pictures and texts were published on weibo. Soon after, both sides began to release ancient cuisine video simultaneously, but all of them received mediocre response. It wasn't until the end of 2016 that qi's painstaking production of Lanzhou noodles turned a corner, with video gaining 500 million views. After that, the short video "swing" shot by plum qi in the following April had a new breakthrough, with nearly ten million views and hundreds of millions of views on weibo topics. At that time, plums were really known and concerned by the public, and really ranked among web celebrity. After her rise to fame, the online scandal of "plums seven double" almost forced her to stop working permanently. But plum qi didn't give up. The incident made her rethink her future direction, whether it was to build a team, cooperate with other companies or take investment, in order to find new breakthroughs.

What Li Ziqi did first was to build up her own team, cooperate with the photographer recommended by her friend and hire a small assistant. The cooperation from the team not only greatly improves her shooting efficiency, but also greatly optimizes her video, which is more exquisite in terms of picture quality, composition and framing, and attracts more people to video. People marvel at the "four seasons replacement, timely and food", but also admire the "chrysanthemum dongli, ask the moon wine, happy landscape", almost everyone in the plum seven video saw the ideal rural life, ancient flavor, ancient style, ancient natural.

She then signed a contract with MCN, which injected funds into Sichuan ziqi cultural communication co., LTD., which she registered. Soon after, Li Ziqi and the Palace Museum food brand "my mind" hand in hand. On August 5, 2018, Li Ziqi warmed up for the opening of Tmall flagship store on weibo, and officially introduced the personal brand "Li Ziqi". With the brand concept of "new tradition, slow life", Li Ziqi aims to build a brand that is both long and warm.

Analyze the Marketing Strategy of Flagship Store from the Perspective of 4P

The 4P, or four marketing mix strategies, was proposed by professor Jerome McCarthy, an American marketing scholar, in the 1960s, namely product strategy, price strategy, channel strategy and promotion strategy. In terms of expansion, the marketing of enterprises should be to put superior products or services into a specific market through different circulation channels at a matching price, supplemented by corresponding promotion and promotion means, which is a successful and complete marketing.

Product Strategy

Product strategy means that enterprises adopt different production and sales measures to products in order to better seek survival and development in the fierce market competition. This strategy covers five aspects of product combination, development, differentiation, brand and life cycle.

In terms of product mix and new product development, Li Ziqi should first create gourmet products rather than prematurely enrich the product line. Therefore, the products in the flagship store should be refined rather than miscellaneous. Currently, the products are mainly divided into two types: sauce and health food. On the one hand, plum wants to create a "new traditional, slow life" food brand. Every product on the shelves needs to be strictly checked. On the other hand, the selection and research and development of new products are not easy. Making food is not like selling clothes. The steps from raw materials to production, from formula to taste adjustment are all knowledge. Products sell like hot cakes in the store "good mix beef paste" as an example, the first in production compared to select from the four kinds of beef, followed by 6 times the taste of the research, trial finally selected "spicy taste, then began to run factories, selected from more than 20 samples 1, then continue to do raw material, spiciness adjustment, finished product came out still

look for the professional gourmet tasting, all achieve ideal standard is activated after sale. The same is true of other products, every bit of it carefully made.

In general, in terms of product strategy, the polishing of plums seven flagship store brand image, high-quality commodity quality and exquisite packaging design make plums seven brand win a place in the fierce taobao red food store. From the inside to the outside, Li Ziqi's products are full of cultural connotation. From another perspective, it can be seen that Li Ziqi does not only sell products, but also delivers feelings and ideas.

Price Strategy

Price strategy refers to that an enterprise realizes its marketing goals by setting and changing prices according to market rules. In terms of price strategy, it is mainly realized through customers' transfer value [2].

The so-called customer transfer value refers to the difference between the total customer value and the total customer cost. Total customer value refers to a series of benefits obtained by customers from specific products or services, including product value, service value, personnel value, personnel value and image value. The total customer cost refers to the expected cost of evaluation, acquisition and manufacturing of products or services, including currency cost, time cost, physical cost and mental cost. Customer transfer value is mainly generated by increasing the total customer value and reducing the total customer cost.

Plums seven flagship store guarantees the total value of customers by providing high-quality products with added value. Meanwhile, it also puts warehousing and logistics in Zhejiang, which reduces the money and time cost of customers. Besides, the detailed description of products also reduces the time and energy cost of customers to some extent. Overall, plum seven's pricing strategy creates positive customer value.

Place Strategy

In terms of sales channels, plum qi puts the warehousing and logistics of online sales in Zhejiang instead of Sichuan. On the one hand, Jiangsu, Zhejiang and Shanghai are logistics distribution centers, and the delivery time is 2 to 3 days faster than that from Sichuan. On the other hand, it can save some postage. Soon after Tmall flagship store opened, plum seven brand began to plan offline channels. In November 2018, the plum seven flagship store -- su zao sauce was successfully put on the shelves of Shanghai hema fresh offline store, and the "plum seven" brand officially entered the new retail channel. This measure not only extends the product value, but also facilitates the further upgrading of Li Ziqi brand.

For platform e-commerce companies, laying offline channels, capital, stores, publicity and so on are all difficult problems. The gap between online traffic and offline sales is a real pain point. Plums qi avoids these problems by moving its products into hema fresh offline stores. It does not need to spend a lot of money to open stores and avoid unnecessary offline publicity. Plums seven plans to develop offline channels, which is actually a reasonable brand upgrading plan for the development of online and offline products and services with comprehensive connectivity, quality and efficiency.

Promotion Strategy

Promotion strategy refers to the use of various information dissemination means to stimulate consumers' purchasing desire to promote product sales, so as to achieve corporate marketing objectives, including the combination and application of controllable factors such as advertising and business promotion related to promotion. The promotion strategy is not only limited to the literal behavior of giving profits, but also includes a series of marketing activities such as enterprise brand promotion (advertising) and public relations.

In terms of revenue promotion, plum seven flagship store mainly adopts the following three revenue promotion measures: online discount promotion, bonus promotion and buy free promotion. When it comes to branding, plums clearly have a plan. In addition to release product propaganda video, plums and pure also published by long graphic to tell her the journey along the way, brand creation, open a shop of dribs and drabs, aeriform in will pass out, plum and pure this brand fans

and audience form recognition on emotion and consciousness, nature, greatly increasing acceptance of the brand. In addition, plums prepare all kinds of gifts, either food or custom gifts, in their daily video updates. The feedback to the fans and the friendly interaction with the daily comments further deepen the stickiness of Li Ziqi's fans. With the increase of fans' goodwill towards the brand, they will spontaneously conduct word-of-mouth publicity for Li Ziqi.

Problems in Li Ziqi's Current Marketing Strategy

Compared with other similar taobao red merchants, the prices of several products sold in the flagship store of Li Ziqi are slightly higher. In the after-sales reviews of the flagship store, many customers have complained about the low cost performance. Taste for food products, food itself is very critical, and we can imagine is that three years fans watch plum and pure food making video, very want to try, but nowhere to buy fans formed the impression that it is plum and pure product of food is very delicious, but is all tastes, fans once tasted the mold, will lose goodwill in product even plums and pure himself. Even though Li Ziqi's products are made of excellent materials, fans will still think that the product price and product ratio are not expected.

In the past, plums flagship store had such excellent sales results in the early stage, mainly due to plums' continuous and detailed work on content, which was beyond the expectation of fans, and its consumption enthusiasm has been accumulated for a long time. However, for customers, the core of consumption choice is still the experience brought by products or services. In order to keep customers' hearts for a long time, the performance and price of products must be adjusted and matched.

Summary

China's Internet celebrity economic industrial chain continues to develop and improve, and more and more Internet celebrities and network realization mode emerge, web celebrity economic development can be expected in the future. For web celebrity individuals, it is necessary to first identify their own characteristics, in-depth work content and not superficial. Web celebrity marketing has shifted to content marketing in essence. In order to keep the heat and have lasting vitality for a long time, only excellent and high-quality content can be provided continuously [4].

This paper analyzes the case of plum qi, a well-known food blogger on weibo, and illustrates how Li Ziqi grew from obscurity to become the first person known for ancient cuisine. Realized within its commercial road, the early success by plum and pure personal flow accumulation and the huge influence to later period through the analysis of the marketing strategy of plum and pure flagship store, summed up the web celebrity to build own brand stores, create own brand concept, product selection, packing, price, promotion and so on are all around the brand building, to product specialization, the brand. Web celebrity can develop marketing strategies based on 4P marketing system. The interactive and low-cost nature of the Internet can be utilized when selecting communication platforms.

References

- [1] Iresearch consulting. Weibo. 2018 China Internet celebrity economic development insight report [Z]. Iresearch consulting series research reports, 2018 (06): 1-36.
- [2] li hongyan. Analysis of 4P marketing strategies in the film market under the Internet environment -- taking the film mermaid as an example [J].2016 (08): 40-41.
- [3] Under the new retail upgrade, plums and pure brand layout http://hn.ifeng.com/a/20181126/7056350_0.shtml offline channels
- [4] Liang xinmeng. Marketing strategy and prospect of web celebrity brand [J]. International public relations, 2016 (03): 61-63.