

# Analysis of Internet Celebrity Brand Marketing Strategy

## — The Example of Nayuki's Tea

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### ABSTRACT

With the rapid development of the Internet and economy. Internet celebrity brands have become a new generation of large economic systems. This article uses a case study method to select the Internet celebrity brand Nayuki's tea to discuss the marketing strategy and analyze all the same Internet celebrity brands. Suggestions and countermeasures are proposed for the deficiencies and easily overlooked aspects of Internet celebrity brands in marketing strategies. It provides a reference value for the same type of brand development and researchers in the future.

**Keywords:** "Internet Celebrity Brand", "Marketing Strategy", "Nayuki's Tea", "Marketing Model."

## 1. INTRODUCTION

With the gradual rise of some social software such as Tiktok, Weibo, and WeChat, the fission transmission method of the mobile Internet has become popular. Some brands have gained a lot of attention in the spread of this fission, and people call them "Internet celebrity brands." Such an internet celebrity marketing strategy has been well received in the Chinese market. More and more large-scale enterprises have decided to continue to launch this kind of internet celebrity concept to attract consumers' attention in recent years. At the same time, the emergence of such "net celebrity brands" has also led to the continuous emergence of a large number of emerging companies. Some time ago, "autumn's first cup of milk tea" became a hot topic in the WeChat circle of friends, and people have taken the first cup of milk tea after the arrival of autumn 2020 as a fashion [1]. Nayuki's tea is one of the hottest emerging tea brands in recent years, and many of its stores have lined up long queues of consumers. Many customers even have to wait for several hours before they can buy a cup of tea[2].

Based on the strong response to the previous Internet celebrity brands, this article is concerned about why the Internet celebrity brand is so popular in the Chinese

market? What are the marketing strategies of Internet celebrity brands? What are the characteristics of these marketing strategies, and what are the problems? What are the factors behind the problem? And what are the solutions to the problem?

In response to the above problems, this article will take Nayuki's tea as the main research object and adopt the case study method to analyze the marketing of this type of influencer brand. It will also adopt this type of marketing around the method and characteristics of the marketing strategy of the influencer brand. The reasons for the strategy, the problems of this kind of marketing strategy, the factors behind these problems and the solutions to the problems are discussed and analyzed.

## 2. LITERATURE REVIEW

Literature review on web celebrity brand. In recent years, the web celebrity brand and web celebrity economy show a thriving trend, which has aroused the great attention of all walks of life. Domestic and foreign scholars have done a lot of research on web celebrity brands and the web celebrity economy. Although many research articles can be roughly divided into three categories: trade economy, enterprise economy, and information technology. In an article, about web

celebrity brand IP marketing in the category of trade economy, the author emphasized the new e-commerce model of web celebrity brand IP marketing and analyzed the development of the web celebrity economy[3]. In the article on enterprise economy type, the study on the impact of web celebrity brand IP marketing on consumers' purchase intention is considered an example[4]. The author analyzes the assumption of IP marketing on consumers' purchase intention and takes web celebrity brands as the research object. Suggestions for extending the life cycle of web celebrity brands are put forward. This article is about the research on the marketing strategy of web celebrity catering brands[5]. The author sorts out the problems existing in the current network catering brand marketing and puts forward suggestions for improvement. To sum up, in all the researches on web celebrity brands, everyone focuses on the analysis of the large social environment, mainly to explore the marketing content of web celebrity brands, and then to conduct in-depth analysis in various fields.

Literature review on marketing strategies. The marketing strategy is more extensive than that of Internet celebrity brands. Compared with articles on Internet celebrity brands, there are more academic papers on marketing strategies, covering a wider range, including industrial economics, business management science, information technology, basic science, and so on. Take an article in economic management science as an example[6]. The two authors explored e-commerce marketing strategies in a large environment, mainly discussing using big data applications in corporate marketing to bring new business to their companies. Development Opportunities. Other articles about the marketing transformation strategy of publishing houses in the era of integrated media [7], about the information science Technical field. The author analyzes how the traditional publishing industry uses marketing transformation to improve its overall strength and broaden financing channels during the development bottleneck period. In conclusion, most of the authors in the articles on marketing strategies have discussed the changes brought about by the times to society, using specific cases or large corporate environments to extend marketing methods suitable for individual economic and industrial development.

The current research field and technology have reached a new height, so the amount of research literature is very rich, a large number of research results are studying business, journalism researchers conducted discussions to express their ideas. All research documents can be roughly divided into the following categories: the influence of Internet celebrity brands on the economy, the marketing model of Internet celebrity brands, the prospects of Internet celebrity brands, and the innovative analysis of the market of Internet celebrity brands. Each type represents the economic progress and influence brought by Internet celebrity

brands to modern society. For example, the marketing strategy of Internet celebrity brands, an analysis article on the web celebrity marketing model in the new media era[8], and the innovation of economic models also help current enterprises in marketing innovation. Provide them with more efficient and professional methods. A large amount of literature focuses on how Internet celebrity brands drive economic growth or why such a huge economic system will suddenly appear in society in just a few years. The rapid development of the Internet is a big change for the entire international market. Efficient propaganda methods, large customer groups, and convenient lifestyles are all the help of the Internet for every online celebrity brand.

After reading a large amount of literature, we found that other literature did not analyze any aspect of Internet celebrity brands or marketing strategies in depth but simply summarized all aspects. For example, this article on the maintenance and upgrading of online celebrity catering brands based on Internet thinking only discusses the macro direction. And articles like this are the majority. In the following articles, the article will make up for the deficiencies and carry out more in-depth and more professional research by selecting appropriate cases to help some professional fields as much as possible to advance the research results. This article selects Nayuki's tea as the research case of this article to further analyze the characteristics of its brand and draw conclusions in this research and points that can be learned from it. Nayuki's tea is a well-known online black tea brand in China. They help them increase national awareness and brand sales through social media and online promotion, which is also very consistent with the research direction of the article. Its marketing model also provides a learning experience for more tea brands.

### **3. NAYUKI'S TEA'S OVERVIEW AND MARKETING STRATEGY ANALYSIS**

#### ***3.1 Introduction of Internet Celebrity Brands***

Internet celebrity brands are now an important economic force in the Chinese market. "Net celebrity is short for internet celebrities, which mainly refers to the emergence of some representative and influential internet celebrities in the context of the development of the Internet. With the development of the Internet, internet celebrities have become a very familiar term for the public. , Has been given a new definition in these years[9]. And the Internet celebrity brand is the same as these Internet celebrities. These brands are also very representative and influential well-known brands in the eyes of the media and customers. "Internet celebrity is an economic phenomenon, and it is produced with the entire network ecological environment." [10] "The formation of internet celebrities is inseparable from the

development of the Internet. With the continuous maturity of internet technology, the economic model of internet celebrities has also moved towards a new pattern[11]. The 21st century is the Internet era, and its rapid development has brought subversive changes to people. As people's living conditions continue to improve, more and more attention is paid to the needs of material, spiritual and cultural. And people's entertainment and pastime are also due to the Internet. The development has been enriched[12]. So more and more people began to pay attention to the dynamics of the Internet, and some brands discovered this phenomenon. They vigorously promoted their brands through the Internet and improved the visibility of their brands through packaging and media. A well-known internet celebrity brand[13].

### **3.2 Overview of Nayuki's Tea**

Nayuki's Tea was founded in 2015 and is headquartered in Shenzhen, Guangdong Province. Nayuki's tea has always adhered to the communication concept of "bringing good tea to everyone in a way that is in line with modern life" for marketing and promotion. Focusing on providing high-quality freshly made creative teas is located in the city's high-end commercial center. The core location and providing a design experience space to embark on a development route of high-end ready-made tea. Moreover, all stores are directly operated stores and do not accept franchises. Nayuki's tea innovatively creates the form of "tea + soft European buns" and adheres to the brand quality standard that the tea base is changed every four hours, and the soft European buns stay overnight[14]. On July 2, 2019, Nayuki's tea was selected as one of the "Top Ten Chinese Tea Brands"[15]. As of September 30, 2020, Nayuki's tea stores reached 422. In the past three years, the company's revenue has exceeded 5.7 billion Yuan. The reason why Nayuki's tea became an Internet celebrity brand is because of its unique marketing strategy.

### **3.3 Analysis of Nayuki's Tea Marketing Model**

Based on the main research questions of this article, this article will explore Nayuki's tea marketing model from platform management, risk management, relationship management, and behavior management. Meanwhile, this paper will use this case to speculate on the differences in marketing strategies for Internet celebrity brands in the entire tea industry.

#### **3.3.1 Marketing Model of Platform Management**

In terms of platform management, Nayuki's Tea has established WeChat Mini Programs and WeChat Official Accounts. The establishment of these two platforms has provided convenience to consumers and has therefore

been loved by consumers. Consumers can place an order directly on Nayuki's tea applet and pick it up at the store. You can also see how many people are waiting in line in the mini program. At the same time, consumers can also learn about the real-time dynamics of Nayuki's tea and the introduction of new brands on Nayuki's tea WeChat public account. Meanwhile, Nayuki's Tea's mini program has its unique "tea shore" icon, and Nayuki's Tea sometimes sells commodities jointly with other brands. Promote and improve the brand through the Internet or other convenient ways to reflect brand advantages.

#### **3.3.2 Marketing Model of Relationship Management**

Nayuki's Tea conducts relationship management by promptly discovering and solving problems and issuing statements. For example, not long ago, a customer reported that the strawberry in the strawberry magic wand purchased at Nayuki's tea Nanchang Parkson Youke City Plaza store had deteriorated. The customer bought Strawberry Magic Wand European-style bread at 3 p.m. that day, and went home more than 9 p.m., and found that the strawberries on the bread were covered with white hair and had become moldy. In addition, there is no label on the bread that indicates when it is eaten in accordance with the regulations. On the evening of May 9, Nayuki's Tea stated its official Weibo, apologizing for the recent media reports from customers regarding the deterioration of strawberries in the Strawberry Magic Wand. Nayuki's Tea's relationship management mostly depends on the management of its official accounts. Brands attach great importance to every aspect of customers and learn from other good similar brands.

#### **3.3.3 Marketing Model of Risk Management**

In terms of risk management, because of the operational risks of stores, Nayuki's Tea takes precautions against risks during the location selection phase of the store. It regularly analyzes operational data during the operation process, focusing on monitoring loss-making stores. However, there are still problems with this kind of risk management. Due to the expansion of stores, the company's profit recovery has slowed, and the operating efficiency of the single store has declined. As a result, Nayuki's tea loss in 2018 and 2019 was 69.73 million yuan and 39.68 million yuan, respectively. In 2020 The loss in the first 9 months was 27.51 million yuan [16]. At the same time, there are still problems with the management of Nayuki's tea in terms of brand risk prevention. Nayuki's tea has also been punished repeatedly for food safety issues. Up to now, there are 58 tea-related complaints about Nayuki's tea on the Black Cat Complaint Platform, of which 14 are about food safety issues. Users broke the news that they ate hair, rubber bands, and even glass slag, and some users

complained about Nayuki. Tea directly affixes new labels to drinks that have not been sold before and sells them as new brands. Nayuki's Tea has its unique precaution system for its risk management. Nayuki's tea is strictly controlled in all aspects to ensure product quality and actively improve all aspects of the brand's deficiencies.

### *3.3.4 Marketing Model of Behavior Management*

The main characteristic of Nakuyi's behavior management is that the store is operated directly. The store manager is assigned by the group, which is then responsible for managing and arranging the employees' time in the store. In terms of behavior management, Nayuki's Tea sets up the position of the store manager to restrain and lead employees. Since all stores are directly operated stores, employees are directly assigned by the group. The work of employees is generally divided into three shifts, and the arrangement of each shift is reasonably planned so as to maximize the use of working time. But the effect is not satisfactory. Recently, law enforcement officers from the Shenzhen Municipal Market Supervision Department conducted a surprise inspection of Nayuki's tea. In the Nayuki's tea shop in the Zhuoyuehui Shopping Mall in Futian District, Shenzhen, the law enforcement team found employees in the shop's operating table area who did not wear masks as required. Also, the glass doors of the food storage cabinets in the back of the shop were malfunctioning. Locked situation. Nayuki's Tea is always paying attention to its managers' ability to achieve success in behavior management. Nayuki's tea attaches great importance to the cultivation of employees and adheres to the principle of customer first in work.

## **4. ANALYSIS AND SUGGESTIONS ON NAYUKI'S TEA MARKETING ISSUES**

### *4.1 Analysis of Nayuki's Tea Marketing Problems*

This article discusses the practical problems of Nayuki's tea in marketing from the three aspects of Nayuki's tea platform management, risk management, and behavior management.

#### *4.1.1 Platform Management*

Nayuki's tea should pay attention to the operation and management of each platform to ensure that each brand sales platform established can be completed efficiently. In the platform management, Nayuki's Tea still has some technical problems with its WeChat mini program. Some time ago, some consumers reported that half an hour after the order was successfully placed on Nayuki's official WeChat mini program, the order was directly canceled. The customer service was contacted.

The customer service explained that the delivery address was outside the delivery range. Since Nayuki's tea customer service did not notify him in time, customers posted their dissatisfaction with Nayuki's tea on the "Black Cat Complaint" website, which made some other customers' impression Nayuki's tea worse. The cause of the problem may be that the platform automatically cancels the order due to a problem with the delivery range setting of the applet. At the same time, the customer service did not deal with the customer's problem in time and compensated the customer in a certain way.

#### *4.1.2 Risk Management*

Nayuki's tea should pay more attention to brand hygiene and consider it for customers in risk management. "In 2019, customers reported that Nayuki's tea was handled with bare hands and made drinks without wearing masks and gloves. It attracted a large number of netizens on the Internet.<sup>i</sup> Netizens said they were not responsible for the brand and did not pay attention to hygiene inspections." Everyone knows Nayuki's tea is an Internet celebrity brand, so it is particularly popular in China, leading to a particularly high sales volume of brands in each store. But for the tea industry, every cup of milk tea needs to be made fresh, so the time will become particularly rushed. Some waiters have to complete the branding at the fastest speed, which also leads to They do not pay attention to hygiene and details, which leads to some problems. This kind of hygiene problem is particularly detrimental to the brand image. Even if Nayuki's tea finds out about it on the Internet, it immediately communicates and reassures customers. Still, this irresponsible behavior for the brand will always affect customers, leading to this. The reason is that the staff training is not in place. The work arrangement is unreasonable, there is no good allocation of time, and the number of employees in each store is arranged improperly. The service staff cannot arrange the time reasonably ignore the details. Then it will lead to a decline in sales, the brand reputation will be affected, and the competitive advantage will be lost under other similar brands.

#### *4.1.3 Behavior Management*

In behavior management, Nayuki's tea has complained of poor service attitudes on various user platforms. The complaints included an order placed in a certain store, but no one answered. The clerk had a bad attitude, was forced to scan the code by the service staff at the counter, and was unattended and guided.<sup>ii</sup> Especially for complaints received while waiting in line for this place, some users wrote about problems such as "the queue is disorderly" and "after waiting two or three hours, they are told not to sell bread". The impact of these problems is that users will complain to merchants

and give very low scores on commonly used apps like Meituan App. Five points only give half or one point, which lowers the store's score. These problems may be caused by the lack of actual training by the shop assistants, which leads to the disorder of the uncontrollable order when the crowd is crowded and does not correctly guide the visitors to use the convenient applet app to order orders. Also, because the store cannot control the work of each clerk, there will be situations where the clerk has a poor attitude towards customers or even quarrels.

## ***4.2. Nayuki's Tea Marketing Countermeasures and Suggestions***

### ***4.2.1 Modification Opinions on Platform Management***

Based on the above discussion, the following suggestions are made for the management of the store platform: First, technicians are requested to repair the technical problems of Nayuki's official WeChat applet in time and conduct tests. Ensure that the Mini Program platform does not accept orders whose delivery address is outside the delivery range, and the Mini Program platform itself will not actively cancel the order. The order needs to be cancelled manually. Second, promptly apologize to consumers and compensate 3 times the compensation of the original order. Make consumers feel sorry with a sincere attitude. Third, it is necessary to emphasize to all the customer service staff of Nayuki's tea that the order needs to be cancelled due to the reasons of the store. The customer should call to confirm and give corresponding compensation so that consumers will not have a bad impression of Nayuki's tea. These suggestions also have some enlightenment for the marketing development of the entire online celebrity brand industry. With the advancement of the Internet, the emergence of some official platforms has indeed provided convenience for consumers and brands. At the same time, because platform technology is still developing, brands It is necessary to pay attention to customer feedback and platform problems in time and find technical personnel to solve them immediately. To avoid the emergence of the platform, it will reduce the brand's own reputation.

### ***4.2.2 Revised Opinions on Risk Management***

This article believes that Nayuki's tea needs to improve the training of employees, "establish a good quality management system and raise the threshold of brands [17]. It is necessary to ensure the hygiene of the brands, and good training must be carried out before each employee enters the job to ensure that employees can Maintain a good brand image in front of customers to provide customers with quality services. If there are some problems, it is necessary to deal with public

relations crisis even if there are some problems, to comfort customers promptly, take the customer first, and clarify the brand concept. Nayuki's tea brand does not want it to only rise for a while, but to always maintain a good market position in the tea industry to ensure that it can be sold for a long time. Therefore, companies must maintain the brand's reputation with the greatest ability and should not be affected by small things to affect the future development of the entire brand. In this era, the rapid development of the Internet has brought about many changes in every industry and gave birth to many new operating concepts. Still, if a brand wants to succeed, it must have a long-term customer base to maintain its operations. Therefore, every brand should not be affected by such small things to affect the company's future development. Therefore, every brand must use a complete system in all aspects to manage and maintain its brand reputation.

### ***4.2.3 Modification Opinions on Behavior Management***

This article gives the following specific suggestions for complaints about store services. The first is the formulation of recruitment standards. When recruiting service personnel in the store, corresponding assessments should be formulated. The most important thing for the service staff in the store is the service attitude. When recruiting, we must actively look for enthusiastic and patient employees and select employees based on background experience. Recruiting good employees will greatly reduce labor costs in future training and management. Second, in training, Nayuki's tea should have its own training system so that employees can learn how to sell brands, how to check cash, and how to guide guests to use mini programs during the internship period. Avoid customer complaints and quarrels when encountering the same problem in the future. The third is the long-term management system. Nayuki's tea can learn from other successful service catering industry experience, such as Haidilao Hotpot. Reasonable management and control of employee welfare improve employees' happiness at work. The decrease in personnel turnover and the increase in welfare will also bring more enthusiastic corporate services. For catering service companies, service is the customer experience, and experience is the cornerstone of the customer base. Improving the customer experience will also bring more profits to the enterprise. The above are some basic suggestions, and these suggestions also have some enlightenment for the development of the entire Internet celebrity brand. In addition to social media's initial publicity and traffic, online celebrity brands should consolidate their reputation if they want to obtain long-term benefits. From recruitment to training to personnel management, a fixed industrial system is formed to ensure the long-term customer base, to achieve the long-term

healthy development of the enterprise.

## 5. CONCLUSION

This article explores the marketing methods of all Internet celebrity brands by exploring Internet celebrity milk tea shops. The article selects the case of Nayuki's tea to research similar brands and puts forward the following conclusions. The article divides the marketing strategies of Internet celebrity brands into 4 Aspects: platform management, behavior management, risk management, relationship management, and discovered unique marketing concepts for Internet celebrity brands. (1) In terms of platform management, Naixue's Tea has opened a WeChat applet to facilitate customers' ordering and to queue. (2) In terms of behavior management, Nayuki's Tea sets up a store manager to restrain and train employees. (3) At the same time, Nayuki's tea conducts risk management through regular risk estimation. (4) In terms of relationship management, Nayuki's tea manages by discovering and solving problems in time and conducting public relations. However, this article believes that Nayuki's tea still has some problems in its marketing model.

It has not achieved a perfect service status, resulting in customers not getting a good service experience when they are in the store and managing the company platform. There are still not enough preparations for the program, so there are still problems in the technical aspects of the program. For customers, the most direct judgment of the quality of a brand is the store and the waiter. Because these are the people, they are most easily exposed to. Such intuitive mistakes will directly affect the brand's reputation and reputation. This article provides some marketing and management suggestions for Nayuki's tea-based on analysis and research. First, improve the business training and brand introduction for employees before they start to work to ensure that they can show a good brand culture at work. Second, suppose Nayuki's tea is to develop an online ordering platform such as the WeChat app or the Meituan app. In that case, it must be ensured that the platform can operate normally and will not bring a bad shopping experience to customers. Third, if a brand wants to maintain a good brand position for a long time, it must innovate to bring customers a better brand experience.

This article still has defects in the following angles. The information in this article is second-hand data, and the second-hand data is analyzed and processed. Second-hand information is advantageous in terms of convenience but may not be specific enough for Nayuki's tea-specific restaurants, and there will be realistic deviations. Similarly, when the article adopts a case analysis method to analyze and draw conclusions, the conclusions summarized in the article are not completely applicable to other social catering companies. This can be used as a general opinion for other companies' reference.

Although this article is flawed in research methods and pertinence in general use, the tea case study on Nayuki still has practical significance. When researching online celebrity milk tea shops, most of the other research materials were discussed in general without in-depth analysis. And this article adopts the method of case analysis to make the research content more concrete and practical. In terms of theory, the article divides marketing strategies into frameworks of platform management, risk management, relationship management, and behavior management, providing a different perspective. Aiming at Nayuki's tea puts forward constructive opinions in these aspects to help tea-drinking enterprises develop and improve.

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