

# Analysis of the Marketing Strategy of Instagrammable Store in the New Media Environment Taking HEYTEA as an Example

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## ABSTRACT

With the development of the Internet in China, the milk tea industry is thriving, and diversified marketing methods have been adopted and obtained good results. Under the influencer economy, the new media such as Weibo and Tiktok have been rising. This paper is concerned about the marketing strategy of the milk tea industry. This paper adopts the case study method, taking HEYTEA as the main case, to explore its marketing strategy and problems. Second-hand data collection is adopted to complete data collection and demonstration. This paper finds that HEYTEA is representative in price, product, promotion and channel in marketing strategy through reasoning, analysis and demonstration. It is concluded that the marketing ideas of the whole milk tea industry should adhere to the diversified marketing development ideas, adhere to the vertical marketing strategy, and adhere to the continuous improvement of products. By disassembling the brand and data of HEYTEA, we learned about its brand development, business model, management, and marketing methods. We dug deep into the success factors that a new tea brand needs to have to rise a new tea brand.

**Keywords:** *Influencer economy, instagrammable store, marketing management, marketing strategy, new-style tea industry*

## 1. INTRODUCTION

With the all-around development of China's economy and the continuous improvement of Internet social platforms, a huge consumer and marketing market scale have been formed. Around this consumer market, a number of social networking platforms have been established in successions, such as Tik Tok, Xiao Hong Shu, and Lvzhou. In addition, it gradually formed a completely new economic model of the influencer economy industrial chain. These factors create a good economic and social environment for the development of China's new tea industry. With the promotion of a number of Internet platforms and users' participation, the data shows that China's new-style tea industry is developing steadily, and the demand is still rising.

According to the "2021-2027 China new tea industry market management and investment prospects forecast report", in 2019, China's new-style tea market scale has

reached 97.8 billion yuan, an increase of 83.15% compared with 2018. In 2020, China's new tea industry entered the digital 3.0 stage. It is estimated that the scale of China's new tea market will exceed 100 billion yuan in 2020, reaching 102 billion yuan, and will increase to 110.2 billion yuan in 2021. With the continuous expansion of new-style tea brands, the number of stores is also increasing. By the end of 2019, the number of new-style tea stores in China has reached 500000. Affected by the epidemic in 2020, the number of new tea shops in China will decline to 480000. The offline stores of new tea brands in China are mainly concentrated in the first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen from the distribution of stores. From the perspective of consumer gender, women are the main consumers of new-style tea, still in the dominant position, accounting for 60% of new tea consumers. The proportion of male consumers has increased significantly in recent years, accounting for 40% [1].

According to the current market environment, the new-style tea marketing strategy can be divided into six kinds. They are festival promotion, membership cards, leaflets, online and offline advertising, coupon distribution, and network publicity. Creating hot news, creating particular topics and attracting users have become the main promotion ways of many new-style tea brands. This kind of method stimulates consumers' attention and purchase desire and effectively realizes the growth of turnover.

Different brands have their own unique marketing strategies. In recent years, the selling points of new-style tea marketing with a high degree of attention are the network topic named "the first cup of milk tea in autumn", the hidden menu of milk tea (independent collocation), etc. For example, HEYTEA is devoted to creating the design style of a nostalgia brand and constantly introduces new products and peripheral products, creates Taobao online shopping platform, brings the concept of environmental protection into the brand, and creates hunger marketing strategies in a number of festivals. Sexy Tea, one of the competitors with HEYTEA. It combines traditional art and contemporary art with the design concept of Chinese style. As a result, a "Tea Cup hot" has sprung up on the Internet. It has become a fad to hold tea cups and take photos to post them on social platforms.

Among many new-style tea drinks, HEYTEA has high popularity and reputation in the network. Therefore, it is of huge significance to explore the marketing strategy of HEYTEA. Hence, this paper is titled the marketing strategy of influencer new-style tea brands under the new media environment --- taking HEYTEA as an example.

Based on some of the hot issues mentioned above, we intend to take HEYTEA as the main case and take the case study method to explore the current state of the influencer economy. And the new-style tea brands in the industry, what kind of marketing strategies they have adopted, the impact of such strategies on consumers, and what problems exist in this process and the corresponding solutions.

## **2. LITERATURE REVIEW**

Literature Review about instagrammable Store. At present, the research on instagrammable stores is relatively not very rich, especially in HEYTEA. But on the whole, the existing research can be divided into five aspects. The first aspect focuses on the brand image design of the instagrammable store. In terms of brand image research, Linglan Yu, a scholar, pointed out that the human figure design on the logo of HETYEA makes it impossible to distinguish gender. This means that it can be either a man or a woman or even the way everyone drinks tea [2]. Through this, HEYTEA has

established a relationship with users and has aroused deep memory and resonance of consumers. Moving on to the long-term development of these stores, Yiqi Zhang pointed out that brands should avoid consumers' aesthetic fatigue, strictly control the quality and avoid false publicity[3]. As for the customer flow issue in each new-style tea store, five scholars, led by Shuanghe Yu, think that the main factor is the location, and they also point out that packaging is very important[4]. Up to 58.12% of people will buy milk tea because the packaging is good-looking. Noticeably, many scholars have also clarified the importance of design and innovation in their research. Overall, most current research on new-style tea stores focuses on the brand image and development, consumer level, and connects the brand and data. There is little research on the specialized promotion of some brand products.

Literature Review about Marketing Strategy. Compared with the review of influencer new-style store mentioned above, the research on marketing strategy is more abundant. There are three kinds of marketing strategy reviews. Hua Mu, a scholar, defined the marketing strategy to brand, analyzed the current situation, searched the market for external environmental factors, investigated the related drawbacks in detail, and obtained the strategies and suggestions to improve the marketing disadvantages. Among them, the more prominent argument is to develop the rural market and enhance the consumption consciousness of the rural population [5]. On the other hand, scholar Zhenzeng Liu explained and analyzed the marketing channels in the research report and showed the performance[6]. This paper analyzes the ways of Weibo marketing, including interactive marketing, event marketing, ambassador marketing and emotional marketing. Its purpose is to gain the recognition of consumers and reflect the affinity and reputation of brands. On the Internet platform, the cost of ambassador marketing is much lower than that on TV, newspapers. For example, some business CEOs with foresight have set up their Weibo accounts, such as Alibaba CEO Ma Yun. And the research points out that many people are easier to express their true feelings online compared with real life. The establishment of a communication bridge with consumers can make the potential consumption team expand continuously. In addition, another category of marketing strategy review is that the difference between online and offline marketing. Scholars such as Jinfeng Wu have concluded that the guidance of brand maintaining 'online-offline' and 'online-prototype' consistency can improve customers' attitude towards retail brands[7].

In conclusion, most of the research on marketing strategy focuses on the research and analysis of the market and its ways and the differences between online and offline marketing. There is little research on the sense of experience that marketing brings to consumers.

Literature Review about The Marketing Strategy of Instagrammable Store. At present, there is little research on the marketing strategy of the Instagrammable store. First of all, the scholar Yuwei Bai put forward a new idea of young people's milk tea socializing. It is pointed out that milk tea has interactive and emotional value in the social rituals of youth groups. It conveys the concept of "diet social contact"[8]. For example, teenagers transmit information through the topic of online milk tea. According to scholars such as Shuanghe Yu believe that most milk tea stores are focused on young people to attract novelty-seeking young consumers[9]. From the perspective of demand analysis, milk tea is no longer just a shallow physiological demand. It has gradually evolved into a taste experience and enjoyment, a kind of leisure life needs and attitude towards life.

The literature review on the marketing strategy of the Instagrammable store is devoted to analyzing the consumer level and putting forward new ideas. Rarely involves the brand peripheral product output analysis.

So far, most of the research on the marketing strategies of Internet celebrity milk tea shops has been generalized macroscopically or roughly estimated from an empirical level. What is the problem with their marketing strategy? There is a lack of empirical research. Especially the case study method is the main research method, to see the big from the small and explore the principles behind it. In this article, we intend to make up for the shortcomings in this regard and select representative HEYTEA as the main research case to explore the marketing strategy of Internet celebrity milk tea shops in the new media environment. And adopt a case study method.

### **3. ANALYSIS OF THE CURRENT SITUATION OF HEYTEA MARKETING STRATEGY**

The influencer economy is due to the emergence of the Internet and the promotion of new media. A large fan group and a targeted marketing market are formed through a large amount of social attention, and various consumer markets are derived around the influencer IP, forming a completely new economy mode. The connection between the influencer economy and new media relies on the influencer. In this case, it provides a lot of convenience for many merchants and allows them to produce more marketing strategies. The ultimate goal of the merchants is to obtain more benefits through marketing strategies. The influencer economy will have a certain degree of influence on sales channels, media, and the Internet industry. The influencer economy has advantages and disadvantages. With the rapid development of the Internet, the cost of communication has been greatly reduced. However, the influencer economy is subverting the traditional consumption environment. If you want the stable, long-term and

healthy development of the influencer economy, the supervision and management of relevant departments are required. Major businesses also need to manage themselves. In the milk tea brand planning, the whole case thinking is used to build the overall hi-tea brand to ensure the smooth landing. The market orientation is the benchmark from the early stage of brand positioning, brand image building, and marketing strategy promotion. Only after accurate consumer group positioning analysis can the overall operation of the catering brand planning plan be effectively implemented.

Take HEYTEA as an example. In 2012, HEYTEA originated in a small alley called Jiangbianli, formerly known as ROYALTEA. As the trademark could not be registered, it was upgraded to the registered brand HEYTEA. In the end, data on the official website of HEYTEA shows that there are 86 stores, of which 65 are in Guangdong, and all stores have been directly operated stores. Driven by the influencer economy and self-media, HEYTEA is the original creator of cheese-made tea by combining traditional tea culture. Since its establishment, HEYTEA has focused on presenting high-quality tea aromas worldwide, allowing this ancient culture of tea drinking to glow with new vitality and stand out in many influencer milk tea shops with novel designs.

#### **3.1. Analysis of HEYTEA Price Strategy**

HEYTEA's raw materials cost 800yuan/kg, which is a mid-high part of the traditional tea industry. The price of HEYTEA products has a wide range, covering different consumer groups from 9-30 yuan. The main price is 20-30 yuan[10], which is significantly higher than ordinary milk tea stores, but lower than the prices of mainstream coffee shops such as Starbucks. HEYTEA's back-end bargaining space is large, and drinks are of high quality. Compared with competitors of similar quality, there is a certain price advantage; and compared with competitors with lower prices, the quality is better. Let HEYTEA have a competitive advantage in the industry in terms of product quality and price. The price lower than that of similar products makes the profit of HEYTEA gradually decrease, which can easily lead to a shortage of funds. HEYTEA can slightly change the price of tea and reduce the cost of raw materials a little. For example, the cost of the raw materials of 800yuan/kg can be changed to 600yuan/kg.

#### **3.2. Analysis of HEYTEA's Product Strategy**

HEYTEA's products are highly differentiated. Younger and personalized products attract alternative young customers and arouse consumers' desire for consumption. However, it is displayed to the public with a high brand image initially, and then if it is not innovated, consumption People are prone to aesthetic

fatigue and switch to other brand products. Taking products as the core is the key to helping HEYTEA to open the milk tea market. Combining traditional Chinese tea with fresh milk, innovating to form a new-style tea with differentiated tastes, innovation and uniqueness are important reasons why customers are looking for HEYTEA. HEYTEA can also continuously update its cup's packaging to attract consumers' attention. HEYTEA can also be combined with traditional Chinese culture, the introduction of moon cakes, and other traditional food.

### **3.3. Analysis of The Promotion Strategy Of HEYTEA**

To increase the flow of passengers, HEYTEA generally controls purchases by adopting measures such as meal control, limited control and purchase condition control, which promotes queuing, triggers the substitution of supply and seeks, and further stimulates customers to desire to buy. Which quickly increased the brand's popularity, further enhanced the role of rapid publicity, and produced very good marketing effects. However, this kind of marketing method can easily damage the brand's image in the long term, and customers will think it is the malicious behavior of the business, thus losing trust in the brand and losing customer loyalty. HEYTEA can be purchased in limited quantities per day. It is forbidden to buy more than 5 cups of milk tea per person in a day so that everyone can buy milk tea. In terms of promotion, you can use celebrity propaganda or promote on official accounts such as Weibo and place soft advertisements on a large scale. It is completely aimed at young consumers, creates momentum through Wechat publicity and tries to make the name of HEYTEA appear in everyone's sight. For example, in the cooperation between HEYTEA and W Hotel, they jointly designed luggage tags, gift boxes, handbags and cocktail shakers, which facilitated consumers and promoted its brand [11].

### **3.4. Analysis of The Channel Strategy of HEYTEA**

Although the store locations of HEYTEA are located in high-priced locations such as shopping malls or shopping streets, the stores are small, and only three or two employees are needed to support daily operations. According to reports in April 2019, the daily income of HEYTEA in Shanghai Raffles is about 80,000yuan. At first glance, the annual income is about 20 million [12]. The profit is almost the same as the income of restaurants such as KFC, which is several hundred square meters. HEYTEA adopting sales channels that ensure traffic and a small-area storefront model has formed a business channel model. But a small area of the store may bring disadvantages. For example, if the passenger flow is large, the store cannot accommodate

customers, which will cause everyone to queue for a long time, which will be very crowded and inconvenient. Some small shops in HEYTEA can slightly expand the shop area, improving the queuing situation and then adding some fast sales platforms on the Internet.

## **4. TAKE HEYTEA AS AN EXAMPLE TO ANALYZE THE CHANGING TREND OF THE WHOLE TEA INDUSTRY MARKETING**

### **4.1. Analysis of The Marketing Strategy Of HEYTEA**

#### **4.1.1 Excessive Hunger Marketing**

To some extent, the excessive hunger marketing of HEYTEA has a certain negative impact on the brand. Specifically reflected in the queue[13]. Hunger marketing is a kind of method that never goes out of date. It makes use of human nature's psychology of showing off and comparing. To grasp this kind of psychology, the representative phenomenon of HEYTEA is queuing. Since the popularity of HEYTEA in 2017, it can be said that as long as there are HEYTEA stores, there will be queues. Consumers are queuing up for six hours to buy a cup of milk tea. A scalper sold a cup of milk tea with the original price of about 20 yuan with a 200% increase in price. Even in some cities where there is no HEYTEA store, there is a profession of "HEYTEA purchaser"[14]. They start early in the morning, drive to the surrounding cities where there are HEYTEA stores, and then drive back to sell. HEYTEA even introduced the rule that each person is limited to 3 cups and the real name system is adopted. By means of hunger marketing, the brand enlarges the potential energy of customers' 'need to purchase', and then pushes it through the media to achieve the secondary growth of potential energy. Finally, some people who spend a long time waiting in line to buy will send the purchase experience to social media to show off to achieve the third gathering potential energy explosion stage. It is effective to attract customers with one hot topic in a short period. However, today, with the rise of other instagrammable tea brands and China's policy of encouraging self-employed, some consumers will switch to other brands[15]. If they use the same method for secondary or repeated consumption, consumers will be tired of this brand one day and choose a brand that can better meet their psychological needs.

#### **4.1.2 Content Marketing**

Content marketing cannot highlight the characteristics of the brand. As a new fast-selling brand of milk tea, it is difficult to leave a deep impression on consumers when conveying brand information to them,

thus reducing the effect of brand promotion. The slogan of HEYTEA is "a cup of HEYTEA, an inspiration". This is very similar to the instagrammable tea of Nayuki, a tea brand with the same market positioning. Both of them take "love tea, youth, innovation and health" as the brand connotation. Moreover, HEYTEA focuses on offline sales, and it lacks valuable content to convey to customers. Content marketing is a consumer-centered outcome, and the content of marketing output should be eye-catching. The information conveyed by the brand can influence consumers' choices more than ever before. Although HEYTEA actively holds online interaction, offline interaction is as important as online interaction and is indispensable. In the on-site marketing activities, HEYTEA only holds publicity by means of discounts or inviting consumers to have a try. It does not transmit valuable content, nor does it carry out relevant value interaction. HEYTEA can prepare some interesting games for customers during sales promotion, such as Q & A about Chinese tea culture. Increase customers' understanding of Chinese tea culture. Or in the anniversary activities, invite some consumers to visit the tea planting base[16].

#### *4.1.3. Network Sales*

The lack of network sales is also a big problem of HEYTEA [17]. Outside has become one of the catering ways for many young people and office workers. There are many takeaway platforms in China. However, HEYTEA rarely enters the online takeout platform. Even if it does, it will decide whether the takeout platform will receive orders or close according to the store's situation every day. That means it does not open all day. It is worth noting that HEYTEA has developed a Wechat online small program, where consumers can order orders or take out. However, the Wechat app has not greatly alleviated the problem of insufficient network sales. As customers, they will choose similar products that are easy to buy, so HEYTEA has lost some customers.

## **4.2. Infer The Marketing Development Trend Of New-style Tea Drinking Industry According to HEYTEA**

### *4.2.1 Brand Sinking*

In 2020, HETEA launched its sub-brand "MINI HEYTEA", gradually sinking the brand market to the third, fourth and fifth-tier cities and creating more space for promotion. The main product price of MINI HEYTEA is between 11 Yuan and 16 Yuan, lower than 10 Yuan from the HEYTEA product line. The main sales categories of MINI HEYTEA include fresh milk tea, fruit tea, coffee, ice cream and pure tea. This time, MINI HEYTEA will compete with many traditional milk tea shops in the affordable milk tea market. They have a

high reputation in non-first-tier cities and a certain number of stable customers. Some scholars think this marketing method referred to Luckin Coffee(a new retail professional coffee operator). When the flow and fans reach the critical point, the brand should use the means of the multi brand, multi scene, multi channel and multi consumer groups. Correspondingly, some milk tea brands facing low-tier cities are also flocking to imitate the products of high-end milk tea brands like HETYTEA. According to the forecast and analysis report on the production and marketing demand and investment of China's tea beverage industry from 2018 to 2023 released by foresight Industry Research Institute, the main products in China's new tea beverage market are milk cover tea and fruit tea, and the homogenization phenomenon is serious. If brands want to have a foothold in the industry, creating differentiated products and forming a unique brand culture becomes the key. In addition, Foresight Industry Research Institute believes that to cope with the current situation of high homogeneity and fierce competition of new-style tea brands, in addition to continuous research and development of new products, CO branding with other brands or IP is also an important way to enhance the sense of brand existence and promote the topic degree of social media[18].

### *4.2.2 Brand Diversification*

The marketing development idea of brand diversification has become a new development trend of the new-style tea industry. In 2016, the baking market in the Chinese mainland reached 401 billion 300 million Yuan. New bakery brands and bakeries are springing up all over the country. Many catering brands, such as "Nayuki tea", play the role of  $1+1 > 2$  and use the product combination mode of a cup of bubble tea and a mouthful of soft European bread to make the monthly turnover of a single store exceed one million. According to Nayuki's data, every cup of tea sold will sell a soft European bag, and the customer unit price is about 50 yuan. And HEYTEA only to make tea, guest volume is generally about 35 Yuan. After obtaining 100 million Yuan of financing, on March 25, 2017, HEYTEA opened a new concept store: HEYTEA MIX(European bread & New-style tea ). Its appearance marks the mode of HEYTEA, which does not stop at tea. In particular, the baker who won the bread baking professional competition was employed as a consultant. The team developed nearly 20 kinds of soft European breads, which tasted just right. It opens up the idea of diversified development of "HEYTEA, not just tea". Whether it is high-end or low-end market brands, the priority to open branches in the first-tier cities is the choice of the vast majority of milk tea shops. However, in the second and third-tier cities, the consumption of 50 Yuan per person may not be affordable for everyone, and the combination purchase. Letting the brand sink

into the second and third-tier cities will become a problem for HEYTEA to further consider. This is also an issue that needs to be considered in further chain-store operation[17].

#### *4.2.3. Vertical Marketing Strategy*

Take HEYTEA as an example. The brand adopts direct business expansion, adheres to the operation of direct business stores, does not develop franchisees, and does not change even if it needs to expand substantially to obtain financing. This can make the layout and management of each store more reasonable and keep the consistency of brand image, product taste, and service experience more efficiently. It is mainly reflected in four aspects: the unification of capital expansion, management power, management power, and financial accounting power. This is easier to develop the overall advantage of the brand[15]. But this marketing method also has some limitations. First of all, a lot of capital needs to be invested in maintaining the system during the operation period, making the brand have no more capital to invest in brand expansion, and even leads to the crisis of capital chain rupture. Second, the management system is huge and disorderly, and the rules and regulations are not perfect, which easily leads to bureaucratic management. Third, the small autonomy of each store is not conducive to the enthusiasm and initiative of store staff, so that the brand efficiency is greatly reduced.

### ***4.3. Suggestions on The Marketing Development of New-style Tea Industry***

#### *4.3.1. Product sinking and create differentiation: establish brand rampart*

Take most of the first-tier cities in China as an example. Most of them have a floating population of more than 6 million, while Shenzhen has a more than 16 million floating population. According to Shenzhen Municipal Bureau of statistics, 5 million of them live in urban villages. It can be seen that even the village in the city has huge consumption potential. For a long time, it has become the goal of the catering industry to eradicate the pressure of "high material cost, high labor cost, high rent, and low profit". The village in the city is densely populated and has strong consumption potential and has low shop rent and high consumption frequency, which makes it easier to maximize profit efficiency. In addition, urban villages also lead the subway layout. In addition to transportation, other urban supporting facilities are becoming more and more perfect, such as supermarkets, office buildings, cinemas, etc. The diversified catering business has gradually become the rigid demand of urban villages. The emergence of some popular and delicate new-style tea shops can enrich the demand of the floating population and fill the gap in the market of

urban villages. Therefore, it can be inferred that there are also large potential markets in most non-first tier cities and rural areas in China, except for villages in cities. To meet the market trend and the needs of consumers, new-style tea brands must break the traditional tea technology, add more health elements in tea, and convey culture through tea. So that the marketing strategy not only meets the needs of brands but also conforms to the development of the societies. It is worth noting that these regions also have pressure and competition. Only by creating differentiation, continuously optimizing products, and creating their brand advantages can we better establish brand rampart and breakthrough in the homogeneous market[19]. In addition to providing high-quality products and services for society, brands also need to actively participate in social public welfare activities, promote marketing effects, and establish a good public image of brands. For example, help poor tea farmers, and publicize them to help them eliminate poverty and improve their lives. At the same time, they can promote the spread of tea brand culture[16].

#### *4.3.2. Innovation*

Under the diversified mode, innovation is a double-edged sword. Starbucks has been open for 50 years, but it still occupies a major position in the market. One of the reasons is that the formula of coffee products changes slowly. Coca-Cola, a beverage brand, is dissatisfied with consumers because of changing the taste of its products. Finally, Coca-Cola changed the taste of the product back to its original one. In other words, a high-quality classic product is likely to improve customer brand loyalty. Although both of them are launching new products, it is insignificant for HEYTEA. If a brand is labeled with innovation, it will make the brand feel weak in innovation inspiration and foster consumers' psychology of "looking forward to innovation". Once the brand has no new products in a period, customers will be disappointed. And innovation does not have a unified standard, and it is precisely because of this non-standardization that milk tea products on the market change quickly. Because there is always one that will win the favor of consumers. Instagrammable fast-selling tea brands can take several popular drinks as their main products and improve their formula. Further, promote on social media will attract and retain some potential groups and enhance brand loyalty.

#### *4.3.3. Choose High Quality Franchisees To Create Economic Density*

Now, the franchise has become a common and simple way to open a shop. But the market of a franchise brand is messy, so it is difficult to choose the right franchisee. In fact, the brand can choose the right

franchise from the brands with more local chain stores. Many brands worry that if there are many stores of the same brand in the same city, it will affect their own business and be distributed by others. However, the fact is just the opposite. The large number and dense distribution of branches are also powerful proof of the brand's strength, which can quickly improve the local popularity of the brand. The signboard is the best advertisement. When consumers find a brand everywhere, it gives consumers a hint. In the actual choice of tea, consumers are likely to choose the brand they often see. On the other hand, many stores in the same city also raise the threshold for other brands to enter the local market and increase the competitive cost of competitive brands in the region. All the chain stores of the brand are virtually united to resist the common competitors. In this way, the managers can save certain operating costs and achieve a certain degree of oligopoly in the local market. The above can be called "density economy", which refers to the economic dividend that can be brought when the density of the same brand branches reaches a certain degree in a certain region[20].

## 5. CONCLUSION

This paper takes HEYTEA as a typical case to discuss its marketing strategy and existing problems. Through collecting some data, reasoning, analysis, and demonstration, the following conclusions are obtained.

First, the marketing strategy of HEYTEA has its own characteristics. In terms of price strategy, it is reflected in the strategy of maintaining the high-end level and quality and enhancing the competitive advantage in the industry. In terms of product strategy, it is reflected in the high degree of product differentiation of HEYTEA. Younger, individualized, innovative, and unique are all important reasons for customers to pursue HEYTEA. In terms of a promotion strategy, HEYTEA takes hunger marketing as the main method and outputs a large number of brand ideas on the Internet platform, and causes discussion. In terms of channels strategy, it is reflected in that HEYTEA has adopted a sales channel to ensure traffic and a small-area store model to form a business channel model; Second, despite the good results achieved in HEYTEA marketing, there are still problems such as hunger marketing, content marketing cannot highlight brand characteristics, and insufficient network sales; Third, through the study of HEYTEA, we found that there are three development trends in the milk tea industry, they are market sinking, diversified development, and vertical marketing strategy; Fourth, to make the milk tea industry more competitive with the further development of industry marketing, this study suggests that brands should differentiate their products, launch classic products and create economic density.

In this paper, there are the following deficiencies: first, in the process of data collection, because this paper mainly uses second-hand data, in the process of data collection, vertical marketing, and marketing channels'

data collection is not comprehensive, not detailed, interfere with the final result. Although we can conclude through the existing data, there is no way to open the real black box behind it, which limits the in-depth exploration of the conclusion of this paper. In addition, the problem in this article is that we only take HEYTEA as the main research case to look at the strategic issues and corresponding measures in the marketing development of the tea industry. However, as a top brand in the milk tea industry, HEYTEA has great advantages in developing marketing strategy, which other brands may not possess. The final conclusion may affect our grasp of the trend of the tea industry and the overall judgment.

Although the research of this paper has the above shortcomings, there are still the following highlights in the research process. First, this paper breaks the traditional research method of the milk tea industry marketing strategy. This paper selects the case study method in the empirical research method, takes the development of HEYTEA as a breakthrough, and analyzes the marketing strategies, problems, and solutions of HEYTEA to explore the changing trend of the whole milk tea industry marketing; secondly, in the research process of this paper, it establishes a descriptive framework on marketing, which is conducive to the future research of scholars; third, through analysis and demonstration, this paper forecasts the future development trend of milk tea industry marketing, and also gives detailed suggestions to the milk tea industry in terms of marketing, which is conducive to the brand and business of milk tea industry, to better hold the opportunities of the Internet, and then to satisfy the opportunities under the new media environment, and improve the brand and business marketing strategy, to promote the turnover.

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