

The Research of Network Marketing of Meituan

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Abstract. Today is the era of the rapid development of the Internet, with the great number of Internet users and the great network technology, the Internet has become a part of people's life, from dining to the basic necessities of life, online shopping has become a kind of new fashion. As a leader in buying mode, Meituan has many unique features in the network marketing model, willing to put forward some reasonable suggestions to make it develop farther.

1. Introduction

1.1 Research background

Internet marketing in the 20th century has developed so far. In the 90s, Internet media, with new ways, methods and ideas, through a series of network marketing planning, development and implementation of marketing activities, can be more effective in facilitating transactions. With the rapid development of network in recent years, network marketing technology matures. ^[1]Buying mode came into being. Since 2011, due to the financing of the "winter" of the arrival of many domestic buying site encountered financing problems, coupled with poor management, homogeneity and other issues, there are thousands of buying site closed. And during this period Meituan is able to keep performance continues to grow. ^[2]In addition, Meituan also wins half of the country by virtue of their own buying advantage into the take-away industry in the take-away market. What makes Meituan to stand out on many buy sites? What is the advantage of Meituan marketing? What are the shortcomings of its network marketing? These questions are worthy of further study.

1.2 Purpose and significance of research

The purpose of this paper is to analyze the network marketing strategy of the group Mei, and to find out the problems in the development of the network marketing strategy, and put forward the suggestions of rationalization, hoping to develop the network marketing strategy in the future. Must refer to the value.

Network buying as a form of e-commerce, with a large number of potential consumers, the market is of great potential, but the current network of China's network buying market is confused, the development process encountered many obstacles and difficulties, homogenization of serious. ^[3]Most buying site is just a flash in the pan. Although Meituan is the number of domestic buying site leader, it's development process is not smoothly sailing. Network marketing as the Group buying sites' the most important marketing methods, the survival and development of enterprises in the development of enterprises is critical, how to do network marketing well has not only been the issue of buying industry to consider, but it is the issue of the most traditional industries to consider. Compared with foreign mature buying business, most of China's buying business has just started, stay in the simple imitation of the initial stage of the form. In the wave of the Internet wave higher than the wave of the new situation, how the domestic buying business to get out of a new road for local development is an urgent problem to be solved. ^[4]The success of Meituan can offer the domestic buying business a correct direction. At the beginning of the creation Meituan also encountered the same difficulties with other buy site. Although this article is a study of Meituan case, but other domestic buying business, and even the Internet companies can learn more. ^[5]

2. The SWOT analysis of Group Mei

2.1 Introduction to Meituan

Meituan was established in March 4, 2010, belonging to the Beijing three fast online Technology Co., Ltd. Since the establishment of the consumer has always been the first concept of the first place, by virtue of a good reputation and excellent reputation and the expansion of their own strategy, Meituan quickly occupied the Group buying market. On December 2014 monthly trading volume reached 6.3 billion, single-day trading volume exceeded to 300 million yuan, the market share of it has been more than 60%. Meituan currently covers nearly 1,000 cities, the number of users more than 200 million, cooperative business in the country over 800,000, Sina microblogging fans up to 2 million

2.2 The SWOT analysis of Meituan

2.2.1 Advantages

The CEO of Meituan, Wang Xing and vice president Wang Hui has a wealth of entrepreneurial experience. Prior to the entrepreneurial experience, they fully aware of the importance of network promotion, which also for the US group focused on the development of online marketing lay the foundation. After the establishment of Meituan, they focus on the selection of talent, to create an elite management team. The first show of Meituan is the wine experience activities, although the sales of less than 4,000 yuan. But let Meituan win a lot. Today, Meituan has been set up for more than 7 years, the management of Meituan can understand more about the market. The management of Meituan has always focused on the precise online positioning, which for Meituan to save a huge fee. The outstanding performance of Meituan in the "group war" and excellent decision-making level is closely related to its excellent Management.

2.2.2 Disadvantage

The biggest difference between Meituan and other buying sites in the publicity lies in its precise network of publicity strategy. Compared to the ferocious line of advertising, The strategy relying on online marketing and word of mouth spread helped Meituan to save a lot of costs. But the traditional advertising has its own advantages, you can quickly raise awareness in a short time, for customers. The huge banner ads and posters under line can give customers a deep visual impression, in the future consumption process has a subtle influence. Online marketing mainly for the young people often surf the Internet, often active in the forum, paste it, microblogging above people can pay attention to Meituan of the pushing information. This ignores the users who want to enjoy the buying but not often online. Although in recent years the promotion of Meituan has improved, the intensity is still insufficient. And the strategy of Meituan to promote a large part of the line is due to expand the takeaway business, not aware of the enormous power of offline advertising. Just relying on the campus publicity and posters can not increase the impact of publicity.

2.2.3 Opportunity

With the introduction of the national "Internet +" action plan, all walks of life once again notice the rise of the Internet boom. Group buying itself is based on the Internet industry, so aroused widespread concern, once again "Internet +" made that the country's support for the Internet industry, with the support of the new policy, the Internet companies such as Meituan will get a better development.

2.2.4 Threats

Consumers pay attention to buy the site inside the product rather than liking the site itself. Some consumers even directly to buy the classification of the site to find cheap goods, buying site become a display of goods shelves, the object to improve customer loyalty is very difficult. Consumers change buying site almost have no cost, discount promotions become the best way to attract customers. But for most enterprises, the discount is not a long time, once the emergence of sufficient funds with the competition, the market share will be fully shrinking.

3. The network marketing problems of Meituan

3.1 The customer sticky is low

This is one of the most important problem of Meituan. The price is the first driving force that the customer chooses which network, once the discount of the buying site is not so powerful, consumers will immediately transfer. As the group experience increases, the number of customers became more and more "rational" to consume, once the activities of Meituan decreased, it will immediately usher in the decline in sales. Meituan senior executives have said to give up this "extensive" business growth model, through red envelopes, film tickets, etc. to attract customers. But from the actual results, the customer is clearly "extensive" model more interested.

3.2 customer complaints more

According to the China Quality Miles Complaints Center data, the center received a large number of complaints about the Meituan, the refund issue accounted for 45%. Customers said that although Meituan has long been promised overdue refund, the implementation is not smooth. For example, the system shows "10 days to account", but in fact the arrival time is greatly delayed. In March, 2011, Wang Xing officially launched the "expired Baotui" measures, that is, the money will return to the consumer if he is not consume the coupon which belongs to Meituan. The purpose of this measure is to serve the consumer, but there are many new problems that need to be addressed in the implementation process. There are some customers reflect that the customer service attitude of Meituan is poor. The customer services always push the responsibility to other department. The complaints of consumers show that Meituan, whether from the maintenance of interface technology or customer communication and coordination should be further strengthened.

4. Solving countermeasures for Meituan

4.1 Strengthen the innovation of network marketing

The marketing means of Meituan should be innovation, not rigidly adhere to the existing ways, and thus continue to increase customer loyalty. The specific way is as follows:

①Send polite activities in the WeChat friends circle. Such a forwarding activity is carried out at a time node such as a holiday. In the circle of friends to convey the promotional picture text of Meituan, you can get a certain degree of discount efforts. It will forward the screenshot to the public number as a basis for forwarding. ②set "praise" activities. Send the promotional text pictures of Meituan to friends circle, set 30 praise, you can get coupons. The verification method is also through the screenshot.

4.2 Improve their own service system

There must be more stringent review of the business mechanism for the site, it is important to give consumers the latest information, as a customer to participate in consumption; for customer complaints, sloving it in a timely and reasonably manner. Taking the responsibility to customer satisfaction as the first purpose; if it is the company's own problems, Meituan should admit, to slove the problem of consumers, not only to lose money, but to find a better solution; deepening the internal training mechanisms comprehensively.

5. Conclusion

Since its inception in 2010, Meituan has experienced a series of challenges, such as buying war, financing, BAT giants, and mergers with the public comment, to become the boss of the buying industry deserved reputation, and its network marketing success inseparable. Through analysis, this paper draws the following conclusions:

(1) To strengthen network marketing innovation. Through WeChat, microblogging and other ways to actively communicate with customers, to increase customer loyalty.

(2) Improve their own service system. Strengthening staff training, in particular, should pay attention to the selection of customer service.

The above is the network marketing analysis of Meituan, hoping that Meituan and the entire group buying industry will have the value of reference. Due to time, limited resources and limited research capacity, many issues remain to be studied. The next step should also be put forward the specific program of the feasibility of the latest developments in mobile Internet development and other aspects of research, so that this point of view will be more perfect.

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