

## Research On VIP.COM Network Marketing Strategy

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**Abstract.** This paper selects the vip.com representative of this comprehensive shopping website. In the guidance of network marketing and marketing theory, through the use of 4P marketing strategy, product, price, channel and promotion of several aspects of this analysis of vip.com marketing situation, to find out the existing problems through the analysis of vip.com, and analyzes these problems the proposal and the feasibility, the corresponding practical measures. So it can make up for their deficiencies in maintaining their own advantages, and constantly adapt to changes in the market.

### Introduction

The rapid development of the times, the development of the network is more rapid. Based on this environment, great changes have taken place in life and learning of people, online shopping is accounted for a large proportion in the electronic commerce market. The rapid development of the network shopping due to its convenience, save time and effort features, a large of number of related platforms breed. More and more enterprises start to use the internet to carry out network marketing, with fierce competition is the big online shopping platform. In this contest, without own unique advantages, online shopping platform is difficult to have a long-term development.

### The Status of Vip.com Network Marketing

**Reliable Product Quality.** Vip.com products mainly brand-name clothing shoes and bags, beauty, mother and child, a few categories Home Furnishing life products, these products are mainly belong to experience products, and the choice is in high brand rather than top brands, such as Adidas, Nike and other consumers often buy and more familiar brand, allow consumers to buy the rest assured in addition. The brand, not only can represent the consumer taste and status, and can highlight the charm and flavor of the times. Vip.com mainly brand fashion shopping platform for positioning, the positioning and mainly from enterprises for their own customers. Vip.com grasp the target consumer groups including high consumer groups also contain low consumption of luxury goods and famous people. Can meet the high consumer groups of products but also can satisfy the picky, longing for the well-known brands of low consumer groups.

**Fair and Reasonable Price.** At present, vip.com mainly adopt competitive pricing strategy in terms of price, such as limited discount, the full reduction activities and the lowest discount. Among them, the "limited discount" refers to vip.com for a brand, the supplier will only make the product 6-8 appeared on the vip.com website, each sold between 5-7 days, so you can encourage consumers to grasp shopping time, buy their favorite products. In addition, vip.com is also a website designed "my sale", "brand" shortcut through mobile phone and e-mail and other information channels as soon as possible to transfer the information to consumers, so that consumers understand their favorite products as soon as possible the latest refers to the full reduction activities; consumers through commodity prices will join in a single rose to a certain amount can be subtracted from the corresponding amount, such as clothing clearance season full 298 by 100; the lowest discount refers to the goods in time can be defined The lowest discount reached, so did not grab the lowest discount products customer discount to continue to pay attention to vip.com, make its become the potential customers of vip.com.

**Broad Channels.** Vip.com take "self outsourcing logistics mode. In Guangzhou, Kunshan, Shanghai, Chengdu, and Beijing have established a logistics distribution center, and establish the logistics information database, the database information of goods and consumer choice combined with the selection of distribution center recently to the storage of goods, and then choose the most suitable way for the selection and distribution of goods, so that goods can be fast, safe, accurate to the consumers. In addition, vip.com through the data management of each region to achieve encoding address. So you can use the Internet to consumers receiving address and data management. Now the vip.com range data management has been refined to the township streets, so that enterprises can by encoding the rapid interpretation and determine the consumer information, to further enhance the accuracy of product delivery

**Great Promotion.** Vip.com mainly to sales promotion and online advertising promotions to promote products. Sales promotion is mainly to promote products through price discounts, such as brand discount and limited discount. Brand goods is very easy to accept consumer products, brand promotion is not difficult, the biggest obstacle is the price, brand discount merchandise can be great extent to stimulate consumer demand, promote the sale of goods; and the limited discount can make consumers orders quickly, it will greatly improve product sales. In addition, vip.com has also taken some traditional promotional methods, such as integral promotions and holiday promotions. The promotion is refers to the consumer business in the consumption process according to the situation of consumers shopping will give the corresponding points. In general, the transaction amount and the number of points is proportional to, consumers can use their points in the integral special to buy their favorite products, and the exchange process is simple, easy to stimulate consumer spending, increase consumer loyalty; it should be every holiday promotions, shopping sites will carry out promotions, vip.com too in all the holidays (such as double eleven and twelve, 2017 Beauty Festival) will carry out promotional merchandise, price discounts or full reduction activities, in order to carry out the promotion of goods, improve vip.com visibility, increase product sales.

### **Problems InVip.com Marketing**

**Products are Few, Quality can not be Guaranteed.** Vip.com mainly clothing, cosmetics, baby and home products, product coverage and other small business website still can not be compared. In the case of Taobao, Taobao, the types of goods involved in all aspects, including not only the sale of vip.com products, but also other areas, such as recharge center, and other network ordering takeout virtual products and services, not only for the mobile phone calls flow recharge, can also recharge and recharge QQ fixed broadband, in these areas, vip.com may not be compared. In addition, the expected product prepared. In network marketing, vip.com does not take into account the individual needs of consumers, to meet consumer sales personality the demand for products due to the lack of product.

**Pricing is Lack of Innovation, Price and Quality does not Match.** At present, vip.com is the main competitive pricing strategy, such as discount and low prices to attract consumers, it can expand the consumption demand, but other shopping sites are basically the same, pricing strategy is too simple and lack of innovation, attractive to consumers reduced. At the same time, the full reduction activities taken by vip.com although can increase sales, but some products are not within the consumer demand, which may cause consumer dissatisfaction, contradiction exists, affecting their sustainable development.

**Logistics system is imperfect, distribution safety is difficult to guarantee.** Vip.com has yet to achieve self logistics, still provide the best delivery service for consumers through their own database, but it ignores the real needs of consumers, can not choose the right logistics service, make consumer satisfaction when shopping is greatly reduced. Some consumers even give up the order selection of other shopping website. At the same time, vip.com set up a collection point less, many consumers must be in receipt of express phone immediately after their delivery charge to the designated place or to ask someone to help me collect the courier, otherwise it may not receive delivery to consumers receiving inconvenience. While the distribution range of vip.com has been refined to the township, but in some remote areas, still can not be timely delivery of consumer goods the hands of the existence of a regular

delivery or no service, choose which will affect the consumers of online shopping. Choose, make consumer dissatisfaction.

**Sales Promotion Methods are not Flexible, Sales Promotion is Low.** Vip.com promotion methods lack of innovation, mainly in the low price promotion, holiday promotions, discounts, etc. mainly full cut. These promotions are special business enterprise regular promotions, but there is a big difference between network marketing and traditional marketing. Network marketing mainly through Internet marketing, lack of personnel promotion, it is very difficult for consumers to further understand the product, only through their own subjective understanding of the product, this will make sales more difficult on a level. At the same time, relationship marketing is not perfect, still need to be strengthened. In the first-line brand promotion, vip.com is mainly to improve product sales, to attract consumers to buy the product, but did not take into account the result of the negative effects that are likely to make brands have their dissatisfaction to the brand image of the product, and the sales of the products get more profits, is likely to be. Through some measures to intervene in these promotional activities, which will make promotional activities hindered, difficult to smooth.

### **Suggestions On Improvement of Vip.com Marketing Strategy**

**Increase Product Categories and Ensure Product Quality.** Although vip.com has thousands of a second tier brand products, but the products are still lack. In view of this situation, vip.com should develop new products based on keeping the original product features, as expected, to meet the individual needs of consumers. In network marketing, consumers occupy the dominant position, but the different consumers of a certain a product will have different individual needs. If the product can only grasp some basic characteristics of the lack of customers, and the personalized needs of the consumer business is likely to be missed. In view of this situation, the enterprise can through the establishment of online consumer forum, often communicate with consumers, do research related products at the same time, in order to understand consumers of all aspects of the product, as well as their demand for personalized products, and then according to the demand of design and production to meet the consumer. Who expected demand for personalized products, in order to attract the attention of consumers, so that they become loyal vip.com customers. At the same time, vip.com products mainly to physical products. This lack of virtual enterprises can virtual product development, such as prepaid business, online meal ordering and train tickets booking service, in order to lay the foundation for the development of vip.com.

**Innovative Pricing Strategy, Strive for Low Price Authentic.** Vip.com can make personalized pricing strategies to innovative pricing methods, such as the development of production pricing strategy, implementation strategy and the use of zero price auction shopping strategy. Making pricing strategy refers to the premise of the enterprise can be customized production, the use of network technology and some auxiliary design software, so that consumers can design or production to meet their designated merchants the individual needs of products. This strategy can quickly attract consumers to join the ranks of consumption, improve the enterprise product sales to buy their own design or specify products; the implementation of the auction strategy is that enterprises can according to consumer demand, combined with the supply of their products, regular observation statistics, and then according to the statistical results, some consumers will be particularly favored however, very little inventory products at a specific date in the online auction to auction or Collective bargaining, which not only can not attract consumers to bid their love and often buy the product, but also can create profits for the enterprise's own zero price strategy is to shoot two hawks with one arrow; shopping means vip.com can periodically (for a period of three months) for some high loyalty customers, the average monthly consumption up to two thousand customers a zero price shopping Thanksgiving activities, free consumers can choose a price in the hundred dollars of products, which not only helps to maintain old customer loyalty, but also can promote consumer product sales increased.

**Improve the Logistics System to Ensure the Safety of Distribution.** Vip.com should be based on "self logistics outsourcing" mode, not only to maintain the original logistics center and outsourcing express company, and increase the implementation of the new cooperation courier companies to accelerate the optional logistics. This can greatly reduce because the consumer can not be caused

dissatisfaction with the logistics demand, increase the quantity of vip.com. At the same time for consumers not received the goods, enterprises can increase the collection point and the campus agent, convenient not timely receipt of consumers can quickly receive their goods in the post, and through this service enterprises can also earn extra profits. In addition, taking into account the college students is the main member of sales, through the campus proxy settings in various universities, by proxy the receipt for those students receiving the inconvenience, the students go to the agent there receiving. This is not only convenient for consumers, but also improve the consumer satisfaction At the same time. Enterprise can also be based on the original more detailed address database, expand the scope of logistics distribution, provide perfect service for consumers to various locations, especially for some inaccessible remote areas, should increase the intensity distribution, if we can seize this part of consumer groups, vip.com's sales will be more a the steps.

**Integrated Promotion Methods, Increase Sales Promotion Efforts.** Vip.com through the development of new promotions like sweepstakes, auction and other special offer every day of publicity and promotion of products, which are based on the original product sales increase. The prize is refers to the enterprise sales reward by way of the product according to its own characteristics and consumer demand, induce and stimulate consumers to buy the product; auction means the enterprise by providing their details to sell products to the online trading market, and then determine the auction time, a way of marketing transaction at the highest price in the auction; and every day the special offer is the enterprise based on the normal sales of other products, some consumers browse more times, but the price is more expensive or less inventory the product sales price, in order to attract new consumers and a promotional way to maintain the original consumer loyalty.

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