

New Media Marketing Strategy for Honey Snow Ice City

Liuqing Yang, Rui Zhang*

School of Business, Jiangnan University, Wuhan 430056, China

*Correspondence: ruizhang@jhun.edu.cn

Abstract

With the continuous improvement of domestic economy and the development of new media technology, marketing methods are also endless. This paper will analyze the marketing strategy of Honey Snow Ice City through new media marketing theory and marketing strategy theory, analyze the advantages and disadvantages of Honey Snow Ice City's new media marketing strategy, and finally put forward optimization suggestions and make outlook summary.

Keywords

New media; Marketing strategy; Beverage industry.

1. Introduction

With the rapid development of the Internet, the marketing of products is not only limited to television and radio, but also closely integrated with e-commerce, social platforms and hotspot marketing. Under the background of this trend, the marketing method also presents the state of "a hundred flowers blooming, a hundred birds contending", and the market competition is gradually white-hot, this paper will take Honey Snow Ice City as a case study, explore its business marketing strategy under the perspective of new media marketing, point out the advantages of its marketing strategy, give Honey Snow Ice City new development suggestions, promote Honey Snow Ice City new media marketing development and improvement, provide further development of new media marketing. This paper will take Honey Snow Ice City as a case study to explore its business marketing strategy under the perspective of new media marketing, point out the advantages of its marketing strategy, give new development suggestions to Honey Snow Ice City, promote the development and improvement of new media marketing of Honey Snow Ice City, and provide ideas for the further development of new media marketing.

2. Review of Domestic and International Studies

In terms of new media marketing, many researchers have also conducted professional analysis on the marketing strategy of Honey Snow Ice City and summarized many mature theoretical results. Professor Mei Xiyu analyzes the marketing strategy of Honey Snow Ice City based on the 4P theory, through analyzing the product strategy, price strategy, channel strategy and publicity strategy of Honey Snow Ice City, it is concluded that the only way for tea beverage brands to establish their own advantages through personalized publicity and high-quality products is to develop in the long run and gain a foothold in the wave of development in the new era.

3. The Current Situation and Problems of New Media Marketing in Honey Snow New City

3.1. Introduction of Honey Snow Ice City Co.

Zhengzhou Honey Snow Ice City Group (Honey Snow Ice City for short) is a chain of fresh ice cream - tea drink-based institutions, began to join the business in 2007, the opening of the "direct + franchise" market model, creating a new chain form. The brand concept is customer-centered, knowledge and action, real people and real products. At the same time, Honey Snow Ice City in 2018 to enable the "Snow King" image, "Snow King" as the IP, set as the brand's lifelong spokesman, but also for the later "Snow King" image of the fire laid the foundation. In the business concept, the emphasis is on low-price sales, and in the new media marketing concept, the focus is on the operation of social platform accounts and the improvement of brand awareness.

3.2. Introduction to New Media Marketing

New media marketing is a more suitable marketing model for the current environment by applying and developing the traditional marketing theory through the new media platform, which attracts users to participate in specific marketing activities by publishing content with wide influence on the new media platform, and new media marketing focuses more on the permeability of content information.

New media marketing methods include event marketing, word-of-mouth marketing, viral marketing, hunger marketing, knowledge marketing and soft marketing, etc. The following analysis of Honey Snow Ice City marketing methods will be the above marketing methods to start.

3.3. Analysis of the Economic Development Environment and the Current Situation of Honey Snow Ice City

In 2019, a large outbreak of the epidemic, led by Wuhan, directly impacted the entire catering industry. according to the National Bureau of Statistics, the national catering revenue in 2019 was 4672.1 billion yuan, of which 15.5% came from the Spring Festival period, a traditional peak consumption season. The loss of the catering industry during the Spring Festival is serious. 78% of the catering enterprises lost more than 100% of their revenue; 9% of the enterprises lost more than 90% of their revenue; 7% of the enterprises lost between 70% and 90% of their revenue; only 5% lost less than 70% of their revenue.

After the stabilization of the epidemic, the central government took measures such as financial support, tax reduction and vigorous support for the development of private enterprises, and a hundred things were waiting to be done, and the economic development environment showed a warming trend. In this context, Honey Snow Ice City used a series of marketing tools to drive sales and promote increased sales.

3.4. Honey Snow New Media Marketing Tools

3.4.1. Conduct Viral Marketing and Carry Out the Earthiness to the End

In May 2021, after Honey Snow Ice City apologized for the food safety problem, the theme song was re-released on social media platforms such as Beeping Beeping and Shake Yin in June, relying on the earthy and brainwashing taste. The theme song of the Ice City spread like a virus, and the information was quickly copied and spread to tens of thousands and millions of viewers, penetrating into the human brain like a virus, quickly replicating and spreading, triggering a bunch of buzzes, successfully turning around and whitewashing the "food safety issue". At the same time, it quickly expanded its popularity and triggered a rapid increase in sales. In this viral

marketing, Honey Snow Ice City cleverly used some of the current hot stems and "earthy" features, and combined them with the characteristics of its own brand cheap, with the "grounded" image, successfully attracting a large number of consumers to buy. At the same time, the theme song's explosion did not end there, but also in the Mandarin version of a series of dialect version, English version, Russian version, etc. The audience's spontaneous creation of heat, to the marketing of the honey snow ice city another heat, to attract consumers at the same time also attracted the attention of a large wave of investors.

At the same time, the popularity of the theme song on the Internet also spread the rumor that if you sing the theme song in Honey Snow Ice City stores, you can get a free drink. Through this rumor, consumers' enthusiasm for the activity was immediately aroused, and because of the popularity of the theme song, consumers also spontaneously shot videos of singing the theme song in offline stores for the sake of heat. Even after Honey Snow Ice City urgently debunked the rumor, many consumers participated in this theme song singing activity and bought Honey Snow Ice City's drinks by the way. The explosion of a "theme song" triggered a series of hot and ongoing events, which shows the role of viral marketing in promoting the company. The viral marketing of Honey Snow Ice City has deepened consumers' impression of the brand to a certain level, and the words "Honey Snow Ice City" will automatically pop up when consumers buy the same series of brands, which will promote the further expansion of Honey Snow Ice City's market share.

3.4.2. Use of Public Welfare Events, Event Marketing

On July 18, 2021, Zhengzhou was hit by heavy rain, and the safety of the people of Zhengzhou was in the hearts of the people for a while. Adhering to the party in trouble, eight parties support, in Zhengzhou rainstorm crisis, many enterprises have also donated to invest in materials, while the contrast between enterprises and enterprises will be presented. Honey Snow Ice City timely seize this opportunity and also with the belief of supporting the country to support Zhengzhou large donations of 22 million, consumers have also been moved to express their support for Honey Snow Ice City drinks after learning. The public is concerned about Zhengzhou's heavy rainfall and also whether major companies have assisted Zhengzhou. In the knowledge that the headquarters of Honey Snow Ice City is located in Zhengzhou, their own interests are being damaged at the same time but also the courage to donate 20 million, the timely establishment of a rescue team to rescue the people of the disaster, a comparison with other enterprises of small donations, the high and low can be seen. Consumers have been touched by this, and many investors have begun to increase their share of investment to carry out more offline stores. At the same time, Honey Snow Ice City also successfully used this public welfare event to reverse its corporate image, from the milk tea brand to worry about the people and love the country's conscience, pulling up the corporate image, which is conducive to Honey Snow Ice City on a more high-end status.

Honey Snow Ice City Zhengzhou donation this public welfare marketing instantly pulled up the tone of Honey Snow Ice City's corporate image, while also using the consumer patriotic psychology greatly enhance the consumer's sense of identity, consolidating the brand position, while the action of setting up a rescue team also enhanced the sense of identity and belonging of Honey Snow Ice City's internal staff, creating better benefits for Honey Snow Ice City. The marketing of this event was a multi-benefit, improving the image of Honey Snow Ice City while expanding its market share. Enterprises learn the patriotic and dedicated spirit of Honey Snow Ice City while also learning to seize the event marketing, down-to-earth more public welfare activities for the benefit of society.

3.4.3. Establish Your Own Brand Character Image to Facilitate Internet Marketing

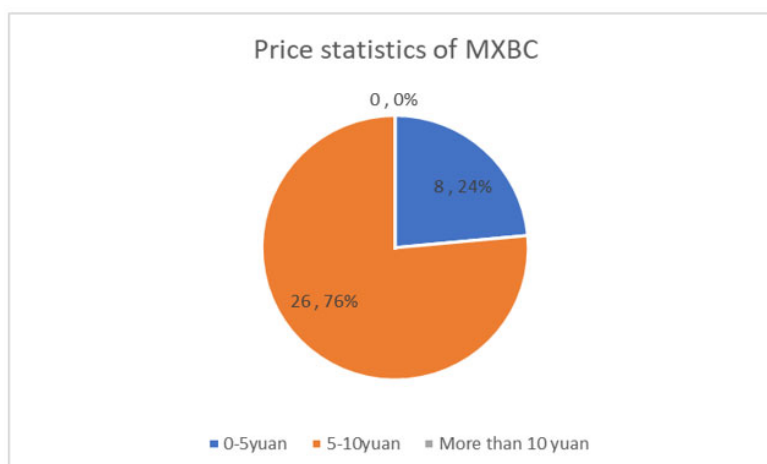
The emergence of new media has been accompanied by a more diversified approach to marketing. Companies are also marketing methods are endless. Honey Snow Ice City is more in the Internet wave to seize the opportunity to stand out from a kind of tea beverage brand. Early application of the snow king image is in this Internet wave greatly played a role. Honey Snow Ice City used the Snow King logo to create a virtual image of Snow King 3D, while releasing the Snow King and Honey Snow Ice City theme song music video on all major platforms. with the Honey Snow Ice City theme song bursting into popularity, the Snow King image also attracted the attention of consumers. At the same time offline stores also large-scale carry out snow king dolls and audience interaction. The round and interactive Snow King quickly enhanced the goodwill of customers. At the same time, the mass sharing of consumers on social media platforms also accelerated the popularity of the Snow King. From "Snow King bouncing" and "Snow King dancing" and other related words, it is clear that the popularity of Honey Snow Ice City is increasing. The image of the Snow King of Honey Snow Ice City even went to other milk tea stores to "provoke" and was driven out at the end, which also triggered laughter and love from consumers. This move of Honey Snow Ice City not only quickly close the distance between the brand and consumers at the same time more solidified the position of Honey Snow Ice City in the hearts of consumers hot. This series of marketing tools is unparalleled by other tea brands.

3.4.4. Adhere to the Low Price Strategy to Create A Marketing Image of "Keeping The Original Heart"

After the explosion of Honey Snow Ice City, Honey Snow Ice City still did not take advantage of the heat to raise prices, to establish an image of "sticking to the original intention" on the network, to pull up consumer goodwill. From the product statistics of Honey Snow Ice City, we can see that the pricing strategy of Honey Snow Ice City is to sell cost-effective products and carry out low-price strategy. From the comparison of the highest price of milk tea brands, it can be seen that

Honey Snow Ice City has also successfully become a cost-effective brand of milk tea products by virtue of this pricing strategy, achieving a corporate marketing strategy and capturing a large market share. Creating an "affordable" brand image on the Internet, while not forgetting to stick to the original intention after the fire, has enhanced consumer recognition and greatly increased the success rate of Honey Snow Ice City's prospect development. The following data will be able to see the price situation of Honey Snow Ice City.

Table 1. Number of products



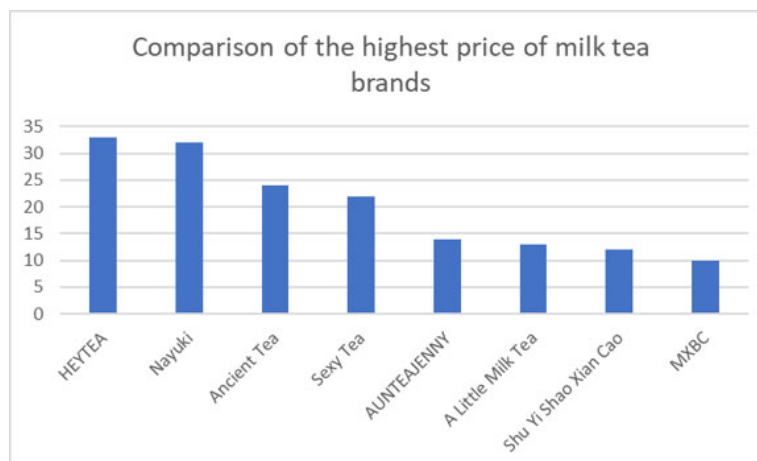


Figure 1. Comparison of the highest price of Milk tea brands

3.4.5. Create Multiple New Media Accounts to Further Increase the Buzz of Honey Snow Ice City

With the continuous emergence of social platforms, Honey Snow Ice City has also followed the hot trend and has been stationed on major Internet platforms to create its own new media marketing account. The accounts of several branches of ShakeYin even interacted with each other many times to increase consumers' attention to Honey Snow Ice City. Meanwhile, the official account of Honey Snow Ice City also follows the hot videos, leaving footprints in the comment section of hot videos many times and playing some hot stems. Make Honey Snow Ice City more vivid in consumers' impression. If it is said that the official accounts of Jitterbug and B station exist for the purpose of attracting attention by playing tricks. Then Honey Snow Ice City public number is professional to promote the product and exist. Professional and detailed introduction of Honey Snow Ice City products and activities, in the image of juggling at the same time also increased the professionalism of the tea beverage brand. Column honey snow news is more convenient for consumers to understand the honey snow ice city. Multi-party platform account to shape a comprehensive corporate image. Close the distance of consumers at the same time also professional introduction of their own products, so that the honey snow ice city seriousness without losing liveliness, professionalism and with close.

4. Honey Snow Ice City New Media Marketing Strategy Optimization

With the explosion of the Honey Snow Ice City brand, the shortcomings brought by the marketing strategy are gradually exposed. The marketing of public welfare events has greatly increased consumers' expectations of Honey Snow Ice City, and expectations of the product have been further raised. However, the low price means that it is difficult for Honey Snow Ice City to make high-tasting drinks. Failure to meet consumer satisfaction with the product has increased consumer disappointment. Dissatisfaction has also gradually increased, while the explosion of Honey Snow Ice City through marketing towards also means that the image of Honey Snow Ice City bears even greater pressure, and consumers are ready to monitor the development of Honey Snow Ice City. In response to the issues related to the above mentioned, the following points are suggested.

4.1. Improve Product Quality and Focus on Product Quality Marketing

Every entrepreneur knows that in addition to the popularity of the enterprise to success, the product is the fundamental most important. In the honey snow ice city has embarked on such a high level to pay more attention to the quality of the product, increase funds to invest in

research and development of new products, while increasing marketing efforts on the quality of the product taste, so that consumers recognize the honey snow ice city brand at the same time also recognize the quality of the product. The use of consumer herd mentality, increase consumer recognition of brand products, while increasing product quality research and development can also meet consumer expectations, increase consumer recognition, so that consumers will focus on the product rather than the enterprise to create greater revenue, to create benefits for the honey snow ice city.

4.2. Low-profile Promotion of Public Welfare Activities

After the Zhengzhou rainstorm incident, consumers will have higher expectations for Honey Snow Ice City's public welfare activities. The title of national conscience enterprise does not sit firmly with one public welfare activity. Under the high expectation of consumers, Honey Snow Ice City should insist on doing public welfare, while low-key publicity, to create the image of "not greedy for fame and fortune, only for the country, only for society" to consumers. The high-profile fire after the return to the basics can increase the goodwill of consumers, but a high-profile marketing will cause consumers to resent. The combination of high-profile marketing and down-to-earth work, the use of good consumer psychology and new media marketing strategy to further improve the corporate image of Honey Snow Ice City.

4.3. Launching Membership Policy Using "Internet+"

Using the Internet platform through big data, all the offline stores of Honey Snow Ice City and takeaway platform unified membership policy, members can enjoy price discounts when buying products, while members will be big data accumulated points every time they buy, in some enterprise establishment anniversary or New Year festival, membership points statistics, to reach a certain standard of members, gift "Snow King" pillow, cups and so on, issue member benefits, at the same time can use the new media marketing technology for members to produce exclusive "Snow King" image blessing video, increase the goodwill of consumers and member loyalty. Carry out some online and offline activities, encourage the honey snow ice city loyal consumers to participate, issue some online questionnaires to members, ask members consumption experience, enterprise advice, etc., strengthen the communication and contact between honey snow ice city and consumers, reference consumer advice, further development of corporate interests.

5. Summary and Outlook of the Whole Text

Honey Snow Ice City in the popularity of the increasing at the same time should also be in peace and focus on the lasting development of Honey Snow Ice City on the new media camp. In the marketing heat to improve also pay more attention to the quality of the product, so that product quality to keep up with the heat to improve, to a larger and broader international stage.

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