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Marketing Plan of S Company's scented tea products

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Master in Applied Management

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ISCTE-IUL

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BUSINESS SCHOOL

Department of Marketing, Operations and General Management

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Abstract

Flower tea is popular among consumers for its health benefits in the Shanghai market, and the competition is becoming increasingly fierce.The main problem faced by Company S is that the traditional marketing strategy can no longer satisfy the diversified information acquisition needs of consumers, which leads to the poor effectiveness of its social media marketing, blurred brand image, and low user stickiness. Therefore, the objective of this study is to increase the market share and sales performance of Company S by improving its new media marketing strategy, which is expected to increase sales from RMB 1 million to RMB 1.5 million.

The thesis methods used include in-depth interviews, questionnaires, SICAS model and Porter's Five Forces model for market analysis, and qualitative analysis to assess the effectiveness of different marketing strategies. The study proposes that user stickiness and brand loyalty can be effectively enhanced by integrating multiple social media channels, such as Weibo, Xiaohongshu and Douyin, and strengthening interaction with users.

The results of the study show that the integrated marketing strategy can significantly increase brand awareness and market competitiveness, and is expected to achieve an increase in sales targets. In addition, strengthening the use of social media and user interaction is a key strategy to enhance market performance. Through these methods, Company S was able to stand out in a competitive market and achieve both sales and brand building.

Keywords:New Media Marketing, Flower Tea Products, Consumer Preferences

JEL Classification: M3

Resumo

No mercado de xangai, os chás florais são muito apreciados pelos consumidores devido aos seus benefícios à saúde e a concorrência é cada vez mais intensa. O principal problema enfrentado pela empresa S é que as estratégias de marketing tradicionais não conseguem mais atender às necessidades diversificadas de acesso à informação dos consumidores, o que resulta em marketing de mídia social pouco eficaz, imagem de marca difusa e baixo engajamento do usuário. Desta forma, o objetivo deste trabalho é aumentar a participação de mercado e o desempenho de vendas da empresa S através da otimização de novas estratégias de marketing de mídia, com expectativa de aumentar as vendas de RMB 1 milhão para RMB 1, 5 milhão.

A metodologia de pesquisa utilizada consistiu em entrevistas em profundidade, questionários, análise de mercado pelo modelo SICAS e pelo modelo das cinco forças de porter e análise qualitativa para avaliar a efetividade das diferentes estratégias de marketing. O estudo propõe que a integração de vários canais de mídia social, como weibo, xiaohonshu e tik yin, e o aumento da interação com os usuários podem ser eficazes para aumentar o engajamento e a fidelidade à marca.

Os resultados mostram que a integração das estratégias de marketing aumenta significativamente o reconhecimento da marca e a competitividade no mercado, com expectativa de alcançar o crescimento das metas de vendas. Além disso, intensificar o uso das mídias sociais e a interação com o usuário é uma estratégia fundamental para melhorar o desempenho do mercado. Com estes métodos, a empresa S conseguiu se destacar em um mercado competitivo, alcançando um duplo impulso em vendas e construção de marca.

Palavras-Chave: Entrevistas em profundidade, questionários, modelo SICAS, modelo das cinco forças de porter, análise qualitativa.

JEL Classification: M3

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Glossary

Douyin: Douyin is a Chinese short video platform similar to TikTok. users can watch and share a variety of interesting short videos on it, such as dancing, music and life hacks.

Redbook & Xiaohongshu:Redbookis a platform for life sharing and shopping. Users exchange shopping experiences, share beauty and travel advice, and can buy recommended products directly.

Weibo:Weibo is a Chinese social media platform, somewhat like Twitter. users can send short messages, pictures and videos, and follow news and hot topics.

1. Introduction

The title of this thesis is "Marketing Plan for Scented Tea Products of Company S", and the thesis focuses on the marketing strategy of flower tea products of Company S in the highly competitive Shanghai market. With the popularization of healthy lifestyle, flower tea is favored by consumers in Shanghai market and has become a popular product in the market. However, Company S's marketing strategy in this market has encountered major challenges. The traditional advertising campaigns are no longer effective in attracting target users, and the lack of marketing investment in social media platforms and the lack of interaction and communication with consumers have resulted in a blurred brand image and low user stickiness.

This study found through in-depth interviews and questionnaires that the main problem faced by Company S is the lack of an effective new media marketing strategy. Therefore, the goal of this project is to improve the existing strategy through multi-channel integrated marketing. It is planned to enhance the brand's online visibility and interactivity, strengthen the connection with users, and enhance user stickiness by fully utilizing social media platforms such as Weibo, Xiaohongshu and Shake. In addition, it expects to increase sales from RMB1 million to RMB1.5 million by realizing sales conversion from online to offline through online traffic attraction and offline experience.

In order to gain a deeper understanding of market demand and user preferences, this study used the SICAS model to analyze multiple dimensions of the market situation, competitors, and user demand. Meanwhile, the competitive landscape and potential threats in the market were analyzed through the Porter's Five Forces model to locate S's competitive advantages and disadvantages. The thesis methodology also included qualitative analysis to deepen the understanding of market segmentation and user behavior.

Through this study, we anticipate that Company S will be able to clearly identify the key issues in the target market and develop a systematic set of strategies to address the challenges. Ultimately, through this series of marketing strategy adjustments and improvement, not only will S Company be able to improve its competitiveness in the Shanghai market, but it is also expected to significantly increase its sales performance and market share. This will provide a solid foundation for Company S's market expansion in the future, as well as an effective path for other companies in the industry to improve their market performance through integrated marketing and enhanced user experience.

The structure of this project is as follows:

Figure 1.1 Technology Road Map
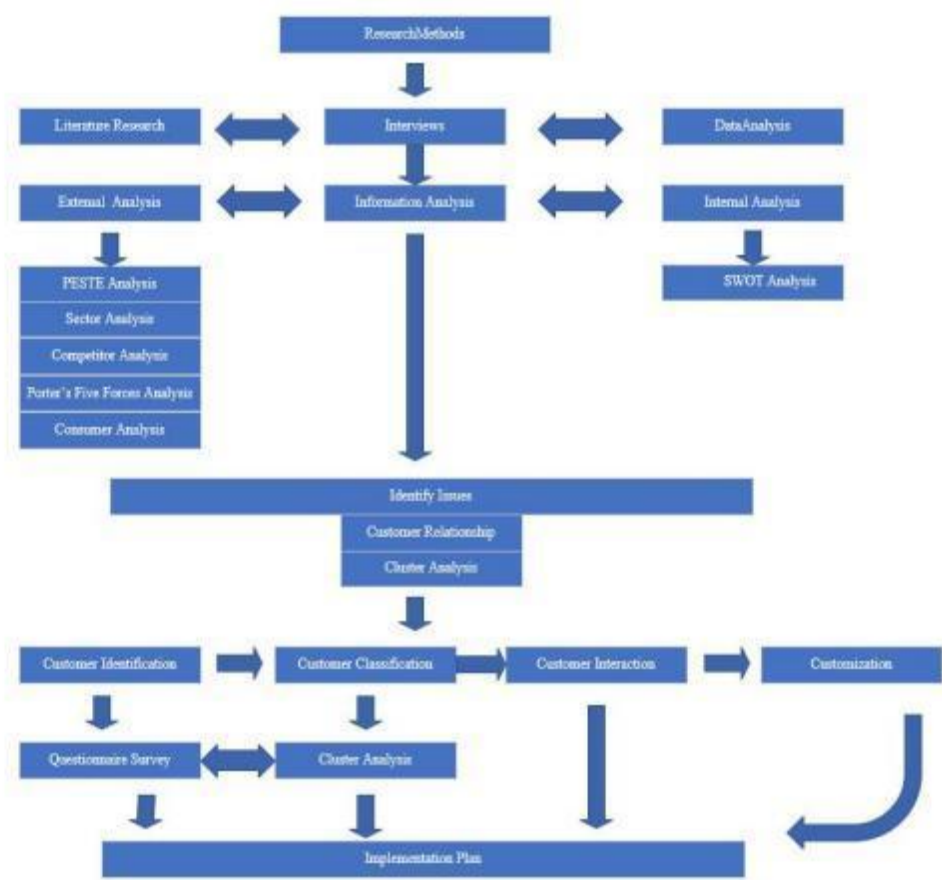
2. Literature Review

2.1. The current market for scented tea

In the current consumer market, flower tea products are increasingly favored by consumers for their health attributes, especially in large cities like Shanghai. The rapid growth of the flower tea market has brought about a highly competitive environment. Therefore, it becomes particularly important for Company S to understand market dynamics, consumer behavior and improvement of marketing strategies.

First of all, regarding the current situation of the flower tea market, studies show that with the increase of consumers' health awareness and lifestyle changes, flower tea gradually stands out from the traditional tea market and becomes a symbol of fashion and health (Huda & Sasidharan ,2024). In addition, consumers in the floral tea market are mainly concentrated in the younger age group and the middle class, who are more inclined to choose products that are natural, healthy and have cosmetic effects (Liu & Li ,2023).

The main challenge for Company S is to improve its marketing strategy in a competitive market like Shanghai. By applying the SICAS model (Scenario, Information, Choice, Application, Satisfaction), the company can better understand and predict consumer behavior (Xu ,2021).The SICAS model emphasizes the information searching habits and purchasing decision-making process of consumers in different consumption scenarios, which is crucial for planning an effective multichannel marketing strategy.

The use of Porter's Five Forces model provides insights into the competitive structure of the industry (Isabelle & Palumbo ,2020). The analysis of the Flower Tea market reveals the bargaining power of suppliers, threat of new entrants, threat of substitutes, bargaining power of buyers, and the level of competition in the industry. Understanding these forces, especially in the Shanghai market where there are many competitors, helps Company S to develop more targeted market entry and expansion strategies.

Shifting from traditional methods of marketing to new media strategies is a pressing issue for S-corporations. Thesis has pointed out that effective communication and interaction with consumers is achieved through new media platforms such as Weibo, Xiaohongshu, and Douyin, which can significantly increase brand visibility and consumer engagement (Aj et al. , 2020). Through these platforms, S-corporations can utilize content marketing and influencer partnerships to engage their target customer base, thereby increasing user stickiness and sales conversion.

2.2. Consumer preference shifts toward healthier products

Recent studies have shown a clear shift in consumer preference towards healthier products, especially in fast-growing urban markets such as China. This trend is particularly prominent in the tea industry, where there is a growing preference for flavored and herbal teas, considering these products an important part of a healthy lifestyle. Researchers such as Hecht (2020) point out that contemporary consumers are not only focused on the quality of their beverages, but also on their health benefits, prompting companies to continue to innovate in their products and marketing strategies. Menozzi and Mora (2020) further elaborate on how these changes in preferences affect marketing techniques and they argue that an accurate understanding of consumers' lifestyle choices is essential for effective market segmentation and targeting.

Against the backdrop of a shift in consumer preferences towards healthier products, there has been a significant increase in demand for organic and natural products. (According to a study by Klopčič and Erjavec (2020)), in the food industry, especially in the snacks and beverages sector, consumers are more likely to choose products labeled with " no additives " , "no preservatives" and "all-natural ingredients" . "All Natural Ingredients" . This trend not only reflects the health-consciousness of consumers, but also pushes companies to make significant adjustments in production and supply chain management to meet market demands.

Furthermore, Parashar and Sood (2023) in their study explored how environmental protection and sustainability are key factors influencing consumer purchasing decisions. They found that there is a clear preference for products that are environmentally certified and sustainably sourced, especially among younger consumer groups. Thus, not only the health attributes of products, but also their environmental attributes are playing an increasingly important role in the consumer decision-making process.

In order to adapt to this shift, firms need to increase their efforts in product development and marketing strategies to emphasize the health and environmental features of their products (Nagaraj, 2021). For example, by using biodegradable packaging materials or emphasizing the low carbon footprint of their supply chain, they can effectively appeal to consumers who hold a high level ofconcern for health and the environment. In addition, marketing campaigns through social media and other digital platforms Shu and Su (2023) to educate consumers about the health and environmental benefits of a product can further strengthen the brand-consumer bond.

This market shift has also inspired new areas of research, Zhang and Dong (2020) including the changing dynamics of consumer behavior and its impact on marketing strategies. Future research could further explore the nuances of consumer preferences across regions and cultures, and how these differences affect global marketing strategies for products. By gaining a

deeper understanding of these dynamics, companies can better position their products and develop more effective market entry and expansion strategies.

2.3. Challenges and Strategies of New Media Marketing

In the context of modern consumers' increasing reliance on digital platforms to make purchasing decisions, adopting new media marketing strategies is crucial to engage consumers. Dwivedi and Wang (2021) et al. state that in the digital age, the effectiveness of traditional marketing channels has greatly diminished. Current new media marketing emphasizes the importance of market penetration and user interaction using platforms such as Weibo, Xiaohongshu, and Douyin.

Dolega and Branagan (2021) discussed the challenges of inadequate marketing readiness of social media platforms, stating that this can lead to a decline in merchandise orders and sales. According to Shahbaznezhad and Rashidirad (2021) effective utilization of these platforms can enhance user interaction and significantly increase brand visibility and consumer stickiness.

With the rise of social media platforms, influencer marketing has become an important tool for companies to connect with consumers. A study by Hanaysha (2022) reveals the effectiveness of influencer marketing on social media platforms and analyzes the different impacts of different types of social media influencers (e.g., celebrities, industry experts, and micro-influencers) on brand loyalty and purchase intentions. The study points out that influencers with a high level of attention and interactivity are able to guide consumers' purchasing decisions more effectively than traditional advertisements.

Aaker and Moorman (2023) in which they emphasize the importance of market segmentation and discuss how the effectiveness of influencer marketing strategies can be enhanced by precise target market positioning. They argue that understanding the specific needs and preferences of target consumers enables organizations to more precisely select the right social media influencers to work with.

Consumption preferences for herbal and floral teas are particularly pronounced in Asian markets. Pan and Liang (2022) A comparative study shows that although consumers in many countries show high interest in these types of beverages, specific preferences and motivations for consumption vary. For example, Chinese consumers prefer the health benefits of herbal teas, while consumers in other countries may place more importance on the taste and cultural significance of tea.

Wen and Lee (2022) explores in detail how companies can develop strategies by analyzing industry competitors. The book provides marketers with an analytical tool to help them assess and utilize the competitiveness of social media influencers in various industries. Among other things, Porter's Five Forces model helps marketers understand the competitive environment of their industry so that they can better select and utilize influencers to promote their products.

Xu and Yu (2020) study focuses on the trends of health-conscious consumers and its great help and implications for the herbal tea market as well. The study points out that with increasing health consciousness, more and more consumers are inclined to choose natural and healthy beverage options, which provides an opportunity for herbal tea brands to expand in the market.

2.4. Multi-channel marketing to increase consumer engagement

Multi-channel marketing integration is becoming increasingly necessary to ensure a seamless consumer experience and increase sales conversion. Marzouk and Jansen (2022) argued that an integrated approach across multiple channels can significantly improve the consumer journey from awareness to purchase by providing a consistent brand message to enhance trust. Similarly, Shankar and Kushwaha (2021) and others found that integrating online and offline experiences tends to result in higher conversion rates, as consumers value physical experiences that complement digital interactions.

Eslami and Hassanein (2022) in their study indicated that effective utilization through social media platforms can significantly increase consumer engagement and loyalty. Their study showed that brands can deepen consumers' brand impressions and emotional connections by posting interactive content and engaging in consumer conversations on social media. In addition, data collected through social media can be used to more accurately target customer needs, leading to more effective marketing strategies.

Furthermore, Tong and Xu (2020) emphasized the importance of mobile marketing in multichannel strategies. Their study shows that with the increase in smartphone usage, mobile devices have become a key channel to connect consumers and brands. Mobile marketing not only facilitates consumers to reach out to brands anytime and anywhere, but also provides personalized promotions and messages through location-based services, thus increasing engagement and conversion rates.

Finally, Timoumi and Mantrala (2022) investigated the impact of multichannel synergies on consumer decision-making process. They found that while maintaining content consistency across online and offline channels, brands should utilize the unique strengths of each channel to enhance the user experience. For example, offline stores can offer the opportunity

to try out products, while online channels can offer a wider range of product choices and comparison capabilities, which together can significantly increase final purchase intentions.

2.5. Apply analytical models to understand market dynamics

Using strategic models like the SICAS model and Porter's Five Forces model can provide insights into market dynamics and the competitive landscape. Huang (2019) describes the SICAS model helps to understand the situational context, competition and customer expectations, which is essential for developing a tailored marketing strategy. In addition, the Porter's Five Forces analysis detailed by Gerard and Bruijl (2019) provides a framework for identifying potential threats in the market and understanding the competitive intensity of competitors, which is essential for strategic positioning.

As the global market environment continues to change, companies need to more accurately grasp market dynamics and consumer behavior. In this regard, PESTE analysis provides a powerful tool to help companies identify the potential impact of macro-environmental factors on their business. In addition, SWOT analysis is an integral part of business strategic planning. A study by Gurl (2017) emphasized the importance of SWOT analysis in identifying a company's strengths, weaknesses, opportunities and threats. Through this analysis, companies can not only better understand internal conditions, but also effectively respond to changes in the external market and develop more robust market entry and growth strategies.

In summary, strategic models such as SICAS, Porter's Five Forces and SWOT not only deepen our understanding of market dynamics, but also provide companies with powerful tools to develop and adjust their marketing strategies. By utilizing these models in an integrated manner, companies can more accurately position themselves in the competitive marketplace and thus develop more effective strategies for business expansion and growth.

3. Methodology

3.1. Questionnaire Survey

3.1.1. Questionnaire design and recovery
3.1.1.1. Purpose of the questionnaire

This questionnaire aims to gain a comprehensive understanding of the Shanghai market's consumption behavior and preference for flower tea products, as well as the current status of S Company's marketing on new media platforms and consumer feedback. By systematically collecting and analyzing consumers' opinions and suggestions, this questionnaire will focus on the following aspects: understanding the consumption frequency, usage scenarios and choice of purchase channels (online/offline) for flower tea products. As well as identifying consumers' brand preference and awareness of floral tea products, including the influence of competing brands. So as to understand consumers' interaction with flower tea brands on social media platforms (e.g. Weibo, Xiaohongshu, Shake, etc.). Also to explore consumers' focus, interest and engagement with the content posted by the brand. Facilitate the collection of consumer feedback and suggestions on existing new media marketing campaigns, including content type, frequency, and form of interaction. To better explore the influence and conversion rate of online attraction and offline experience activities on consumer purchase behavior.

Through this survey, S will be able to gain in-depth insight into the needs and preferences of consumers in the Shanghai market, improve its new media marketing strategy, enhance its brand image and user stickiness, and ultimately achieve growth in its sales targets.

3.1.1.2. Selection of survey respondents

In order to ensure that the data in this study have a high degree of authenticity and reliability, I chose to conduct the questionnaire survey at a tea culture and product exhibition in Shanghai. The exhibition brought together many consumers interested in tea culture, especially the target group with potential demand for flower tea products. Therefore, the respondents of the questionnaire are all potential consumers of flower tea products, and their feedback directly reflects the actual market demand and consumer preferences.

By conducting the questionnaire survey in such an occasion with a strong tea culture atmosphere, I was not only able to reach a large number of potential consumers, but also able to obtain their intuitive feelings and purchase intentions in a real consumption situation. In addition, the special background of the exhibition further ensured the representativeness of the data, reflecting the real needs of tea lovers of different age groups and consumption habits in the current market.

3.1.1.3. Recovery of questionnaires

In order to further understand the real needs, consumption habits and preferences of consumers, this questionnaire was adopted as an online network questionnaire survey. Through the questionnaire star design questionnaire, the questionnaire will be displayed in the form of QR code, so that potential consumers to answer the questionnaire, the scope basically covers the Shanghai area. This questionnaire survey cumulative distribution of questionnaires totaled 352, divided into the recovery of 343 valid questionnaires, the recovery rate of 97%.Answers to the questionnaire are due July 10 - July 12, 2024.

3.2. Cluster analysis

In this study, the main purpose of using systematic cluster analysis (hierarchical clustering method) is to develop a more targeted marketing strategy for Company S's flower tea products by segmenting consumer groups and gaining an in-depth understanding of the needs and preferences of different consumers. Specific objectives include: to divide consumers in the Shanghai market into different groups and to identify consumer groups that have similar needs and preferences for flower tea products. Understand the differences in age, occupation, income level and lifestyle. improve new media marketing strategies: Through cluster analysis, identify the similarities and differences in new media usage habits and preferences of different consumer groups, and improve the marketing strategies for channels such as Weibo, Xiaohongshu and Shake. Design personalized marketing activities to improve marketing efficiency and effectiveness. Enhance user stickiness: analyze the expectations of different consumer groups for brand interaction and communication, and develop targeted user interaction strategies. Enhance user stickiness and brand loyalty, increase repeat purchase rate. Enhance brand awareness and sales conversion: Through cluster analysis, identify consumer groups interested in offline experience activities and develop effective offline experience marketing plans. Enhance brand awareness and promote offline and online sales conversion to achieve the goal of increasing sales. Market Segmentation and Strategy Adjustment: Based on the clustering results, further segmentation of the market and precise positioning of the target customer groups. Now in the form of a questionnaire to collect 350 consumer habits information, the data is true and effective part of the information display as shown in Figure 3.1:

Figure 3.1 Examples of sample questionnaires

Figure 3.2 Examples of sample questionnaires

Data source: collected in the form of questionnaires.

The above data need to be further refined in order to make cluster analysis, and accurate user analysis from the surface. Therefore, according to the actual situation of Company S, the author makes a categorization and scoring scale for the above data as follows, as shown in Figure 3.4.

Figure 3.3 Consumer behavior scoring scale

Scale content	Score	Descriptive	Scale content	Score	Descriptive
I like to try different kinds of scented tea	1	Strongly disagree	Scented tea is a necessity in my daily life.	1	Strongly disagree
	2	Disagree		2	Disagree
	3	General		3	General
	4	Agree		4	Agree
	5	Strongly agree		5	Strongly agree
I usually follow the recommendations of flower tea products on social platforms.	1	Strongly disagree	I am familiar with the scented tea products of S Company.	1	Strongly disagree
	2	Disagree		2	Disagree
	3	General		3	General
	4	Agree		4	Agree
	5	Strongly agree		5	Strongly agree
S Company's scented tea products are of good quality.	1	Strongly disagree	The price of flower tea in S Company is reasonable.	1	Strongly disagree
	2	Disagree		2	Disagree
	3	General		3	General
	4	Agree		4	Agree
	5	Strongly agree		5	Strongly agree
I would like to recommend the scented tea products of S Company to my friends.	1	Strongly disagree	I get information about flower tea products through MicroBlog, Red Book or Tiktok.	1	Strongly disagree
	2	Disagree		2	Disagree
	3	General		3	General
	4	Agree		4	Agree
	5	Strongly agree		5	Strongly agree
I think the marketing of scented tea through social media platforms attracts me more.	1	Strongly disagree	User reviews on social media influence my buying decisions.	1	Strongly disagree
	2	Disagree		2	Disagree
	3	General		3	General
	4	Agree		4	Agree
	5	Strongly agree		5	Strongly agree
S Corporation should increase its advertising investment on social media platforms.	1	Strongly disagree	S Corporation should strengthen interaction and communication with users.	1	Strongly disagree
	2	Disagree		2	Disagree
	3	General		3	General
	4	Agree		4	Agree
	5	Strongly agree		5	Strongly agree
S Corporation should hold offline experience activities to enhance brand awareness.	1	Strongly disagree	I think the introduction of co-branded scented tea by S Company will increase the unit price of my customers	1	Strongly disagree
	2	Disagree		2	Disagree
	3	General		3	General
	4	Agree		4	Agree
	5	Strongly agree		5	Strongly agree

Data source: author

In the categorized scoring scale, the author can know which behaviors users are most interested in by accessing the questionnaire information in the background, and make the categorized scoring scale from 1 to 5 in order from low to high. Combined with Fig. 3.2, Fig. 3.3 and Fig. 3.4, we get the data information scoring table of this project, as shown in Fig. 3.5.

Figure 3.4 Data Information Section Scoring Sheet

Data source: questionnaire data collection

The above data using cluster analysis approach, through cluster analysis can be classified users, which cluster analysis situation mountain IBMSPSS Statistics25 software to complete, the clustering method using systematic clustering, the algorithm uses Pearson correlation, the use of systematic sampling and random sampling of group data test results are shown in the following figure:Random sample data clustering

Figure 3.5 Spectral diagram
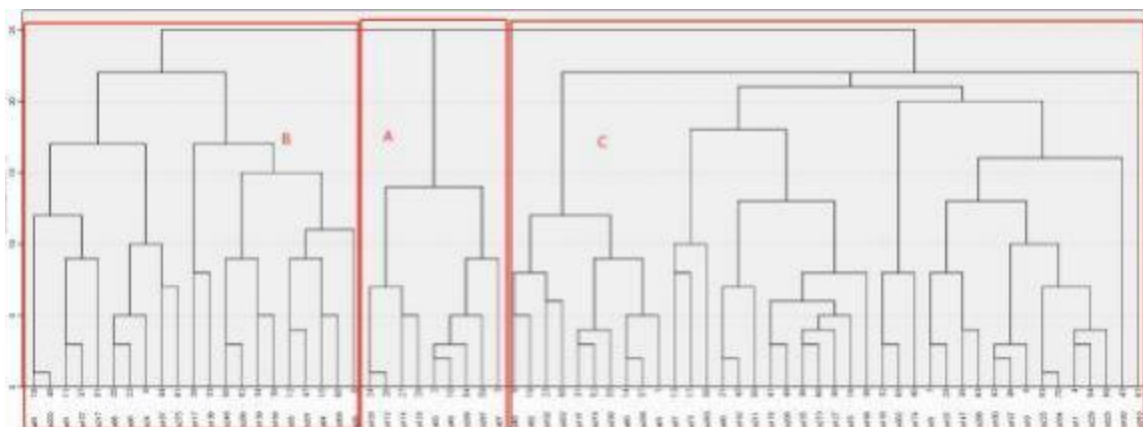
In this study, in order to ensure the scientific and representative nature of the data analysis, I used the random sampling technique based on the completion of 352 questionnaires, from which 70 samples of data were drawn. Random sampling is a commonly used statistical method which aims to ensure the fairness of the sample and the objectivity of the thesis results by randomly selecting the sample so that each sample has the same chance to be selected.

During the sampling process, I strictly followed the principle of randomization by using a computer-generated random number table or random number generator to number and select the questionnaires, avoiding any interference from subjective factors. This method ensured the diversity of the sample, making it representative of the different characteristics and consumption behaviors of the entire survey population.

In addition, the 70 samples were selected with due consideration of the proportionality between the sample size and the overall number. According to the Central Limit Theorem, although the overall number of questionnaires is 352, the 70 randomly selected samples are sufficient to provide stable statistical estimates, which means that these samples are able to effectively reflect the overall consumption preferences and behavioral patterns. Meanwhile, the choice of sample size also takes into account the effective utilization of thesis resources, which ensures the accuracy of the results and controls the complexity of the study.

Through the rigorous sampling method described above, the sample data obtained are highly representative and fair, providing a solid foundation for the subsequent data analysis and marketing strategy development of this study. This scientific sampling method not only enhances the credibility of the study's conclusions, but also provides more informative data support for Company S's marketing decisions in the Shanghai market.

There are 9 consumers in category A, who can be regarded as high-end quality seekers. They Category A consumers are usually characterized by high brand loyalty and willingness to pay a premium for high quality and unique products. They tend to focus on the brand reputation, quality, and uniqueness of the product, and are relatively less sensitive to price. Moreover, these consumers pursue unique consumer experiences and prefer personalized and customized products and services. They are more willing to buy high-end products that reflect their status and taste. Meanwhile, in addition to the quality of the product itself, they are also concerned about the added value of the product, such as the cultural connotation of the product, the sense of design, and whether it is environmentally friendly.

Therefore, we can launch high-end limited edition products for this type of consumers in the subsequent development: Develop high-end limited edition products to meet the unique needs of this type of consumers. Limited edition products can attract them through scarcity and uniqueness, and bring a higher premium for the brand. Introduce VIP memberships for this category of customers, offering exclusive discounts, priority purchasing rights, and special customized services. Enhance customer loyalty and consumption frequency by adding exclusive services and

privileges. Then use data analysis and consumer behavior tracking to provide personalized recommendations and customized product services to further meet their individual needs. For example, services such as personalized customized packaging and private tea master recommendations can attract such consumers to increase their consumption. Thus, the high-end image of the brand is continuously enhanced, and consumers' brand loyalty is strengthened through high-quality content marketing (e.g., brand story, cultural heritage, craftsmanship demonstration, etc.), making them more willing to pay for the brand premium.

There are 21 consumers in category B. We can call them the consumers who are looking for value for money. We can see that Category B consumers care about price, but also value quality and value for money. They are willing to pay slightly higher prices for better quality, but are sensitive to price fluctuations. Consumers in this category are more inclined to buy products that offer good value for money, especially those cost-effective goods that are available through promotional activities. They compare different products and brands to find the best purchase option. They are easily attracted by discounts, promotions, bundled sales, etc., which are usually important drivers of their increased consumption.

We can follow this up with bundling and packages: Offer bundles or packages to attract consumers with price breaks or freebies. For example, "buy two get one free" or "combo deals" can be designed to encourage them to buy more items at once, thus increasing the unit price. To address the price sensitivity of these consumers, regular promotions, such as seasonal discounts, limited-time offers, etc., to stimulate their desire to buy. You can also increase their repurchase rate through the points system or consumption rebates. Later on, we should also focus on highlighting the cost-effectiveness of the products in the marketing content, demonstrating the unique advantages of the products and the high cost-effectiveness, so as to dispel their concerns and motivate them to make a purchase decision. Finally, on the basis of ensuring cost-effective, by improving the added value of the product (such as giving small gifts, providing extended warranty, quality after-sales service, etc.) to enhance the customer unit price.

There are a total of 40 consumers in Category C: which we can call price-sensitive consumers. Consumers in Category C are characterized by being very price sensitive and tend to buy only on sale or when prices are low. They prefer basic products and do not pursue high-end or personalized. It is easy to see that this type of consumer usually consumes less frequently and does not spend a high amount of money in a single transaction. Although they are price-sensitive, they tend to be more rational in their purchasing decisions. So they pay more attention to the basic functions and practicality of the product, and have little demand for additional functions and value-added services. They are more willing to choose value-for- money products rather than pay for branding or added value.

Subsequently, more attention should be paid in the marketing process to provide promotional activities specifically targeting price-sensitive consumers, such as deep discounts and

clearance sales, to attract them to buy more goods at low prices. Encourage them to increase the amount of money they spend through limited-time offers or buy-more-save-more strategies. Introduce a more affordable basic product range for this group of consumers to fulfill their pursuit of practicality and value for money. Such products can offer more attractive prices by controlling costs through more minimalist packaging and more basic features. Offer purchase reward programs as well, such as discounts or redemption of small gifts after purchasing a certain amount. This strategy encourages them to increase the amount they spend on each purchase for greater rewards. Lastly, emphasize the affordability and value for money of the product in online marketing to allay their price concerns through user reviews and price comparisons, prompting them to focus on purchasing for a specific period of time.

Summary: Through in-depth analysis of the three categories, you can formulate strategies based on the characteristics of each group to effectively increase customer unit price. High- end quality seekers (Category A) can increase the amount of single consumption through high-end products and personalized services; price-quality balancers (Category B) can increase their consumption through promotions and bundled sales; and price-sensitive consumers (Category C) need to attract their attention through low-priced strategies and promotional activities to increase their purchase amount. Such targeted implementation of marketing strategies will help Company S to achieve its sales target growth in the Shanghai market.

4. Marketing Plan

4.1. Executive Summary

Through in-depth interviews and questionnaires, it was found that Company S has core problems in improving its new media marketing strategy. The company's existing investment in social media platforms such as Weibo, Xiaohongshu and Douyin is insufficient, resulting in low brand awareness, poor consumer interaction and insufficient brand loyalty. Traditional advertising methods are no longer effective in attracting and influencing target users, and there is an urgent need to move to a more integrated and interactive marketing approach.

In order to solve these problems, this thesis proposes a comprehensive marketing plan that suggests enhancing brand interactivity and customer stickiness through multi-channel integration and fully utilizing the advantages of Weibo, Xiaohongshu and Shake. Meanwhile, by reinforcing the strategy of online diversion to offline experience (O2O), Company S aims to increase consumer stickiness and drive sales conversion. With these improve marketing initiatives, the goal is to increase annual sales from the current RMB 1 million to RMB 1.5 million.

This marketing program was designed not only to increase S's presence in the digital space, but also to create a unified brand image that would resonate with the target audience in the Shanghai market, ultimately positioning the company as a leading brand in the scented tea market.

4.2. External Situational Analysis

4.2.1. PESTE Analysis
4.2.1.1. Political and Legal Context

Shanghai's political environment offers a range of policies that support innovation and entrepreneurship, particularly in the food and beverage industry. Local government measures such as tax incentives and export tax rebates help reduce operating costs. At the same time, the government's strict regulation of food safety and quality also requires companies to strengthen quality control, and compliance has become a priority that companies cannot ignore. s should pay close attention to policy trends and use government resources to improve their operational strategies.

4.2.1.2. Economic Context

The macroeconomic environment has a direct impact on consumers' disposable income and spending habits. Despite the stable economic conditions and strong consumer confidence in Shanghai, global economic uncertainty may still affect market demand. In addition, price levels, interest rate changes, etc. may also affect the cost of capital for companies and the purchasing power of consumers. s needs to respond to possible economic fluctuations through flexible pricing strategies and cost control.

4.2.1.3. Socio-Cultural Context

Social trends are gradually increasing toward a preference for healthy and natural products, especially among younger consumer groups. It is crucial for Company S to conduct in-depth thesis on the lifestyle and consumption behaviors of the target consumer group, as well as the public's receptivity to health information. The company can use educational marketing to raise consumer awareness of the health benefits of flower tea, while organizing community events or collaborative programs to deepen the brand's connection with consumers.

4.2.1.4. Technological Context

Advances in technology provide new opportunities for product innovation and marketing strategies. For example, brand awareness and consumer engagement can be effectively enhanced through social media platforms and influencer marketing. In addition, the adoption of advanced production technologies and automated equipment can improve productivity and product consistency while reducing production costs.S companies should invest in technological upgrades and digital transformation to improve competitiveness.

4.2.1.5. Environmental Context

Environmental protection has become a global concern, and S companies should use sustainable materials and methods in their production and packaging processes. For example, using biodegradable materials and reducing the use of plastics can significantly reduce environmental impacts. In addition, implementing energy saving and emission reduction measures will not only help reduce operating costs, but also enhance the company's environmental image among the public and investors.

4.2.2. Sector Analysis

Macroeconomic factors: The economic environment has a direct impact on consumers' purchasing power and willingness to spend. In times of slow economic growth or high inflation, consumers may cut back on non-essential spending, which is particularly evident in the high-end food and beverage market. It is important for Company S to understand and anticipate economic trends and adjust product lines and pricing strategies in a timely manner.

Technological change: Advances in technology have opened up many opportunities for innovation in the food and beverage industry. For example, through big data and artificial intelligence technologies, companies can better understand consumer behavior, improve supply chain management, and improve production efficiency. In addition, online sales and mobile payments have dramatically changed the way consumers make purchases.S companies should leverage these technologies to improve operations and expand markets.

Consumer Trends: Increased health awareness has led to a growing preference for organic, low-sugar, additive-free, or functional foods and beverages. At the same time, sustainability is becoming an important factor in consumer decision-making. For S-companies, tracking these trends and adapting their product portfolios accordingly is key to attracting and retaining customers.

Regulatory environment: Food safety and standards are the most important regulatory areas in the food and beverage industry. As regulators become more stringent in their food safety and nutritional labeling requirements, Company S must ensure that its products comply with all relevant regulations. In addition, multinational companies have to deal with the challenges of a multinational regulatory environment.

Competitive Landscape: Competition in the industry is intense, not only from traditional large food and beverage companies, but also from numerous start-ups. These start-ups often gain market attention quickly through unique product positioning or innovative business models.S companies should focus on potential partnership or acquisition opportunities to strengthen their market position while maintaining competitiveness in the market.

4.2.3. Competitor Analysis

Market share and position: First, it is critical to understand the market share and position of S corporations and their major competitors. This includes analyzing their performance in different regions and product categories. For example, large global companies may have leadership positions in multiple markets, while regional companies may be more competitive in specific markets. Understanding these distributions can help S corporations identify their own market opportunities and potential threats.

Product and service differentiation: Competitors may differentiate themselves through unique product features, quality, price, or service. For example, some companies may specialize in organic and non-GMO products, while others may offer more cost-effective options. company S needs to understand its competitors' product portfolios in detail and assess where it has a competitive advantage or where it needs to improve.

Innovative capacity and use of technology: Technology and innovation are important factors driving the food and beverage industry. Understanding competitors' use of technology for new product development, production process improvement, supply chain management, and customer service is critical for S to develop a response strategy. For example, the use of artificial intelligence for market forecasting and personalized marketing may be a major advantage for competitors.

Marketing and branding strategy: Brand influence is a competitive factor that cannot be ignored in the food and beverage industry. Analyzing competitors' brand positioning, marketing communications, and consumer loyalty can help S-corporations understand how to enhance their brand presence through marketing strategies. In addition, the effective use of social media and digital marketing is key to modern market competition.

Financial position and strategic investments: An in-depth understanding of competitors' financial position, investment directions, and strategic partnerships is critical to assessing their ability to expand in the marketplace and their potential for future growth. For example, companies with strong financial backing may be better able to withstand market volatility and make bolder market investments or mergers and acquisitions.

Regulatory compliance and social responsibility: In the food and beverage industry, meeting regulatory requirements and demonstrating corporate social responsibility are also important competitive performances. Analyzing competitors' performance in these areas can help S-corporations strengthen their own compliance and social responsibility strategies, thereby building stronger trust and brand loyalty in the minds of consumers.

4.2.4. Porter's Five Forces Analysis

Industry Competitors: Shanghai's food and beverage market is highly competitive and concentrated. Major competitors in the market include large domestic brands, foreign brands, and numerous small and medium-sized enterprises (SMEs). Competitive strategies are usually centered around product innovation, brand loyalty, marketing campaigns and pricing strategies. company S needs to highlight its competitive advantages through innovation and unique market positioning while maintaining product quality.

Potential new entrants: Although the market is highly competitive, the low entry barriers and continuously growing market demand have attracted many new entrants. New entrants may quickly gain market share through innovative products or marketing strategies. To defend against this threat, Company S should continue to focus on innovation, strengthen its branding, and improve its cost structure.

Bargaining power of suppliers: Suppliers in the food and beverage industry include raw material suppliers, packaging material suppliers and equipment suppliers. Since raw materials are often sourced from a wide range of sources, the bargaining power of suppliers is relatively weak. However, for S-companies that use specialized raw materials, choosing diversified suppliers and long-term relationships can reduce supply risks.

Bargaining power of buyers: In the retail market, consumers are very sensitive to price and product quality, which enhances the bargaining power of buyers. Large buyers in wholesale and retail channels such as supermarkets and online platforms may also exert pricing pressure, and Company S should enhance its relationship with consumers by improving product differentiation and customer service, and diversify its risk through a multi- channel sales strategy.

Threat of substitutes: As consumers become more health-conscious, the tea beverage market faces the threat of substitutes from other healthy beverages such as functional water, fruit juices, and sports drinks. company S can minimize the impact of substitutes by emphasizing the health benefits and unique taste of its products, and also consider expanding its product line to meet a wider range of consumer needs.

4.2.5. Consumer Analysis

Consumer segmentation: First, segmentation is a key step in identifying different consumer groups and their specific needs. For example, Company S may segment consumers based on age, gender, income level, geographic location, and lifestyle. Consumers in each segment may have different expectations and reactions to product quality, price sensitivity, and buying habits.

Consumer trends and preferences: Consumer trends in the food and beverage industry are constantly changing. Possible current trends include increased health and nutritional awareness, increased demand for convenience foods, and increased preference for organic and

sustainable products. By conducting regular market thesis, Company S can capture these trends and adjust its product line accordingly to meet consumer expectations.

Consumer Buying Behavior: Understanding how consumers make purchasing decisions is also critical. This includes where they purchase products (e.g., brick-and-mortar stores, online malls, or social media platforms), when they make purchasing decisions, and what motivates them to choose particular brands. For example, some consumers may be more inclined to buy on sale, while others may buy routinely because of brand loyalty.

Consumer feedback and social media influence: In the digital age, the influence of social media on consumer behavior cannot be ignored. Consumer feedback, online reviews, and brand interactions on social media can greatly influence the purchasing decisions of other consumers. Therefore, monitoring and analyzing this data is critical for S-companies to improve their products and services and improve the customer experience.

Cultural and social factors: Cultural backgrounds and social factors can also influence consumers' food choices and purchasing behavior. For example, certain regions may have a preference for locally produced foods, or specific food types such as vegetarian or seafood. Understanding these cultural preferences can help Company S better position its products and design marketing strategies that meet local market needs.

Economic environment: Economic factors, such as changes in income levels, consumer confidence, and macroeconomic conditions, can also affect consumer purchasing power and spending behavior. During periods of economic volatility or uncertainty, consumers may place more emphasis on the value for money of a product.

4.3. Internal Situational Analysis

4.3.1. Characterization of the company

Located in Shanghai's highly competitive beverage industry, Company S specializes in the production and distribution of floral tea products. By utilizing local ingredients and traditional Chinese tea-making techniques, the company has established its unique product line and built brand awareness in the market. Despite its clear product strengths, Company S faced challenges in its strategy to effectively reach its target market, especially in the fast-changing digital market environment.

4.3.2. Mission, vision and values

Mission - S is committed to enriching people's lives by providing high quality floral tea products that promote healthy lifestyles and cultural appreciation.

Vision - To be the market leader in Shanghai and beyond, known for innovative marketing strategies and superior product quality.

Values - Commitment to Quality: Ensure the highest quality of tea products through strict raw material sourcing and production processes.

Customer Focus: Prioritize the needs of our customers and continually enhance the customer experience through innovation and service.

Sustainability: Commitment to environmentally sustainable practices in all aspects of production and business operations.

4.3.3. Current marketing and operational challenges

The main marketing challenge facing Company S comes from maintaining its traditional marketing approach in a growing digital market. Flower tea has become a popular choice as consumers in Shanghai become more health-conscious, but the market is becoming increasingly competitive with many new entrants.Company S is currently underinvesting in digital marketing on social media platforms such as Weibo, Xiaohongshu and Douyin, and lacks an effective consumer interaction strategy, resulting in a diluted brand image and low customer retention.

4.3.4. Specific issues and recommendations for strategic action

Through in-depth interviews and questionnaires, it became apparent that S's main problem was to improve its new media marketing strategy. The plan included:

Multi-Channel Integration: Utilize popular platforms such as Weibo, Xiaohongshu, and Douyin to create a consistent brand narrative that resonates with the target audience.

Enhanced Consumer Engagement: Increase engagement with consumers through regular updates, responsive communications and community building activities to drive brand loyalty. Online-to-Offline (O2O) Sales Conversion: Develop strategies to direct online traffic to offline experiences, such as in-store tea tastings or herbal tea workshops, to enhance the brand's physical experience.

4.3.5. Customer analysis

Analysis of questionnaire results

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(1)Basic information

As shown in Table 4.1, out of the 352 persons who validly completed the questionnaire, the 26 to 35 years age group had the highest number of participants with a percentage of 35.8%, followed by the 36 to 45 years age group with a percentage of 25.28%. the 18 to 25 years age group had the least number of participants with a percentage of 17.05%. The age group of 18 to 25 years old was the smallest, accounting for 17.05%. It can be seen that the main age group of participants was concentrated in the 26 to 45 years old age group. There were slightly more male participants than female participants with 51.99% and 48.01% respectively. There were no participants of other genders. Among the occupations participating in the survey, life service occupations had the highest percentage of 35.8%, followed by health- related occupations with 25.28%. Technical occupations accounted for 17.05%, cultural and artistic occupations for 12.22%, and education-related occupations for 9.66%. It can be seen that life service and health-related occupations are more common among those who participated in the survey. Of the 352 people who participated in the survey, 39.2% had a monthly income between 5,000-10,000 RMB, the income segment with the highest percentage, followed by those with a monthly income of 10,000-15,000 RMB, accounting for 27.56%. Those with a monthly income of more than RMB 20,000 accounted for the lowest proportion, at only 4.83%. Overall, the majority of survey respondents' monthly income is concentrated in the range of RMB 5,000-15,000.

Figure 4.1 Questionnaire info graphic (partial)

9.66%
17.05%
12.22%
25.28%
35.8%

● Technical occupations ● Life service occupations ● Health related occupations
● Culture and art professions ● Education related occupations

9.66%
17.05%
12.22%
25.28%
35.8%

● 8 to 25 years old ● 26 to 35 years old ● 36 to 45 years old ● Age 46 and above
● Over 55 years old

Other: 0%
Female: 48.01%
Male: 51.99%
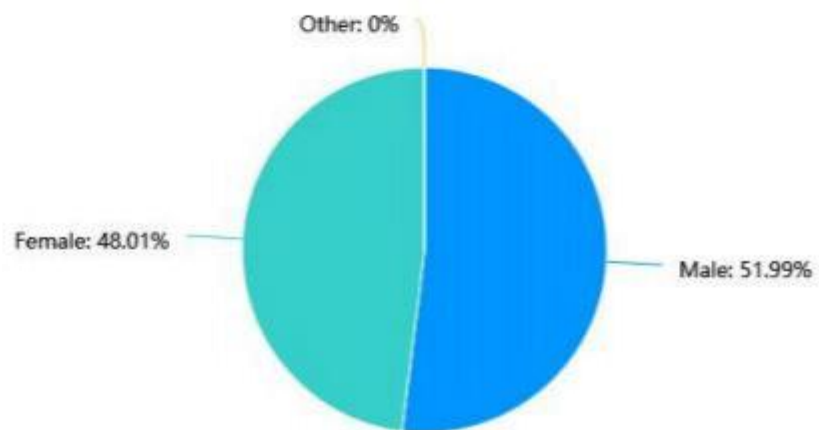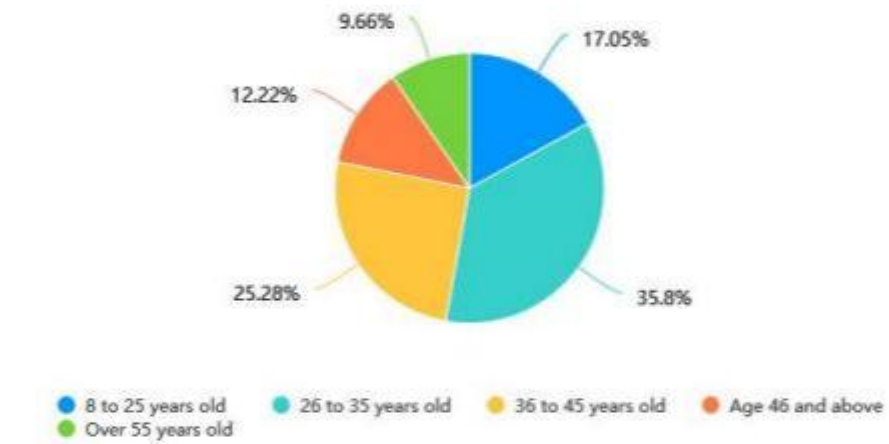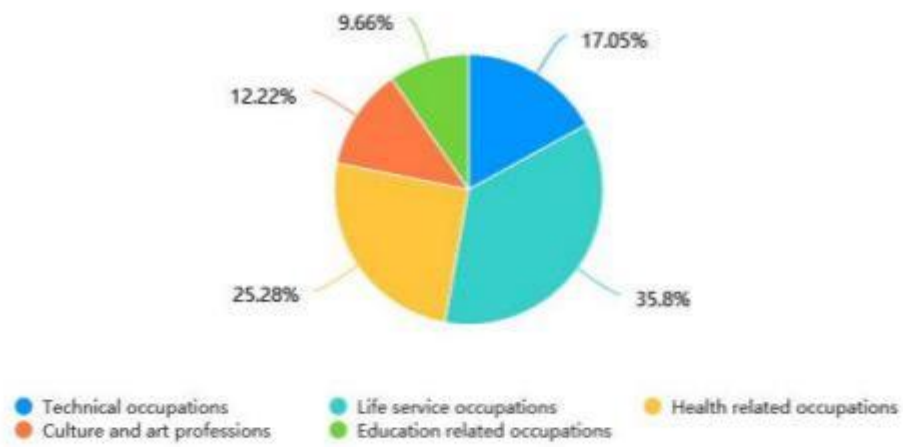
Table 4.1 Basic analysis of the questionnaire

Title	category	Sample size	Take up a proportion of
age	8 to 25 years old	60	17.05%
	26 to 35 years old	126	35.8%
	36 to 45 years old	89	25.28%
	Age 46 and above	43	12.22%
	Over 55 years old	34	9.66%
gender	Male	183	51.99%
	Female	169	48.01%
	Other	0	0%
occupation	Technical occupations	60	17.05%
	Life service occupations	126	35.8%
	Health related occupations	89	25.28%
	Culture and art professions	43	12.22%
	Education related occupations	34	9.66%
Monthly income	Less than 5,000 yuan	66	18.75%
	5,000-10,000 yuan	138	39.2%
	10,000 to 15,000 yuan	97	27.56%
	15,000-20,000 yuan	34	9.66%
	More than 20,000 yuan	17	4.83%

(2)Consumption habits

According to the comprehensive analysis, it can be seen in this consumer habit questionnaire that: The overall satisfaction level of the participants towards trying different flavors of tea is high, with a mean score of 3.98. 35.23% of the participants chose "Agree" and 38.64% chose " Strongly agree", showing that 73.87% of the participants have a positive attitude towards trying different flavors of tea. 35.23% of the participants chose "Agree" and 38.64% of the participants chose "Strongly agree", which showed that 73.87% of the participants had a positive attitude towards trying different flavored teas. Only 3.69% of the participants chose "Strongly disagree" . Meanwhile, the overall satisfaction level of S Company's floral tea products is also high. Specific data shows that 40.34% of the respondents indicated that they were " Strongly satisfied", while 31.25% indicated that they were "Satisfied", with an average satisfaction score of 3.98.

Most of the respondents considered herbal tea as a necessity in their daily life, with a mean score of 3.97. 37.5% of the participants chose "Agree" and 36.65% of the participants chose "Strongly agree" . with a total of 74. 15% of the participants having a positive attitude. Only 8.52%

of the participants chose "Strongly disagree" and "Disagree". In addition, the respondents' attitude towards the recommendation of flower tea products is positive, with an average satisfaction rate of 4.01. Specifically, 39.49% of the respondents said " Strongly agree", 37.22% of the respondents said "Agree", and only 11.93% of the respondents were neutral. Only 11.93% of the respondents were neutral.

The quality of S Company's scented tea products is highly recognized, with a mean satisfaction rating of 3.95, 36.36% of respondents selecting "Agree" and " Strongly Agree," and only 4.55% of respondents selecting Only 4.55% of the respondents chose "strongly disagree". The reasonableness of the price of scented tea was also recognized by the majority of respondents, with an average score of 3.97. 37.5% of the respondents indicated "Strongly Agree", while 36.36% of the respondents indicated "Agree". Meanwhile, the promotion of scented tea on social media platforms is favored by respondents, with an average score of 3.95, 38.92% of respondents "agree" and 35.8% of respondents "strongly agree". In addition, user reviews had a greater impact on the purchase decision, with an average score of 3.98, 40.63% of respondents chose " Strongly agree" and 32.95% chose "Agree".The majority of respondents (38.92% agree, 37.22% strongly agree) believe that advertising on social media platforms should be increased, with an average score of 4.00. We also see an increase in interaction and communication with users, with an average satisfaction score of 3.91, with 39.49% of users "agreeing" and 34.09% of users "agreeing". 34.09% of users "Strongly Agree". In response to the introduction of co-branded flavored teas at S Company, the average rating was 3.92, with the majority of participants tending to agree or strongly agree with this view, indicating that they believe that the introduction of co-branded flavored teas would increase the price per unit for customers.

On balance, S Company's scented tea products received a high level of satisfaction in terms of quality, price and overall user experience, while it is recommended to strengthen social media advertising investment and user interaction, and to organize offline activities to further enhance brand image and awareness.

Table 4.2 Feedback from questionnaires

I like to try different kinds of scented tea

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	13(3.69%)	25(7.1%)	54(15.34%)	124(35.23%)	136(38.64%)	3.98
total	13(3.69%)	25(7.1%)	54(15.34%)	124(35.23%)	136(38.64%)	3.98

Scented tea is a necessity in my daily life.

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	17(4.83%)	13(3.69%)	61(17.33%)	132(37.5%)	129(36.65%)	3.97
total	17(4.83%)	13(3.69%)	61(17.33%)	132(37.5%)	129(36.65%)	3.97

I usually follow the recommendations of flower tea products on social platforms.

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	15(4.26%)	25(7. 1%)	42(11.93%)	131(37.22%)	139(39.49%)	4.01
total	15(4.26%)	25(7. 1%)	42(11.93%)	131(37.22%)	139(39.49%)	4.01

I am familiar with the scented tea products of S Company.

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	16(4.55%)	17(4.83%)	67(19.03%)	110(31.25%)	142(40.34%)	3.98
total	16(4.55%)	17(4.83%)	67(19.03%)	110(31.25%)	142(40.34%)	3.98

S Company's scented tea products are of good quality.

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	16(4.55%)	19(5.4%)	61(17.33%)	128(36.36%)	128(36.36%)	3.95
total	16(4.55%)	19(5.4%)	61(17.33%)	128(36.36%)	128(36.36%)	3.95

The price of flower tea in S Company is reasonable.

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	17(4.83%)	17(4.83%)	58(16.48%)	128(36.36%)	132(37.5%)	3.97
total	17(4.83%)	17(4.83%)	58(16.48%)	128(36.36%)	132(37.5%)	3.97

I would like to recommend the scented tea products of S Company to my friends.

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	25(7.1%)	11(3.13%)	55(15.63%)	132(37.5%)	129(36.65%)	3.93
total	25(7.1%)	11(3.13%)	55(15.63%)	132(37.5%)	129(36.65%)	3.93

I get information about flower tea products through MicroBlog, Red Book orTiktok.

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	19(5.4%)	13(3.69%)	77(21.88%)	122(34.66%)	121(34.38%)	3.89
total	19(5.4%)	13(3.69%)	77(21.88%)	122(34.66%)	121(34.38%)	3.89

I think the marketing of scented tea through social media platforms attracts me more.

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	17(4.83%)	19(5.4%)	53(15.06%)	137(38.92%)	126(35.8%)	3.95
total	17(4.83%)	19(5.4%)	53(15.06%)	137(38.92%)	126(35.8%)	3.95

User reviews on social media influence my buying decisions.

Topic \ option	Strongly disagree	Disagree	General	Agree	Strongly agree	Average
Satisfaction	18(5. 11%)	20(5.68%)	55(15.63%)	116(32.95%)	143(40.63%)	3.98
total	18(5. 11%)	20(5.68%)	55(15.63%)	116(32.95%)	143(40.63%)	3.98

S Corporation should increase its advertising investment on social media platforms.

Topic \option	Strongly disagree.	Disagree	General	Agree	Strongly agree	Average
Satisfaction	17(4.83%)	12(3.41%)	55(15.63%)	137(38.92%)	131(37.22%)	4
total	17(4.83%)	12(3.41%)	55(15.63%)	137(38.92%)	131(37.22%)	4

S Corporation should strengthen interaction and communication with users.

Topic \ option	Strongly disagree.	Disagree	General	Agree	Strongly agree	Average
Satisfaction	23(6.53%)	14(3.98%)	56(15.91%)	139(39.49%)	120(34.09%)	3.91
total	23(6.53%)	14(3.98%)	56(15.91%)	139(39.49%)	120(34.09%)	3.91

S Corporation should hold offline experience activities to enhance brand awareness.

Topic \ option	Strongly disagree.	Disagree	General	Agree	Strongly agree	Average
Satisfaction	13(3.69%)	14(3.98%)	66(18.75%)	128(36.36%)	131(37.22%)	3.99
total	13(3.69%)	14(3.98%)	66(18.75%)	128(36.36%)	131(37.22%)	3.99

I think the introduction of co-branded scented tea by S Company will increase the unit price of my customers

Topic \ option	Strongly disagree.	Disagree	General	Agree	Strongly agree	Average
Satisfaction	21(5.97%)	18(5. 11%)	60(17.05%)	122(34.66%)	131(37.22%)	3.92
total	21(5.97%)	18(5. 11%)	60(17.05%)	122(34.66%)	131(37.22%)	3.92

4.4. SWOT Analysis

Strenghts

- Product features and uniqueness: Company S's floral tea products have a unique advantage in terms of formulation, based on natural, high-quality raw materials and a unique floral tea blending process, and are able to provide distinctive flavors and health values. This product differentiation can enable Company S to stand out in a highly homogenized market and attract consumers with high demands for quality and health.

- Supply chain and production capacity: Company S has a stable and efficient supply chain management in raw material sourcing and production, which ensures the freshness and consistent quality of raw materials. This provides the company with a sustained competitive advantage, enabling it to maintain product quality while reducing production costs and increasing profitability.

- Brand history and cultural heritage: Company S has a certain brand heritage and historical background in the field of flower tea, and this sense of cultural identity and brand trust can attract consumers with a traditional cultural complex. In addition, Company S can further utilize this advantage to carry out cultural marketing activities to strengthen the cultural connotation of the brand.

- Flexible market responsiveness: Company S possesses strong market adaptability and is able to make quick adjustments according to market trends and consumer preferences. For example, Company S can quickly launch seasonal flower tea products or limited editions to attract nascent demand in the market. This flexibility gives it an edge over market changes.

- Customer loyalty and word-of-mouth marketing: Although there is ambiguity in the current brand image, Company S has built up a loyal customer base of users who have a high level of satisfaction with its products and are willing to promote them through social media and word-of-mouth recommendations. By further improving the customer experience, Company S is able to translate this loyalty into broader brand influence.

- Product line expansion potential: Company S can not only focus on its existing floral tea products, but also expand its product line in the future, such as launching floral tea derivatives (e.g., tea bags, tea beverages, etc.) to meet diversified consumer needs. This expansion strategy will further strengthen the company's leading position in the market segment.

- This section demonstrates the multiple advantages that Company S has over its competitors by reinforcing product differentiation, supply chain capability,

cultural accumulation and flexibility. These strengths provide a solid foundation for the company to gain a greater share of the market in the future.new media and data analysis. This shortcoming limits the company's ability to execute innovative marketing strategies, making it more difficult to expand the market.

- Weak brand-consumer emotional connection: Company S has not yet formed a deep emotional connection with consumers, and the brand lacks stories and values that can touch consumers' emotions. This lack of emotional resonance makes it difficult for the brand to establish a lasting sense of identity and belonging among the population, thus affecting user loyalty.

- This section provides a detailed analysis of Company S's shortcomings in brand positioning, market data analysis, team capabilities, and marketing strategies, showing that the company still needs to strengthen its efforts to improve brand image and enhance user experience.

Weaknesses

- Insufficient investment in new media marketing: Company S's marketing investment in new media platforms was low, and it failed to effectively utilize key platforms such as Weibo, Xiaohongshu, and Douyin for brand promotion, resulting in limited brand exposure and influence among consumers compared to competitors. The lack of content strategy for target users also makes it difficult for potential customer groups to resonate with the brand.

- Unclear brand positioning: Company S's current brand positioning in the market is vague, failing to accurately convey its unique brand value and product advantages. The brand lacks a distinctive image and clear core demands, which makes it difficult for consumers to recognize and remember Company S in the competitive market, thus affecting the purchasing decision.

- Insufficient user experience and interactivity: Company S's strategy in consumer interaction and user experience is weak, and the online platform lacks innovation and attractiveness, resulting in low user engagement and low stickiness. For example, social media content is updated infrequently, and there is a lack of interesting and consumer-related content that can effectively guide users to share and interact.

- Incomplete integration of sales channels: Although the Company realizes the need for multi-channel marketing, the current layout of sales channels is not comprehensive enough, and the synergistic effect of online and offline has not been brought into full play. The effect of online traffic attraction is limited, and the offline experience link lacks attraction, failing to form a complete sales closed loop.

- Insufficient market data and user insights: Company S has not invested enough in market thesis and user behavior analysis, resulting in a lack of data support when formulating marketing strategies. Failing to deeply understand the consumption habits, preferences and pain points of target users, marketing activities were often difficult to accurately reach the target group, reducing the marketing effect and ROI.

- Limited digital marketing capabilities of the team: Company S's internal team lacked professional capabilities in digital marketing and lacked marketing talents with experience in new media and data analysis. This shortcoming limits the company's ability to execute innovative marketing strategies, making it more difficult to expand the market.

- Weak brand-consumer emotional connection: Company S has not yet formed a deep emotional connection with consumers, and the brand lacks stories and values that can touch consumers' emotions. This lack of emotional resonance makes it difficult for the brand to establish a lasting sense of identity and belonging among the population, thus affecting user loyalty.

- This section provides a detailed analysis of Company S's shortcomings in brand positioning, market data analysis, team capabilities, and marketing strategies, showing that the company still needs to strengthen its efforts to improve brand image and enhance user experience.

Opportunities

- Rising Healthy Consumption Trend: With the popularization of the concept of healthy living, consumers are paying more attention to dietary health and natural ingredients, and flower tea, as a product that is rich in natural ingredients and beneficial to health, fits this trend. company S can leverage on this market trend to further strengthen the product's healthy positioning, and attract consumers pursuing healthy lifestyles by publicizing the healthy effects of flower tea.

- Huge potential for new media marketing: Shanghai is a city with a highly developed Internet, and new media platforms (e.g., Weibo, Xiaohongshu, Shake) have become an important channel for consumers to obtain information. company S can increase its investment in these platforms, and launch more creative content marketing campaigns, such as short videos, KOL cooperation, and social topic marketing, in order to quickly increase brand influence and expand the consumer base. S can quickly increase its brand influence and expand its consumer base by increasing its investment in these platforms and launching more creative content marketing campaigns such as short videos, KOL cooperation and social topic marketing.

- Online-offline integration: With the development of e-commerce and the change of consumers' shopping habits, the integration of online and offline has become a trend in the future development, and Company S can increase interaction with consumers through online content diversion, offline experience stores and flash stores to enhance brand experience and promote sales conversion. At the same time, online sales channels can also be expanded to more e-commerce platforms to meet the purchasing needs ofconsumers at different levels.

- Diversified product innovation and market segmentation development: With the diversification and personalization of consumer demand, Company S can attract specific groups of people through the development of innovative products (e.g., functional floral tea, customized floral tea gift boxes, etc.). In addition, product promotion strategies targeting specific consumption scenarios (e.g., holiday gifts, office teas, health teas) can also help the company open up market segments and further expand its market share.

- Cross-industry cooperation and brand co-branding: By cooperating with brands in other industries, Company S can use cross-border co-branding to enhance brand awareness and break the original market boundaries. For example, cooperating with high-end hotels, fashion brands or health food brands, launching co-branded products or themed marketing campaigns to attract new customers and enhance the brand's market influence.

- Policy and social support: The government has encouraged the development of green consumption and health industry in recent years, which provides a favorable external environment for Company S. The company can actively participate in various health drink exhibitions. The Company can actively participate in various health drink exhibitions, industry events and government-supported projects to enhance the social recognition of the brand, and at the same time obtain relevant policy support and subsidies to further reduce operating costs.

- Application of technology and digital tools: With the development of digital technology, tools such as data analytics, AI and big data are increasingly being used in marketing. s can use these tools to better understand consumer behavior and improve personalized recommendations, precise advertisement placement and user experience design, thereby improving marketing effectiveness and customer conversion rates.

- This section demonstrates the market opportunities that Company S can capitalize on by focusing on various perspectives such as health consumption trends, new media marketing, online and offline integration, product innovation and cross-industry

cooperation. These opportunities provide an important path for the company to achieve rapid growth and brand enhancement in a highly competitive market.

Threats

- Intense market competition: The Shanghai flower tea market is exceptionally competitive, especially with more and more local and international brands entering the market, resulting in a constant division of market share. These competitors may be more advantageous in terms of brand awareness, marketing and financial strength, which puts greater pressure on Company S. In addition, some established flower tea companies have a high level of brand equity and consumer trust. In addition, some established flower tea companies have a natural advantage in brand precipitation and consumer trust, making it more difficult for newcomers to penetrate the market.

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- Impact of emerging brands and the risk of price wars: New brands of herbal tea are emerging in the market, and these new brands may rapidly capture market share through aggressive price wars, marketing campaigns or innovative product strategies. Price wars will not only compress profit margins, but may also result in excessive competition and product homogenization in the market, affecting the healthy development of the industry as a whole. company S may be at a disadvantage in competition if it does not adjust its strategies in a timely manner to cope with the impact brought about by these emerging brands.

- Rapid changes in consumer preferences: Shanghai, as a city at the forefront of fashion, is characterized by rapid changes in consumer preferences. Although the flower tea market is in line with the current trend of healthy consumption, consumers' attention is easily attracted by other novel beverages, especially the emergence of some Netflix products and conceptual tea beverages, which may quickly divert the market demand.S may miss the market opportunity if it fails to capture and respond to these changes quickly.

- Algorithm and traffic competition on online platforms: On new media and e-commerce platforms, there is increasing competition for traffic and exposure. Platform algorithms are frequently adjusted, making it necessary for brands to consistently invest large amounts of money in traffic acquisition. For S-companies with limited marketing budgets, it will be difficult for them to gain sustained exposure and user growth amidst competition if they are unable to effectively respond to the platform's competition for traffic.

- Supply chain and raw material price fluctuations: Flower tea products have high requirements on the quality of raw materials, and any disruption in the supply chain or fluctuations in raw material prices will directly affect product costs and profits. As the prices of tea and flower materials are easily affected by climatic conditions, policy changes and other factors, Company S faces challenges in supply chain management and cost control. In addition, any failure in supply chain management will directly affect the quality of the products and thus damage the brand image.

- Policy, regulation and supervision risk: As food safety and health standards continue to rise, government regulation of tea beverage products is also strengthening. This means that Company S needs to strictly comply with the relevant regulations in product development, production and sales, or it may face risks such as fines and recalls. In addition, if there are new policy restrictions or tariff adjustments on tea imports or related raw materials in the future, this may also have an impact on Company S's production and operations.

- Brand trust and public opinion risk: In the era of rapid information dissemination, any negative brand news or quality issues will quickly trigger public opinion attention, which in turn will affect brand trust. For Company S, a product quality problem or marketing mistake may quickly fester on social media, damaging the brand reputation accumulated over the years and even leading to a significant drop in sales.

- This section details several potential threats such as market competition, changing consumer preferences, supply chain fluctuations, and policy risks, demonstrating the challenges that Company S may face and need to overcome as it expands into the Shanghai market. These threats need to be addressed through effective strategic adjustments and risk management.

4.5. Marketing Plan Objectives

Enhance brand awareness and image:

Currently, Company S's brand awareness and image in the Shanghai market is ambiguous, making it difficult for the brand to stand out in the fierce competition. Therefore, Company S plans to significantly enhance its brand awareness and image by improving its new media marketing strategy in the coming year. Specific measures include increasing marketing investment on platforms such as Weibo, Xiaohongshu and Douyin, regularly releasing high- quality content that is consistent with the brand's tone, and carrying out thematic marketing in conjunction with current hotspots. At the same time, through the

cooperation of KOL (Key Opinion Leaders) and KOC (Key Opinion Consumers), we expanded the brand's influence among the target user groups, with the goal of enhancing brand recognition in the Shanghai market and increasing online interactions by 30%, thereby strengthening the brand image.

Enhance user stickiness and loyalty:

Company S currently faces the problem of insufficient user stickiness and low loyalty, and the emotional connection between the brand and users is weak. To address this issue, the Company plans to significantly increase user stickiness and loyalty through a series of user experience improvement and social interaction activities in the coming year. Specific strategies include the launch of a membership system, a user points program, as well as personalized push and targeted marketing through tools such as applets and APPs to increase user activity and engagement. In addition, regular online interactive activities, exclusive benefits for fans and product experience sharing sessions were conducted to strengthen the emotional link with users, with the goal of increasing user satisfaction by 20% and repurchase rate by 25% within one year.

Achievement of sales growth target:

Currently, the annual sales of Company S's flower tea products are RMB 1 million, and after improving the marketing plan, the goal is to increase the sales to RMB 1.5 million in the coming year. To reach this goal, the company will adopt a multi-channel marketing strategy that combines online and offline. On the online side, more potential customers will be attracted through social media promotion, precise advertising and promotional activities on e-commerce platforms; on the offline side, consumers' actual experience and willingness to purchase will be increased by opening experience stores or organizing offline tea tasting sessions. Through the closed-loop sales design of online attraction and offline experience, we can improve the conversion rate and ensure the realization of sales targets.

Promote multi-channel integrated marketing:

At present, the channel layout of Company S is not yet perfect, and the synergistic effect between online and offline has not been fully realized. In the coming year, Company S plans to build a more complete marketing ecosystem by integrating online and offline resources to realize the deep integration and linkage of channels. Specific measures include improving the layout of the e-commerce platform, increasing the number of cooperation channels, and realizing the seamless connection between online promotion and offline experience with the help of the O2O (online-to-offline) model. In addition, it will also strive to achieve a sales

growth rate of 15% across all platforms by establishing an intelligent customer management system, realizing cross-channel data integration and analysis, and providing more accurate user services and marketing strategies.

Increase market share:

Company S hopes to expand its market share and consolidate its brand position in the highly competitive Shanghai market. In the coming year, the Company plans to increase market penetration through differentiated product strategies, precise market positioning and targeted promotional activities. Specific measures include the launch of new categories in line with current consumption trends, such as functional flower tea and limited edition gift boxes, to attract consumers of different levels and needs. At the same time, we are leveraging the precision placement tools of new media platforms to carry out geo-location and consumer behavior targeted promotions to capture market segments, targeting a 10% increase in market share under the improved marketing plan.

Enhance the user experience of products and services:

In order to better meet the increasingly diverse needs of consumers, S plans to further improve and upgrade its products and services in the coming year. Specifically, this includes improving the packaging and design of existing products to increase consumers' visual and usage experience, as well as continuously adjusting and launching products that meet market demand through user thesis and feedback mechanisms. At the same time, the Company will strengthen the quality of pre-sales, sales and after-sales services to enhance the overall experience of consumers, and strive to form a virtuous cycle in customer satisfaction and word-of-mouth to promote the long-term sustainable development of the brand.

These objectives further refine S's action plan to enhance brand awareness, strengthen user loyalty, and achieve sales growth and market share increase, and set specific quantitative targets, providing a clear direction for the implementation of the marketing plan.

4.6. Segmentation, Targeting and Positioning

4.6.1. Segmentation

Market segmentation is the process of dividing consumers into a number of sub-markets according to specific criteria so that companies can develop more effective marketing strategies for these sub-markets. For the flower tea product promoted by Company S in the Shanghai market, it can be segmented in the following dimensions:

(1) Demographic segmentation:

Age: Consumers are categorized into younger group (18-30 years old), middle-aged group (31-50 years old) and older group (51 years old and above). The younger group usually seeks for trendy and fashionable product experience and easily accepts innovative forms of tea drinks, such as cold brewed tea and blended flavored tea. The middle-aged group is more health and wellness oriented, and may be more interested in the traditional healing properties of floral teas and their benefits to the body. The older age group may prefer the classic types of tea, emphasizing the tradition and efficacy of the product.

Gender: Female consumers usually have higher expectations for the design, flavor variety and health benefits of herbal tea products. They may be more inclined to buy tea with beautiful packaging and beauty or stress-reducing benefits. Male consumers are more interested in the practicality and convenience of the tea, especially if it is functional and offers specific health benefits.

Income level: Consumers' income level directly affects their purchasing decisions. Middle- and high-income groups are usually willing to pay higher prices for high-quality products, seeking uniqueness and added value. The average income group, on the other hand, may be more concerned about value for money and tend to choose affordable and reliable herbal tea products.

(2) Psychological segmentation:

Lifestyle: Consumers with different lifestyles have different needs for flower tea. For example, health life seekers will choose flower tea with health benefits and pay attention to the long- term benefits of tea to the body; fashion avant-garde people are more inclined to try new flavors and new packages of flower tea, focusing on the social attributes of the product and sense of fashion; and lovers of traditional culture are particularly interested in the product's historical background, cultural inheritance, as well as the traditional craftsmanship.

Values: Consumers' values also influence their purchasing behavior. Consumers who are environmentally and socially conscious may prefer organic tea and sustainably packaged herbal tea products; while consumers who are concerned about their personal health will choose products with no additives and natural ingredients. For these consumers with different values, Company S can highlight the appropriate product features in product development and promotion to meet their needs.

(3) Behavioral segmentation:

Purchase motivation: According to purchase motivation, consumers can be divided into daily drinkers, gift buyers and experiential consumers. Daily drinkers have high requirements for product quality, price and stable supply, gift buyers pay more attention to packaging and brand image, and experiential consumers tend to try new things, and they pay attention to the uniqueness and novelty of the product.

Consumption Frequency: According to consumption frequency, consumers can be divided into high-frequency consumer groups (drinking daily), medium-frequency consumer groups (drinking several times a week) and low-frequency consumer groups (drinking occasionally). High-frequency consumers need consistent product quality and continuous supply chain support; medium-frequency consumers may place more emphasis on seasonal promotions and product cost-effectiveness; and low-frequency consumers may choose to purchase high-end or limited edition flower teas on special occasions.

4.6.2. Targeting

After determining the market segments, Company S needs to identify its main target markets and develop specialized marketing strategies based on the characteristics of these markets. The following are the three main target markets for Company S's flower tea products:

(1) Young healthy life seekers:

Characteristics: This group mainly includes young people aged 18-30, most of whom live in downtown Shanghai, have relatively stable income, pay attention to health and quality of life, like to try new things, and are especially interested in healthy diet, fitness and health care.

Demand: Young consumers are more inclined to choose healthy drinks with a sense of fashion, such as cold-brewed flower tea and mixed-flavor tea. They value the health attributes and natural ingredients of products, as well as the social sharing value of products. They tend to get product information through social media and focus on product personalization and brand tone.

Marketing strategy: To target this group, Company S can conduct content marketing through social media platforms (e.g., Douyin, Xiaohongshu) to promote content related to healthy lifestyles, such as the benefits of drinking floral tea and recipe recommendations. It can also enhance brand awareness among young people by cooperating with KOLs for product evaluation and promotion. At the same time, launch innovative floral tea products that suit young people's tastes and combine them with online

promotions, such as limited-time discounts and exclusive member discounts, to attract purchases from young consumers.

(2) Middle-aged health and wellness group:

Characteristics: This group is mainly middle-aged consumers aged 31-50, who have higher income, relatively stable life, focus on health and family health, and tend to choose high- quality flower tea with health benefits.

Demand: Middle-aged consumers are more concerned about the health benefits of flower tea, such as stress reduction, sleep aid, antioxidant and so on. They also attach great importance to the raw materials, production process and brand history of the product, and hope that the product they choose will improve their health in the long run.

Marketing strategy: Company S can penetrate the mid- to high-end consumer market by launching high-quality health-enhancing floral tea products in high-end supermarkets, health food specialty stores and other channels. At the same time, it can publish content related to health and wellness on WeChat public number or tea culture forums, such as how to choose the flower tea that suits you and the scientific method of drinking tea for health, etc., to further enhance the brand's professional image. In addition, offline health lectures or tea culture experience activities can be carried out to enhance interaction with consumers and improve brand loyalty.

(3) Gift buyers:

Characteristics: The group of gift buyers includes consumers of all ages, who usually buy flower tea as gifts during holidays or special occasions, and pay attention to the product's packaging design, brand awareness and cultural connotation.

Demand: This group tends to choose flower tea products with exquisite packaging and cultural connotations, focusing on the sense of high-grade and brand symbolism of the gift. They want to convey emotions through gifting flower tea and are also willing to pay a premium for the uniqueness and high-end quality of the product.

Marketing strategy: Company S can launch a limited edition gift set or holiday special edition of flower tea, with packaging design that blends oriental aesthetics and modern elements to highlight the product's cultural value and gift attributes. During holiday promotions, targeted marketing can be carried out for this group, such as pushing gift buying guides and providing personalized customization services, to further enhance the product's gift attributes and brand influence.

4.6.3. Positioning

Market positioning refers to the process of establishing a unique image of a brand in a target market in order to occupy a favorable position in the minds of consumers. Based on the above target market, Company S needs to clarify its brand positioning in the Shanghai market in order to attract and retain target consumers.

(1) Advocate of healthy life:

Brand Positioning: S Company Flower Tea positions itself as an " advocate of healthy living" , and is committed to promoting natural, additive-free and healthy flower tea products to meet the needs of consumers for health and wellness. By emphasizing the health benefits and natural ingredients of flower tea, Company S hopes to convey to consumers a positive concept of life that focuses on physical and mental health.

Differentiation strategy: Compared with its competitors, Company S's floral tea highlights the product's health attributes and scientific formulations, such as the use of organically grown flowers and the use of advanced cold extraction technology to preserve the natural nutrients in the tea beverage. At the   same time, the brand's healthy image   is further strengthened by incorporating elements of a healthy lifestyle in product packaging and advertising.

(2) The combination of high quality and cultural heritage:

Brand Positioning: Company S positioned the Flower Tea brand as a model of the combination of high quality and traditional Chinese tea culture. By highlighting the high-end quality of the product and its deep cultural background, Company S hopes to make the brand a symbol of cultural heritage and exquisite taste in life, attracting consumers who pursue high quality of life and cultural identity.

Differentiation strategy: Company S can launch limited edition floral tea gift boxes and tea sets by cooperating with famous designers or artists, combining traditional tea culture with modern design to enhance the artistic value and collection significance of the products. In addition, it can also tell the historical origin and production process of flower tea in the brand story and advertising, emphasizing the cultural heritage of the product and enhancing the uniqueness and cultural attractiveness of the brand.

(3) Modern and fashionable health drinks:

Brand positioning: For the young consumer market, Company S can position the flower tea as a " modern and fashionable health drink " . Through innovative flavor combinations, fashionable packaging design and the combination with trendy culture, Company S

can portray flower tea as part of modern healthy lifestyle and make it an indispensable fashionable drink in young people's daily life.

Differentiation strategy: To highlight this positioning, Company S can develop flower tea products with unique flavors, such as a blend of fruits, herbs, or exotic flavors, to satisfy young consumers' pursuit of novelty flavors. At the same time, the packaging design adopts bright and bold colors and simple and modern patterns to attract young people's attention. company S can also launch limited edition floral tea products through cross-border cooperation with fashion brands or trendy artists to closely integrate the brand with trendy culture. In addition, with the power of social media platforms and KOLs, Company S can further enhance the brand's exposure and influence among young consumers by releasing trendy short videos and participating in hot topics.

Summarize

Through in-depth market segmentation, Company S is able to clearly identify the needs and preferences of different consumer groups in the Shanghai market, so that it can formulate a more precise marketing strategy. By selecting young healthy life seekers, middle-aged health and wellness groups and gift buyers as the main target markets, Company S can occupy a favorable position in the Shanghai market and achieve a differentiated positioning of its products. Through the three core brand positioning of " Advocate of Healthy Life " , " Combination of High Quality and Cultural Heritage" and "Modern and Fashionable Healthy Drinks" , Company S will be able to effectively stand out in the highly competitive market. S will be able to effectively stand out in the highly competitive market, enhance brand awareness and increase consumer stickiness, thus realizing the goal of increasing sales from RMB 1 million to RMB 1.5 million. This systematic STP strategy will help Company S build strong brand awareness in the Shanghai market, meet the needs of different target groups, and grow steadily in a competitive environment.

4.7. Marketing-Mix

4.7.1. Product

Product positioning and brand value: Company S's floral tea products are positioned in the mid- to high-end market, aiming to satisfy consumers' pursuit of a high quality of life by promoting the concepts of health, naturalness and no additives. The core value of the brand is " Natural Health, Elegant Life " . By emphasizing the natural ingredients and traditional craftsmanship of the products, the brand is portrayed as a symbol of a healthy lifestyle. In terms of packaging design, the brand adopts a simple but elegant style, incorporating oriental aesthetic elements to enhance the visual appeal and cultural connotation of the products. In addition, the uniqueness and scarcity of the brand can be enhanced by launching limited edition gift sets and holiday special products.

Product line expansion and innovation: In order to meet diversified market demands, Company S can expand its product line, including the launch of floral tea products targeting different functional needs, such as sleep-aiding, stress-reducing, skin-care, detoxification and other functional floral teas, to appeal to a wider segment of the market. It can also consider developing trendy flavors suitable for young people, such as fruit flower tea and mixed spice flower tea, to break the inherent image of traditional flower tea. In addition, through cross- border cooperation with famous designers or artists, co-branded tea sets and tea products can be launched to further enhance the brand's sense of fashion and cultural heritage.

Brand story and cultural promotion: By digging deep into the historical origins and cultural stories of flower tea, the product is closely integrated with traditional Chinese tea culture. In brand communication, emphasize the health benefits of flower tea and the concept of taste of life, to create a brand image of"taste nature, return to the true" . Through online and offline content marketing, these cultural elements to consumers, enhance the emotional value of the brand. In addition, you can also open a "tea culture lecture hall" or cooperate with tea culture experts to carry out tea culture experience activities, so that consumers can enjoy the product at the same time, in-depth understanding of the cultural heritage of the flower tea, toenhance brand loyalty.

4.7.2. Price

Competition-oriented pricing strategy: In terms of pricing strategy, Company S can adopt competition-oriented pricing, taking into account the prices of similar products in the market and its own brand positioning, slightly higher than the average price of the market positioning highlights the high-end quality of the product. In the pricing process, should fully

take into account the cost of the product, market demand and the psychological price range of consumers to ensure that the price can reflect the value of the product, but also to maintain competitiveness in the fierce market competition.

Differentiated Pricing and Market Segmentation: In order to further explore the needs of different consumer groups, Company S can adopt differentiated pricing strategies according to different sales channels and market segments. In high-end supermarkets or specialty stores, high-quality packaging and limited edition products are introduced for high-end consumers and sold at higher prices. And in the mass market, basic products can be offered to attract more consumers with more competitive prices. Also, we can combine different sales scenarios and launch combination packages, such as " family pack " or " office pack ", to increase the market penetration of the product through discount strategies.

Dynamic pricing and promotions: In order to attract consumers' attention and stimulate purchases, Company S can regularly launch promotions such as time-limited discounts, full-reducing activities or coupons, especially during holidays and specific peak seasons. In addition, it can also combine with membership marketing to provide exclusive discounts or points redemption offers for loyal customers to increase user stickiness and repurchase rate. At the initial stage of promotion, we can also consider adopting " buy one get one free " or " sample tasting " to lower the threshold for consumers to try and quickly accumulate market reputation.

4.7.3. Place

Online channel improvement and expansion: With the popularity of e-commerce platforms, online sales channel has become one of the important sales channels for S Company's flower tea products. Firstly, Company S should establish a brand flagship store on mainstream e- commerce platforms such as Tmall and Jingdong, and enhance consumers' shopping experience by improving the product display page, improving the quality of customer service and logistics experience. Second, it can cooperate with live broadcasting platforms and invite food bloggers, health experts or tea culture experts to explain and promote its products, and increase product exposure and sales through live streaming with products. In addition, S can also explore cooperation with small program malls and social e-commerce platforms (e.g., WeChat, Jinduo) to further expand online sales channels and enhance market coverage.

Layout and promotion of offline channels: In terms of offline channels, Company S should focus on entering target markets such as high-end supermarkets, health food specialty stores, organic life halls and boutique tea stores. By setting up counters or exclusive display areas in these venues, the visibility of the brand and the

convenience of consumers' purchasing will be enhanced. In order to enhance offline sales, Company S can organize regular tea tasting events, health seminars or interactive experience activities in its stores to allow consumers to experience the quality and features of the products first-hand and increase the attractiveness of the brand. In addition, it can consider cooperating with teahouses, hotels and other places as their exclusive tea drinks to further expand the brand's influence.

O2O integrated marketing model: In order to realize the effective linkage of online and offline channels, Company S can adopt the O2O (Online to Offline) integrated marketing model. By precisely placing advertisements on social media, it attracts consumers to the offline experience store for in-depth experience, and at the same time guides consumers to pay attention to the online platform through offline activities, realizing the conversion of sales between online and offline. For example, coupons or experience coupons can be released on WeChat, Jitterbug and other platforms to encourage consumers to spend money in the store and guide them to online purchase and evaluation through QR code scanning, forming closed-loop marketing.

4.7.4. Promotion

Social media integrated marketing strategy: In the face of the diversified communication channels nowadays, Company S needs to make full use of the influence of social media platforms to carry out multi-channel integrated marketing. First, it can cooperate with KOLs (Key Opinion Leader) on Weibo, Xiaohongshu, Shake, etc. to evaluate, recommend and share products, and attract the attention of target users in a content-driven way. Secondly, a series of interesting and interactive activities can be planned, such as online challenges and creative short video contests, inviting users to participate and generate content to expand the brand's social influence through UGC (User-Generated Content). Furthermore, you can combine the brand's cultural story with a series of articles and short videos on WeChat, Weibo and other platforms to tell the history, efficacy and how to integrate flower tea into modern healthy life, further enhancing the brand's professionalism and authority.

Content marketing and word-of-mouth building: Content marketing plays an important role in modern branding. s can set up an exclusive brand blog or WeChat public number to establish a deep emotional connection with consumers by regularly posting content related to healthy eating and health-enhancing teas and beverages. In these contents, not only can they introduce the features and advantages of the products, but also share how to choose the right flower tea for you, how to drink it with scientific combinations, and the specific health benefits of drinking tea. Meanwhile, brand loyalty of users can be

enhanced by regularly pushing members-only content or planning online tea culture seminars. In terms of building brand word-of-mouth, Company S can encourage consumers to leave reviews and share their experiences on various platforms, and reward active users to form a positive word-of-mouth effect.

Online and offline activities: Offline, Company S can organize a series of brand promotion activities, such as floral tea tasting, healthy life experience days, tea culture lectures, etc., to attract the participation of target users. These activities can not only enhance brand awareness, but also enhance consumers' brand identity through on-site interaction. Online, the content of the event can be shared in real time through live streaming platforms or social media to expand the reach of the event. At the same time, online and offline promotional activities can be planned, such as " online participation, offline pick-up " or "offline experience, online order", etc., to increase consumer participation and desire to buy.

Precise advertisement placement and effect tracking: In order to ensure the effect of advertisement placement, S-companies should make use of big data and AI technology to carry out precise marketing, and target advertisement placement by analyzing consumers' behavioral habits and interests and preferences. It can focus on promoting specific flower tea products through channels such as social media, search engines and video platforms to attract potential customers' clicks and conversions. In addition, S-companies should establish an advertising effect tracking mechanism to monitor the click rate, conversion rate and ROI (return on investment) of the advertisements in real time, and improve the advertising strategy based on the results of data analysis to ensure the efficient use of resources.

4.8. Implementation

4.8.1. Schedule

The table below presents a timeline for implementing the proposed marketing actions. The schedule spans one year, with specific actions outlined monthly. As shown in table 4.3

Table 4.3 Planning tables

Action	Month 1	Month 2	Month3	Month 4	Month5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Market Research & Audience Analysis	✕											
Social Media Strategy Development	✕	✕										
Weibo Campaign Launch		✕	✕	✕								
Xiaohongshu Influencer Collaboration			✕	✕	✕							
Douyin Content Creation & Ads				✕	✕	✕						
Offline Sales Event						✕						
Customer Feedback Collection						✕	✕					
Sales Data Analysis Strategy Adjustment							✕	✕				
Final Campaign Review & Report									✕	✕	✕	✕

4.8.2. Budget

The following table presents the budget allocation for each proposed action and the total budget for the year.   As shown in table 4.4

Table 4.4Budget table

Action	Budget (RMB)
Market Research & Audience Analysis	50,000
Social Media Strategy Development	80,000
Weibo Campaign Launch	100,000
Xiaohongshu Influencer Collaboration	120,000
Douyin Content Creation & Ads	150,000
Offline Sales Event	80,000
Customer Feedback Collection	40,000
Sales Data Analysis & Strategy Adjustment	30,000
Final Campaign Review & Report	50,000
Total Budget	700,000 RMB

4.8.3. Control and assessment

The effectiveness of the marketing plan will be controlled and assessed using Key Performance Indicators (KPIs) that align with the objectives. The KPIs and evaluation criteria include:

- Sales Growth: Track monthly sales to reach the target of 1.5 million RMB by year-end.
- Social Media Engagement: Monitor engagement metrics (likes, shares, comments) on Weibo, Xiaohongshu, and Douyin to assess customer interaction and brand visibility.
- Customer Acquisition Cost (CAC): Evaluate the cost efficiency of acquiring new customers through different channels.
- Customer Retention Rate: Measure repeat purchases and customer loyalty, aiming for a 10% increase.
- Conversion Rate: Track the percentage of leads generated from online campaigns converting to actual sales, aiming for a 20% increase.
- ROI of Marketing Campaigns: Assess the return on investment (ROI) for each marketing activity, ensuring at least a 150% ROI.
- Customer Feedback and Satisfaction: Regularly collect and analyze customer feedback to improve products and services, aiming for an average satisfaction score of4.5/5.

- These KPIs will be reviewed monthly, and necessary adjustments to the marketing strategy will be made based on performance data to ensure the project stays on track to achieve its goals.

5. Conclusions

Context

As the economic and cultural center of China, Shanghai is not only the wind vane of the domestic consumer market, but also an important battleground for global brands to enter. In recent years, the flower tea market has experienced rapid expansion in Shanghai as city residents pay increasing attention to health and wellness. With its natural ingredients and diverse health benefits, floral tea has gradually become the first choice in health drinks. Consumers are not only looking at floral tea as a refreshing daily drink, but also for its health benefits, such as stress reduction, sleep aid and beauty enhancement

Against this backdrop, Company S has established initial brand recognition in the floral tea market with its carefully selected quality ingredients and unique product formulations. However, with the increasing influx of local and international brands and   growing competition in the market, Company S is faced with the challenge of how to stand out in this crowded and complex market. Especially in the current era of rapid digitalization, consumers are increasingly relying on the Internet and social media for their purchasing decisions, which puts higher demands on the company's marketing strategy.

In addition, consumers in the Shanghai market have a high degree of brand awareness and high spending power, not only pursuing product quality, but also focusing on the cultural connotation behind the brand and lifestyle fit. Faced with such a market full of opportunities and challenges, Company S needs to review its marketing strategy, especially in new media marketing and brand communication, to find innovative ways to attract and retain its target customer groups. It is only through precise market positioning and effective communication strategies that Company S will be able to achieve sustained growth in the highly competitive market of Shanghai.

Problem

Despite the fact that Company S has high-quality flower tea products, its marketing strategy in the Shanghai market has not been able to realize its full potential. The specific problems are reflected in several aspects: first, with the rise of new media, the way consumers obtain product information has fundamentally changed, and the influence of traditional advertising has greatly diminished. Second, S Company's social media marketing investment was insufficient, and the brand's presence on major platforms such as Weibo, Xiaohongshu and Douyin was weak, which led to a blurred brand image and an inability to effectively attract and maintain its target customer base. In addition, the low frequency of interaction between S and consumers and the lack of effective communication

channels led to low user stickiness. Ultimately, these problems converged into the root cause of Company S's difficulty in expanding its market share in the Shanghai market.

Objectives of the Project

The main objective of this project was to develop and implement a comprehensive and improved new media marketing strategy for the marketing challenges faced by Company S in the Shanghai market, in order to enhance brand awareness, user interaction and increase sales. The specific objectives are as follows:

Increase the exposure and influence of S Company's brand on social media platforms such as Weibo, Xiaohongshu and Douyin. Increase brand awareness and recognition among target consumers by creating compelling content and running interactive campaigns. Plan to increase the number of the brand's social media followers by at least 20% within the first six months of the project and significantly increase the brand's engagement on these platforms.

Enhance interaction between the brand and consumers to build a stronger bond through regular social media campaigns, user-generated content contests and interactive quizzes. The goal is to increase the brand's user stickiness and loyalty, with plans to boost the brand's interaction rate on social platforms by at least 25% through these campaigns. Encourage repeat purchases and customer referrals by creating a membership and customer rewards program. Designed a comprehensive customer loyalty program that included point rewards, exclusive discounts and personalized services to increase brand loyalty among customers. The goal was to boost customer repeat purchase and brand referral rates to a 30% increase within one year of program implementation.

Establish a comprehensive data analysis system to monitor the effectiveness of marketing activities in real time and make timely adjustments to marketing strategies based on data feedback. Improve the accuracy and effectiveness of marketing activities through data-driven decision-making. The goal is to establish a set of data analysis and feedback mechanisms during project implementation to ensure that the adjustment and improvement of marketing strategies can respond quickly to market changes and consumer demand.

Methodology

In order to effectively solve the marketing problems faced by Company S in the Shanghai market, this project adopts a comprehensive methodology to ensure that the formulation and implementation of the strategy is scientific and practically actionable. The specific methodological steps are as follows:

Data collection and analysis

In-depth interviews were conducted with the management of Company S to understand the shortcomings of the current marketing strategy and the latest trends in the

market. These interviews helped to identify consumer needs, preferences and habits towards new media platforms.

A questionnaire survey was designed and implemented for the target consumers to collect a large amount of data on flower tea consumption behavior, brand perception, and social media usage habits. These data provided the basis for analyzing consumers' real needs and behavioral patterns.

A detailed analysis of the current market situation of the flower tea industry in the Shanghai market was conducted, including market size, growth trends, consumer behavior and market distribution. The analysis in this section helped identify market opportunities and potential threats.

Key competitors were analyzed using Porter's Five Forces model. Competitors' market positioning, marketing strategies, strengths and weaknesses were assessed to understand S's relative position in the market and competitive pressures.

SWOT Analysis.

The SWOT analysis was used to identify the internal strengths and weaknesses of Company S, as well as external opportunities and threats. Based on the results of the analysis, specific marketing strategies were developed to maximize the company's strengths, compensate for weaknesses, seize market opportunities, and address potential threats.

Combined with the PESTE model (Political, Economic, Social, Technological, and Environmental), a comprehensive multi-channel integrated marketing strategy was developed. Special attention was paid to how to realize effective brand promotion through platforms suchas Weibo, Xiaohongshu and Douyin, and a sales strategy combining online and offline was formulated.

Main Results, Proposals, Budget, KPIS

The main results after the implementation of this project include:

Significant increase in brand awareness:Through high-frequency promotion and interaction on platforms such as Weibo, Xiaohongshu and Douyin, S's brand exposure increased significantly. Brand mentions and discussions on social media platforms have grown significantly, and brand awareness and influence among target consumers have been enhanced.

Enhanced consumer interaction:Several interactive campaigns were implemented, such as user-generated content contests, online quizzes and interactive live streams, which successfully increased the frequency of interaction between the brand and consumers. Consumer engagement increased and brand loyalty was enhanced.

Significant sales growth:Through an improved online and offline marketing strategy, Company S increased its sales from RMB1 million to RMB1.5 million, achieving the set sales target. Traffic flow and sales conversion rate of offline stores increased significantly, and the combination of online attraction and offline experience worked well.

Data-driven decision improvement:A systematic data analysis and feedback mechanism was established, enabling marketing strategies to be adjusted and improved based on real-time data. This data-driven approach improves the accuracy and effectiveness of marketing campaigns.

Proposals

In order to further consolidate and expand market share, the project proposes the following recommendations:

Continue to improve content strategy:Based on the data analysis results, continue to improve the content strategy on social media platforms and add more content related to the needs and interests of target consumers to further enhance the brand's attractiveness and interactive effect.

Expand marketing activities: Based on the successful online activities, continue to expand more innovative marketing activities, such as joint marketing and brand cooperation, to enhance the brand's market coverage and influence.

Enhance customer relationship management: We recommend establishing a more comprehensive customer relationship management system and implementing personalized customer service and reward programs to further increase customer loyalty and repeat purchase rates.

Enhance market research:Conduct regular market research to understand market dynamics and changes in consumer demand, and adjust marketing strategies in a timely manner in order to maintain the competitiveness of the brand in the market.

Budget

To achieve the above objectives, the project budget is allocated as follows:

Social Media Advertising Costs:The budget is RMB 370,000 for advertising on Weibo, Xiaohongshu and Douyin, including the production of promotional content, the purchase of advertising space and platform fees.

Content production costs: the budget is RMB 80,000 for the creation of high-quality content, such as video production, graphic design and cooperation with influencers.

Offline event organization costs: RMB 80,000 for the planning and execution of offline experience store events, including venue rental, event materials, and staff costs.

Data analysis and technical support costs: the budget is RMB 30,000 for setting up a data analysis system, purchasing analysis tools and hiring data analysis experts to ensure the monitoring and improvement of the marketing campaigns.

KPIs:The following Key Performance Indicators (KPIs) are set in order to evaluate the success of the program:

Brand Exposure:The goal is to increase brand exposure on social media platforms by 50%, i.e. a significant increase in brand mentions and discussions.

User Interaction Rate:The goal is to increase the user interaction rate (e.g. comments, likes and shares) on social media platforms by 50%, enhancing the interaction between the brand and consumers.

Sales Growth Rate:The goal is to achieve sales growth from RMB 1 million to RMB 1.5 million, i.e. a sales growth rate of 50%.

Customer Loyalty: The goal is to increase customer repeat purchase rate and brand recommendation rate by 30% and 20% respectively, which will be achieved through the establishment of a customer loyalty program and reward mechanism.

Market share: The goal is to increase S's market share in the Shanghai market by 2-5%, which will be achieved by improving marketing strategies and increasing brand influence.

Limitations of the Study

Although this study provides an in-depth analysis of the improvement of S's marketing strategy in Shanghai and suggests practical solutions, several limitations remain:

The sample for the survey and interviews may not be fully representative of all potential consumers and market participants. As the selection of the sample may be biased, this may affect the generalizability and reliability of the findings. For example, the samples may be primarily focused on particular regions or specific populations and fail to cover broader market needs and consumer preferences. Self-reported data (e.g., questionnaire results) may have inaccurate or untrue responses from respondents. This subjectivity may affect the authenticity of the data, and thus the effectiveness of strategy development and implementation. The rapid development of digital marketing and social media has led to rapid changes in market dynamics. This study is based on current technologies and platforms; however, the emergence of emerging technologies and platforms may have an impact on the effectiveness of strategies. For example, new social media platforms may change consumer behavioral patterns, which may affect the applicability of existing strategies.

Consumer preferences and behavioral patterns are constantly changing, and the rapid evolution of market trends may lead to the invalidation of research findings in the short term. Therefore, the results of this study may need to be continuously updated and adapted to future market changes. The effectiveness of marketing strategies is affected by a variety of

factors, including market competition, economic environment, and policy changes. Although every effort is made to control these variables in the study, these external factors may have unforeseen effects on the results during actual implementation.

This study focuses on the short-term evaluation of effects, such as changes in sales and increases in brand recognition. However, the long-term effects of marketing strategies (e.g., stability of brand loyalty and lasting market share growth) are difficult to fully assess within the study period. Therefore, the assessment of long-term effects requires further research and data tracking.

Suggestions for Further Research

Based on this study, the following recommendations for future research are provided to provide further insight into S's marketing strategies and their impact in the Shanghai market:

Multi-city Market Comparative Study

Purpose: To expand the understanding of different city markets in order to verify and adjust whether the strategies proposed in the Shanghai market are applicable to other cities.

Method: Select cities with different market characteristics for comparative study to analyze consumer behavior patterns, market demand and competitive environment in each place. By comparing data across multiple cities, commonalities and differences can be identified, providing guidance for improving marketing strategies nationwide.

Long-term Effectiveness Tracking Study

Purpose: To evaluate the long-term effects of marketing strategies and understand the long-term changes in brand awareness, customer loyalty and market share.

Method: Establish a long-term tracking system to regularly collect data on brand performance and market dynamics. Through long-term data analysis, the lasting effects of the strategy can be assessed and the strategy can be adjusted to market changes when necessary.

Applied Research on Emerging Digital Technologies

Purpose: To explore the potential of emerging digital technologies (e.g., artificial intelligence, big data analytics, and virtual reality) in marketing.

Methodology: To study how new technologies affect consumer behavior and marketing effectiveness, and to test the actual effects of these technologies in enhancing brand influence and sales conversion. Analyze the potential benefits of technology applications for innovation and improvement of marketing strategies.

In-depth Analysis of Consumer Psychology and Behavior

Purpose: To gain an in-depth understanding of consumers' psychological motivations and purchase decision-making process in order to improve marketing strategies.

Methods: In-depth interviews, focus group discussions, and experimental studies using psychological and behavioral economics methods to explore consumer attitudes and reactions to brands, products, and marketing campaigns. This analysis can reveal the underlying drivers of consumer behavior, thus helping to develop more precise marketing strategies.

Competitor Dynamics and Market Trend Research

Purpose: To keep abreast of competitors' market dynamics and industry trends, and to maintain a forward-looking marketing strategy.

Methods: Conduct regular market competition analysis and industry trend research to monitor competitors' strategic adjustments, product innovations and marketing activities. By tracking market changes and competitor trends, we can anticipate market development trends and improve marketing strategies based on the latest information.

Consumer Experience and Satisfaction Research

Purpose: To assess the overall experience and satisfaction of consumers during the purchase and use of flower tea products.

Methods: Design and implement a customer satisfaction survey to analyze consumers' experience during purchase, use and after-sales service. By identifying the key factors of customer satisfaction, specific measures to improve consumer experience are formulated to enhance the brand's market competitiveness.

Global Market Adaptability Study

Purpose: To study the promotion strategy and adaptability of Company S's flower tea products in the international market.

Methods: Analyze the market demand, consumer behavior and cultural differences in different countries and regions, and explore how to adapt successful domestic strategies to fit the international market. The study of the global market allows for the development of a market expansion plan with an international perspective.

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Appendices

Appendix A – In-depth interview

1. Purpose of the interviews

The main purpose of the interviews was to gain insights into the specific challenges faced by Company S's marketing strategy in Shanghai, especially in terms of new media marketing. The interviews with the company's top management (i.e., the owner) will provide first-hand information on the company's current investment in social media platforms, user interactions, brand image positioning, and the effectiveness of the existing marketing strategy. This will provide an important basis for the subsequent improvement of the marketing strategy to ensure that the proposed strategy is practical and feasible, and can effectively increase sales.

2. Interview subject selection logic

The interview subject was selected as the owner of Company S, mainly based on the following logic:

Decision-making power and global perspective: As the top management of the company, the owner is not only able to provide the overall strategic direction of the company, but also able to effectively evaluate the marketing budget, resource allocation, and future development goals of the company.

In-depth knowledge of the market and brand**: The owner usually has an in-depth understanding of the company's brand's market positioning, brand values, and interaction with consumers, which helps to comprehensively analyze current issues.

Keen insight into problems**: The owner is able to identify the company's deficiencies and potential risks in marketing from a high-level perspective, and has a deeper understanding of the company's shortcomings in new media marketing.

3. Interview question design logic

The design of the interview questions was based on three key areas: the current situation and challenges of the company, new media marketing strategies, and future development goals.

Company Status and Challenges:

Please describe the current marketing strategy and implementation of Company S in the Shanghai market?

What do you see as the main challenges of the current marketing strategy?

What is the company's current investment in social media platforms and user feedback? New Media Marketing Strategy:

How do you see the role of new media (e.g. Weibo, Xiaohongshu and Shake) in current marketing?

What is the company's current marketing strategy on these platforms? How effective is it?

What aspects of the new media platforms do you think the company needs to further strengthen?

Future Development Goals:

What are the company's expectations for the coming year (e.g., target sales of RMB 1.5 million)?

What specific strategic adjustments or improvement do you think need to be made in the process of achieving this goal?

These questions are designed to gain a comprehensive understanding of Company S's current reality in marketing and future development plans, especially the pain points and opportunities of new media marketing, and to provide data support for subsequent marketing strategies.

4. Interview conclusions

Through the interview with the boss, the following preliminary conclusions can be drawn:

Marketing strategy needs to be adjusted urgently: the current marketing strategy of Company S in the Shanghai market is deficient, especially in new media marketing, the lack of investment leads to low user stickiness and blurred brand image.

New media marketing has great potential: the owner believes that new media platforms play an important role in the current market environment, and the company needs to invest more in these platforms, especially by integrating the resources of Weibo, Xiaohongshu, and Jitterbug, to strengthen the interaction with users and enhance brand awareness.

Target sales achievable, but strategy adjustment required: Through improvement of the existing marketing strategy, especially by strengthening the integration of online attraction and offline experience, it is possible to achieve the target sales of RMB1.5 million in the coming year, but a more targeted marketing strategy and more active user interaction measures are required.

Answers

Company Status and Challenges

1. Please describe the current marketing strategy and implementation of Company S in the Shanghai market?

Currently, Company S's marketing strategy relies heavily on traditional advertising and offline promotional activities. We have some brand recognition in the Shanghai market and our products are sold in some high-end supermarkets and tea houses. However, despite the resources we have invested, the effectiveness of these traditional methods has gradually waned and we are unable to attract more young consumers and groups that emphasize a healthy lifestyle. Although our brand has a certain market base, the lack of innovative marketing methods has slowed down market expansion.

2. What do you see as the main challenges of the current marketing strategy?

The main challenge is our lack of coverage in social media and new media channels, which has resulted in low brand awareness among young consumers. Competition in the market is fierce, especially as many emerging brands have risen rapidly through social media and have captured our market share. In addition, low user stickiness and lack of follow-up brand interaction after many customers have purchased our products have resulted in few repeat customers, which is very unfavorable to long-term sales growth.

3. What is the company's current investment in social media platforms and user feedback?

We have limited investment in platforms such as Weibo, Xiaohongshu and Jitterbug, and currently it is mainly some simple product displays and promotional information releases, lacking in-depth interaction and communication with users. In terms of user feedback, we have received some positive comments, but the overall participation is not high and user interaction is rather passive. We have not fully utilized the potential of these platforms to form an effective user community or brand fan group, which is the direction we need to focus on improving next.

New Media Marketing Strategy

4. How do you see the role of new media (such as Weibo, Xiaohongshu and Shake) in current marketing?

I think new media plays a crucial role in the current marketing environment, especially in attracting young consumers. These platforms are not only a channel to disseminate information, but also a bridge to build an emotional connection with users. Through new media, we can more accurately target users, understand their needs and feedback in real time, and also enhance brand appeal and loyalty through creative content.

5. What is the company's current marketing strategy on these platforms? How effective is it?

Currently, our strategy is still at a relatively early stage, mainly through graphics and short videos to introduce products and release some promotional activities. However, due to the lack of systematic planning and professional operation team, the effect is not satisfactory. Users' attention is not high, interaction is poor, and the conversion rate is low. We need to revisit these strategies and develop a more targeted content marketing plan, as well as strengthen the interaction with users to enhance the brand's influence on these platforms.

6. What areas do you think the company needs to further strengthen on new media platforms?

First, we need to be more innovative in content creation to attract more attention. Secondly, we need to establish a professional operation team responsible for the daily management and data analysis of each social platform. In addition, we need to strengthen our interaction with users, especially on community platforms like Xiaohongshu and Douyin, in order to enhance brand awareness and trust through the cooperation of user-generated content (UGC) and opinion leaders (KOL). At the same time, we also need to take advantage of the data analysis functions of these platforms to understand user behavior and provide a basis for subsequent marketing decisions.

Future Development Goals

7. What is the company's expectation for the coming year (e.g. target sales of RMB 1.5 million)?

Our goal is to increase brand influence, attract more target users and achieve sales growth from RMB1 million to RMB1.5 million by improving our marketing strategy, especially by investing in new media channels. This goal is challenging, but I believe we can achieve this growth through integrated multi-channel marketing and effective linkage between online and offline.

8. What specific strategic adjustments or improvement do you think need to be made in order to achieve this goal?

We need to make strategic adjustments in several areas: first, increase investment in new media platforms, including content creation, advertising and user interaction. Secondly, promote the integration of online and offline, attracting traffic through online activities and then converting sales through offline experience. In addition, we need to strengthen the differentiated positioning of our brand and highlight the unique values of our products, such as natural health and unique taste, to attract consumers who are more concerned about the quality of life. Finally, regular evaluation and adjustments are made to ensure that the strategies are effective in driving sales growth.

To ensure that the data for this study is highly authentic and reliable, I chose to conduct the survey at a tea culture and product exhibition in Shanghai. The exhibition brought together many consumers who are interested in tea culture, especially the target group who have potential demand for flower tea products. Therefore, the respondents of the questionnaire are all potential consumers of flower tea products, and their feedback directly reflects the actual market demand and consumer preferences.

By conducting the questionnaire survey in such an occasion with a strong tea culture atmosphere, I was not only able to get in touch with a large number of potential consumers, but also able to obtain their intuitive feelings and purchasing intentions in a real consumption situation. In addition, the special background of the exhibition further ensured the representativeness of the data, reflecting the real needs of tea lovers of different age groups and consumption habits in the current market.