

YONGHUI SUPERMARKET'S SOCIAL MEDIA MARKETING STRATEGY

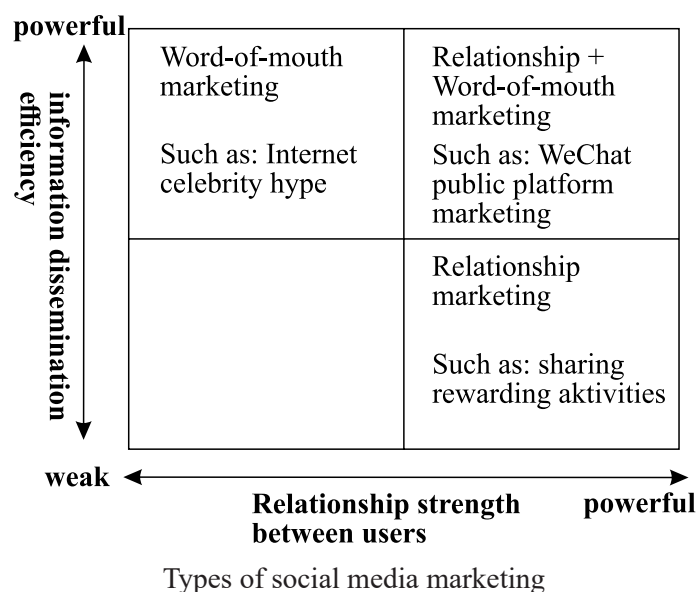
With the development and widespread application of digital technology, social media has accelerated its pace of updating and demonstrated strong socio-economic value, and has been widely used to enhance traditional business models in recent years. The supermarket chain industry is also making strong use of social media to innovate marketing strategies to enhance its competitive advantage. As a marketing strategy in the supermarket chain industry, social media marketing continues to innovate marketing methods and consumption concepts, which has won the favor of more and more consumers, attracted the attention of all walks of life, and is worthy of in-depth discussion. Taking Yonghui supermarket as the research object, this paper reveals the current situation and enlightenment of social media marketing strategies in the supermarket chain industry, provides reference for social media marketing of related enterprises and their industries, and provides a theoretical reference for the study of social media marketing of supermarket chains.

Keywords: social media marketing, marketing strategy, Yonghui supermarket

The concept of social media marketing. Many companies are frequently using social media marketing strategies, but there are many studies that show that social media marketing is still in the traditional marketing concept, but only to a certain extent [1], this traditional marketing concept was proposed by the American Marketing Association (AMA) [2]. NGA is a proponent of this view, proposing that social media marketing is a marketing management system formed by companies using media platforms and software technology, including the relationship between supply and demand, the communication of social data, and the creation of social relationships [3]. Two scholars, Akar and Topcu, see social media marketing as a way to use media platforms to promote products and increase company influence. Felix sees social media marketing as a way to use media platforms or networks to promote goods or services. Gunelius' research shows that social media marketing is achieved through apps such as Facebook and Tiktok to enhance the company's brand reputation. In general, the concept of social media marketing is not consistent, but it can be observed that the above concepts have several common elements such as interaction, social relationships, brand reputation, etc.

To sum up, the definition of social media marketing is a series of new marketing activities such as improving consumer perception, increasing consumer interest, and driving consumer consumption and sharing through media platforms.

Types of social media marketing. As shown in Figure, social media marketing includes: word-of-mouth marketing, relational marketing, and relationship + word-of-mouth marketing.



Relational marketing. Relational marketing generally exists in social media platforms with strong social relationships between consumers, and the product itself does not have strong communication, so business owners can only use social media platforms among consumers for marketing. For example, “Pinduoduo”, “Douyin”, “Tmall” and other sharing reward activities are relational marketing models through sharing, recommendation and other behaviors between consumers to increase the likelihood of potential consumers to buy.

Word-of-mouth marketing. Word-of-mouth marketing is mainly used on popular and popular media platforms. The social media platform is characterized by weak social relationships and strong entertainment, so it is more efficient to disseminate. This type of company uses text, pictures, audio, video and other short, concise, fast and fast methods, and uses the “Internet celebrity” effect of opinion leaders such as Internet celebrities and celebrities to spread information to consumers.

Relationship + word-of-mouth marketing. Relationship + word-of-mouth marketing is the best model for companies to use social media marketing. The reason is that the product itself has a high degree of communication, easy to pass on to consumers, and relies on close social relations and high trust between consumers, so that the product has a good reputation and increases the possibility of consumers to buy.

In conclusion, there is no clear boundary between the above three marketing models. Both the choice of social media platforms and the type of the company are fine

Introduction to Yonghui Supermarket. Founded in 2001 and listed in 2010, Yonghui Supermarket is one of the top 500 enterprises in China and a state-level “circulation” and “agricultural industrialization” double leading enterprise. Yonghui Supermarket is one of the first circulation enterprises in China to introduce fresh agricultural products into modern supermarkets, and has been praised by seven national ministries and commissions as a model for the promotion of China’s “agricultural reform and super-supervision”.

Strategies and suggestions.

1. Enhance mutual perception. The perception of consumption is the first step in marketing strategy, and marketing guru Schultz believes that in the competitive industry with serious homogeneity, the most important thing to differentiate is to rely on communication. Therefore, building a multi-touch channel is the first step in implementing a marketing strategy, and creating a personalized brand can improve consumers’ mutual perception.

2. Enhance interest interaction. Creating high-quality content at a high frequency can enhance consumer interest and interaction. The problems of Yonghui Supermarket in this regard are: the content of the social media marketing strategy is monotonous, the degree of homogeneity is high, the content is boring and boring, and it cannot impress consumers, so as to enhance consumers’ interest and interaction. If you want to increase consumer interest and interaction, you must create high-quality marketing content, which is divided into content related to your own brand and related to consumer interests.

3. Strengthen interactive communication. In order to enhance the effectiveness of interactive communication, opinion leaders should be cultivated to interact between enterprises and consumers; In addition, innovative ways of interaction are needed to actively increase the number of loyal followers and act as a lubricant between influencers and potential followers.

4. Promote mobile buying. The most important part of the enterprise is the consumer’s mobile purchase, and only after the consumer makes the mobile purchase can the effectiveness of the above social media marketing strategy be verified. In order to promote mobile purchases, it is essential to have a variety of purchase channels, and promotions are also indispensable.

5. Drive experience sharing. In the context of the rapid development of the Internet, driving user sharing can enhance the word-of-mouth influence of Yonghui Supermarket, and then market consumers’ perception, interest, communication, purchase and sharing, building a fan economic circle, thus forming a virtuous economic cycle. Therefore, Yonghui Supermarket should carry out the management of word-of-mouth marketing.

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