

Analysis and optimization of wenzhou banner underwear design after the promotion strategy

Na Tao

Wenzhou Vocational & Technical College, Wenzhou. 325035, China.

Lkjo32@163.com

Abstract

with the further development of the Internet, all kinds of enterprises have moved into the network. In order to further expand sales channels and explore new marketing strategies, wenzhou banner underwear entered Tmall mall and established wenzhou banner underwear flagship store. Since it is a traditional enterprise to transform e-commerce, how to use Internet resources to carry out their own marketing activities is the first question that enterprises should think about. This paper mainly discusses the promotion strategies of shopping malls, and develops and optimizes the promotion strategies based on the characteristics of Internet and Tmall shopping malls.

Keywords

Underwear; Clothing; Design; To promote.

1. Overview of wenzhou banner brand

1.1 Introduction to wenzhou banner brand

It brings wenzhou the latest fashion trend, the international trend of the most IN the development, emphasizing the extraordinary personality and unique positive attitude towards life. Even in London, Tokyo, Hong Kong and other international top fashion city, also can be seen on the streets in the wenzhou clothing fashion business, wenzhou design emphasizes the personalized design concept, combined with The Times, the character of temperament, energy, spirit and happy incisively and vividly displayed, let people in business or leisure situation can be full of confidence.

1.2 Wenzhou banner brand source

National culture and folk art dress up not only clearly identified their own identity position, but also led to a popular fashion. Second, because of the outstanding achievements in painting and design, the brand has a distinctive personal color, which reflects its unruly life and the spirit of humanistic care. Nature, leisure, thoughtfulness and elegance are its main styles.

1.3 Purpose of promotion

- 1) Strengthen the publicity of products through the Internet. The most important thing is to find the sales channels of products in the Internet and explore the online sales and consumer groups.
- 2) Use the Internet to improve the brand awareness of products in China, and then build their own brand image.
- 3) Use promotion to increase the visits to the mall and increase the conversion rate, so as to improve the overall sales of the enterprise.

2. Promote the status quo

2.1 Current promotion strategies

At present, wenzhou flag underwear flagship store owners through the use of taobao platform existing promotion methods and behavior to promote.

- 1) Through train promotion

Taobao through train is tailored for taobao sellers, pay-per-click effect of marketing tools, to achieve accurate promotion of the baby. Taobao through train promotion, in the baby to bring exposure at the same time, accurate search and matching also brings accurate potential buyers to the baby. Taobao through train promotion, with a click, let the buyer into your store, and even produce a number of times within the store jump traffic, this point with a side effect can reduce the overall cost of promotion and improve the store's marketing effect.

For our main men's underwear, use taobao express promotion, set up the key words for the men's underwear, underwear, current bid to 2.42 yuan/times, this price is higher, so show the chance is higher, showing the number of times, the more the easier it is to consumers, found that allows them to click enter the store, to induce their purchasing desire, to make purchases and achieve my marketing.

2) Promotion

Package is tie-in

Collocation package is a combination of several goods set up as a package to sell, through the promotion package can allow buyers to buy more goods at a time. Improve store sales performance, increase store purchase conversion rate, increase sales volume, increase product exposure, and save labor costs.

Limited-time discount

Limited-time discount is a measure to offer preferential merchandise sales within a specific business hour to attract customers. When offering time-limited discount, customers shall be informed of the discount goods in the form of leaflets and broadcasts. Limited discount rate of goods discount rate is generally more than 30 percent, in order to form sufficient attraction to consumers.

Limited-time discount on the one hand can enhance the popularity of shopping malls, activate the atmosphere, mobilize customers' desire to buy, and at the same time can make some goods near the expiration date all sold before the expiration, of course, must leave customers a period of time to use.

3. PExisting problems

The promotion effect is not obvious. Through the promotion of taobao through train, it only brings the increase of traffic volume, but does not directly drive the increase of sales volume, and the conversion rate is not high. In addition, through the taobao through train promotion comparison burn money, the promotion effect is only part of the product click volume increase, and can not achieve the effect of promotion mall.

Taobao through train promotion, an average of 7 days to spend 3000 yuan promotion costs, but the actual effect is not very obvious, conversion rate is not high, many visitors just came in to see, and did not produce the purchase behavior.

The company's organizational structure is not perfect, the lack of promotion departments. Wenzhou flag underwear flagship store on the current internal organizational structure, the lack of a more important promotion department. At present, the promotion work is done by the operation director of the company, which lacks the cooperation of the team, personal strength is limited, promotion efficiency is not high, and the effect is not obvious.

4. POptimization of promotion strategies

4.1 Optimization of through traffic

Choose the baby that needs to be promoted, choose the baby that will do promotion, must have outstanding selling point. Clear and powerful selling points enable buyers to notice and be attracted to the products promoted in the shortest time. Selling points, for example, could be cost-effective (e.g., price advantage, sales promotion, etc.), the product features strong effect (such as the product itself is good, beautiful, etc.), good quality, such as trading, quality goods, etc.), as well as about after-sale problems (such as 7 days no reason), so, choose a baby to promote, must consider to be clear about, and determined the selling point with which to highlight the advantages of baby.

The following points are important to note when making a master diagram. Buyers search, browse the speed of goods is very fast, see our own advertising time is even shorter, even less than a second! If our baby's picture isn't clear enough, the title and description of the AD aren't concise enough, and the selling point isn't clear enough, the buyer will have to guess "what is he selling? ", the buyer must be too lazy to think about, even less willing to pay attention to this baby

About the key words of the through train, the key words are not only important to the through train, but also important to the normal sales, because the buyer search is generally a search for short words. Therefore, the through train to set the key words is a very important step to improve the quality of key words score. Organize keywords that are not displayed or clicked daily.

Do a good job in the related sales of the main push baby, and make a good correlation between the attractive goods and the main push goods of the through train, so as to retain buyers on another level, and thereby improve the conversion rate of the store, and the customer unit price of the store.

4.2 Optimization of the mall itself

The text description of the goods in the mall should be detailed, accurate, honest description of the goods, risk terms and so on. Detailed description is the same as the publicity word for the product. If the loan is poorly written, the customer will lose interest at once. After all, the customer who wants to trade needs the details of the product. Layout should be neat, there should be a unique aesthetic. The font and size of the text should be uniform. Product picture is clear, can reflect the real appearance of the product, but also often updated, contact information is essential.

Set up shop classification, convenient commodity management, Internet users to find. The purpose of classifying all kinds of goods well is to facilitate Internet users to find stores quickly. If the classification of stores is wrong, it will be difficult for consumers to find stores. Merchants on the nature of the classification of goods is also very necessary, in short, only one purpose, with the Internet users quickly find and easy to maintain the shop update.

Clever use of keywords for guiding publicity and promotion, consumers find products through classification, may also search for keywords to find, in taobao and Tmall and other e-commerce website platform, keywords included in the title, keyword Settings should have guidance, to achieve accurate keyword search.

5. Optimization of commodity packaging

5.1 Promotion of external packaging

In the operation of the online shop, the two sides of the transaction, the buyer needs to pay, the merchant can deliver, if the goods are real goods, goods to packaging through logistics to reach the hands of the buyer. When shopkeeper is delivering goods, want to understand different logistic means, according to logistic what kind of packaging to use to deliver goods to arrive in the hand of the buyer, so might as well on packaging neat ground writes down the address of the shop, the product category that sells and contact way are written above, put in the position that the buyer can see at the first sight when receiving goods.

After shipment, the merchant should get in touch with the buyer as soon as possible. Send a delivery notice letter to the buyer as soon as possible, together with a photo of the bill of lading, so that the buyer can see clearly the handwriting, specific number and other information on it. Also let the buyer feel cordial and assured, timely answer the buyer's doubts.

Mall management people-oriented, establish a scientific management mechanism, provide quality and efficient service, high-quality after-sales service can also play a role in publicity and promotion and establish long-term friendly customer relations with customers.

5.2 Promotion of internal packaging

There are many things to advertise and promote in the packaging of goods. Merchants can put business CARDS in the packaging boxes of goods. The business CARDS should be printed with the name of the store, the category of products sold, the address of the store, the location of the online

store and so on. You can also put brochures or sample lists about the products in the package. If you have souvenirs as a gift, you can also print shop information on the souvenirs. However, the words or drawings printed on the souvenirs should be beautiful and appreciative.

6. External promotion

6.1 Email promotion

Through E-mail marketing, wenzhou banner underwear flagship store delivers advertising information, establishes email lists to release product information and preferential group purchase information to specific groups and customers, which has the advantages of low cost, wide range of transmission, strong pertinence and high response rate. E-mail marketing is an online marketing method that delivers valuable information to target users through E-mail under the premise of users' prior permission.

First, taobao customer relationship management (CRM) software is used to record the customer information of our products, each buyer to extract their email information, establish a mailbox library, before new or store activities on every product, first edit specific email, sent to the customer, the first time to let them we store the latest dynamic, induce their purchasing desire, encouraging them to produce purchase behavior. This can not only maintain the relationship between us and our customers, but also promote our products, so as to achieve the best of both worlds.

6.2 SNS promotion

SNS marketing is to use the sharing and sharing function of SNS website, on the basis of six-dimensional theory, through the means of viral communication, let more people know our mall. The success of virus marketing lies in the wide range of information dissemination and the large number of people receiving it.

Register the SNS website platform such as network of person net of the person that register, happy net above all, update content regularly, improve the activity of account, add friend as much as possible, let the other side also can concern us, the content that we publish so can be seen by them, ability achieves promotion purpose.

6.3 Weibo promotion

Micro-blog marketing takes micro-blog as the marketing platform, and every audience (fans) is the potential marketing object. Wenzhou flag underwear flagship store can register micro-blog in sina, netease, tencent and so on, and then use the update of their micro-blog to spread fashion information to everyone and establish a good image. The updated content every day can communicate with everyone, or have the topic that everyone is interested in, so as to achieve the purpose of marketing.

Apply for an official microblog in the name of wenzhou flag underwear flagship store. If necessary, you can also apply for enterprise certification. In this way, the content released is more acceptable to others. We often use microblog to carry out some activities, such as forwarding courtesy and discount of comments, so as to attract more people to pay attention to us, and voluntarily forward or comment on our microblog, so as to achieve the purpose of promotion.

6.4 Promotion of group purchase activities

Now group purchase has become a kind of network shopping fashion, wenzhou flag underwear flagship store can be in QQ group purchase, pull hand net or nuomi tuan and other group purchase sites to submit group purchase information, use the user resources of these sites, to promote the brand and product purpose.

6.5 P BBS promotion

Using BBS, a platform for network communication, through text, pictures, video and other ways to release product information, so that users can have a deeper understanding of wenzhou flag underwear flagship store.

Look for BBS that is in line with the characteristics of your product, register your account, and be active in BBS. Communicate with friends of the forum and get familiar with them. Only in this way can your posts or articles be accepted and not deleted by the moderator directly. In addition, we can cooperate with relevant BBS to carry out some BBS activities. Wenzhou flag underwear flagship store will be the sponsor of the activity and provide relevant prizes or bonuses for the activity. The prizes may be wenzhou flag products or other products. This can not only activate the popularity of BBS, but also achieve the purpose of promoting their own.

7. P Conclusion

In the era of network information, the application of network technology has changed the way of information distribution and reception, as well as the environment of people's life, work and study, cooperation and communication. Network marketing is an integral part of the enterprise's overall marketing strategy, is to achieve the overall business objectives of the enterprise, to the Internet as the basic means to create online business environment activities, promote the rapid development of enterprises

References

- [1] S H Eryuruk, V Koncar, F Kalaoglu, H Gidik, X Tao. Thermal comfort properties of firefighters' clothing with underwear[J]. IOP Conference Series: Materials Science and Engineering, 2018, 459(1).
- [2] Yara Nasser, Philippe Fayemendy, Manon Arnal, Huguette Sourisseau, Sandrine Bonhommo, Jean-Claude Desport, Béatrice Morin, Pierre Jésus. Peser les patients habillés induit un risque de surestimation de leur statut nutritionnel[J]. Nutrition clinique et métabolisme, 2018.
- [3] S. Grassi, G. Mandarelli, M. Polacco, G. Vetrugno, A. G. Spagnolo, Fabio De-Giorgio. Suicide of isolated inmates suffering from psychiatric disorders: when a preventive measure becomes punitive[J]. International Journal of Legal Medicine, 2018, 132(4).
- [4] Atasagun Hande G, Okur Ayşe, Psikuta Agnes, Rossi René M, Annaheim Simon. Determination of the effect of fabric properties on the coupled heat and moisture transport of underwear-shirt fabric combinations[J]. Textile Research Journal, 2018, 88(11).
- [5] Chen Irene A, de Vries Mattanjah S. From underwear to non-equilibrium thermodynamics: physical chemistry informs the origin of life.[J]. Physical chemistry chemical physics : PCCP, 2016, 18(30).
- [6] Cernovsky Zack Zdenek. Fetishistic Preferences of Clients as Ranked by a Sex Worker.[J]. Journal of sex & marital therapy, 2016, 42(6).
- [7] Alam Pakeeza A, Burkett Linda S, Clark Brett A, White Nicola C, Tefera Eshetu A, Richter Lee A. Randomized Cross-over Comparison of Icon™ Reusable Underwear to Disposable Pads for the Management of Mild to Moderate Urinary Incontinence.[J]. Female pelvic medicine & reconstructive surgery, 2018, 24(2).
- [8] Yoshimoto Kayo, Tanaka Katsuhisa, Takahashi Hideya, Masuda Atsuji. Development of Pulse Wave Sensing Textile Using Conductive Fiber[J]. Journal of Fiber Science and Technology, 2017, 73(11).
- [9] Nishiki Tomohiro, Tawara Daisuke, Tsujikami Tetsuya, Ninomiya Sanae, Okayama Hisayo, Naito Kiyoko, Nakanishi Kyoko, Morikawa Shigehiro. 1F14 Exploration of design guideline of a supportive underwear to improve pelvic floor relaxation by a finite element model of the buttocks[J]. The Proceedings of the Bioengineering Conference Annual Meeting of BED/JSME, 2016, 2016.28(0).
- [10] Mizuhashi Hideaki, Kamijo Masayoshi, Yoshida Hiroaki, Kubo Masahiko. Evaluation of Thermal Wearing Comfort of Underwear Made by Blended Yarn with Polypropylene[J]. Journal of Fiber Science and Technology, 2016, 72(10).