

## Case Study of Marketing Strategy Innovation of Enterprises in Internet + Environment —— Taking Tsingtao Brewery as an Example

Shuwei Zheng

School of Business, Shandong Normal University, Jinan 250358, China

1611046386@qq.com

### Abstract

**In the increasingly fierce competition in twenty-first Century, major companies have to strive for innovation in the industry, to get a place to live in. Because of this, the innovation of the marketing strategy becomes more important. Especially in the CPC Central Committee put forward the premise of the Internet + environment, enterprises should do is not only to change the original mode of operation and marketing the way, more fully use the Internet tools and techniques, so as to innovate its own way. But also want to use the Internet thinking to integrate the various production processes and management of enterprises, so that enterprises of all aspects of the formation of an organic whole. It is in this environment, electronic commerce, O2O, new born Marketing Online + offline. Taking Tsingtao Brewery as an example, describes the system in the Internet + environment, Tsingtao Brewery to maintain their market share in the beer industry, Better in an invincible position, how to innovate the traditional marketing way.**

### Keywords

**Internet, Qingdao beer, Marketing strategy, Marketing problems, Suggests.**

### 1. Introduction

With the word “Internet+” gradually becoming a national-level development strategy, more and more traditional enterprises are suffering from “mobile Internet phobia”. Many companies believe that the “Internet+” era makes them feel a little confused, or even at a loss. But at the same time, we have to admit that it is in such a big environment that “Internet +” is affecting the business development and marketing strategies of many companies in an unprecedented way. The use of the Internet has truly transformed the earth into a global village. At the same time, new hot words such as online marketing, e-commerce, and O2O are gradually becoming the darlings of enterprises. They are playing a pivotal role in the development of enterprises with a new attitude status.

### 2. Analysis of the current situation of Qingdao beer marketing

#### 2.1 Introduction to Qingdao Beer

Established in 1993, Tsingtao Brewery Co., Ltd. has a history of 113 years and is a long-established beer manufacturer in China's history. In 2008, Tsingtao Brewery became the official sponsor of the Beijing Olympic Games with its unremitting efforts, and has since become one of the top 500 brands in the world. In 2006, Tsingtao Brewery was on the Forbes “2006 Global Top 200 Companies”. In 2010, Tsingtao Brewery took the new attitude and was listed on Fortune Magazine’s “Most Admired Chinese Company” for the fifth time. Tsingtao Brewery is also the most famous and well-known Chinese brand in the world.

#### 2.2 Marketing model strategy

In recent years, Tsingtao Brewery has been implementing the “Trinity” marketing model, namely brand communication, consumer experience and product sales. These three parts are combined with each other and promote each other to form an inseparable whole. Only by combining the three organically can we form the advantages of the enterprise and then transform into the core competitiveness of the enterprise. The “Trinity” marketing model is the core marketing model that

Tsingtao Brewery has summarized through practical experience. This marketing model will continue to be applied in the future and will be improved through enterprise and various efforts. This marketing model is also a marketing strategy thought to adapt to the development of the market economy and its development law. Its essence is to mobilize all resources and advantages that can be utilized inside and outside the enterprise, and use reasonable squares and methods to achieve the marketing strategy goals that the company has to achieve.

### 2.3 Marketing strategy portfolio

#### 2.3.1 Product Strategy

The center of corporate marketing activities is to adopt a series of ways and methods to meet the needs of the market, and to meet the needs of the market can only be solved by providing the products and services that consumers need. Therefore, companies can only survive in a fierce environment if they continue to innovate their products. Therefore, product strategy is the foundation of the entire marketing strategy portfolio.

All along, Tsingtao Brewery's business philosophy is "forge ahead and contribute to the society", which reflects Tsingtao Brewery's pursuit of corporate development and economic benefits, while paying more attention to the social benefits brought by the company itself. As a long-established beer brand, Tsingtao Brewery has always been pursuing innovation and pioneering. In terms of product positioning, Tsingtao Brewery has developed high-, medium-, and low-end products of different grades for all consumers and for different consumer groups. For example, as a high-end product in the beer market, Qingdao Chunsheng and Qingdao Classic have always occupied the leading position in the market. And as the society becomes more modern, the new generation of young people is ahead of their minds, they pursue freedom, freshness, excitement, and like communication. This huge consumer group makes Tsingtao Brewery gradually position its products in fashion, youth and international. And become more and more popular among young people. For example, Happy Beer is a typical product of fashion and youth.

#### 2.3.2 Pricing Strategy

As we all know, the price of a product is the main factor affecting the demand for products. The change in price will directly affect the acceptance of the product by consumers in the market, thus affecting the market demand and the realization of corporate profits. It is about the interests of producers, consumers and sellers. Therefore, how to set the right product price is a key step in the marketing strategy.

For Tsingtao Brewery, the company has established a reasonable pricing method in consideration of the characteristics of the product itself, cost, and consumption factors. The differential pricing method can be embodied in different prices according to different types of beer types. For example, the price of high-grade beer is higher, because such consumers are mainly the brand of beer, followed by mid-range beer and low-grade beer.

#### 2.3.3 Channel strategy

The determination of the sales channel of the enterprise determines the cost of a company. A good sales channel strategy can reduce the cost of sales of the enterprise, thereby increasing the sales profit of the enterprise. And a company's channel strategy will directly affect other marketing decisions of the company.

Since Tsingtao Brewery has settled in e-commerce, Tsingtao Brewery has been slowly adopting a diversified channel strategy, combining online and offline, combining Internet technology with offline business opportunities, and using the Internet as a platform to realize one-click booking for APP. To maximize the satisfaction of consumer needs. In June 2013, Tsingtao Brewery officially entered Tmall Mall. After that, it continued to enter the e-commerce platform such as Jingdong and No. 1 Store, and strived to create a diversified channel model for online purchase. In addition, in June 2014, Tsingtao Brewery opened the "Tsingtao Brewery Official Mall" on WeChat, becoming the first beer company to settle in WeChat Mall.

#### 2.3.4 Promotion strategy

The promotion strategy is an important method for an enterprise to conduct marketing. It refers to a method in which enterprises strive to expand the visibility of products through a series of ways and means, stimulate consumers' desire to purchase, and stimulate consumers to purchase. Although Tsingtao Brewery is a well-known brand at home and abroad, it is still necessary to adopt appropriate promotion strategies to increase the sales volume of beer.

Advertising is the most common form of promotion because of its strong penetration and high popularity, and excellent advertising words or advertising videos that are easy for consumers to remember. For example, at the end of 2015, Tsingtao Brewery launched the "Hongyun Dangtou New Year Edition" commercial, which was short-lived, but it left a deep impression on consumers. In addition, excellent advertising slogans with wonderful pictures can also stimulate consumers' desire to buy.

The promotion of personnel has greater flexibility. Through face-to-face communication, the salesperson can more directly understand the buyer's desire to purchase, and can properly grasp the purchase motivation of the consumer. The friendly and ambiguous language communication can help increase Big consumer purchase behavior. The most popular places for promotion of Tsingtao Beer are supermarkets, shopping malls, nightclubs and KTV.

### 3. Innovation of Tsingtao Beer Marketing Strategy under Internet + Environment

#### 3.1 E-commerce application

Under the Internet+ environment, the combination of computer technology and enterprise production and marketing processes is becoming more and more close, and traditional marketing strategies have long been unable to meet the needs of corporate profitability. In order to increase the market share of products and obtain a large amount of profits, most companies have begun to try to apply Internet technology to the production and sales of the company. Therefore, companies are making various improvements to traditional marketing strategies. The most widely used and most successful is the use of e-commerce. The use of e-commerce divides corporate marketing into online and offline modes to maximize consumer attention. Of course, in order to make the application of e-commerce successful, it is necessary to take appropriate measures in light of the specific conditions of Tsingtao Brewery.

For example, at the 100th anniversary of Tsingtao Brewery, Tsingtao Brewery proposed the concept of "100 years to zero", which made the company's products younger. Then imagine that after 7 years, on the occasion of the 120th anniversary of Tsingtao Brewery, Tsingtao Brewery can completely follow the way of emotional marketing, and emotional marketing is guided by the consumer's spiritual resonance. 120 three figures represent the meaning of "to love you", which means that Tsingtao Brewery has always been consumer-oriented. The purpose of all things is to serve customers and satisfy customers. At the same time, "to love you" also conveys gratitude. The meaning means that for 120 years, grateful consumers, grateful employees, grateful help, and all the people who have supported Tsingtao Beer. Imagine, on the occasion of the 120th anniversary, buy a few cans of Tsingtao beer, and drink with family, friends, and lovers. Even if it is relatively silent, Tsingtao Brewery has already said the love for you. All of this, and the warmth of the word can be said to be beautiful.

#### 3.2 Marketing strategy innovation

##### 3.2.1 Increase product innovation

If enterprises are to remain invincible in today's increasingly competitive world, they must continue to innovate. Therefore, Tsingtao Brewery needs to continuously develop new production processes to meet the diverse needs of consumers. At the same time, for the development of new products, it should be continuously strengthened and inspected, and gradually improve the independent research

and development capabilities of enterprises, thereby gaining more independent research and development rights. From the scientific aspect, the talent structure of the department should be continuously optimized. It is necessary to know that high-end scientific research personnel often have more critical production technologies. In the face of industry problems, they often have stronger solutions, and these capabilities are Tsingtao Beer. A good premise is provided for independent research and development. In addition, in terms of technology, the relevant departments also use this active cooperation to develop different deep production processes for different consumer needs, and increase the intensity, breadth and depth of production. This means that in terms of product strategy, companies should focus on adopting new product development strategies. Maximize the requirements of consumers in terms of product taste and so on.

### 3.2.2 Improve the construction of information system

In the Internet + environment, the ability and speed of information acquisition largely determines the success or failure of a corporate marketing strategy. Therefore, the construction of the information system should be placed on the strategic agenda of the enterprise, combining the production, sales, management and other aspects of the enterprise with the Internet technology, establishing relevant information systems, facilitating the use of computers for management, and improving the overall enterprise. Profitability level. Establish a webpage of the information system to facilitate management and give full play to the webpage strategy of enterprises under the Internet+ environment.

For example, vigorously carry out business transformation of the corporate marketing department, continuously explore new business models, and apply the application of information systems to all aspects of production and sales. Through the continuous upgrading and optimization of the Internet technology information system, a customer relationship management system is established to fully understand the consumer's perception of Tsingtao Brewery, and it is possible to conduct after-sales return visits to large customers. In terms of product channels, the product warehouse management system can be established by using the Internet to make the product outbound and warehousing more standardized and rationalized. At the same time, the Internet can also be used to establish a talent management system for employees of enterprises and establish a sound talent management mechanism for enterprises. Make full use of the openness of the Internet, so that the internal staff of the company fully understand the operation status of the enterprise itself. At the same time, all aspects of beer production are made public on the Internet, so that consumers can fully understand the technological level of the products, and reassure the products of the enterprise. At the same time, it is also conducive to the supervision of the products of the enterprise.

### 3.2.3 Strengthen corporate social responsibility

While developing and improving product sales, various companies have begun to pay more attention to the formation of a good sense of social responsibility, charity, and public welfare, which are the embodiment of social responsibility. A good sense of social responsibility helps to establish a good corporate image and enhance the brand value of the company, so that it is well received by consumers. Tsingtao beer belongs to the food industry. Therefore, providing consumers with healthy and safe food is the top priority of the company and the primary social responsibility of the company. Therefore, in terms of food safety, Tsingtao Brewery should establish a sound and open food safety supervision and protection system, strictly supervise the purchase and use of raw materials, and the production process of products, and maintain quality control. At the same time, the relevant laws and regulations should also be strictly observed for the sanitary situation in the production process. In terms of environmental protection, Tsingtao Brewery should cultivate awareness of the company's worries and introduce relevant energy purification devices to achieve rational use and protection of resources. In the cause of public welfare, we must do our best to do well-related public welfare undertakings, and regard charitable charity as the unshirkable responsibility of the enterprise. On the one hand, it has expanded the popularity and reputation of Tsingtao Brewery itself, and has also established a good reputation in the eyes of consumers. Corporate image.

The use of the Internet can make all the production processes of the company transparent, achieve the phenomenon that the company operates in the sun, and help the people from all walks of life to supervise Tsingtao Brewery. Moreover, the use of the Internet for information dissemination is faster and wider, and any behavior of the enterprise will be amplified through the Internet. Therefore, Tsingtao Brewery must pay attention to its own words and deeds. Promote the positive energy of the company as much as possible, thus strengthening the corporate social responsibility.

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