

Research on the marketing strategy of new retail mode based on the 4I principle of integrated marketing communication Take Luckin Coffee

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Abstract: Under the background of traditional market economy, enterprises' promotion strategies still have some disadvantages, such as unidirectional information transmission, extensive media communication and uncertain promotion effect. In today's Internet era, through the application of integrated marketing communication model, enterprises can find the best promotion arrangement to achieve the best promotion effect. In order to make system research under the principles of integrated marketing communications 4I new retail marketing strategy, this article attempts to begin from 4I principle of integrated marketing, for luckin Coffee marketing model analysis, the results of this paper may provide some references for enterprises in the marketing strategy research, to help enterprises to achieve maximum accomplishment under the development of market economy.

1. Definition And Characteristics Of Integrated Marketing Communication

Integrated marketing communications is a business process pointing to the customer and the other at a formulation, implementation and evaluation of brand communication plan, is a long-term process for existed customers and potential customers to develop and implement various forms of persuasive communication plan, and the dissemination way is decided by the customer, is the strategic role of a variety of transmission methods comparative analysis of the strategic process.

The characteristics of integrated marketing communication include: 1. Business interaction. Enterprises can obtain more accurate understanding by learning about the response of users, and users can choose the information transmitted by enterprises according to their preferences. 2. Focus communication. After group segmentation among ordinary consumers, the enterprise chooses the medium or form that can realize efficient communication with the target group. 3. Controllable effect. The development of technology makes it possible to monitor the transmission effect in real time. Publishers can evaluate the effectiveness of ads in real time by surveying users' viewing time, geographic distribution and response to ads, thereby evaluating the rationality of advertising strategies and adjusting relevant issues accordingly.

2. 4I Principle of Integrated Marketing

2.1 Interesting Principle

The interesting principle aims to take customers' needs as the starting point, innovate servicing experience and make them satisfied. This requires enterprises to pay attention to the feedback of consumers' needs and interests in the whole process of marketing, track consumers' behaviors in real time, understand consumers' psychological needs and make targeted marketing strategy changes.

2.2 Interests Principle

The interests of consumers mainly include economic interests and psychological interests. The economic benefit is to reduce the user's expense in the transaction process through rebate, cash deduction and discount. The psychological benefit is to meet the psychological needs of consumers to be treated specially by means of medals, honors and titles.

2.3 Interaction Principle

Consumers who participate in the interactive part of marketing will leave a deeper brand imprint in their hearts. By initiating equal interaction and communication between consumers and brands, enhancing consumers' sense of identity and sense of belonging can bring unique competitive advantages for marketing.

2.4 Individuality Principle

This principle analyzes consumers' consumption tendency from the perspective of consumers' personalized and diversified consumption intention. In the network media, market segmentation is simple and convenient, and digital streaming makes personalization easily.

3. Research on the Marketing Strategy of Luckin Coffee's New Retail Model Under the 4I Principle of Integrated Marketing Communication

In the Internet era, new enterprises in the retail industry keep emerging. Luckin Coffee only took less than a year to open more than 2,000 direct-sale stores in China, completed two rounds of financing, valued at 2.2 billion yuan, and became a new retail "web celebrity", attracting widespread attention. The following text will further explore luckin Coffee marketing strategy corresponding to the principles of integrated marketing 4I.

3.1 Fun Principle -- "Infinite Scenarios" Concept Marketing

With the development of new media in the era of "Internet +", WeChat, Microblog, Post Bar and other marketing methods are emerging endlessly. Luckin coffee chooses the concept of "infinite scenarios" marketing to bring more interesting experiences to users by extending and creating new channels. Luckin Coffee has four types of offline stores: flagship store, leisurely store, quick pick store and pop-up store. Stores in different scenes cover horizontal life attributes. Users can choose different stores according to their own needs, and all stores provide distribution services. Luckin Coffee brings novels activities and experience to consumers with its online APP. To sum up, luckin Coffee can meet the needs of users for different scenarios through the direct store model of "pick up + take away" and the integrated marketing of "online + offline", so as to achieve the optimal balance of products, prices and intereting.

3.2 Benefit Principle -- Digital Operation of the Whole Chain

In the benefit principle, enterprises can take the initiative to grasp the market dynamic states and different types of information resources according to the changes of market demand, conduct targeted research and prediction through big data platform, reduce per customer transaction and take market share. Luckin Coffee adopts a multi-angle mode of online and offline integration and fission, and uses data and channels to transform the potential energy of the product into the maximum kinetic energy, so as to maintain the convenience of internet shopping and enhance the experience and feelings of consumers. To realize the transformation and upgrading of marketing ecology from the perspective of large number of data users, and to transform the previous experience-oriented sales behavior into sales behavior supported by data, will help reduce customer acquisition costs and feed back product quality.

3.3 Interactive Principle -- Promoting Consumer Interaction with Technological Progress

Luckin Coffee has been adhering to the tenet of "technology first, capital assist" and pushed out diversified technological innovations of marketing means based on the interactive needs of consumers: distribution delivery uses unmanned vehicles "real machine yellow horse", users can get coffee with their faces, pose "heart" to get coffee, etc. Consumer interaction can be realized through technological innovation to obtain more accurate demand information.

3.4 Individuality Principle -- Accurate LBS Launch of Business District

The online advertising of Luckin Coffee is mainly targeted at WeChat LBS (location Business Service). Within the 1.5 km radius of each new store, users can receive personalized and highly relevant messages through accurate WeChat LBS launch of business circle. Through effective integrated marketing communication, the brand information can be accurately and directly targeted to segmentation of population, so that the brand has been greatly penetrated. Precise LBS business district investment based on the principle of personalization is conducive to enterprises considering the needs of different segments of the population in the production process, and designing different products that meet the needs of consumers with the differentiation strategy, so as to make accurate marketing and one-to-one marketing possible.

4. Conclusions

The era of intelligent mobile Internet has come, and integrated marketing communication has become an innovative approach for enterprises under the background of mobile Internet, with the characteristics of business interaction, focus communication and controllable effect. By following principles of "4I", Luckin Coffee adopts "infinite scenarios" concept marketing, opens up the whole chain digital operation mode, and realizes the two-wheel drive of technology progress and consumption upgrade through accurate LBS launch of business district. From the perspective of integrated marketing effect, enterprises should select appropriate integrated marketing strategies to promote sustainable development of enterprises according to their own business situation.

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