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# 蓝月亮苏州区域营销策略研究

## 摘 要

随着中国经济的发展、人民生活水平不断提高，人们在满足物质需求的同时开始追求更高品质的生活，越来越多的洗涤品牌出现在市场上，消费者对于洗涤用品的需求显现出高增长、多样化态势。同时，国内洗涤用品市场存在着品牌多、主要市场份额被跨国公司占领、市场竞争剧烈等问题。完善营销策略对其发展至关重要，国内外对洗涤产品的营销策略研究非常丰富，本文以星蓝月亮苏州区域为例，结合蓝月亮发展现状和市场环境，运用文献分析法、调查研究法和专家咨询法等方法，对其当前所应用的营销策略进行研究分析，找出蓝月亮现有营销策略中的不足和问题，并尝试性的提出相关解决方案进行策略优化，以此提高蓝月亮在苏州洗涤行业中的竞争力，使蓝月亮在竞争激烈的市场中的地位更加稳固，从而占据更多的苏州洗涤市场的市场份额。

**关键词：**洗涤行业；市场营销；营销策略

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## **ABSTRACT**

with the development of China's economy and the continuous improvement of people's living standards, people begin to pursue higher quality life while meeting the material demand. More and more washing brands appear in the market, and consumers' demand for washing products shows a high growth and diversification trend. At the same time, there are many problems in the domestic washing products market, such as many brands, the main market share occupied by multinational companies, fierce market competition and so on. It is very important to improve the marketing strategy for its development. There are a lot of research on the marketing strategy of washing products at home and abroad. This paper takes the star blue moon Suzhou market as an example, combined with the development status and market environment of blue moon, and uses the methods of literature analysis, investigation and expert consultation to study and analyze the brand marketing strategy currently applied to find out the blue moon There are shortcomings and problems in the brand marketing strategy, and try to put forward relevant solutions to optimize the strategy, so as to improve the competitiveness of blue moon in the washing industry, make blue moon more stable in the competitive market, so as to occupy more market share of Suzhou washing market.

**Key words:** washing industry; marketing; marketing strategy

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