

拼多多游戏“多多果园”的营销策略分析

摘要: 随着互联网经济的迅速发展, 智能手机的普及, 人们对微信、淘宝、京东等软件的使用也更加频繁, 拼多多作为一个新发展起来的手机购物应用软件也逐渐吸引越来越多的使用者。在各种购物软件日益激烈的情况下, 拼多多也在不断创新, 它通过创建社交+电商模式的小游戏来增加用户粘度和用户留存, 因为主要产品为水果, 所以它命名为“多多果园”。这也是个虚拟与现实相结合的新型游戏营销模式。本文着重运用 4P 营销组合策略对拼多多游戏“多多果园”的营销策略进行了分析, 4P 就是产品、价格、渠道和促销。并发现在其中存在市场定位不明确、产品策略、价格策略、渠道策略和促销策略问题以及提出相对应的解决措施, 这对拼多多游戏“多多果园”乃至其他在线游戏运营模式平台以后的发展提供一定的借鉴意义。

关键字: 拼多多; 多多果园; 营销策略; 4P

The Marketing Strategy Analysis of "Duoduo Orchard" in Pinduoduo Game

Abstract: With the rapid development of Internet economy and the popularization of smart phones, people use Wechat, Taobao, Jingdong and other software more frequently. As a newly developed mobile shopping application, Pinduoduo gradually attracts more and more users. In the increasingly fierce situation of various shopping platform, Pinduoduo is also constantly innovating. It increases user viscosity and user retention by creating a small game of social + e-commerce mode. It is named "Duoduo orchard", because the main product is fruit, which is also a new game marketing mode combining virtual and reality. This paper focuses on the use of 4P marketing mix strategy to analyze the marketing strategy of Pinduoduo game "Duoduo orchard". 4P is the product, price, place and promotion. And found that there is unclear market positioning, product strategy, price strategy, place strategy and promotion strategy problems and put forward the corresponding solutions, which will provide some reference for the future development of pinduoduo game "Duoduo orchard" and other online game operation mode platforms.

Key words: Pinduoduo, Duoduo orchard, marketing strategy, 4P

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