

瑞幸咖啡市场营销策略研究

摘要

文章以瑞幸咖啡为研究对象，聚焦其营销策略存在的问题及优化建议，以帮助其更好地开拓市场。得出结论：目前，瑞幸咖啡拥有良好的外部经济、技术和社会环境，主要的竞争者有星巴克等现磨咖啡连锁企业。其营销策略运用中存在的主要问题包括：产品种类单一，产品质量有待提高；消费者覆盖范围不全面；APP体验欠佳，影响顾客体验；促销力度较大，价格回升空间小以及线下营销活动较少。提出如下优化建议：确保产品的质量和创新，对品牌忠诚的提升；利用线上平台，扩大消费群体；完善APP功能，优化消费者体验感；构建消费者社群，提高消费者粘性；培养意见领袖，深化品牌认知；线上沟通、线下活动相结合，提升品牌形象。

关键词：瑞幸咖啡；营销环境；营销策略；对策建议

ABSTRACT

The article takes Luckin Coffee as the research object, focusing on the problems and optimization suggestions of its marketing strategy to help it better develop the market. It is concluded that at present, Luckin Coffee has a good external economic, social and technical environment, and its main competitors are Starbucks and other fresh coffee chain companies. The main problems with the use of marketing strategies include a single product type and the need to improve product quality; consumer coverage is not comprehensive; poor APP experience, affecting customer experience; greater promotional efforts, small room for price rises and relatively offline marketing activities less. The following optimization suggestions are proposed: ensuring product quality and product innovation, and improving brand loyalty; using social media platforms to expand consumer groups; improving APP functions and optimizing consumer experience; building consumer communities to increase consumer stickiness; training Opinion leaders deepen brand recognition and combine online communication and offline activities to enhance brand image.

Key words : Luckin Coffee; Marketing environment; Marketing strategy; Countermeasures and suggestions

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