

瑞幸咖啡新媒体营销策略研究

摘要

近年来，时代的飞速发展使得中国经济的发展进程也得以加快，居民生活水平的提升带动了居民消费，使我国的咖啡消费水平不断升级。尤其是新媒体的出现，使得企业在制定营销战略时形式更加多样化，新媒体营销模式较传统营销模式更加灵活，增强了互动性，传播效果也更好，将新媒体融入现代营销模式之中是社会科技进步的必然趋势。新媒体营销方式的应用给企业带来了机遇，也带来了挑战，富有创新形式的营销策略在市场中则显得尤其重要。

本文主要以瑞幸咖啡为研究对象，对其新媒体营销策略进行研究，以新媒体营销系列理论为基础，通过对瑞幸咖啡现有的营销策略进行分析，指出瑞幸咖啡现目前新媒体营销策略方面的不足，本文从多方面对瑞幸咖啡新媒体营销策略进行了分析，并提出了优化策略。本文研究希望能够有效地提高瑞幸咖啡在行业的竞争力，占据更多的市场份额，促进我国咖啡行业新媒体营销的良性发展，为我国咖啡行业提供借鉴意义。

关键词：新媒体；新媒体营销；营销策略

ABSTRACT

In recent years,the rapid development of the times has accelerated the development process of China's economy.The improvement of residents'living standards has driven residents'consumption,and the potential of China's coffee consumption market has continuously increased.In particular,the emergence of new media has made enterprises more diversified in their marketing strategies.Compared with traditional marketing methods,new media marketing methods are more flexible,interactive and have better communication effects.Integrating new media into marketing methods is an inevitable trend of social scientific and technological progress.The application of new media marketing methods brings both opportunities and challenges to enterprises.Innovative marketing strategies are especially important in the market.

This paper mainly takes Ruixing Coffee as the research object,studies its new media marketing strategy,and based on the new media marketing series theory,through analyzing the existing marketing strategy of Ruixing Coffee,points out the shortcomings of the current new media marketing strategy of Ruixing Coffee.The paper analyzes the new media marketing strategy of Ruixing Coffee from various aspects,and puts forward the optimization strategy.The research in this paper can effectively improve the competitiveness of Ruixing Coffee in the industry and occupy more market share.To promote the healthy development of new media marketing in China's coffee industry and provide reference for China's coffee industry.

Keywords: New Media; New Media Marketing; Marketing Strategies

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