
拼多多营销策略研究

摘 要

现如今我国的经济发展和人民生活水平都有了质的提高。在这种大环境下，一种新的电子商务模式应运而生，并且伴随着互联网的高速发展，新模式的电商平台迅速崛起并席卷全国人民的生活，成为人们生活中的重要组成部分。越来越多的电商平台相继出现，拼多多作为新兴的C2B模式的电商平台成为其中的一匹黑马脱颖而出。

本文通过调查研究拼多多电商平台的现状及存在的问题，根据拼多多存在的这些问题制定出恰当的拼多多的营销策略和营销理念，进一步提高拼多多的品牌形象和平台优化。针对拼多多营销策略实施现状与存在的问题进行分析，在品牌质量、销售渠道、售后服务、行业竞争这四个方面对拼多多提出可以实践的意义，以帮助拼多多可以面向高端商品市场、减少劣质产品、开拓多种销售渠道、加强售后服务和提高拼多多的核心竞争力。

关键词：拼多多；电子商务；营销策略

Pinduoduo marketing strategy research

Abstract

Nowadays, China's economic development and the living conditions of people have been improved qualitatively. In the background, a new e-commerce model comes into being. With the rapid development of the Internet, the new model of e-commerce platform rose rapidly and swept across the whole country which influences the human living styles, becoming an important part of people's lives. With an increasing number of e-commerce platforms appeared successively, Buy Together, as a new C2B model of e-commerce platform, has become one of the black horses.

On the basis of the investigation of the current situation and issues of Pinduoduo e-commerce platform, the author in this paper designs proper marketing strategies and concepts according to Pinduoduo. Aiming to further improve the Pinduoduo's brand image and platform optimization of Buy Together. This paper mainly analyzes the current situation and existing problems of Pinduoduo's marketing strategy implementation, and puts forward practical significance for Pinduoduo in four aspects: brand quality, sales channels, after-sales service and industry competition in order to help Pinduoduo face the high-end commodity market, reduce inferior products, develop a variety of sales channels, strengthen after-sales service and improve Pinduoduo's core competitiveness.

Keywords: pinduoduo; e-commerce; marketing management

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