



RESEARCH ON SOCIAL MARKETING STRATEGY OF INTERNET
POPULAR TEA BRANDS

BY
YU SONG

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)
SOUTHEAST ASIA UNIVERSITY
ACADEMIC YEAR 2022
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Independent Study Title Research on Social Marketing Strategy of Internet Popular Tea Brands

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Abstract

The objective of this research aim to study social marketing strategy of internet popular tea brands focus on Sexytea brand. This study were qualitative methodology via in-depth interview, and content analysis. The study found that: 1) Market Segmentation were young customer drink tea in social media WeChat, ShakeYin, Racer or other social media, and offline channel, target consumers group will be highly engaged in the interaction with the brand, and under the experience-based reach, the emotional satisfaction will be enhanced, positioning design for the psychology of potential consumers, to create a certain image or personality characteristics of the product, product strategy makes a big deal around the concept of Chinese classical style, price strategy price range is basically 10-18 Yuan, cheaper than other internet popular tea brands. Place Sexytea adopt an online to offline within 15 minutes and takeaway, promotion strategy Sexytea attaches great importance to online promotion on WeChat. 2) Management Plan company adopts necessary responsibility to coordinate and run company's business. 3) Financial turnover projection for 5 years were NPV= 1,339,200 Yuan, IRR = 19.3%, ROI average per year = 32.17%, and Payback period = 3 years and 2 months.

Keywords: marketing strategy, internet popular tea

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Section 1

Introduction

1.1 Company Profile

Internet popular tea drink brand introduction

1.1.1 The tea industry is the Internet popular segment and an important force in the domestic consumer economy

China has a history of tea drinking for nearly 5,000 years, and the consumption scale of tea market is huge. The wave of consumer upgrading and the tea culture heritage interact with each other, traditional milk tea began to iterate itself, gradually to the "new Chinese" "Internet popular" tea drink transformation. In the face of colorful beverages, consumers' eyes are becoming more and more discerning: the simple modulated juice looks less healthy due to additives and other raw materials, the milk tea on the street is unconsciously labeled as "cheap", the coffee as an imported product is always difficult to fit the "Chinese stomach ", tea is good but only favored by the elderly because of the bitter taste new consumer era, the mouth is difficult to adjust, the public consumption concept is not so important to quench thirst, health and taste become a consideration indicator. Based on this, the domestic beverage market was born a class of phenomenal products - "Internet popular tea drink", that is, fashionable modern Chinese tea - to tea soup as the base, laying hand-blended milk cover and fresh fruit, forming a "tea +" combination, attaching importance to the quality of tea and service, emphasizing the eye-catching appearance of the value, interpreting to consumers a quality of life, lifestyle, especially by the "Z generation" is extremely popular.

In 2020, the impact of the New Crown epidemic on various industries is unprecedented, but Internet popular tea, as an emerging segment of China's tea industry, still bursts into strong growth momentum, with constant innovation, rich content creativity and robust marketing strategies to grow against the trend, becoming one of the fastest rising industries in the entire Chinese tea industry, which will be

widely recognized by the market in the future. CAGR (compound annual growth rate) in 2020 was significantly reduced by the impact of the epidemic, but still maintained positive growth. 2020 Q1, Q2 by the impact of the extensive "city closure", Internet popular tea sales were not as expected. Q3 after the resumption of work, Internet popular tea ushered in a wave of retaliatory consumption. Still maintain growth throughout the year. It is expected that 2021-2023 will maintain high growth, and then tends to slow down. 2021 Internet popular tea market size in about 94 billion, the next three years will continue to maintain high growth, although the growth rate will gradually slow down, but there is still a large growth space, the current Internet popular tea brands themselves still need to work hard to improve own moat barrier strength.

Internet popular tea beverage continued to explode and growth, no doubt let the internal competition intensified, the original industrial competition pattern was subverted or even rebuilt. The leading brands "HEYTEA" and "Naixue's Tea" rely on their strong brand influence, product attractiveness, creative marketing power intensive output, independent creation of "HEYTEA Lab store", "Naixue - Dream Factory Global Product Development Center", etc., and continue to expand globally. (HEYTEA ,2021) The company has also established its own "Xiecha Lab Store" and "Naixue Dream Factory Global Product R&D Center", and has continued to expand globally to expand its territory. As of December 31, 2020, in 61 cities around the world, HEYTEA has 695 stores, 304 new stores opened in 2020 alone; (EoInsight,2021) and the Internet popular tea drink "Honey Snow Ice City", which focuses on high cost performance, the number of offline stores even reached more than 20,000. (Ai Media Consulting, 2022)

1.1.2 Social marketing has become the foothold and enabler of Internet popular tea brands in the new consumer era

Consumption personalization, socialization of goods, lazy house economy, and boutique e-commerce. this business ecology belonging to the new generation of consumers marked the advent of China's "new consumption era". The new

consumption is to see the consumer as the center, to cater to the needs of consumers for the purpose of reshaping the relationship between consumers and brands, to complete the overall business model of the whole element upgrade. Internet popular tea brands in the new consumption era follow the following evolutionary path: new consumption triggers new demand - consumer demand is expected to show personalized, customized requirements, while socialization, scenario-based demand gradually become a consumer trend, as well as " The new demand meets new people - the Z-generation people New demand to meet the new crowd - Z-generation people are increasingly concerned about their needs to be respected, the realization of self-worth; new crowd needs new marketing - Internet popular tea consumption is the main force of the Z generation, the proportion of post-95, post-00 is close to 70%, social media and short video has become the main position, high social activity and spontaneous publicity characteristics are obvious. If brands want to seize the opportunities brought by social media, they must comprehensively understand the communication mechanism and mode of various social media, and gain insight into users' behavioral habits and emotional needs; new marketing activates new brands - for the Z generation, the rise of new consumer brands is as strong as ever. Such as the snack session of Liangpin store, meal replacement session of Wang full, tea session of HEYTEA are emerging consumer brands along with the above consumer logic.

2020 is the first 5 years since the booming start of the Internet popular tea market in 2015. As 5 years, Internet popular tea brands have repositioned the domestic ready-made tea market, and are definitely a benchmark in China's tea industry and even the entire epidemic in terms of brand culture shaping, industry trends, consumer behavior preferences, and marketing communications. New consumer field benchmark existence. It is worth mentioning that social marketing has taken the lead and become the marketing focus of Internet popular tea brands in the future new consumption era. At the time of the epidemic, #I really want to drink milk tea #, the reading of this popular topic reached nearly 100 million times. Since the resumption of work, # fall the first cup of milk tea #, the reading of this topic is up to 3 billion. Internet popular tea drink demand high temperature, into the resumption of work since the resumption of production of the most anticipated goods for

consumers. For example, the short video in the shake fire and opened more than two thousand franchisees answer tea, daily queues to buy on the HEYTEA, the value of the Naixue chased by thousands of girls tea, is out of Hunan Sexytea, the streets and alleys of "you love me I love you, honey snow ice city sweet honey" melody incessantly in everyone's circle of friends, more or less, there are traces of them, microblogging, shake on the Internet popular tea drink-related topics can always cause widespread concern and discussion.

There is always the dregs of the red sea. "Internet popular pop" behind the low threshold, more and more mixed, homogenization of the industry status quo, coupled with the low brand loyalty of tea consumers, love to taste, chase hot spots, conversion costs are almost zero, resulting in a series of chain reactions such as disconnected tea brands and consumer relationships, reduced stickiness . In the new consumer era, Internet popular tea beverage how to layout social marketing in the brand voice communication, enhance interaction with consumers, influence consumer willingness to buy, establish a benign interaction mechanism to stand firm in a crowd of novelty show, the above issues require in-depth consideration.

Therefore, in such a special and nodal year as 2021, it is important to deeply grasp the theory and practice of social marketing, gain insight into the consumption characteristics and preferences of consumers in the new consumer era, and dig deeper into the highlights of social marketing of successful Internet popular tea brands, which will help other tea brands to form an objective and clear market perception and consumer outlook on the current development of the Internet popular new Chinese tea market.

1.2 Current Situation Analysis

1.2.1 The concept of Internet popular tea drink brand

To define whether a brand is an "Internet popular brand", there is no unified and accurate standard in the academic world, and the industry is still observing and exploring these "overnight success" brand marketing methods, but there is no lack of researchers on the "Internet popular brand the concept of "Internet popular brand" is

unique. In the book *Behind Internet popular brands*, (Chen Yafeng, 2019) defines Internet popular brands as brands that rely on the rapid fire of the Internet, and also divides them into two categories according to the psychological needs of consumers, namely consumerist Internet popular brands and hedonistic Internet popular brands, providing In the book, Internet popular brands are defined as brands that are rapidly exploding on the Internet. The magazine "International Public Relations" about the marketing strategy and prospect of Internet popular brands also mentions that Internet popular brands must have their own online positions and target audience in order to retransmit emotional interactions with their fans. The positive image of the Internet popular brand and the correct guidance of the Internet users' values determine the longevity of the Internet popular brand. There are two main levels to evaluate the effectiveness of Internet popular brand marketing. The first is at the pure content level, where good articles bring huge reactions, comments, and exposure; the second is the realization. In order to maximize the commercial effect, companies must embed personalized information according to the characteristics of Internet self-media and certain commercial scenarios, frame the goods to be implanted through the characteristics and scenarios, and form a psychological awakening shopping process for fans. (Liang Xinmeng, 2021)

The term "Internet popular tea brands" originated from the Internet and initially referred to Internet popular tea stores that were very different from traditional offline brick-and-mortar tea stores, but later, as online marketing activities Later, with the increase in online marketing activities, it has now become a generic term for fashionable tea brands targeting the youth market. Regarding the definition of the term "Internet popular tea beverage brand", there are various names and names in the academia and the industry, and it has been found that most of them are called "Internet popular tea beverage". "New Chinese tea drink" as a term to justify itself. A search of major databases in China found that the content of literature using the term "Internet popular" is more than that of "new Chinese style", both in terms of the tea drink itself and at the brand level. In addition, the term "new style" or "new Chinese style" mainly originates from the industry network and is commonly found in the survey reports of various consulting organizations, as to whether "new" is relative to

the traditional model or Neither the industry nor the academia has formed a clear and authoritative statement as to whether the term "new" is relative to the traditional model or the time process dimension. Therefore, in line with the principles of wording rigor and academic standardization, this study uses the term "Internet popular tea beverage brand" to define it.

In terms of the specific connotation, the academic community also lacks relevant definitions, and most studies focus on the case study of a particular brand, with little theoretical academic care.

Table 1-1 Summary of the types and numbers of nouns defined in major domestic databases.

Noun Definition Type	Number of documents on China Knowledge	Number of VipInfo documents	Number of documents in Wanfang Data	Number of superstar journal literature
Internet popular tea	196	87	119	106
Internet popular tea brands brands	33	14	25	51
New Chinese Tea	123	18	20	80
New Chinese tea brands	19	3	9	20

Based on this, the definition of "Internet popular tea beverage brand" in this paper mainly refers to Zhou Yanfeng's new statement of "Internet popular can be abstract everything", namely "Internet popular tea beverage brand" refers to the social network in the era of consumer upgrading, based on its own flow and "powder" qualities, catering to the "Generation Z "fun, interesting consumer demand, and their interaction and synergy to create a high-visibility, high-impact tea beverage brand, its Internet popular effect condensed brand positioning and tea product features, is the "brand + product + consumer" personalized custom tea drinks. Compared with ordinary tea drinks, "Internet popular tea drinks" is mainly "red" in the new products, new flavors, new processes, new forms of presentation and new social attributes given to the five major areas of upgrading innovation.

1.2.2 The rise and development of Internet popular tea beverage brands

Since Internet popular tea brands are a new industry that has emerged only in recent years, when talking about its rise and development, we have to pay attention to the innovation path of the whole tea industry on the "tea concept". Collating relevant information, most researchers have divided the evolution of tea drinking into three eras.

The milk tea brand "a little bit" in Taiwan, China, first opened a store in Shanghai in 2011, with high cost performance and novel store design, and demand exceeded supply. Different from the ancient powder milk tea, although the business model, brand store design, milk tea recipe preparation and other refreshing at that time, but is not really the "Internet popular tea drink", until the emergence of HEYTEA in 2012, is the full sense of the knocking of the "Internet popular tea drink "The door of the brand. HEYTEA took the lead in fusing cheese, milk cap and tea, becoming the first creator of cheese ready brewed tea. It also harvested the majority of young consumers, and quickly expanded to the country, becoming a well-deserved "Internet popular brand". Following Xicha, a large number of Internet popular tea brands have entered the market, the tea industry in China's food and beverage market first appeared.

Since 2015, the continuous expansion of the scale of the tea market and investment financing to follow up, a variety of Internet popular tea brands are springing up, at this time is the "Internet popular tea brands 1.0 era". The Internet popular tea market has expanded in all aspects, and the industry structure and scale has been further expanded, followed by the fierce in 2020, the epidemic caused a huge impact on tea, and "recovery" became a common issue for tea brands and even the entire catering industry. The Internet popular tea category, which is the first to revive under the heavy pressure of the epidemic, is wrapped in a more brutal reshuffle of consumer enthusiasm, with both opportunities and challenges. This stage can be called "Internet popular tea beverage brand 2.0 era". Internet popular tea beverage market overall pattern is basically formed, tea beverage consumption tends to normalize. According to the development stage of the overall evolution of the tea beverage market, the author also drew out the development stage of the Internet

popular tea beverage brand.

The continued explosion and growth of Internet popular tea drinks has undoubtedly led to increased competition, and the original industry pattern has been subverted or even rebuilt. The huge potential of Internet popular tea drinks has also fueled the continued pursuit of capital forces.

The power of consumer grading and the lower market is strong, and people's pursuit of new things and new consumption is unabated. In the future, when the Internet popular tea market scale has further expanded, coupled with the influx of new consumer groups and the development of overseas frontier markets, the Internet popular tea industry is bound to move towards a trillion-dollar consumption field.

1.2.3 Overview of the main brands of Internet popular tea drinks

This paper takes "Internet popular tea brands" as the research object, based on the list of "Top 10 Tea Brands 2022" published by China Food and Beverage Marketing Power Summit, the first authoritative summit on food and beverage brand selection in China, (Red Meals.com.2022) and with reference to interviews and my own experience, we selected the following five mainstream Internet popular brands as the research sample: HEYTEA, Naixue's Tea, LELECHA, Sexytea, and word of mouth rating. The following five mainstream Internet popular brands were selected as research samples based on their market share, business model, price gradient, public awareness, and word-of-mouth rating: HEYTEA, Nai Xue's Tea, Le Le Cha, Cha Yan Yue Xue, and Honey Snow Ice City. Details of the brands are as follows.

(1) HEYTEA

In 2012, HEYTEA came from Guangdong lane, the original name was ROYALTEA, because of the copycat brand imitation, then upgraded and changed its name to HEYTEA, the current business model is all directly operated, do not accept any form of franchise, including the tea brand "HEYTEA" and The bakery brand "HEYTEA Hot Wheat", and in 2020, the sub-brands "HEYTEA" and "HEYBOTTLE" will be incubated from the potential of the HEYTEA brand. HEYTEA stores are located in the core shopping centers of first- and second-tier cities, the store standard is a modern minimalist style consisting of black, white and gray colors, and the later expansion

stores are divided into "black and gold stores", "LAB stores", "DP stores" and "pink theme stores" according to the theme design. "Pink Theme Store" and so on. As of December 31, 2020, HEYTEA has a global presence in 61 cities, with a total of 695 stores.

HEYTEA is the original domestic cheese ready brewed tea, adhering to the high quality requirements for tea drinks. The team has been focusing on industry research, adhering to an independent production and development model, and has established a research lab in Shenzhen to focus on tea drink product design conception, recipe development and sample production. The price point is mainly focused on 20-35 yuan.

Brand tenet: with a cup of hi tea, inspire an inspiration. Five key words: COOL cool, INSPIRATION inspiration, Zen Zen, DESIGN design. Brand image: the brand logo is a cute little boy next door with a cup in his hand, tilting his head to drink tea in a big way, favoring black and white lines caricature sense, quite a Nordic cold minimalist and elegant style, contrast presents the interest of drinking tea. Its products mainly have the following four categories:

Table 1-3 the main categories of HEYTEA products

From: HEYTEA products WWW. heytea.com

Original Cheese Tea Series	The "whimsical" fusion of salty cheese and natural tea aroma is the original of HEYTEA and is highly respected by consumers.
Light Cheese Tea Series	On the basis of the original cheese tea, HEYTEA will be imported from New Zealand cheese and fresh milk carefully proportioned to develop a light cheese tea series, the taste is more light and delicate, light burden, to give tea drinkers a more refreshing mowing taking into account the delicious choice.
Fresh Tea and Fruit Series	The launch of the sweet and full fresh tea and fruit series aims to allow customers to enjoy the wonderful taste produced by fruit and good tea. Selected high-quality tea leaves are used as the tea base, warmed and neutralized by natural sugar, interpreting a refreshing and rich effect, a choice to beat the summer heat.

Seasonal fruit limited series	In order to present the fresh flavor of the season, HEYTEA launches a limited series of seasonal fruits. Made of seasonal fresh fruits, no fruit juice or jam is added and will be removed from the shelves when out of season. The "Cheese Berry", "Cheese Mango", "Cheese Honeydew" and "Cheese Berry" have been launched and are very popular among consumers.
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Not only bringing high quality drinks to customers, HEYTEA is also committed to exploring more possibilities about tea drinking, adhering to the spirit of original culture, encouraging artistic innovation and turning tea drinking into a fashion and a lifestyle. By integrating the spirit of traditional Chinese tea drinking enterprise culture and incorporating important components such as "Zen" "minimalism" and "beauty" into the store space design, we create a colorful space design with a quality dimension, providing customers with an immersive multi-angle sensory experience and changing the aesthetic approach of modern tea drinking consumption behavior, making tea drinking cooler and more unusual.

(2) Naixue's Tea

Naixue's Tea was born in 2015 in Guangdong Province, focusing on "tea + soft buns", adhering to the concept of "a cup of good tea, a bite of soft buns". The brand name "Naixue's Tea" comes from the founder Peng Xin's screen name - "Naixue", and this name is easy for consumers to associate with a beautiful little girl making tea under the slowly falling snowflakes. This name is easy for consumers to associate with a beautiful little girl making tea under the slowly falling snowflakes, thus conveying to consumers the concept of beautiful and quiet quality.

At the end of 2017, Naixue's Tea began to expand its territory nationwide. By the end of December 2020, Naixue's Tea stores have touched more than 70 cities with more than 500 directly operated stores. Most of these stores are located in city centers, giving consumers ample space to communicate and gather, and giving more community attributes to shopping malls.

Not confined to a single tea drink, the first "tea + soft European bread", by bundling into complementary goods, to seize the customer's mind, after drinking tea by taking away the bread, to achieve the effect of $1 + 1 > 2$, the reality of the

consumption scene, such collocation greatly increased the customer unit price, customer single consumption to achieve 40-50 Yuan. In terms of tea, the choice of fresh fruit with high-quality tea soup, or fruit tea with milk cover and so on to form a popular star series of products; European bread more emphasis on health, low sugar, low oil, low salt, and absolutely will not be sold the next day to ensure the best taste. In addition, the exclusive "Nespresso Cup" for women, the overall use of frosted materials to fit the slim and easy to grip feel of girls, small cup stopper is also subdivided into girls as a love plug, boys as a small sun pattern, to enrich the customer's consumption experience.

Table1-4 Naixue's Tea main product categories

From : Naixue's Tea.About <https://www.naixue.com>.

Finding Good Tea	Naixue's Tea has launched different product series, including dominant fresh fruit tea, cheese milk cover tea, freshly brewed tea, cold brew tea, freshly brewed high-end tea, etc. The price point is from 10-30 RMB. Tea leaves are selected from all over the world, including fresh oolong and honey oolong from the Alishan region of Taiwan, rose oolong from Germany, West Lake Longjing from Hangzhou, and other categories such as Lan black tea, Japanese sencha, and hand-picked tea from Darjeeling, India and Malaysia. In addition, new products will be launched every month using seasonal fruits for a limited period, and the corresponding products will be taken off the market when the fruits are out of season.
Innovation of "Soft Euro Bun"	Naixue's Tea has innovated and registered the "soft bread". Unlike Japanese bread, soft bread is characterized by low oil, low sugar and low salt, and after a long fermentation period, the bread is fully cooked and emits natural wheat flavor, and then nuts, dried fruits and various kinds of grains are added to make it chewy in hardness; unlike European bread, the addition of cheese makes the bread softer and enriches the taste at the same time. 100 kinds of flavors rotate monthly, and the price range is from a few dollars to more than 20 dollars.

Tea Gift Box	Naixin will focus on the development of new retail. Naixue's Tea will collect the best tea from all over the world, select each good tea leaf for combination, match with innovative tea cups, and also design exquisite outer packaging according to different holiday styles to make tea gift boxes. In order to provide consumers with more diverse forms of access to good tea and create a different consumer experience.
Cakes	Naixue's Tea cake is made with New Zealand natural cream, which is sweet but not greasy and not muddy.

(3) LELECHA

LELECHA, founded in 2016 in Shanghai, the main "tea + European bag" model, involving cakes, baking, drinks, snacks and other fields, tea prices are concentrated in 20-30 Yuan, the use of direct chain operation, innovative production of dirty bag burst in the network, leading the industry trend.

Table1-5LELECHAMain product categories

From: About LELECHA. <https://www.lelecha.com>

Seasonal Strawberry Tea	LELECHA's strawberry season is served direct from the farm with a variety of fresh fruit or yogurt, layered with imported New Zealand cheese.
dirty bun	LELECHA original dirty bag, especially hand-fried black sugar dirty bag for the phenomenal explosion, only the formation of a unique tiger pattern hanging wall for an excellent cup of black sugar dirty tea.
Tea Research Institute	The tea is selected from the famous tea origin and is freshly brewed every day, with different roasting levels to extract different tea aromas, paired with imported cheese, the fragrance is quiet and warm and mellow.
Cheese Fresh Fruit Tea	Farm-direct fresh fruit is beaten into a fine smoothie with freshly brewed tea broth and layered with thick imported New Zealand cheese.
Popcorn Fresh Fruit Tea	A refreshing fresh fruit with a sweet, freshly brewed tea broth, a meta choice.
Super Thick Taro Tea	Winter warming hand-made, choose Li Pu taro steamed dense texture, washed in thick buttermilk, optional taro dumplings, blood glutinous rice with different combinations.

Insist on making "fine tea with soul", conveying the core concept of the soul of

Chinese tea culture with happiness, orientalism, craftsmanship and art, and devoting to the high-tech and rejuvenation of Chinese tea culture, and exploring more possibilities of tea drinking culture; moreover, with the original taste of Chinese tea culture, and with the national emotion of promoting the oriental spirit of tea culture as the original heart, refreshing the understanding of traditional Chinese tea drinking culture, becoming a cultural landmark in Shanghai, China, and making the taste of Lele tea become a fashionable IP in Shanghai.

4) Sexytea

Sexytea was founded in 2015, the original Chinese style tea brand in Changsha, a unique "new Chinese fresh tea" original tea design, and then extended sub-brand "Zhihu tea also", the main line of its product sales is tea and independent research and development of cultural and creative peripherals. In 2020, more than 200 directly-managed chain stores have been opened, achieving the goal of full coverage in Changsha, and later opening stores in Wuhan and Changde. The price point is in the range of 10-20 Yuan.

The brand logo is the fan icon of Cui Yingying in *The West Wing*, the green tea as "coon green", the black tea as "red face", and a series of toppings of chopped nuts and chocolate as "cardamom". Tea drink appearance packaging, peripheral creations (umbrellas, key chains, canvas bags) also exude a strong ancient style temperament. Now not only loved by Changsha locals, but also become a must-see "famous spot" for foreign tourists, and the brand influence spreads across the country.

At a time when the enthusiasm of the consumer group for traditional milk tea was declining sharply, Sexytea also emerged during this period and became a pioneer in the production of fresh tea drinks in China. A number of products such as "Sound Oolong, Slim Macaroon, Fengqi Green Gui" and so on. Each drink is divided into three layers, from the top to the bottom layer are different flavors of raw materials, the second layer mainly uses New Zealand light cream, while the third layer is the most Chinese characteristics of black tea base. In the case of the "Yulan Latte", for example, a layer of chopped pistachio nuts is sprinkled on top of the lid of the fragrant milk, and a plastic straw is used to pick the cream + chopped nuts before drinking the tea to experience the double fragrance between the lips and teeth. Then mix the rest of

the cream and black tea together, and then slowly taste, the milk, black tea flavor, nut flavor intertwined, creating a supreme taste buds feeling.

Table 1-6 Main categories of Sexytea products

From : Sexytea .<https://www.sexytea2013.com>.

Foam bubble series	<p>The frothy series is very popular and very friendly for those who like milk flavor: Teenage, Smoky, Ceylon, and Zingzhi Paper Ying all belong to this series. The price of 17 yuan for the youth, the high mountain jasmine tea with Nestle pure milk now extract, sucking when there is Q pop tea jelly: smoke flowers easy cold price of 16 yuan, the fragrance of Wuyi rock tea crisp, Nestle milk taste rich and then with the tea jelly and have a taste: the bottom of the Ceylon face Ceylon is Ceylon black tea, black tea makes the whole drink taste more aromatic; zhengzheng paper warbler is the choice of high mountain oolong tea.</p>
Pure Tea Series	<p>Pure tea series allows consumers to taste more pure tea flavor: floating clouds sunken incense, priced at 12 yuan, the value of the face is Kor, a light rose fragrance lingering around the nose, after the fragrance past the aftertaste of tea: Buddha said, priced at 13 yuan, this drink has no added sugar, belongs to the sugar-free extract tea, with a strong taste of tea, honey fragrance dull, with sweetness; osmanthus get, priced at 10 yuan, the choice is osmanthus oolong tea, with elegant osmanthus fragrance, lightly floating in the nose; sound oolong, priced at 13 yuan, will be peach and oolong tea with the peach fragrance is hidden, can feel the aroma in the mouth.</p>
Cream Series	<p>The cream series also belongs to the super popular series: Three Seasons Worm, Phantom Latte, Human Smoke and Fire, and Apple Macaroon. These drinks are topped with cream, light in aroma, dense and sweet in taste. Three seasons of insects priced at 18 yuan, choose Fujian high mountain black tea and New Zealand Anjia light cream, in the cream top sprinkled with fragrant and crispy jacaranda, filled with floral flavor and honey fragrance, taste leisurely and endless aftertaste; smoke and fire, priced at 18 yuan, Wuyi Mountain's robe + cream and pistachio, tea flavor prominent, with a light human smoke and fire gas.</p>

(5) MIXUE Ice City

Zhengzhou local tea beverage brand, with fresh ice cream and tea as the main focus, is committed to creating a new chain form, deep plowing the sinking market. High quality, low price, fresh and delicious in one, the main milk tea, fruit tea, ice cream and other products, the launch of chilled fresh lemonade, crispy mocha ice cream, shake the hole milkshake and some other explosive products. As the largest number of stores in the domestic chain tea brand, has exceeded 10,000, joined stores throughout 31 provinces 343 cities. The price is concentrated in 4-6 Yuan, where "3 Yuan ice cream, 4 Yuan lemonade, 6 Yuan milk tea" strategy of word of mouth, in recent years due to the influence of high-end tea, the price has been adjusted upward, but all in about 10 Yuan.

"You love me I love you, MIXUE Ice City sweet honey" is the brand slogan, which has become the most out-of-the-loop brainwashing song in 2021. At present, we are expanding in the way of chain franchising, with franchise fees and material fees as the main source of income. The product is a low-end hookah drink, focusing on the development of the sinking market in third- and fourth-tier cities, often opened in urban villages, university towns and small towns and other areas. College students are its main consumers.

1.3 Feasibility Analysis

1.3.1 Self-media matrix building, resonating with consumers

Social marketing touch points are starting to penetrate into the various processes of consumer decision making. From the Internet popular tea brand information acquisition channels, social media and short videos are becoming the main positions for brands to reach consumers by virtue of the superiority of ultra-high traffic and diverse content. Social touch points have always been a must, and social media is the main window for consumers to know the brand.

From the detailed results of the research, the short video category has jumped to the primary channel for consumers to contact and be informed of Internet popular tea brands (57.36%); WeChat, microblogging also maintain a stable play, respectively,

with a share of 57.06%, 52.15% in the Internet popular tea information reach is comparable; in addition, the strength of vertical class platforms such as Xiaohongshu, B station, etc. is also gradually showing its power. Little red book, B station and other vertical class platform strength should not be underestimated, in the fierce competition to seize the attention of the user resources gradually show power.

1.3.2 Microblogging: grasping communication nodes and relationship construction

As a national social application platform, Weibo has long been the preferred platform for brand owners to build their brands in consumers' minds through marketing topics and social games. With the rise of new consumer tea brands, Weibo has gradually started to be favored by all kinds of Internet popular new consumer brands, becoming a must for social marketing. Microblog is one of the most preferred media for Generation Z users, with 521 million monthly users, who will record their moods, publish their views, share their lives, follow stars, plant grass, call for idols, follow V live, communicate with blue V in the comment section, and catch up on dramas together. This kind of intimate interaction is also a way to strengthen the connection between brands and users, which is a unique ecology of Weibo.

Table 1-7 Internet popular tea beverage brand Weibo account operation statistics

Account name	Frequency	Fans	Retweets	Comments	Praised
HEYTEA	4695	1177K	1561K	1563K	2122K
Naixue's Tea	3313	1156K	771K	589K	582K
LELECHA	2783	448K	491K	175K	187K
Sexytea	2688	313K	222K	459K	196K
MIXUE Ice City	5759	1023K	328K	299K	1472K

The author separately summarized the statistics of the number of posts, followers and retweets of the official accounts of Heytea, Naixue's Tea, Lelecha, Sexytea and Mixue Ice City on Weibo, and visually compared the social operation status and fan interaction relationship of Internet popular tea brands on the Weibo platform. From their official content dissemination themes, they are roughly divided

into three directions, such as original content release, topic self-build and participation, and retweeting cooperation.

1) Original microblogs to stimulate user interest. Original content is mainly manifested in the official announcement of newly listed tea products and newly opened stores, supplemented by creative posters with a great sense of design, highly communicative copy, simple aesthetic store photos and other content, which understands the aesthetics and tastes of users in the microblogging field, and the fashionable and personalized content firmly captures the attention of microblogging users, stimulating the interest of tea consumers and potential consumers and leading them to pay attention to, for example, HEYTEA in For example, HEYTEA once joined hands with @SoWhat to take a set of fashionable and pioneering premium photos when its Internet popular product "Succulent Grape" was launched, which broke the visual monotony of the previous new product launch, and this premium operation instantly triggered a buzz and drove comments to retweet.

In addition, forwarding attention, the content of the event lottery has also become a regular operation of Internet popular tea beverage brands. Especially in the Tanabata, Mid-Autumn Festival, Valentine's Day and other hot marketing nodes to carry out free drinks, discount promotions to guide fans to buy conversion, spoil the exclusive benefits of the powder. Tea beverage microblogging official through the brand activities to attract users, increase the powder while expanding the amount of retweets. Collection summary of Naixue's Tea 2020 in several popular brand promotion activities (Table 1-8), intuitively see the same in the opening of new stores, new product launches, brand crossover, attention and turn comment praise send coupons, send gifts and other play mostly.

2) Topic self-built and leveraging the trend to play the social entertainment field. As the largest social opinion field in China, whether it is an epidemic outbreak, discussions at the two sessions of the National People's Congress, or even the Spring Festival Gala, Weibo is the first platform for first-hand news of hot topics in China's domestic society, aggregation and detonation. At the same time, it is also the source and fermentation site of entertainment hot topics, and popular topics are usually triggered by microblogging fission. The Internet popular tea brands that often reside

in the hot search are very good at pinpointing hot topics on Weibo, and HEYTEA's official microblogging site has openly provoked fans by launching the interactive topic #HEYTEA Night Tease on Weibo, with interesting pictures, and actually solicited HEYTEA's advertising slogan online to netizens late at night, which naturally triggered the "army of late night people" to turn in their work with passion (picture). This naturally triggered the passionate submission of the "late night army" (Figure 1-7). #The topic of #HEYTEA Night Tease itself has an extremely distinctive time scene, which deeply fits the current resting habits of young people. This kind of "late-night conversation" establishes an emotional connection with night owls and deeply reaches the core user group. Looking at the topic discussion content is mostly casual conversation, "how many meters away from your nearest HEYTEA", "what goes best with HEYTEA", "what tea do you drink when it snows". The two-way interactivity helps the brand to provide timely feedback on consumer needs, more accurately grasp the needs of the target audience, and subconsciously convey the brand image.

(3) Big V forwarding cooperation to increase exposure. On microblogging, bloggers or V with a certain fan base, editing and publishing content related to the tea beverage brand, mainly including new product reviews unboxing report, where the store's consumption experience, or simply break out a set of brand-related life photos and other forms, get the tea beverage brand forwarding, like the content of the microblog. At the same time, there are often some food class V, through the release of Internet popular tea drink order strategy and recommended flavors and other content, in its original fan base invisible expansion of brand awareness, the use of network opinion leaders to reach the hearts and minds of consumers.

1.3.3 WeChat: Multi-level marketing radiation and aggregation

As a social communication tool, WeChat's restrained and easy-to-use design established the initial Internet effect, providing a public platform, content publishing and other functions. Based on instant messaging, WeChat has built friend circles, public numbers and video numbers to enrich the social scene of users. Compared to the "weak relationship" field of microblogging, WeChat has moved the "strong connection" of daily life (friends and family) to the Internet, and the communication

of WeChat is not only a media but also a basic communication platform and expression channel to realize the content and dynamic sharing between users and their friends. WeChat's communication is both a media and a basic communication platform and expression channel, enabling content and dynamic sharing between users and friends. Interpersonal communication as the main communication mode of WeChat, both mass communication and group communication, Internet popular tea brands use WeChat social circle of word-of-mouth communication, crowd communication and other ways to achieve social marketing goals.

(1) Word-of-mouth communication to achieve information fission. The highly virtual nature of the Internet social space has put a veil of secrecy over all information content, and the inequality of brand marketing information dissemination makes users habitually have a questioning mindset, "Nowadays, most people live in an environment of lack of integrity, people are more distrustful of advertising, and even always hostile to individuals who seem to have clear psychological motives. Even though they are doing nothing more than selling themselves." People are more likely to trust the words of those around them than the words of brands and organizations. The composition of WeChat users is based on real friends in a strong relationship chain, and this source of users contributes to the private and backstage real-name nature of WeChat's communication content. IWOM among friends is both a key reference for consumer decision making and behavior, and an effective means for a company or brand to attract and maintain customer relationships. A key path for social marketing is to promote word-of-mouth communication with consumers as the central node, making each consumer a brand advocate and loyal follower.

The first scenario of WeChat social marketing lies among WeChat friends. Especially when consumers are not familiar with a certain product, they tend to consult with their WeChat friends for advice, and compare and measure in their friends' sharing and feedback, so as to help them make the right purchase decision. For example, the "hot spots" function in WeChat public and video numbers allows users to browse videos and articles that have been liked by their friends in "Take a look".

The second scene of WeChat social marketing lies in the WeChat circle of

friends, driven by social demand, consumers tend to publish their own feelings and experiences about the use of the product or service after shopping, as a ritualized summary of the entire shopping process. In particular, Internet popular tea consumption of a series of photo card, sharing and interaction, contains a strong potential for word-of-mouth communication, and through the "likes" "comments" "forwarding " and a series of social functions vividly interpreted, bringing viral spread effect. (Chris Brogan, Julien Smith, 2020)

(2) The formation of precision marketing by the formation of audience communication. "Crowded communication refers to the selection of different information delivery subjects, using different ways, for different objects, to spread different messages." WeChat public number is a typical niche communication scenario, according to the audience's independent subscription to push the information content based on their interests, for example, based on the user's current location information, Internet popular tea brands will push the nearby store address and activities, incentives and so on. Looking at the five Internet popular tea brands' WeChat public numbers, all set up differentiated and personalized products and services in the custom menu bar to meet consumers' personal and specific demands. Among them, the most thoughtful and heartfelt is Sexytea's WeChat

In other Internet popular tea brands will be the public number as an "official" communication tool, Sexytea is the public number as a personal circle of friends to take care of, the brand emotional quotient of the high and low. humor, slightly flirtatious style of writing, and young people to communicate and share, and their persona are very grounded. In the public cartoon character, the founder of the company Lv Liang is a daily shuttle to and from the electric car, but always let the customers misunderstand is the store door of the motorcycle master, down jacket torn hole with tape, continue to wear the annual meeting of the "non-dominant president". The designers are called "chicken 1, 2, 3", and the operation partners are fishermen. The various characters in the public number seem to be part of our tired life, not cool but flesh and blood. The content and layout of each article maintain a strong Chinese style brand tone, and the overall style is pleasing to the eye. There are always endless chatter, endless jokes, and long articles in the comment section

to "show love". The creation of a real persona of the public number injects the soul of the brand, eliminates the distance between consumers, and makes people feel the sincerity and temperature of the brand while laughing.

1.3.4 Short video platform: expanding brand voice and influence

With hundreds of millions of daily activities, one hour of usage per capita, and the fission-type communication ability of second-created content, ShakeYin and Racer short videos have become the main battlefield for brand promotion and publicity. 5G has come, and the short video track continues to accelerate at the wind, so more brands are shifting their marketing focus to it. Compared to graphic, short video platform is more intuitive three-dimensional a to C carrier, through the beautiful picture, real voice, more than just text, graphic content has the role of endorsement, short video has the advantage of more emotional attributes.

"I brush shake more, a lot of food, play are seen on the shake, there will be some store visits, reviews and what not, every time I see it is very heartwarming, I will collect down to go with friends." (Wang students,2020)

"Look at the shake all the time to push you relevant! Especially the food and drink, simply can not resist the wow." (Ye students) Internet popular tea brand comes with the "Internet popular gene" no doubt become a short video natural traffic code. Here we have to mention the summer phenomenon - MIXUE Ice City's theme song. For a while, MIXUE Ice City seems to live in the ShakeYin hot list. When you search for the keyword "MIXUE Ice City", dozens of related topics pop up, such as #MIXUE Ice City social death scene, #MIXUE Ice City theme song, #MIXUE Ice City couple's certificate, etc. The play volume of a single topic is as high as 8 billion +, and the cumulative play is also The cumulative play has reached tens of billions. I combed through the path of MIXUE Ice City's rise on ShakeYin and found that it also followed the path of "making stems - exploding stems - picking up stems - triggering trends - flow detonation".

1.4 Research Objectives

To study social marketing strategy of internet popular tea brands focus on Sexytea the detail as follow:

1.4.1 Theoretical Objectives

1) The interaction between tea beverage brands and consumption provides a new perspective for the study of Internet popular. "Internet popular" is a new economic phenomenon arising from the popularity of the Internet and the popularity of social media, and the current research on the concept of "Internet popular" is more focused on The current academic research on the concept of "Internet popular" is more focused on the perspective of "people" and often revolves around "Internet celebrities". Relatively little attention has been paid to the development history of "Internet popular" for emerging brands, and it often lags behind the development trend of the industry. Therefore, by putting tea brands under the perspective of "Internet popular", while not forgetting to inject the "human" factor in the consumption chain, this paper can broaden the overall thinking of academics and industry insiders on Internet popular.

Due to the continuous changes in the consumer demand side, the main force of tea drinking "Generation Z" demand for health, emotion, social exuberance, while new technology-driven payment methods, channels, terminals and other continuous iterative innovation, forcing the brand marketing side to conceive new ways to play, whether it is traffic grass or live with goods, good goods and good content become the basic threshold, tea drinking The experience and service behind the brand has become a strong engine to drive the tea consumption decision and purchase. In the context of social marketing, the two-way interaction between tea brands and consumption will be further deepened.

2) Optimization of social marketing with consumer-related theories. At present, some research on social marketing is still relatively backward in the theoretical world, in stark contrast to its rapidly developing reality, and the number of core publications on the analysis of marketing and marketing strategies in the context of social media is small. further improvement is needed.

Both at home and abroad, scholars are actively exploring and researching social media, the trend of combining social marketing for brands, etc. However, due to the changing social media environment, consumer needs and behaviors are also changing,

forcing brands to constantly upgrade new ways to play, cater to new people and meet new needs. Therefore, this paper will focus on the perspective of consumers (ToC side), collate and filter out consumer demand, consumer purchase decision and other related theories based on the dual perspective of marketing and communication, systematically analyze the analysis of social media for Internet popular tea beverage brand (ToB side) marketing strategy, and bring thoughts for social marketing theory and framework research.

3) Exploring the social marketing methodology for Internet popular tea brands. Social marketing is a broad field of vision, involving communication, marketing, psychology, sociology and other disciplines, is a "garden of cross trails". Today, in the blossoming brand marketing environment, Internet popular tea brands need social marketing is largely due to the desire to allow target consumers to generate a social sharing and emotional satisfaction of the brand experience, and then gain recognition, induce word-of-mouth diffusion, and drive the benign operation of the brand. In this paper, from the perspective of social marketing, we take consumers' needs and behaviors as the entry point, and the relationship between brands and consumers as the focus point, study the current situation of social marketing of Internet popular tea brands and how to establish emotional relationship with consumers in the existing strategy, build the social marketing strategy model of Internet popular tea brands, and deconstruct the brand social marketing from various The social marketing strategy model of the Internet popular tea brand is constructed, and the social marketing of the brand is deconstructed from various perspectives, and consumers are integrated into the social marketing of the brand, so that they can act as powerful participants in the construction and shaping of the brand, and the field of social marketing of the brand is broadened.

1.4.2 Realistic Goals

1) Under the background of establishing standards for the sustainable and healthy development of Internet popular tea brands, tea brands of all shapes and sizes have taken the express train number of "Internet popular economy", and tea consumption was instantly pushed into the limelight. With the support of social

media, a large number of tea brands with different "identity traits" have become explosive, with high traffic, strong exposure, high conversion genes, and then labeled with the "Internet popular brand" which is rich in topics and discussion degree of the exclusive label. However, there is always a sinker in the red sea, while the tea beverage brands are popping up, while the marketing methods, food safety, profit model and other apologies are hanging on the social media hot search again and again, "the faster you drive the harder it is to roll over". The 2020 New Style Tea Beverage White Paper shows that as of the end of November 2020, more than 130,000 tea beverage companies have suspended operations, asset liquidation, license revocation, brand cancellation, accounting for 43% of the national total. (CBNData,2020)Ten eye check data show that the industry has close to 60% of tea beverage companies survive but three years, the survival time within one year of the tea beverage company accounted for 24.4%, the survival time within three years of the tea beverage business accounted for 35.0%. In addition, in the "tea beverage first stock" Naixue's Tea prospectus, "nearly 3 years of revenue of 5.7 billion loss of 138 million" data also broke the industry for tea drinking is the inherent impression of profitable business.

2) Internet popular tea drink as one of the most promising new consumer brands, the homogenization of the market environment makes a lot of tea drink brands suffer from "you sing, I sing". I'm on stage", opportunities and risks coexist. In this paper, we explore the necessity and feasibility of social marketing of Internet popular tea brands, grasp the current situation, propose the optimization of its brand social marketing, and interpret the social marketing strategy from various perspectives, which is of great significance to the social marketing of new consumer brands.

3) Bring inspiration for the promotion of the same type of brand in China. The U.S. brand has long dominated the domestic and international restaurant industry. In April 2019, Starbucks premiered a limited number of global cold cup-shaped tea products in China, which were well received in the country. Although the Internet popular tea market has received much attention in recent years, it is far from touching the ceiling of the industry, and the penetration rate of leading tea brands compared

to Starbucks at all levels of the market is still low, with huge potential market space. The move of the coffee giant into the tea market, further catalyzing the reshuffling of the tea market and even a whole beverage industry, China's tea brands urgently need to be among this international ranks.

China has a long history of tea culture and tea-drinking habits, the traditional tea ceremony full of ritual has discouraged this generation of busy young people, and Internet popular tea has contributed a new growth point for this industry, in line with the current consumption concept of "fine health"; at the same time, tea is a culture in itself. Confidence, is the heritage and innovation of the long-standing tea culture, in line with the people's "national trend of originality" consumption trend. By connecting different consumption scenes, the collision with modern young people has produced a magical effect, and thus seized the huge opportunity to build a global brand through reverse export.

Section 2

Marketing Plan

2.1 Segmentation Target and Positioning

2.1.1 Segmenting, Find market opportunities.

Each consumer is an independent individual, with different characteristics in terms of consumer desire, purchasing behavior and purchasing habits, and these different demands form consumer demand. These different demands form the consumer needs, and enterprises through market research to subdivide these consumer needs and then according to their own strengths to provide targeted product process. The role of market segmentation is to provide the overall core competitiveness of enterprises, to grasp the characteristics of the target market, to find market opportunities.

Social media has strong interactivity and connectivity, providing a natural traffic entrance for the net red tea brands. In the social marketing process, once fans follow their official accounts, it is the beginning of the relationship between the two. Netflix tea brands need to reach their target consumers and potential consumers on different social media platforms as much as possible, establishing touch points before finding them. At the same time, the scattered social media platforms will be interconnected to achieve resource sharing. When appropriate, expand and adjust the matrix of touch points.

Brand identity system is called an important grip of consumer perception. Visual symbols with specific aesthetic ornamental qualities are often positively related to the degree of consumer perception of brand value, and in the current social marketing environment of "value is justice", more attention is paid to the value of marketing aesthetics. When practicing brand differentiation, the founder of Xi Cha clearly proposed the "skin and mind" methodology: renew the skin and spread the mind. The "skin" is a visible, modern visual symbol, while the "mind" serves as the

cultural value of the brand. Starting from the brand name of Xi Cha, Xi Cha has built up a differentiation barrier in one innovation iteration. From the earliest "Huang" to the current "Xi", "Xi" symbolizes a good meaning in China, which is more convenient for further extension of the brand thereafter. The logo of Xi tea is a small person holding a teapot in the side, to present the feeling of people will drink with their eyes closed to enjoy, look intoxicated, behind the brand differentiation for Xi tea is another "the more the bottom of the more durable" logic. The little man has no gender, no skin color, no shape, only a simple outline, but intriguing, allowing consumers to see themselves drinking tea. The "inspiration" of Xi Cha packaging is concentrated on the tea cup sleeve, each of which contains its own unique theme, and is in line with the current trend, resonating with consumers' perceptions.

2.1.2 Targeting, Connecting to the pan-consumer scene

The market segmentation characteristics are used to determine the market of consumer groups that meet the needs, and one or more of the segmented markets are selected to launch business activities. Social marketing is the process of building relationships between consumers and brands, and communication and interaction are the keyways in which relationships are built. A good brand experience effectively connects the target consumers with other consumers, which further develops the brand value identity. Consumers will be highly engaged in the interaction with the brand, and under the experience-based reach, the emotional satisfaction will be enhanced. Netflix tea brands also need to understand this, and from the brand's scene construction to develop a vision, so that users through their own feelings to discover the true value of the brand, from the feelings to enhance the emotions of the brand.

5G has arrived, and emerging consumer brands are beginning to build online scenarios centered on cell phones. Compared to virtual brand scenes such as Weibo and WeChat, the APP scenes provided to themselves are highly targeted and flexible. But at present, the net red tea beverage brand has not yet established its own official APP terminal scene link and service platform for end consumers, the urgent need to develop the brand's own scene park, with artificial intelligence, cloud computing and

other technologies to improve consumer preferences, frequency, mobile trajectory and other accurate portrait, feed product innovation and research and development.

In terms of offline consumption scene development, RuiXing coffee company on the one hand is committed to digging deep into the consumer's daily consumption needs scene, on the other hand, also focus on serving the general white-collar office workers this crowd of special consumption occasions. After opening a luckin account, you can open a consumption privilege for the company staff by pre-depositing the amount, and the company staff can order coffee and tea through the company account balance system, thus better solving the needs of business negotiations, work receptions, meetings and other occasions, making their workplace work environment more professional.

2.1.3 Positioning, Service optimization solid loyalty

Marketing design for the psychology of potential consumers, to create a certain image or personality characteristics of the product, brand or company in the minds of target consumers, to retain a deep impression and unique position, so as to achieve a competitive advantage. The term "co-habitat" refers to the integration of brands in social marketing with other external brands or internal brands in the same field, in the form of "CP" joint marketing activities, to achieve complementary advantages and benefit sharing. At present, the net red tea brands have been cooperating with external brands of different categories, involving apparel, beauty, food, media and other fields, cross-border co-branding is the right time. However, due to the fierce competition in the net red tea beverage track, many brands of tea drinks are trying to create unique and differentiated barriers, few cooperation, so you chase me industry environment is very unfavorable to the relationship marketing of tea beverage consumers. There is no permanent enemy, there is only permanent interest. Putting this saying on the social marketing level is just as appropriate. In a microblogging lottery, HEYTEA drew the then fan of Sexytea @ wait for a cup of Sexytea, ushering in Sexytea's official reply "thank you tea tea", a time that triggered netizens to look forward to the two co-branded cooperation, the call is still high. An accidental

coincidence, but hit the consumer high point, gaining attention and passers-by goodwill.

The main driving reason for consumers to choose products is emotional experience. The most effective way for brands to segment the market and understand consumers' emotions is to enhance brand growth and cultivate consumers' loyalty to the brand. The names of Sexytea's products, such as "Kite Paper Kite" and "Lingnan Jiali", were born from consumers' collective wisdom. Whether it is the light-hearted and humorous "we will sue the cottage when we have money" on the consumer tickets, or the active interaction and Q&A on any social media platform, Sexytea always insists on communicating with consumers, reducing the distance between them and increasing the feasibility of turning them into repeat customers. Very different from the spiritual worship of HEYTEA and the delicate and beautiful image of Naixue, Sexytea has successfully cultivated a repeat customer who is not fanatical but has extremely high emotional stickiness with the delicate and sincere service of treating consumers as family.

2.2 Marketing strategies

2.2.1 Sexytea Product

In terms of products, Sexytea has a total of 32 regular products (plus one limited summer drink and two limited winter drinks), focusing on Chinese healthy tea drinks, with green tea, black tea and oolong tea as the base, brewed with Nestle fresh milk and supplemented by animal light cream, which is the first of its kind in the domestic new-style tea drinking industry; in terms of brand image design, it makes a big deal around the concept of Chinese classical style. In addition, its product names are also unique, such as the most popular "Yulan Latte", "Smoke and Mirrors", "Cranberry Rendering" "In terms of packaging, Sexytea's design also looks unique, spending a lot of money to buy the copyright of court painter Lang Shining and other famous paintings, moving the Chinese classical paintings to the packaging, giving people a delicate and elegant feeling. In terms of service, Sexytea boldly launched a "permanent right to claim for a cup of fresh tea", if consumers feel that the taste of

the product is different, they can go into any of the tea face stores at any time to request a free redo, reflecting its confidence in the quality of its own products and responsible attitude. Seize the post-80s and post-90s "the pursuit of literature, pay attention to quality" consumer psychology, which is particularly influential on the majority of female consumers, according to the survey, the main consumer of its products for the majority of female consumers aged 18-35, accounting for 55%. In addition, the data show that the new tea drink consumer crowd from the age distribution, after 90 consumers (21-30 years old) has become the main consumer of new tea drink, accounting for 50% of the total number of consumers, and after 80 consumers (31-40 years old) accounted for 37%, from the gender distribution, female consumers accounted for the overall. In terms of gender distribution, female consumers account for 70% of the total, which coincides with Sexytea's main target market.

2.2.2 Sexytea Price

Sexytea's price range is basically 10-18 yuan, HEYTEA and Naixue's Tea's price is concentrated between 25-35 yuan, and according to market research data, 15-24 yuan is the single product price range of the largest audience, accounting for 64%. According to the market research data, 15-24 yuan is the largest single product price range, accounting for 64%, followed by 25-34 yuan range. Accounting for 28% of the same new style tea, tea face pricing is clearly more upside and competitive. Whether it is in a 5A scenic spot like Yuelu Mountain, or in a special location like a high-speed rail station, Sexytea also insists on the principle of not raising prices. In addition, in order to further attract customers, Sexytea has launched a series of preferential measures, such as the "Little Master Festival" activities, activities through the WeChat electronic membership card recharge can enjoy the "charge 100 to 50, charge 200 to 100" benefits; for the rainy days due to the queue of the. In response to the phenomenon of fewer customers in line on rainy days, the company launched a "half price for the second cup on rainy days" activity; there is also the use of Wednesday specific products at half price to enhance the popularity of other customers relatively less attention to the drink, these initiatives have reaped good market feedback, but

also make it attract numerous fans.

2.2.3 Sexytea Promotion

Sexytea attaches great importance to online promotion, WeChat public number and microblogging will be updated regularly, Chinese style of creative coupled with grounded interaction, with the current young people more acceptable way to promote traditional culture, in order to obtain the resonance of the majority of consumers, tea face of each public tweets can get 100,000 + reads, in microblogging is more than 200,000 followers. In order to cater to the consumer's pursuit of health consumer psychology, Sexytea in its public number released all the products of sugar, caffeine test report, more valuable is in the public platform, the evaluation of good or bad will be released, so that everyone can see, every month will also be regularly released "food safety report", announced hidden dangers This kind of "self-exposure" behavior, not only did not affect its brand image, but also won the praise of countless customers.

In terms of offline promotion, Sexytea's staff will recommend different drinks according to customers' characteristics and preferences, and will give customers new and seasonal drinks to try when they order. In addition, in order to attract repeat customers, Sexytea has launched an electronic point collection activity, every purchase of a drink from Sexytea will get a point, different numbers of points can be exchanged for a number of gifts with "tea face characteristics", more stimulate consumers' desire to buy, and improve user loyalty and repurchase rate.

2.2.4 Sexytea Place

Unlike brands such as HEYTEA and Naixue's Tea, Sexytea did not adopt an online+offline composite channel model until 2020, because the best taste period for tea and face products is mostly within 15 minutes, and takeaway packaging will affect its quality. The new tea drinks will be available for purchase in the next few months. In addition, according to the consumption data of Meituan Dianping, the order volume of new tea drinks in 2019 is 240 million orders, and is expected to grow steadily at an annual rate of 15%, Sexytea online channel development will undoubtedly bring huge profit growth; offline business strategy, Sexytea has adopted

a target concentration strategy, currently only in Changsha directly, stores are located in Changsha's most dense and busy streets, and the use of intensive tactics, and the use of the most dense This has enabled effective control of store operations, product quality and raw material inventory, and has also made Sexytea a unique cultural IP in Changsha, such as "Peach Blossom Source", "Living Word Printing", and "Jiang Feng Fishing Fire". "Jiangfeng Fishing Fire" and other stores with traditional Chinese cultural style, together with "blue and white porcelain" "hair like snow" and other background music with a strong Chinese flavor, to create a In addition, the regional hunger marketing mode of "the tea that can only be drunk in Changsha" has attracted countless tourists from all over the country to come to Changsha to find out what is going on, and at the same time, it also gives rise to the sentiment and pride of Changsha locals, thus enhancing the brand loyalty of local customers.

Section 3

Management & Operation Plan

3.1 Management Plan

3.1.1 Product Innovation

At present, the new tea beverage products mainly include new milk tea, flower and fruit tea, mixed tea, original leaf tea and matcha, etc. Several series, "tea +" beverage is still the mainstream of future development, in the context of the consumer's pursuit of novelty, choice of changeable environment, innovative product development and research is particularly important. Product innovation can be divided into content innovation, form innovation and packaging design innovation, etc., for different consumer groups to design a variety of innovative products, such as the design of tea retail products, tea retail gift boxes, tea and wine fusion products for consumer groups over 40 years of age and men's consumer groups. In addition to content innovation, formal innovation can also be carried out, such as opening self-service tea for consumer groups under 18 years old, adding pulling process in the new style milk tea blending process, etc., so that consumers can personally experience the fun of tea making. Packaging design innovation mainly tends to consumer differences, simple and simple and convenient design, so as to facilitate the carrying and packing, and increase the interest of the product and the added value of the packaging products, so as to stimulate consumers' desire to buy.

3.1.2 Rationalization of prices and diversification of deployment methods

Price is another major influencing factor affecting the consumption of new-style tea drinks, the research results show that with the increase or decrease in price, will have a suppressive effect on the consumption of new-style tea drinks. Therefore, the new-style tea beverage products need to ensure price rationalization under the premise of stable quality, to ensure that the maximum extent to meet the interests of consumers under the premise of consumer profits, which requires the development of new-style tea beverage products to be mainly mixed drinks (mainly

focus on product quality, facing the high consumption crowd). Recipe brewing is complementary (focus on product price and quantity, mainly facing the low consumption crowd), mixer to strictly control production costs, according to the price of the choice of blending method, so that consumers can freely choose ingredients, create a new style of tea beverage consumer self-service mixing mode, to meet the tea beverage consumers to pursue self-expression and self-participation, increase the sense of consumer experience, increase the sense of surprise of consumption, to ensure that the product personalization, the Diversified development to meet different consumption levels and different consumption goals of the population.

3.1.3 Production scale, quality standardization

Scale production is an inevitable trend in the development of the food industry, especially the fast food industry. Under the premise of healthy formula and reasonable collocation of nutrients, the scale production of new tea drinks can avoid many food safety problems brought about by the "small workshop processing" model, and can also maximize the stability of new tea drink products and ensure market order. Tea standardization is the basis for the healthy and sustainable development of the tea industry, the main means to resolve international tea trade barriers, and an important guarantee to enhance the quality and safety level of tea, build enterprise and regional brands, and enhance the competitiveness of the tea market. To achieve high quality and sustainable and healthy development, the new-style tea drinks must adapt to the requirements of standardized tea production, from the selection of materials to blending to sales are to achieve traceability, so as to ensure that the new-style tea drinks quality and stability. Under the premise of stable quality, appropriate innovation is carried out to improve product characteristics and product recognition, so as to enhance consumer recognition of new-style tea beverage brands, achieve multi-brand development of new-style tea beverages, and improve the competitiveness of China's new-style tea beverage brands in the international market.

3.1.4 Management digitization

In the context of the rapid development of the Internet, industrial development must rely on Internet information technology, the integration of

industrial information resources, effective integration of all information before the industry information as far as possible to penetrate all links, from upstream raw material supply, product development, packaging design, store management to downstream marketing and promotion, new retail channels, etc.. New-style tea and beverage industry development must rely on Internet technology, scientific development of industrial development planning, digital management as the core, the entire chain of digital construction, digital-driven product innovation, leveraging digitalization, industrial information to achieve a closed loop, complete and effective collection of industrial development information, and constantly improve the efficiency of brand operations and build an efficient link between customers and brands. The development of the new tea industry must take digital management as a prerequisite to establish an Omni-channel standardized product and service system from upstream suppliers to downstream stores. Through the "online + offline" full-scene marketing to diversify the marketing channels, the brand culture to enhance brand value, so as to complete product innovation, product positioning and pricing, and ultimately achieve the rapid and efficient development of the new tea industry.

3.2 Production Plan

Strengthen the standardization of product production. Tea beverage products are prone to product inconsistencies in the case of manual blending and the lack of industry standards. To avoid these problems, it is particularly important to establish a quantitative standard. Stores to get more consumer recognition, it is necessary to provide quality service to enhance word of mouth. In order to achieve this, it is first necessary to do a good job of internal management of the store, strengthen the control and management of the store through various effective means and measures, and develop a scientific and reasonable product formulation system. According to the product production process and production process standards, the recipe standards and the ratios of ingredients of store products are announced to consumers, raw materials and standard products are displayed for consumers' inspection, and daily fresh ingredients are strictly screened and displayed. At the same time, there should be certain constraints on store employees, requiring them to strictly follow

product recipes and ingredient ratios, etc. In addition, a complete management system should be established to ensure the orderly operation of the store. Such as the development of relevant systems to regulate the operation of each link, strengthen personnel training, and constantly improve the quality of staff. It is also necessary to establish a good staff training system and strengthen the quality of staff training to meet the standardization requirements. In addition, it is also necessary to focus on the store management ability of the store to ensure the quality of service. Through the above methods, companies can achieve standardized production and quality control to ensure the quality and taste of their products. In recent years, food safety issues have emerged frequently, and in 2022 there was the "cockroaches in the water bar and bakery" incident among the head tea brands, which brought a huge negative impact on the brand. Product safety is a hot spot of consumer concern, so stores can take the lead to pay attention to product safety, so that customers can rest assured. For example, the cleaning and disinfection of in-store tableware, cleaning of hygiene blind spots, personal hygiene of employees, and hygiene and cleanliness of the store are strictly required, regularly inspected and announced to the community, forming the characteristics of the store.

Currently, product packaging leakage is also a major cause of poor takeaway reviews. From the above market survey, it is clear that the biggest problem of customer dissatisfaction with takeaway is the melting of cream and leakage of cling film packaging. As the drinks in the takeaway process, the cream top is not divided into packages, but to take the same packaging practices with the store, so in the delivery process often appear cream and milk tea mixed together. On the one hand, affect the taste, on the one hand, affect the beauty, this is the biggest problem of the original tea drink in the product with the biggest problem. To solve this problem, we need to start from the source, by improving the packaging process, improving the quality of service and other measures to improve service quality and user experience. For example, the use of the industry's usual cream top and milk tea split method, taking into account the weather factors whether to put ice bags in the delivery bag, the case of spillages, depending on the circumstances of the gift drink coupons and other means of compensation to improve consumer satisfaction.

3.3 Operation Plan

3.3.1 Small programs become the new entrance of brand layout

Since Tencent first launched small programs in WeChat in 2017 and the surge in the number of users of small programs affected by the epidemic in 2020, small programs (Mini Program), as a new front-end application form, do not need to be downloaded and installed, so that applications can be "at your fingertips" and "used and gone". This simple and quick operation makes the Mini Program deeply embedded in the user's daily media use scenario. In the 2021 white paper on the Internet development of applets, the daily tongue of WeChat applets has exceeded 410 million, and the number of active applets has increased by more than 40% year-on-year. ①Of course, the small program ecology is not exclusive to WeChat, as Google, Baidu, Byte, Ali, Jingdong, Meituan and other first-tier players have also launched their own small program platforms. The dual advantages of small programs occupying the traffic entrance and the no-download, use-it-and-go advantage not only fill the gap between Web and native platforms, but also highlight the business value of small program ecological construction.

When it comes to Internet popular tea beverage brand social private domain operation, always cannot bypass the layout of small programs. From the point of view of user consumption habits, the current consumers prefer online consumption, its mode is also faster. Research data show that consumers most often choose the Internet popular tea purchase method, the third-party take-out platform accounted for 21.94%, online small program pre-order, to the store from 45.54%, the brand small program take-out accounted for 11.94%. In other words, the action of online applet order has been mainstream, Internet popular tea beverage brand side to optimize the chain of online order and operation to become the new breakthrough point. (Aladdin Research Institute,2021)

In May 2018, HEYTEA launched the WeChat mini-program "HEYTEAGO", which pioneered the online ordering of Internet popular tea beverage brands. Initially, HEYTEA built the mini-program was born to solve the troubles caused by the queuing phenomenon to the pressure of store operation, and 80% of HEYTEA's orders come

from the mini-program.

In August 2020, MIXUE Ice City launched its Alipay mini-program and started self-operating with Alipay's centralized traffic incentive, providing consumers with ordering, pre-ordering, coupons, membership points, etc. Starting in April 2021, MIXUE Ice City set its sights on investing in Alipay's search function, and made a very refined operation on Alipay's search box: it launched the brand direct, where users can search "MIXUE Ice City" and get information services including coupons, self-order, and view orders in the first step of the result page.

3.3.2 Membership refinement management to activate the stock

As an emerging consumer product, many Internet popular tea beverage brands have been experimenting with membership management since their inception. Through small programs, APP, etc., can provide more diverse such as pre-order, points for gifts, and other exclusive review service channels, in order to better bring together consumer data analysis and advice, through the front end of their own platform set taste customization options, to further segment the granularity of consumer group data, so that consumer group behavior to achieve scale precipitation, which involves the Internet popular tea Beverage brand membership management system, in the harvest of new users at the same time, exciting tongue old users, and explore new marketing methods to improve user retention and repurchase rate.

On October 12, 2021, HEYTEA's new membership system was officially launched, completing the fourth iteration of membership management.

3.3.3 E-commerce platform stores to extend the service chain

The epidemic enveloped, the new retail industry traffic greatly reduced, offline physical food and beverage stores were hit hard. Under the crisis and the opportunity to turn, Internet popular tea brands are increasingly aware of the importance of multi-channel development, so they have to expand new retail channels, to create multiple consumption scenarios, to improve the brand's ability to resist risk. E-commerce has become the new flow port of the layout of Internet popular tea brands. Not only as the key to the company's diversified industrial layout, but also another challenge to the comprehensive strength of each brand, to a certain extent, also raised the

threshold of the Internet popular tea beverage brand. This wave of successive landing Tmall, Taobao and other stores of the action is bound to bring a new marketing ecology, but also let the competition ecology to a new dimension.

On March 18, 2020, two newsletters were sent out, one "HEYTEA is expected to launch its Tmall flagship store between March and April", and the other "Naixue's Tea flagship store officially landed on Tmall today" three hours later. The same media coverage was also interesting, as HEYTEA made a teaser "shout" half a month earlier, while Naixue directly announced the official entry of its Tmall flagship store. Naixue explained the motivation for the launch of Tmall: "The launch has little to do with the epidemic, preparations began last year, and we were invited to the Tmall 318 national tide event, so we went online directly. After that, Naixue will reconsider the merchandise structure and revenue model of dine-in, self-collection, take-out and retail, connect and open up the Tmall flagship store and membership system, and reconfigure resources to achieve multiple consumption scenarios such as new retail." Data shows that Naixue has 6.6W fans, 73W store views and 10,000 products sold in five days of its launch on Tmall. (36 Krypton,2020).

<https://36kr.com/newsflashes/207124,2020-03-18>

Internet popular tea industry in two not to be underestimated brands you compete with me to explore the e-commerce track, enough to see the Internet popular tea socialization of the new retail horn has blown. In fact, Sexytea, MIXUE Ice City in 2019 have opened a low-key brand Taobao store, LELECHA's Tmall flagship store was also completed last year on the 11th of February. In general, the opening of e-commerce platform stores, more conducive to Internet popular tea and beverage brands to master the category tone, the site will also provide more space for expansion of the goods, there is more room for selection.

Section 4

Financial Projections

4.1 Financial statement

Capital Structure: Sexytea internet popular tea beverage brands indicating that the capital invested by owners in the business as a percentage of all assets is starting to become smaller and the business is more indebted. The equity ratio decreases in the first three years, indicating that the ratio of own capital to total assets is significant and the long-term solvency is strong

Operating Capacity: The inventory turnover ratio reflects the sales capacity and liquidity of current assets. Sexytea internet popular tea beverage brands inventory turnover ratio decreases again in 2024 to the initial level of around 20 times after a large increase in 2025. As a whole, the current asset turnover ratio decreases and the utilization of current assets decreases. The total asset turnover ratio basically remains above 0.8 times, indicating its strong sales capacity.

Overall, Sexytea internet popular tea beverage brands operating income is on an upward trend, but its solvency is not high. Due to the impact of the New Crown Pneumonia epidemic, its financial position in 2023-2027 has slipped significantly, and even though the company has changed its strategy from a cost and supply chain perspective, it is still under considerable pressure.

4.2 Cash Flow

Sexytea internet popular tea beverage brands cash flow solvency: current ratios are less than 1 times, indicating that the company has the phenomenon of short term use of money and long term use of money, and its ability to repay debt in the short term. The current ratio reaches 3.51 times in 2025, which indicates that the company is inefficient in the use of capital, thus reducing the efficiency of capital use.

4.3 NPV, IRR, ROI

Finding ROI, NPV, IRR, and Breakeven Point from table 4.1 over all projection return of Sexytea internet popular tea beverage brands for 5 year since 2023 – 2027

Table 4.1 Cash flow statement projection for 5 years' of Sexytea internet popular tea beverage brands

Discount rate 8%	2023	2024	2025	2026	2027	Total Yuan
Return	200,000	400,000	840,000	1,800,000	1,500,000	4,261,500
Discount rate (8%)	0.926	0.857	0.794	0.735	0.681	
Return PV (8%)	185,000	342,800	666,960	1,323,000	1,021,500	3,539,260
Accumulate return	185,000	527,800	1,194,760	2,517,760	3,539,260	

Based on the financial data Table 4.1

Initial investment 2,200,000 Yuan

1. Net Present Value NPV

$$\text{Net Present Value NPV} = 3,539,260 - 2,200,000 = 1,339,260 \text{ Yuan}$$

2. Internal Rate Return (IRR)

Cash flow table 1 and the calculation the IRR of this project is 19.3%,

3. Breakeven point

$$\text{Breakeven point} = \text{Payback period} = 3 \text{ years and } 2 \text{ month}$$

4. Return on Investment (ROI)

$$\text{ROI average per year \%} = 707,852 / 2,200,000 \times 100 = 32.17\%$$

4.4 Interview Result

The research target of this paper is "Generation Z" (people born in 1995-2009), who are the main consumers of Internet popular tea brands, and the questionnaires are posted on WeChat, QQ and Weibo, which are commonly used by them to collect data. A total of 100 pre-survey questionnaires were collected, and structured interviews were conducted with the respondents regarding the questions and their feelings about filling in the questionnaires, and the questionnaires were further adjusted with reference to the respondents' tea consumption. The above research questions were used to analyze and organize the social marketing situation of Internet popular tea brands, and the data related to the research direction were selected and summarized for data analysis.

Section 5

Conclusion and Suggestion

5.1 Conclusion

Internet popular tea brands will become the dark horse of the new consumption era by capturing the consumption needs of the new crowd, iterating with new consumption scenarios and creating consumption trends with a new social communication model. New crowd, new scene, new communication, the three main drivers are the value of social marketing can empower the Internet popular tea beverage brand.

Internet popular tea brands "HEYTEA", "Naixue's Tea", "LELECHA", "Sexytea" and "MIXUE Ice City" have been gaining attention in the social media circuit. "Sexytea" "MIXUE Ice City" in the social media track of marketing play widely concerned. First, the brand "inside the volume" serious: brainwashing song screen, cross-border co-branding, live with the goods followed by a sharp decline in heat, fleeting. The young people began to have no wild consumption impulse, and even "the more grass, the more immune". Therefore, I write from the current situation of social marketing strategy application, existing problems and optimization program path, summarize the successful experience of Internet popular tea brands, analyze the flow code of their Internet popular physique and the negative label that has been given to them, so as to provide other tea brands and even new consumer brands in China to break through and stand firm in the industry. It provides reference and reference for other tea brands and even new consumer brands in China to break through and stand firm in the industry.

The article uses a combination of quantitative and qualitative research methods, such as literature research, case study analysis, participant observation, questionnaire survey, and semi-structured interview, based on the theoretical intersection of marketing and communication, and considers Internet popular tea

brands as the research object, and focuses on the consumer (ToC side) level, and places Internet popular tea brands (ToB side) research under this integrated marketing scope. On this basis, the evolution of social marketing in China after more than ten years, and the social marketing performance of Internet popular tea brands in the past five years are the main contents of the study; we also devote ourselves to putting the theoretical analysis of social marketing in China into practice, and establishing social marketing that adapts to Internet popular tea brands in the current situation. The theoretical analysis of social marketing in China is put into practice, and the social marketing model of Internet popular tea brands is established in the current situation, in order to realize the innovation and value of the research.

Internet popular tea beverage brand soaring reflects an undeniable fact, that is, insight into the changing context of the times of social marketing. The author analyzes its social marketing ecology in depth from three dimensions: people (consumers), culture (culture), and field (marketing environment). Consumers who have experienced consumption grading, despite the heavy pressure of the epidemic, are still evolving themselves and gathering a new consumer tension, which precisely confirms that the Internet popular tea beverage brand began to integrate online and offline resources in 2020, and the shift from traffic to relationship is king; Generation Z has become the main group of Internet popular tea beverage brand consumption, and its social consumption demand. The Z generation has become the main group of Internet popular tea brand consumers, whose social consumer demand not only heats up the economic recovery of the Chinese market in the post-epidemic period, but also provides a new opportunity for social marketing; under the profound accumulation of Chinese tea culture, the penetration of consumer culture and the intermingling of youth subculture are ushered in, and the deep cultivation and foundation of the cultural gene also gives Internet popular tea brand a wider resonance and empathy.

On the basis of a comprehensive grasp of the Internet popular tea beverage brand and objective factors such as social marketing, we began to explore and gain insight into the current situation of the application of social marketing strategies for the Internet popular tea beverage brand. I sorted out the Internet popular tea

beverage brand in microblogging, WeChat, short video and other self-media platforms, and consumers resonate with the same frequency; break the flow anxiety, and actively expand the private domain user pool, layout of small program entrance, membership refinement management, e-commerce platform fully open; external attraction, first deepen trust with the recommendation of opinion leaders, and then through the live video with goods to promote the conversion of consumption, vertical Internet popular tea track you catch up with me in the process, I also found its social marketing strategy there are problems, extracted brand perception, brand experience, brand identity, brand diffusion four marketing pain points, to find the problem. Layer by layer analysis, to find the crux of the problem, and then the right remedy, focusing on the optimization of Internet popular tea beverage brand social marketing strategy. The author first starts from the logical relationship between the four pain points obtained from the survey, and then gradually establishes the strategic model of social promotion of Internet popular tea brand according to the progressive level of consumer psychology and brand relationship, and then from general to specific, in the four levels of perception, experience, identity and diffusion, through perfecting the social multi-contacts, building differentiated perception; enriching emotional interaction experience; and branding In the four levels of perception, experience, identity and proliferation, the Internet popular tea beverage brand discussed how to practice each step of the strategy and maintain the stability of the consumer relationship by improving the social multi-touch points and building differentiated perceptions, enriching the emotional interaction experience, opening up the pan-consumption scenario, creating identity through brand co-existence and firming loyalty through service optimization, and cultivating exclusive opinion leaders and spreading word of mouth through community.

Of course, it is acknowledged that due to time and expertise limitations, this study is still inadequate in summarizing and adding arguments to the domestic and international research results, and naturally, it also serves as an area for improvement in the future related topics.

First of all, the research object is relatively new, and there is too little literature available for reference. internet popular tea beverage brand has emerged only 5 years

ago, although the academic community has begun to pay attention to but the depth of research is mostly focused on the description and summary of the phenomenon of the brand case, not yet concerned about the consumer level, and no authoritative and accurate definition of internet popular tea beverage brand has been formed, only On the basis of previous studies, we can only optimize the generalization. In addition, the current Internet popular tea beverage brands are in a period of fierce rise, the brand operation system is not yet stable and mature, and it is difficult to follow up the cases and data relied on in a timely manner, and there is a greater possibility of future changes. Secondly, based on the perspective of marketing and communication, this paper conducts a study on the existing social marketing status of Internet popular tea brands combined with consumer behavior theory. Although the foothold is relatively new, but social marketing is Web2.0 era formally proposed and then the development of evolution, compared to the general marketing theory of the long history of the development of the long river is still a little young. In addition, the factors considered in the model are limited, and the effectiveness of the model construction needs to be verified. The study is based on four dimensions of consumer perception, experience, identification, and diffusion, based on the results of questionnaires, interviews, and participant observation, but social and psychological factors are not invariable, and there may be other dimensions of influence. It is debatable whether to generalize or not, and to which dimension to apply specifically. In the future, with the introduction of new technologies such as blockchain, metaverse and NFT, social media platforms will be further subdivided and enriched. The current short video and live broadcast are advancing furiously, and the national control standards for social marketing are gradually being established, gradually moving from wild growth to standardized development, which is not yet over and the future trend is unknown, bringing a whole new challenge as well as a direction of inquiry for the argumentation of this research topic.

5.2 Suggestion

5.2.1 Rely on interactive marketing to guide consumers to participate deeply

In the Internet environment, interactive marketing can not only enhance the stickiness between consumers and products, but also play a role in the promotion of consumers in the product. Specifically, the interactive marketing in the network tea marketing is mainly reflected in the interaction between the marketing subject and the consumer and the interaction between Internet popular tea consumers. In the process of interaction between the marketing body and consumers, the marketing body needs to be good at setting issues and guiding consumers and potential consumers to participate in the discussion of issues, such as in the Internet popular tea marketing process, the marketing body can be some interesting issues printed on the Internet popular tea packaging, so as to attract consumers Participate in the interactive enthusiasm. Of course, the marketing subject can also play the Internet, new media has the advantage of strong interaction, relying on microblogging, WeChat and other platforms to carry out interaction with consumers, so as to effectively enhance the stickiness between consumers and the product. In the process of interaction between Internet popular tea consumers, the marketing body can rely on microblogging, WeChat, Jitterbug and other new media to carry out content marketing, through the dissemination of quality content of interest to consumers, to stimulate the willingness of consumers to forward these contents, and then in the process of consumers forwarding these contents to achieve the Internet popular tea brand dissemination. Of course, the marketing body needs to pay more attention to the improvement of the quality of Internet popular tea products, so as to form a good reputation and bring consumers a good experience on the basis of consumers more active participation in the promotion of Internet popular products.

5.2.2 Carry out word-of-mouth marketing and play the role of opinion leaders

In the background of the rapid development of the Internet economy, especially the Internet popular economy, the role of opinion leaders in product

marketing has been highlighted, and more and more companies and brands are paying more attention to the role of opinion leaders in product marketing. In the process of Internet popular tea marketing, by playing the role of opinion leaders, it is not only conducive to strengthening the Internet popular tea reputation, but also can create a good public opinion environment for the dissemination of Internet popular tea in the Internet and the real society. Specifically, in the process of relying on opinion leaders to carry out word-of-mouth marketing, the marketing subject needs to make a reasonable choice of opinion leaders. Specifically, the marketing subject can choose the opinion leaders mainly include two categories. One type is the "anchor with goods" with strong network appeal, this type of opinion leader can enhance the sales of Internet popular tea in a short period of time, but the role played in the creation of Internet popular tea brand is not obvious. The other type of opinion leader is focused on the field of life, food, the participation of these opinion leaders in the marketing of Internet popular tea, is conducive to improving the accuracy of the marketing of Internet popular tea, but also to better promote the formation of Internet popular tea in the field of life, food, good reputation, and for the subsequent marketing efforts and brand. And then lay a good foundation for the subsequent marketing work and brand building work. In addition, the Internet popular tea marketing subject also needs to pay attention to building a good reputation in various professional word-of-mouth platforms such as IWOM APP and popular review network, which not only requires Internet popular tea products to have high quality, but also requires the marketing subject to be able to solve the problems of consumers in the process of consumption and experience through these platforms, so as to effectively enhance the reputation of Internet popular tea drinks.

Appendix

Internet popular tea beverage brand social marketing strategy research interview outline

Purpose of the interview:

With the gradual entry of Generation Z into society, business opportunities around Generation Z have emerged, and their spending power is no less than the focus of attention from all walks of life. From the age of Internet popular tea drink representative brand users, post-95 and post-00 account for more than 80%, TA they pay attention to the value, happy to pay for their own, the pursuit of experience, dare to embrace the national trend and other consumption habits, is redefining the Internet popular tea drink consumption market. In order to further understand the Internet popular tea consumption habits, behavioral preferences, purchase motives, social performance and other content of Generation Z, the interview was conducted around four themes: brand perception, brand experience, brand identity, and brand proliferation and sharing desire. On the basis of understanding the respondents' Internet popular tea consumption experience, they were encouraged to talk about their views and suggestions on the current situation of Internet popular tea brand marketing, and then to explore the optimization direction of Internet popular tea brand social marketing. In order to create a context to obtain rich empirical material, the interviews also cover topics such as the respondents' recreational hobbies and emotional sentiments.

Interview opening remarks:

Hello! First of all, thank you for your participation. We are currently conducting research related to social marketing of Internet popular tea beverage brands, and I would like to conduct an interview about your Internet popular tea beverage consumption experience and brand marketing activities as an academic study only, which will not be made public. Thank you again for your support and cooperation!

Basic information of interviewees:

Sex _____ Age _____ Occupation Location

Interview questions:

1. Understanding respondents' social media usage

The main question is about the respondents' daily social media habits.

(For example, when do they start to access the Internet every day and through what channels; what social apps are installed in their cell phones, how often do they use these apps on a daily basis, and list the 3-5 most commonly used ones. What information do you get through social apps; how do you think about the information on social apps and why. What kind of social app do you use to express your thoughts, and what is the content and form of expression? Can you get the expected interactive feedback? (etc.)

2. Brand perception

2.1 What is the first thing that comes to your mind when you mention Internet popular tea brands? Why?

2.2 Which of the following 5 Internet popular tea brands (brand logo/image, social media performance, marketing campaigns, etc.) impresses you most/immediately comes to mind? Why? HEYTEA, Naixue's Tea, Sexytea, LELECHA, MIXUE Ice City

2.3 Have you ever purchased any of these 5 Internet popular tea brands? What are the main factors you consider when purchasing?

2.4 From which channels do you often get information about these tea brands?

2.5 Do you know/follow their official accounts on social media and short video platforms?

3. Brand experience

3.1 How do you feel about the interaction with these tea brands on social media and short video platforms? Such as likes, retweets, comments or other forms

3.2 In social and short video platforms, what marketing activities have you seen/participated in these tea brands? What do you think about the marketing form and content? Does it make you want to participate in it?

3.3 What is your first impression of their online operation mode such as small program, APP and flagship store? Have you ever bought anything online? In which form? How is the online purchase experience?

3.4 In what scenarios do you most often choose to buy these tea brands?

3.5 What are your reasons for buying these tea brands?

4. Brand identification/loyalty

4.1 From which channels do you most often buy these tea brands? (If you answered "online", ask why you prefer online)

4.2 How often do you buy these tea brands online?

4.3 What are your buying habits? (Do you have a favorite brand or are they all okay)?
What are the reasons?

4.4 If they launch new products, are you willing to buy them first?

5. Brand diffusion

5.1 What is the first thing you do after consumption?

5.2 Are you willing to share your tea consumption experience and recommend others on social platforms (friends circle, Weibo, Jitterbug, Xiaohongshu, etc.)? What are your factors for sharing?

5.3 Are there others who have consumed these tea brands under your influence?

5.4 Do you think these tea brands need to find spokespersons? What type? Or what do you think about Internet popular tea drink endorsers?

List of interviewers

Interviewee	Gender	Age	Occupation	Location	Method
Wang	F	25	Freelance	Changsha	Call
Ye	F	21	Student	Yantai	Call
Xu	F	24	Master's degree graduate	Shenyang	Call
Liu	F	22	Student	Qingdao	Interviews
Jiang	F	26	Company	Beijing	Interviews
Chen	M	28	Company	Beijing	Interviews

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THIS IS TO CERTIFY THAT

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