ANALYSIS ON THE NETWORK MARKETING AND STRATEGY OPTIMIZATION OF STARBUCKS IN CHINA

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6117195004

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE

REQUIREMENTS FOR

THE DEGREE OF BUSINESS ADMINISTRATION

GRADUATE SCHOOL OF BUSINESS

SIAM UNIVERSITY

2019

ANALYSIS ON THE NETWORK MARKETING AND STRATEGY OPTIMIZATION OF STARBUCKS IN CHINA

Thematic Certificate
To
HENG GAO

This Independent Study has been approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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ABSTRACT

Title: **Analysis on The Network Marketing and Strategy Optimization of Starbucks in China**

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Major: **International Business Administration**

Advisor: ....

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Starbucks has become a fashion consumer pronoun in China because of coffee. With the rapid development of China's economy and the spread of the Internet and 4G mobile phones, the online marketing of the Starbucks system has magically created a unique "China model." The penetration rate of smartphones among the 15-50 age group in China has reached 95.7%, and the Internet has also changed the way people live and shop. Internet marketing has already occupied a larger market share in traditional marketing. China's GDP has doubled several times in just a few decades, the national living standard has gradually improved, and the consumption transformation and upgrading trend are apparent. Apart from the increasing basic material needs, people's pursuit of spiritual and quality of life has reached an unprecedented height. One of the most successful cases is Starbucks' online marketing model suited to fit the Chinese flavor to adapt to the upgrading and transformation of major enterprises in the Chinese market.

Starbucks has taken a leading position in the industry through online marketing, creating high-speed expansion for Chinese consumer groups, impacting customers' cognition with the environment and service of its stores, and making Starbucks stand out among numerous brands with paralleled online marketing strategies. At a time when various goods and services industries are rising, Starbucks has developed coffee into a long-term brand with a higher added value. What are Starbucks' marketing plans in China? What are the advantages? What are the disadvantages? Based on the investigation and research of Starbucks' existing network marketing strategy and effect analysis, this paper proposed an optimization of Starbucks network marketing strategy, and according to the SURE network marketing theory, it current proposed four aspects: word-of-mouth diffusion, relationship integration, path marketing and precision marketing. This study concluded that Starbucks should update and optimize its market strategy design plan.

Keywords: Starbucks, Chinese Model, Marketing Strategy, Online Marketing

摘 要

标题: 星巴克中国市场的网络营销与策略优化分析
作者: 高衡
学位: 工商管理硕士
专业: 工商管理
导师: ....
（张力.博士）

3 . 8 . 2020

　　因为咖啡，星巴克在中国成为了一种时尚消费代名词。随着中国经济的飞速发展，互联网和 4G 手机的遍及，星巴克系统的网上营销也神奇的创造了独有的"中国模式"。中国 15--50 岁人群智能手机普及率已达到 95.7%人们的生活和购物方式也被互联网所改变，网络营销已经占据传统营销较大的市场份额。中国的 GDP 在短短的几十年里翻了几倍，国民生活程度逐步提高，消费转型升级态势明显，人们除了日益增长的基础物质需要之外，对精神和生活品质的追求达到一个前所未有的高度，为了适应中国市场各大企业纷纷升级改造，最成功的案例之一就是星巴克具有中国味的网上营销模式。

　　星巴克通过网络营销走在行业领先位置，打造针对中国消费群体的高速扩张，以门店的环境和服务冲击着客户的认知，在完美的搭配网络营销策略让星巴克在众多的品牌中引人注目。在各种商品和服务行业崛起的时代，星巴克公司却把咖啡发展成为长久的、高附加值的品牌。星巴克在中国市场的营销计划有哪些？拥有着怎样的优势？又存在怎样的弊端？本文将以星巴克在中国市场的网络营销为主要研讨内容，基于网络营销基本理论和相关文献研究的基础，经过对星巴克中国市场的网络营销现状的调研，论述和分析了其在中国市场带有中国元素的网络营销策略，进而对网络营销策略进行分析和评估，并依据在研究中发现的不足，归纳其营销策略存在的门店覆盖率、低价竞争对手、无签约外卖合作平台等问题给出合理化建议。本文基于对星巴克现行网络营销策略与效果分析的调查研究，提出了星巴克网络营销策略优化，并根据 SURE 网络营销理论从口碑扩散、关系融合、路径营销和精准营销四个方面为星巴克中国网络营销的优化方案进行设计。
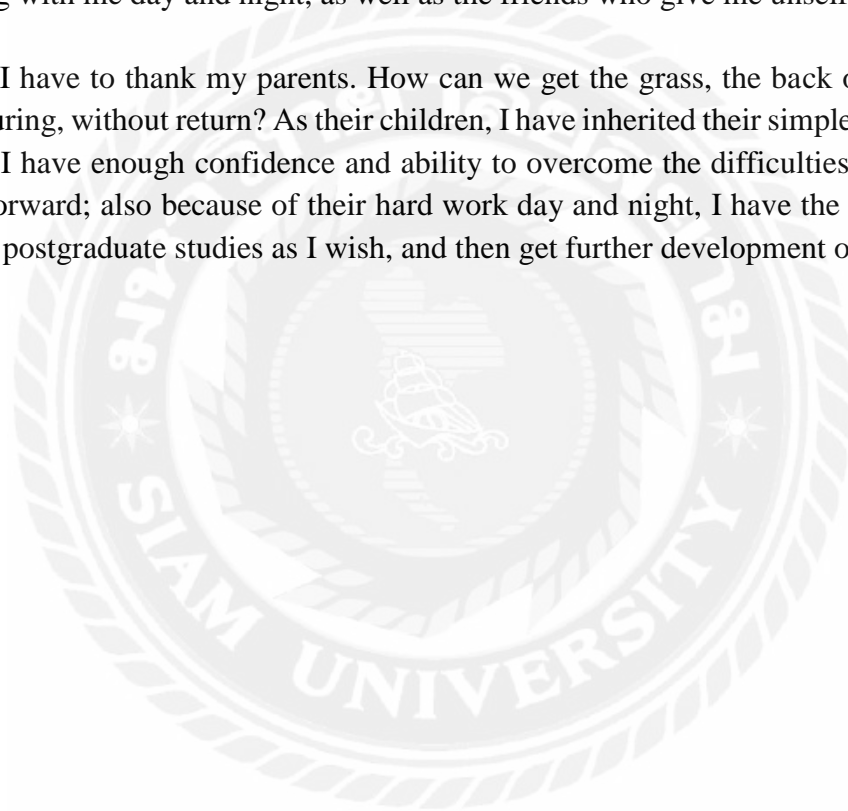
关键词：星巴克　　中国元素　　网络营销　　营销策略

Acknowledgments

My two-year postgraduate career is coming to an end. I sincerely thank my tutor for his selfless care, careful guidance and strict requirements for my study and life. Whether it is the topic selection, the design of the framework, or the expression of the paper's point of view, have been carefully guided by the teacher, give me a lot of inspiration. My teacher's conscientious and strict attitude towards study is an example that I will always learn from

In the process of learning, I'm very glad to meet so many teachers and enthusiastic students who guide me carefully. From them, I find a lot of shortcomings. I'm grateful to the students who get along with me day and night, as well as the friends who give me unselfish help.

Finally, I have to thank my parents. How can we get the grass, the back of the tree, the grace of nurturing, without return? As their children, I have inherited their simple and tenacious character, so I have enough confidence and ability to overcome the difficulties and obstacles on the way forward; also because of their hard work day and night, I have the opportunity to complete my postgraduate studies as I wish, and then get further development opportunities.

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ANALYSIS ON THE NETWORKMARKETING AND STRATEGY OPTIMIZATION OF STARBUCKS IN CHINA

Chapter 1 INTRODUCTION

Starbucks is not just a cup of coffee in China, but also the vane of fashion consumption. It is a brand and a culture. In April 1971, a store in Starbucks, Seattle, USA opened. In March 1987, Starbucks founders Zev Siegl, Jerry Baldwin and Gordon Bowk decided to sell Starbucks Coffee's store and roastery in Seattle, which was acquired by Schultz, who once disagreed with the boss, and bought his own coffee company. Merged with it and transformed into "Starbucks Enterprise".

Internet marketing belongs to the category of marketing. The wide application of modern communications and digital media technologies makes it easy to complete a series of business activities for marketing purposes. It is an inevitable product of comprehensive factors such as technological improvement, transformation, and integration into market competition. Any marketing activities that use the Internet as the main means to rely on the Internet and consumer value can be called Internet marketing.

1.1 Topic Selection Background and Research Significance

Internet technology is an information technology developed on the basis of computer technology. Internet technology makes different devices connect with each other through the wide area network of computer network, speeds up the transmission speed of information and broadens the access channel of information, promotes the development of various software applications, and changes people's life and learning style. The widespread application of Internet technology is a sign of entering the information society. With the optimization of digital information and the rapid development of the Internet,

Network economy is a new economic form based on computer network (especially Internet) with modern information technology as its core. It not only refers to the rise and rapid growth of information technology industry with computer as the core, but also includes the rise and rapid development of the whole high-tech industry based on modern computer technology, and also includes the profound revolutionary change and leap development of traditional industries and traditional economic departments caused by the promotion and application of high-tech. The network economy has become a new promoter of the global economy, which has triggered a series of profound changes and ideological storms in the global economic society. The operation mode and market of enterprises have also undergone profound changes. Enterprises use the Internet to develop new markets for their products. Many customers know and buy

goods online. Network has become a direct bridge between enterprises and consumers. As of December 2017, the number of Internet users in China has reached 772 million, and the Internet penetration rate is 55.8%, with a year-on-year increase of 2.6 percentage points, which is 4.1 percentage points higher than the global average.

Unit: m

Size of Chinese nationals
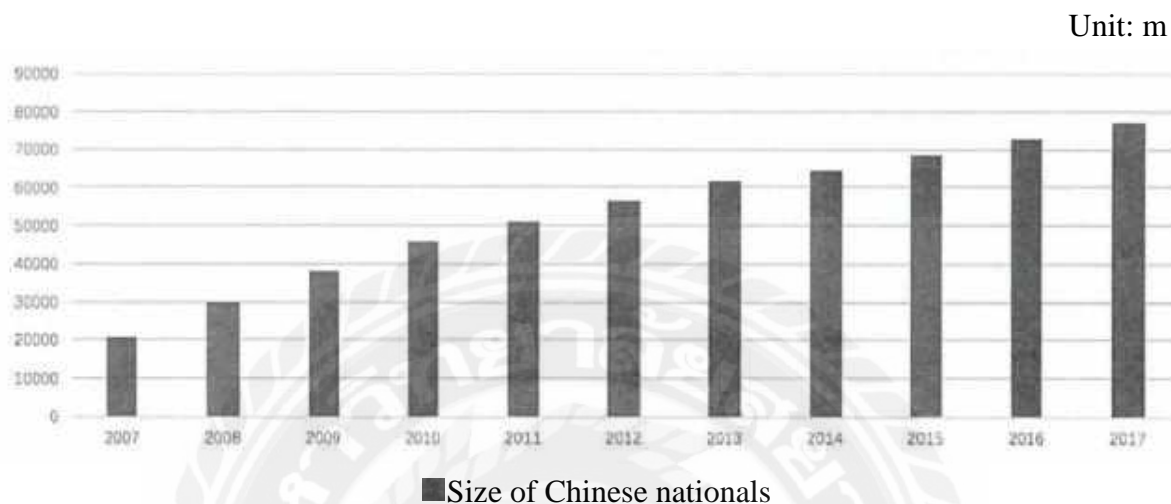
Figure 1-1 Scale of Chinese netizens

Data source: CNNIC China Internet China development statistics questionnaire

Internet penetration
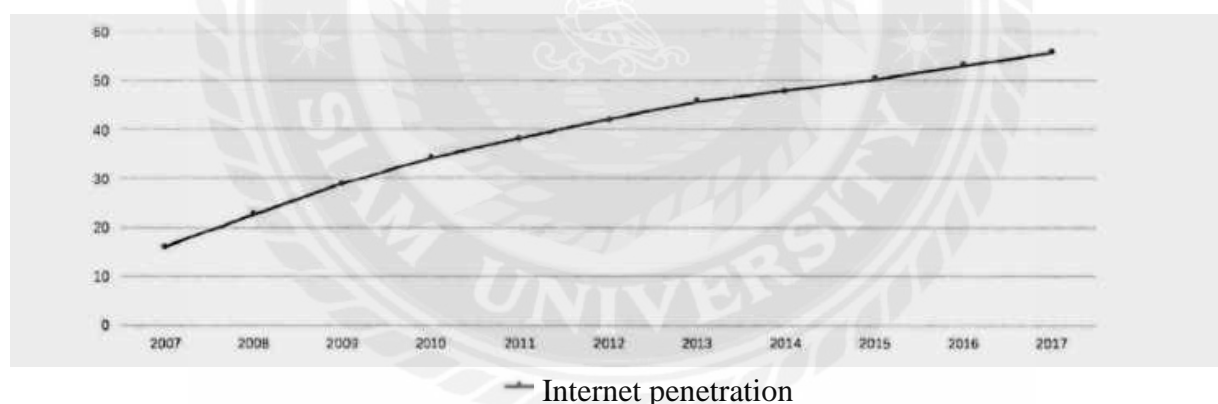
Figure 1-2 Internet penetration in China（%）

Data source: CNNIC China Internet China development statistics questionnaire

Starbucks has become the world's largest coffee chain enterprise. It has followed the development trend of the times, embraced digitalization, and has a good performance in online marketing, with a view to establishing close ties with consumers and expanding brand influence, thereby improving business performance. Online operations include the official website, Starbucks App, Facebook, Twitter, YouTube, Instagram, Limekiln, Weibo and WeChat. In FY2017, Starbucks' revenue was US$22.4 billion, an increase of 5% year-on-year; operating profit was US$4.1 billion, a year-on-year decline of 0.9%; operating profit margin fell 110 basis points year-on-year to 18.5%. Affected by the emergence and squeeze of low-cost coffee and the rise of boutique cafes, Starbucks' operating performance is lower than expected, and the

competition is getting tougher. Starbucks' growth rate in the main market, the United States, has slowed down, and it has placed more emphasis on emerging markets, such as the future development of the Chinese market. CEO Kevin Johnson said in 2017: "Starbucks' growth opportunities in China are unparalleled. And we have just started." In 2017, Starbucks acquired the remaining 50% equity in the East China market, and all stores in the mainland were directly operated. The main goal is to promote profit growth. According to statistics from the International Coffee Organization, China's coffee consumption has increased at an annual rate of 15%, far higher than the global average of 2%. China is considered to be the most potential coffee consumer in the world, and China's coffee industry has a broad space for development.

The research content of online marketing mainly focuses on online consumer behavior and online marketing strategies. There are not many research results on online experience marketing in China, most of them are analyzed from the perspective of marketing. With the progress and development of society, the consumer market has transitioned from a seller's monopoly to a buyer's monopoly, and the market is determined by consumer demand. Consumer values have changed: people are increasingly consuming according to their personalities, and In the process of consumption, the initiative is strengthened, while shopping, more pursuit of spiritual enjoyment, it is these changes in consumer values that enable the rise of corporate online marketing, consumers use their unique personality characteristics and communication and interactive experience on the Internet Completed the process of online experience marketing.

In the study of Internet marketing strategies, most domestic scholars are only concerned with the deficiencies of domestic Internet marketing strategies. Some domestic scholars have analyzed online marketing strategies from the perspective of online consumer psychology. There are cognitive psychological obstacles in the consumption process, logistics facilities cannot keep up, marketing methods are insufficient, price wars and other reasons have led to the existence of today's online consumption problems.

Many scholars abroad have conducted research on online experience marketing. Most scholars in academic journals analyze virtual experience and virtual reality from the perspective of network psychology. First of all, this sense of presence in cyberspace is mainly the breadth and depth of network user information brought about by the advancement of network technology. Secondly, the interaction is mainly the speed of the user's response to the network information and the controllability of the available information. Finally, this sense of presence in cyberspace immerses consumers. Then consumers have a positive and positive emotional experience in the network environment, which makes the site's traffic high. The interaction allows consumers to grasp all kinds of information in a timely manner.

Starbucks has great confidence in the potential and development of the Chinese market. Under such a background, how to adapt to the new situation of "Internet +" and innovate online

marketing to achieve a new profitable growth exploration model has become its sustainable development. The top priority is also the focus of this article.

1.1.1 Objective of The Study

Starbucks has become the world's largest coffee chain company. It conforms to the development trend of the times, uses digital technology, and performs well in online marketing, with a view to establishing close links with consumers and expanding brand influence, thereby improving business performance. Starbucks has full confidence in the potential and development of the Chinese market. In this context, how to adapt to the new situation of "Internet+", innovate online marketing, and achieve a new profitable growth exploration model has become its sustainable development. The first task is also the focus of this article. This article uses some Starbucks surveys and data analysis to optimize Starbucks online marketing. And analyze the current status of Starbucks online marketing in the Chinese market, find out its deficiencies in online marketing, and formulate an online marketing optimization plan for Starbucks Chinese market.

1.1.2 Research Significance

In this paper, by studying Starbucks' Internet marketing strategy, it analyzes its Internet marketing effects and optimization drivers, and proposes the design of an Internet marketing optimization plan accordingly. Promote enterprises to further adjust their online marketing strategies and marketing models, adopt more abundant and effective online marketing methods, and improve the level of online marketing, and analyze Starbucks' political, economic, social, cultural, and technological aspects in China for development in China Foreign companies in the online marketing market. So, it has practical significance

1.2 Starbucks Background Status

Starbucks was born in Seattle, USA in 1971. It was jointly founded by Gerald Baldvvin, Gordon Bowker and Zev Siegl. At the time, it was only a small retail store that sold coffee beans and spices. In 1987, Howard Schultz raised funds and acquired Starbucks. Since then, it has led the company to achieve a new breakthrough and transformed into a store that sells espresso drinks. It was listed on the NASDAQ in 1992, which promoted the rapid development of the company and the brand. At present, Starbucks has more than 25,400 stores and more than 277,400 employees in 75 countries, becoming the world's largest multinational coffee chain company. Starbucks has long been committed to providing customers with first-class coffee and services, so that customers have a unique "Starbucks experience" and create a "third space" for customers in addition to workplaces and living quarters.

Starbucks opened its first store in mainland China in Beijing in 1999, and has opened more

than 3000 in more than 130 cities in China. Home store with nearly 4,0000. Starbucks partner. China has become the fastest-growing and largest overseas market for Starbucks. Since entering the Chinese market, Starbucks has respected China's extensive and profound traditional culture, and intends to integrate Chinese elements into the Starbucks experience in store design, local specialty food and beverage supply. For example, in the store design, more local elements are integrated, and a variety of beverages, foods and commodities with Chinese characteristics, such as star ice dumplings, Starbucks moon cakes, Chinese Starbucks tea, etc., are constantly introduced to bring customers with rich Chinese style characteristics. For a better store experience. The Chinese market has become the fastest-growing and largest-scale overseas market for Starbucks. At present, it has developed into the second largest market after the United States. It has huge market potential and is expected to become a strong growth point for the company in the future. Starbucks announced its plan for the next five years in 2016, and will continue to expand at the rate of 500 new stores per year. It is expected that the number of Starbucks stores in the Chinese market will expand to 5,000 in five years.

In today's "Internet+" era, Starbucks, a traditional coffee giant, cannot succeed without the Internet. Only by embracing the coming digital era, actively seeking new development methods in China, and constantly optimizing marketing strategies, can Starbucks achieve better and faster development.

1.3 Research Framework
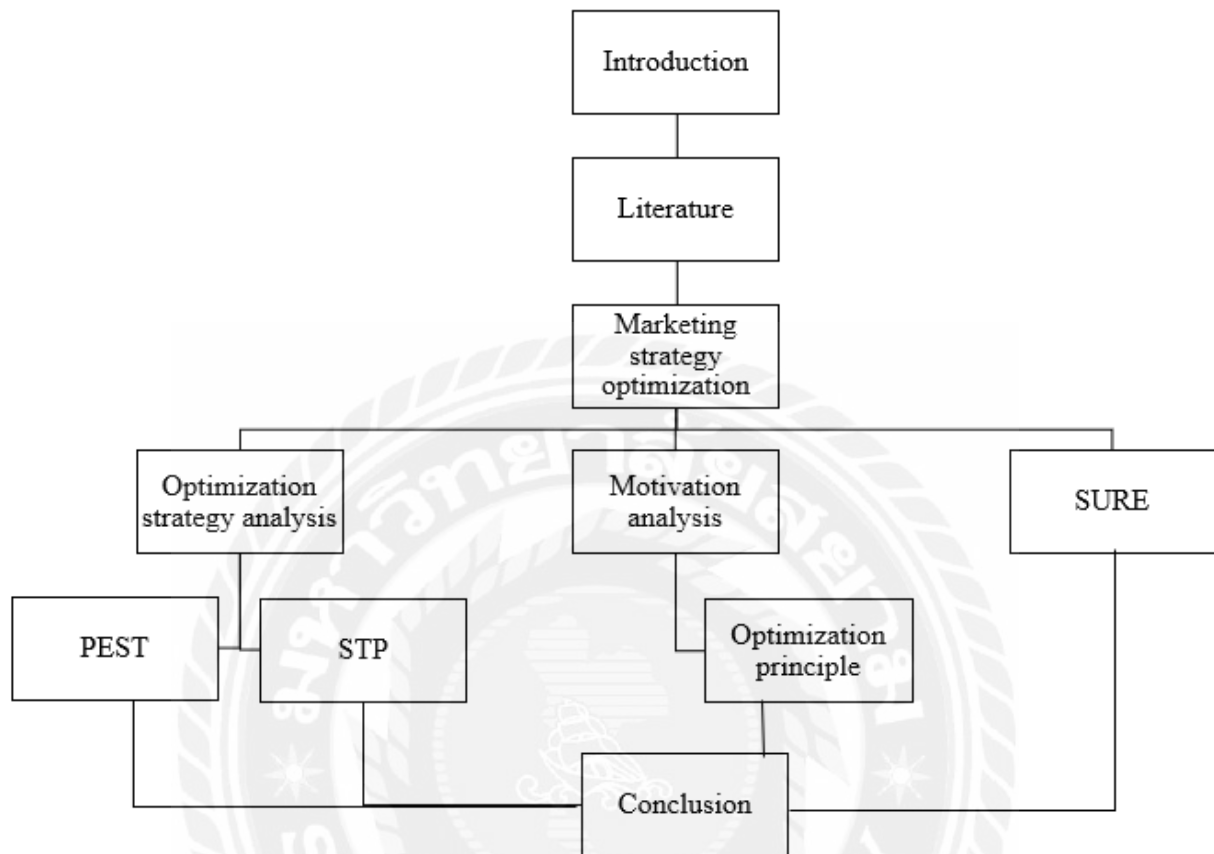
Figure 1-3 Theoretical framework structure diagram
Data source: author made

The first chapter is the background of the writing of this article, introducing the background, purpose and significance of the topic selected in this article; the second chapter is a literature review, summarizing the research results at home and abroad, and found that useful opinions apply to Starbucks online marketing; the third chapter is the research method, Introduce the research methods and research theories used in this article; Chapter 4 mainly uses data analysis to first understand the current status of Starbucks online marketing, positioning the Starbucks Chinese online marketing market through STP theory, and conducting the Starbucks Chinese online marketing market through PEST analysis Macro analysis to find out the shortcomings in it; Chapter 5 is the conclusion drawn through the analysis and gives the promotion opinions through the SURE network marketing theory.

Chapter 2 LITERATURE REVIEW

2.1 Internet Marketing Overview

Online marketing refers to brand marketing activities that use the Internet as a platform and medium, which can be divided into broad and narrow senses. "Broad network marketing refers to the use of all computer networks including Intranet corporate intranet, EDI industry system dedicated lines and the Internet to carry out marketing activities. Network marketing in a narrow sense refers to international Internet marketing." Network marketing is a contemporary enterprise. An important part of the overall marketing strategy. The network marketing referred to in this article covers two areas, the Internet and the mobile Internet.

With the advent of the information economy era, network marketing has gradually become a hot topic in current academic research. Foreign network marketing research and practice started early, accumulated rich experience, and formed systematic theoretical results. For example, Professor Phipp Kotler pointed out in the "Marketing Management" that network marketing activities are an important marketing method in the 21st century. Dave Chaffey of the University of Derby in the United Kingdom mentioned in his book: Internet marketing or Internet-based marketing can be defined as the use of the Internet and related digital technologies to achieve marketing goals and support modern marketing concepts. Judy Strauss, author of the book "Network Marketing", points out that "Network marketing achieves the following goals through the extensive application of information technology: First, through more effective market segmentation, target positioning, differentiation, Channel strategies, etc., transform marketing strategies, and create greater value for customers; second, more effective planning and implementation of network marketing concepts, distribution strategies, promotion strategies, product prices, services and creativity; third, creation Transactions that meet the needs of individual and organizational customers". In general, foreign Internet marketing research is more comprehensive than domestic Internet marketing, and the scope of research is more comprehensive, covering areas such as Internet marketing models, consumer behavior, customer-business relations, Internet brand marketing strategies, and online marketing services., The research level is also deeper than domestic.

However, domestic research on online marketing started late, and the current research is still insufficient, and there is still a lot of room for extension. Research pioneers include Feng Yingjian, Jiang Xuping, Meng Lisha, Liu Xianghui, Zhuo Jun, Li Gang, and Wei Xiaojin. Compared with foreign countries, domestic Internet marketing research is still in its infancy, without a unified theoretical foundation and content framework. Moreover, due to the different research perspectives and knowledge backgrounds of domestic network marketing researchers, the construction of the network marketing content system in their research articles is also different and different.

With the advent of the Internet economy era and the rapid growth of the number of Chinese

Internet users, domestic research on Internet marketing has become more and more popular in recent years. More than 20,000 related articles can be found in the world's largest digital library-China Knowledge Network, and these papers can be roughly divided into the following categories: First, the overall network marketing model, strategy, performance, etc. of Chinese enterprises the study. For example, in 2006, Wang Yan's graduation thesis of Harbin Engineering University, "Research on Internet Marketing Mode and Performance Evaluation of Chinese Enterprises", "Relying on the basic theories of existing Internet marketing, taking Internet marketing mode and performance evaluation as the research object, through the network marketing In-depth and systematic research on the development status, connotation, characteristics, and basic environment of the company has constructed a comprehensive evaluation index system for China's corporate network marketing model and network marketing performance, and compared and analyzed commonly used network marketing evaluation methods, using DEA model The in-depth empirical research aims to promote the improvement of the actual level of the use of network marketing by Chinese enterprises and achieve leap-forward development." Another example is the 2012 Chen Zaihong master's thesis "Research on Internet Marketing in Chinese Enterprises" by Central China Normal University. The article focuses on "Current Internet The influence of development on corporate marketing and the status quo of corporate marketing and how companies do marketing in the Internet age" analyzes the impact of the development of the Internet and e-commerce on companies, and puts forward "update marketing concepts, grasp competition, Advantages, speed up the establishment of corporate network marketing platforms, formulate scientific and reasonable marketing strategies, use the Internet to improve corporate marketing capabilities, and establish a high-quality marketing team."

The second category is to conduct research on the network marketing strategy of a certain industry. For example, Kang Dawei Master's thesis "Application of Internet Marketing in the Iron and Steel Industry" of Inner Mongolia University in 2012, "Through the investigation and research on the feasibility of online marketing of steel products, the application process and application process of Baotou Steel's basic information platform and online marketing platform are introduced in detail. Method, put forward the operation suggestions of the steel trade business network marketing." Guangxi University Yi Hui's 2012 master's thesis "Real estate project network marketing research", "On the basis of researching network marketing related theories, combined with the development of real estate network marketing History, conducts a comprehensive analysis of real estate online marketing, using multi-disciplinary theories and methods such as online marketing, real estate marketing, and marketing. The real estate companies analyzed in the paper use the application model of online media for marketing, and carry out projects for real estate companies Network marketing has important theoretical value and practical guiding significance." Li Ningzhong Master's thesis "Research on Apparel Network Marketing Strategies" of Lanzhou University in 2012, "Combining marketing theory and network specific practical methods, according to the characteristics of the apparel industry, from products and prices, Channels, brands, promotion and performance evaluation are suitable

for apparel companies to carry out online marketing strategies. On specific issues, point out the pertinence that apparel companies of different scales, development periods, and types of core competitiveness can adopt Strategy."

The third category is to study the network marketing strategy of a specific enterprise. For example, Cui Yang's master's thesis of Heilongjiang University in 2012, "Lenovo Group Network Marketing Research", "With Lenovo Group as the main body of investigation, based on the construction of network marketing theory, it focused on the analysis and research of Lenovo Group's successful network marketing operation strategy: official website 4C strategy, online sports marketing strategy, embedded SNS strategy, online event marketing strategy, etc., and evaluated the effect of Lenovo Group's online marketing." This article "Starbucks Internet Marketing Strategy Research" also belongs to this category.

2.2 Experiential Marketing Overview

At present, there is no unified definition of experience marketing. Researchers have put forward different definitions based on Zheng Zheng's own research purposes. Professor Schmidt of Columbia University School of Business was the first scholar to mention the concept of experiential marketing. He called it "experiential marketing", a "marketing and management model driven by experience", which would completely replace the functional value Traditional and functional marketing at the core. In his "Experiential Marketing", he systematically proposed the difference between experiential marketing and traditional marketing from a strategic point of view, pointed out the areas where experiential marketing was adapted, and provided a strategic framework for this new marketing method. 'Pine and Gilmore believe that experiential marketing is to redefine and design marketing concepts from the five aspects of consumers' senses, emotions, thinking, actions, and relevance. They believe that consumers are both rational and emotional, and consumer experience is the key to studying consumer behavior and corporate brand management.

Chinese scholar Guo Guoqing believes that experiential marketing refers to a marketing model in which organizations design marketing concepts from sensory, emotion, thinking, action and relevance, and use products or services as props to stimulate and meet customer experience needs to achieve organizational goals. From the perspective of the object of marketing activities, Fan Xiucheng believes that experience is the object of marketing activities. Its core concept is not only to provide customers with satisfactory products and services, but also to create and provide valuable experiences for them. It can be seen that experiential marketing has shifted the focus of marketing activities. It pays more attention to the spiritual needs of customers on the premise of ensuring product quality and service standards, and aims to provide customers with valuable experiences, and strive to satisfy consumers the experience needs to achieve the purpose of attracting and retaining customers and obtaining profits.

The emergence of experiential marketing shows that merchants should not only pay attention to the use value of the product itself, but also the connotation that the product extends. Only in this way can it better increase customer value (customer value is what customers expect from a particular product or service. A group of benefits, including economic, functional, and psychological benefits), to promote product sales. When the Internet age has greatly enriched materials, people are no longer sensitive to prices, and the psychological benefits of products or services will occupy an increasingly important position. This shows that spiritual needs will gradually surpass material needs and become people's dominant needs. The experience economy era with the goal of meeting people's experience needs will gradually replace the current service economy.

This article believes that the characteristic of experiential marketing is that companies should design and sell their own products and services based on meeting customers' experience needs. Marketers do not only consider the physical attributes of products, but also consider the comprehensive attributes of products and services psychologically and emotionally. From the perspective of the law of social and cultural consumption development, we need to think about some questions: For example, what values do customers express when they consume? What is the consumer culture of this era? What philosophy of life is reflected in this way of consumption? The experience process needs to be planned and designed, and careful and comprehensive management should be carried out in experience marketing. The form of experience can be varied.

2.3 Overview of Marketing Strategy

The concept of Market Segmentation was first proposed by the American marketing scientist Wendell Smith in 1956. Since then, the American marketing scientist Philip Kotler has further developed and improved Wendell Smith the theory and finally formed a mature STP theory-market segmentation, selection of appropriate market targets and positioning. It is the core content of strategic marketing, which refers to the company determining its target market based on a certain market segmentation, and finally positioning the product or service in a certain position in the target market

The fundamental essence of STP theory is to choose to determine target consumers or customers, or market positioning theory. According to STP theory, the market is a complex, a collection of multi-level and diversified consumer needs. No company can meet all needs. Companies should divide the market into consumption composed of similar needs based on factors such as different needs and purchasing power. Group, that is, several sub-markets. This is market segmentation. Companies can select sub-markets that have a certain scale and development prospects and meet the company's goals and capabilities as the company's target market according to their own strategies and product conditions. Subsequently, the company needs to position the product in the preferred position of the target consumer, and convey this

positioning information to the target consumer through a series of marketing activities, so that they will notice the brand and perceive that this is what they need. STP theory refers to the fact that an enterprise determines its target market based on a certain market segmentation, and finally locates the product or service in a certain position in the target market.

Market segmentation refers to the process of dividing a product or service market into a series of market segments based on differences in customer needs. It refers to the process of market classification in which marketers divide the market of a certain product into several consumer groups through market research, based on differences in consumers' needs and desires, purchasing behavior, and purchasing habits. Each consumer group is a market segment, and each market segment is a group of consumers with similar demand tendencies.

Choosing an appropriate market target means that a company sets a market target after segmentation and makes a series of target planning around occupying the segmented market. It is based on product varieties and product series, but from the perspective of consumers (referring to end consumers and industrial producers). It is based on the theoretical basis of market segmentation, that is, consumers' needs, motivations, and purchases. Divided by the diversity and difference of behavior. Market segmentation plays an extremely important role in the production and marketing of enterprises.

The market positioning is to determine its product or service in a certain position in the target market during the marketing process, that is, to determine the competitive position of one's product or service in the target market, also called "competitive positioning." The well-known marketing scholar McCarthy proposed that consumers should be regarded as a specific group, called the target market. Market segmentation is conducive to clarifying the target market, and the application of marketing strategies is conducive to meeting the needs of the target market. That is: the target market is one or several sub-markets where the enterprise is prepared to meet its needs with corresponding products and services after market segmentation.

2.4 Starbucks' 2009 Internet Marketing Strategy
As a coffee company, Starbucks did not initially focus on online marketing, but won the favor of consumers with product quality and service. And different from the traditional marketing methods, Starbucks has always adopted traditional network marketing methods, but rather adopts a creative new media form. In 2009, he tried virtual marketing with the SNS website Love Apartment, and made the Starbucks logo into a "virtual guide sign" advertisement in the Love Apartment. This was Starbucks' first attempt at SNS marketing.

(1) Online interaction
At the end of 2008, Starbucks held the "Bright Star Gift Box" event, which not only packaged the store into a huge gift box, but also made a creative "virtual sign" on the Love

Apartment website, and also counted down before the event warmed up. Take a warm-up approach and use a mysterious gift to share with Starbucks.

①Mystery Pack

Online activities combined with the concept of offline activities, give netizens a mysterious gift on the Internet, the gift will appear in the netizen's hut. And open the new store to send out physical gift packages.

②Starbucks Love Sharing

Netizens uploaded photos of their contact with Starbucks in their lives and wrote testimonials. It was recognized by everyone through the way of word-of-mouth and experience to shape Starbucks-style life attitude.

③Launch concept

Third space-the third best place besides home and office.

The virtual coffee shop extends the concept of physical Starbucks third space, and focuses on its own activities, especially tracking reports and promotion, and guiding netizens to participate.

Process: Extend the concept of the third space of Starbucks, strengthen the concept of "the third good place for Starbucks in addition to homes and offices", create a Starbucks storefront on the apartment street, and draw out a block with texture, not in the lively In urban areas, deepen the connotation of Starbucks. In the virtual Starbucks, the warmth and comfort of the physical store is extended, and the atmosphere space that can be enjoyed alone, shared with each other, and experience new things is delivered.

Chapter 3 RESEARCH METHODS

3.1 Research Ideas and Research Methods

Research methods

(1) Document analysis

By reading relevant literatures at home and abroad, combing and analyzing online marketing theories, citing the research achievements of domestic and foreign scholars, this article analyzes the Starbucks online marketing strategy.

(2) Comparative analysis

By studying Starbucks online marketing methods, comparing different online marketing strategies, and analyzing the effectiveness of marketing strategies, it provides a useful reference for comprehensively promoting online marketing.

(3) Qualitative analysis

Using methods such as induction, analysis and synthesis, starting from the inherent stipulations of things, the materials are processed and refined to reveal the internal laws of things and infer the nature and development trend of things.

The research content of this article is mainly divided into five parts, from field research, the pros and cons of the current online marketing model, loyal fan survey summary, comparison of other Chinese non-brand marketing models and other methods for in-depth analysis and research, to sort out the shortcomings of the mode of operation, through a large number of 'S research proposes methods and suggestions for improvement, the purpose of which is to arouse the attention of Starbucks and other chain companies in online marketing through the research in this article, and to analyze Starbucks' marketing effectiveness in the field of online marketing based on the development history and current status of Starbuck's online marketing; again, By analyzing the market environment of Starbucks online marketing, it is proposed that Starbucks and similar multinational chain enterprises are really better positioned to develop in China. Nowadays, in the "Internet+" era, the motivation for network marketing optimization is optimized; then, specific suggestions and specific recommendations are made The Internet marketing optimization program provides reference and reference for the company's Internet marketing, but due to the limitation of research time and the level of my current attainment, there are still many aspects that are not deep enough. I hope it can play a role in quasi-introduction. Related researchers provide useful references. Prospect.

3.2 The Theoretical Basis of Internet Marketing

Internet marketing. which belongs to the category of marketing, is a series of business management activities that use network, communication and digital media to achieve marketing goals. It is a comprehensive process of technological progress, consumer value

change, market competition, etc. The inevitable result of factors.

Internet marketing refers to the brand marketing activities that use the Internet as the platform and medium, which has a broad sense and a narrow sense. "Internet marketing in a broad sense refers to enterprises using all computer networks including intranet, EDI and internet to carry out marketing activities. Network marketing in a narrow sense refers specifically to international internet marketing. Network marketing is an important part of the overall marketing strategy of contemporary enterprises.

In general, "there are many online marketing channels, low cost, efficient communication, wide audience, voluntary reception, interactive communication, low utility, strong concealment, and are characterized by fairness, vitality, symmetry, ambiguity, etc. A new marketing concept and marketing model in the era of big data.

The theoretical basis of online marketing comes from traditional marketing theory, direct marketing, relationship marketing, online soft text marketing, integrated marketing and database marketing. The emergence of online marketing is based on computer network technology. Under the influence of multiple factors such as consumer value changes and increasingly fierce market competition, the traditional marketing model has gradually evolved into online marketing. The development process is shown in Table 2-1.

Table 3-1 Development History of Internet Marketing

period	development stage	Representative method
1994-2004year	Web 1.0 era	Online Advertising, Louse Engine Marketing, Email Marketing, Instant Messaging Marketing, BES Marketing
2005-2015year	Web 2. 0era	Blog marketing, RSS marketing, word-of-mouth marketing, experience marketing, SNS marketing

After 2016	Web 3. 0era	Precision marketing, embedded marketing, Widget marketing, database marketing

Source: Wei Zhaolian, Zhao Jingqin Internet Marketing [M]. Machinery Industry Press

Direct marketing theory was put forward in the 1980s, which refers to "a marketing system that interacts with one or more advertising media used to generate measurable responses and/or reach an exchange. Direct marketing theory holds that the Internet Marketing is testable, measurable, and evaluable, which fundamentally solves the difficulties of traditional marketing effectiveness evaluation, allowing companies to make marketing strategy decisions more calmly and objectively.

Relationship marketing was put forward in the 1990s, "The theory includes two main aspects: First, macro marketing believes that marketing will include customer markets, labor markets, supply markets, internal markets, related markets, and influencer markets (government, Financial market), including a series of areas, have an impact; second, microscopically believe that the relationship between enterprises and customers is constantly changing, and the core of marketing should be changed from the simple one-time transaction relationship in the past to the maintenance of long-term relationships.

The core of relationship marketing is to enhance customer loyalty and establish long-term emotional connection between customers and enterprises. Studies have shown that "the marketing cost of winning a new customer is five times the cost of an old customer", so establish long-term emotional connections with customers and continuously improving the customer's brand loyalty will help companies better consolidate their market position and gain Estimated long-term benefits. The Internet, as an effective of two-way communication channel, is an excellent tool for developing relationship marketing and achieving a win-win situation for customers.

Soft marketing theory is the opposite of "strong marketing" in the era of large industrial production. It believes that when customers buy a product or service, they not only hope that the product or service can meet their basic physiological needs, but also hope that through the product or service Services can meet the high-level spiritual and psychological needs of themselves and their families. Emphasizing respect for consumers' psychological feelings is the unshakable premise and foundation of all measures in corporate marketing.

Traditional advertising and personnel promotion often allow consumers to passively receive information about corporate products or services through bombardment and forced indoctrination, regardless of whether consumers are willing and willing to receive such

information. Internet marketing focuses on protecting citizens' personal privacy and personal experience. "Emphasis on respecting the customer's personal experience and emotional needs, and attracting customers to pay attention to the company and its brand and finally achieve marketing effects by ingeniously pulling customers over.

Network integrated marketing emphasizes the integration of the enterprise's distribution system with various stakeholders, as well as the interests of the enterprise and customers. "Implementing network integrated marketing should combine traditional 4Ps (products/services, prices, distribution, promotion) with customer-centric 4Cs (customers, cost, convenience, communication)", according to the cost price that customers can accept as Pricing benchmarks, setting up a variety of distribution channels, making it as convenient as possible for customers to purchase, and strengthening communication with customers to establish long-term contact with customers.

With the advent of the information society, the influence of the Internet has reached every corner of human life, and the importance of Internet marketing has become increasingly prominent. For the development of enterprises, online marketing will play an important role that traditional marketing cannot replace. Compared with traditional marketing, the main advantages of online marketing are:

(1) Conducive to the company to enter the international market
The existence and development of the Internet make the earth a village close to the horizon. Internet marketing has built a bridge for companies to go international. Enterprises can freely break through the geographical limitations, and carry out product marketing and brand promotion to potential audiences around the world where traditional marketing channels cannot reach.

(2) Helps companies reduce operating costs
Internet marketing can realize the rapid communication between enterprises, raw material suppliers and consumers in a timely manner, greatly reducing the transaction costs and advertising expenses necessary for the traditional marketing model. At the same time, it is also conducive to the promotion of internal information sharing and close communication between team members, reducing various unnecessary costs.

(3) Conducive to efficient and convenient information communication between enterprises and consumers
In the Internet era, merchants can make full use of network tools to comprehensively collect customer demand information, and make accurate judgments and timely responses based on market trends. At the same time, enterprises can also use the network as an important carrier to deliver a large number of texts, pictures, animations and multimedia audio-visual products that promote their products and services in a timely and efficient manner through the

online platform to consumers, in order to close the enterprise and customers. Connection.

(4) Help consumers win a wider choice

The Internet can greatly meet the personalized needs of consumers, and it can also save a lot of transaction time and transaction costs, so that consumers can find their favorite in the ocean of commodities in a time-saving and labor-saving manner. That category.

(5) Conducive to achieving fair competition among enterprises

The network contributes to the establishment and implementation of market economic mechanisms. Through the Internet, companies can freely develop and grow themselves without being limited by their own scale. Whether it is the famous world's top 500 or an unknown local small company, they all have the same position on the Internet platform and are on the same starting line. They need to rely on their own efforts to gain consumer trust and win a broad market. Therefore, carrying out online marketing is more beneficial to the majority of SMEs.

Commonly used tools for online marketing are corporate websites, online communities, apps, search engines, blogs, Weibo, WeChat, etc.

3.3SURE Internet Marketing Theory

SURE, Internet Marketing Theory, also known as SURE Internet Marketing Theory, comes from Machinery Industry Press-"Internet Marketing: The Subversion and Transformation of Ideas" is a series of marketing ideas proposed by Xie Dao in 2015 based on the innovation of the Internet business environment. SURE, stands for communication, unity, route marketing and accuracy. These four projects imply four ways of internet marketing promotion, and also cover the mainstream ways of internet promotion. Of course, marketing ideas can help companies systematically plan online marketing plans and avoid decentralized decisions. SURE, stands for Spreading, Unification, Route and Exactness, and is the combination of the first letters of the four English representative words.

(1) Word of mouth spread

In the Internet era, consumers frequently use social media, instant messaging and other tools to contact each other frequently, and word of mouth has therefore rapidly spread on the Internet. Today, traditional mass media is declining, and word of mouth is playing an increasingly important role in online marketing.

SURE's network marketing theory suggests that companies should spread Internet reputation through content marketing, viral marketing, user experience, and sincere marketing.

Content marketing is a prerequisite for the spread of word of mouth. In the Internet world, with interesting or useful content, consumers are willing to follow the company's Weibo, read the company's public number, and download the company's APP. If the content is empty and

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empty, consumers will block the company from the door and refuse to follow the company's brand information online, let alone the word of mouth. In network marketing planning, knowledge, social networking, online services, and entertainment and other spiritual experiences can be added to content marketing to attract consumers.

Viral marketing uses social media such as Weibo, WeChat, and forums to spread brand word-of-mouth, allowing word-of-mouth to spread to consumers on a large scale like a viral copy, such as the aforementioned Blend Tec mixer video demonstration. If content marketing is about trying to get consumers to read the brand's information, viral marketing goes a step further, trying to get consumers to "forward" brand content online and spread the word of mouth. In actual marketing practice, enterprises can optimize viral themes from the start of viral marketing and subsequent acceleration, comprehensively adopt viral action incentives, social games, UGC mechanisms, visual viruses and other methods to plan viral marketing.

User experience, as the user's subjective experience of using the product, is an important foundation for the spread of word of mouth. Without a good user experience, there will be no word of mouth. The unexpectedly good experience can prompt users to "scream" on social media and create a reputation for the brand. To this end, the marketing planning case should plan such a link: how to seize the user's "pain points" and achieve the "extreme" at the "pain points", in order to create a user experience that exceeds expectations.

Sincere marketing is the guarantee of the spread of word of mouth in the Internet environment. In the Internet age, the business environment is becoming more and more transparent, and consumers are becoming more intelligent. Without sincerity, it is difficult for companies to win the trust of consumers, and it is difficult for consumers to continue to praise you. Truth, transparency, equality and mutual trust are the four key principles for companies to gain trust from consumers on the Internet. These principles are also relatively easy to ignore in many current online marketing plans.

(2) Relationship fusion

The relationship between enterprises and consumers has a significant impact on consumer behavior.

In a traditional industrial society, companies sell products through layers of agents and retailers. Traditional enterprises often do not know who their customers are, where and how to contact them. Therefore, the relationship between traditional enterprises and consumers is in a "disconnected" state. In the Internet age, enterprises can connect with consumers online through application software, social media and other forms. Connection, there may be thermal interaction. Interaction further deepens the relationship between the enterprise and consumers, helps the brand win consumer recognition, and thus creates fans.

Fans imply a close relationship between customers and companies. In the Internet era, fans will not only deepen and expand consumption under the guidance of enterprises, but also spread word-of-mouth for enterprises, and even help the brands improve themselves by means of opinion participation, voting, and crowdsourcing. These mechanisms finally make the line between the enterprise and fan customers increasingly blurred, and the enterprise and fan customers merge with each other.

SURE's network marketing theory suggests that companies can follow the three steps of connection, interaction and fan democracy step by step to promote the integration of relationships with customers.

Online connection with users is the first step in relationship fusion. Online connections in the form of application software, social media, etc. have created a mechanism for enterprises to communicate with customers from time to time, and companies and customers are no longer "disconnected." Connecting online with as many users as possible becomes the direct target of internet marketing.

Interaction is the intermediate link that transforms users into fans, and is the second step in relationship integration. In the Internet era, only through content, experience, and sincere active interaction can companies deepen their recognition of the brand and become fans.

Fan democracy is the last link in the integration of relationships. With the help of online connections, fans are willing and likely to participate in the company's management affairs to help companies improve products, improve service processes, and provide marketing "ideas". If companies are willing, they want to participate more. From the beginning, the simple collection of opinions has gradually evolved to the collective voting of fans to decide on important matters, directly launching marketing activities through consultation, and gradually forming a fan crowdsourcing mechanism. Fan democracy has inspired the "ownership" consciousness of fan users, so fans have a feeling of being together with the company. At this time, the line between enterprise and consumer has been blurred. Between the enterprise and the fans, you have me, you have me, and they are integrated with each other.

Fans, starting with the online connection of enterprises, are closer to each other step by step, the relationship between them is getting closer and closer, and eventually they have developed into integration, subverting the traditional customer relationship model. Cultivating fans, and then promoting the integration of relationships with fans, thereby promoting brands, is an important part of online marketing planning.

(3) Route marketing
Consumers in traditional societies can only do nothing to receive advertising and marketing information. In the Internet age, with the help of tools such as search engines,

consumers began to actively search for information. No matter what you say, consumers have to search. As a result, marketing has been given a new task of marketing to consumers on their search path. QR code, search engine, official website, encyclopedia knowledge platform, question-and-answer knowledge platform, online flagship store, customer evaluation column........Where the consumer finds it, the company should market it there.

Path marketing is to respond to consumers who are actively searching, marketing to them in all Internet links of their search, so that brand information can be better displayed here, and more and more rich for consumers to reach and perceive.

SURE's network marketing theory suggests that companies can plan path marketing from three locations: entrances, search engines, and nodes.

First, consumers live in the real world. When they log into the Internet from the real world, they must go through certain Internet portals. These entrances are also the way for enterprises to seek marketing opportunities and win consumers. Browsers, APP application distribution platforms, QR codes, etc. are all entry points that companies can market.

Second, in today's search era, the natural ranking of search result entries affects consumers' perceptions of the brand, which in turn has a significant impact on the brand. Brand entries are ranked too low on search results pages, and consumers may be suspicious of your brand or even lose confidence. Search Engine Optimization (SEO) is based on the research of search engine algorithm rules, with the help of web content Organization and other related elements to improve the natural ranking of brand-related webpages on search engine results pages, and ultimately guide searchers to consume marketing methods. Search engine optimization includes five steps: selecting a search engine, mining keywords, filtering keywords, optimizing rankings, and optimizing landing pages.

Third, with a smooth Internet portal and ranking-first search results, we can guide consumers to nodes such as blogs, official websites, online stores, and knowledge platforms. The so-called nodes refer to web pages or websites that may have a significant influence on searchers. Whether the node webpage is attractive, whether the content is persuasive, and whether the page is user-friendly, these are all related to whether those consumers who are led by search engines can become buyers and can ultimately be converted into customers. Good nodes can deepen consumers' interest in the brand, lead consumers to the sales platform step by step, and finally turn into buyers. Node marketing is to build attractive and persuasive high-quality nodes, marketing to searchers at the nodes, and guiding searchers to become customers.

Marketing along the path of entrance, search engine and node gradually unfolding is a brand-new marketing thinking. If the traditional marketing with mass media promotion as the core is to actively "attack" consumers, then path marketing is to "defend" in response to

consumers' active search. Internet marketing also needs to think and plan from a new perspective of "defense".

(4) Precision marketing

The Internet relies on new marketing methods such as word of mouth and fans. And online marketing such as word-of-mouth and fans must be voluntarily participated by consumers. However, in reality, some products have a small unit price and are naturally difficult to attract consumers' attention. It is impossible to let consumers voluntarily participate in their marketing activities like Xiaomi mobile phones. Under such circumstances, methods such as word-of-mouth and fans are difficult to play a leading role, online marketing also has to rely on compulsory promotion methods such as advertising and soft text.

However, the Internet is a world that advocates freedom. In this world, consumers instinctively exclude all unsolicited mandatory content, trying to avoid simple and rude advertisements, soft texts and other information. Therefore, unilateral marketing and promotion on the Internet, such as advertising, should follow the one-to-one precision marketing concept and promote business information of personal interest to consumers. Only in this way, the brand information promoted to the consumer side will not be the same, in order to effectively resolve consumers' resistance to online business information.

SURE Internet marketing theory suggests that mandatory promotion methods on the Internet, such as advertising and soft The article should be based on data and even big data technology, and pursue precision from the three perspectives of promotion target, media delivery and effect measurement; strive to promote accurate content with accurate content, accurate media and delivery scale, and continue to correct errors In order to achieve more precise.

First, personalized and accurate recommendation. Why do consumers hate unsolicited online business information? The fundamental reason is that these uniform spam messages have nothing to do with his interest. On the contrary, if the introduced information happens to be of interest to consumers themselves, consumers will not only resist it but will actively read it. Enterprises can accurately identify specific customers and launch personalized recommendations through consumers' consumption data streams, click data streams, mobile data streams, and input data streams.

Second, precise media delivery. In addition to identifying specific customers and introducing them accurately, precise marketing on the Internet also requires accurate media delivery.

Third, accurate effect measurement. Advertisements and soft articles have become a major operating expense for many companies. Unfortunately, this is also often the most "irrational"

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investment by companies. Whether these investments are effective or not, no one knows which part is wasted. The increase in market share may be due to the effect of advertising or not because of advertising. In this way, companies do not know whether these decisions are wrong, and where they are wrong, they may go further and further on the wrong path, and the resulting consequences are catastrophic.

The four criteria of word-of-mouth diffusion, relationship integration, path marketing and precision marketing basically cover the mainstream channels of Internet marketing promotion. The theoretical framework of SURE marketing theory helps enterprises systematically plan Internet promotion programs.

3.4 PEST Analysis

PEST was originally called "ETPS". In the book "Scanning the Business Environment", the author describes the term "ETPS" as a memory method for the four corporate environmental factors (economy, technology, politics, and society). After the publication of this book, Arnold Brown of the Life Insurance Association called it "STEP". Later, some scholars and people in the corporate world redefined it as "STEPE analysis" and added ecological factors.

In the 1980s, many scholars joined various classifications, and there were different permutations such as PEST, PESTLE, and STEEPLE. Because "PEST" has a negative meaning, some people still use the term "STEP analysis", but there are fewer and fewer users.

Some scholars believe that PEST analysis is sufficient to deal with various situations, but others believe that adding other factor analysis can help individuals or teams to conduct environmental scanning more effectively.

PEST analysis is a model that uses environmental scanning to analyze four factors in the overall environment: Political, Economic, Social, and Technological. This is also part of the external analysis when doing market research, which can give the company an overview of the different factors in the overall environment. This strategic tool can also effectively understand the market's growth or recession, the situation, potential and operating direction of the enterprise.

(1) Political Factors

A German philosopher once said: "Economists often do not understand the economic policies of politicians, but they still have to implement them!" From this sentence, it is not difficult to see the importance of political elements.

Political elements refer to political forces and related laws and regulations that have actual and potential impact on the organization's business activities. When the political system and

system and the government's attitude towards the business operated by the organization change, and when the government issues laws and regulations that are binding on the operation of the enterprise, the business strategy of the enterprise must be adjusted accordingly. The legal environment mainly includes the laws and regulations made by the government that are binding on business operations, such as anti-unfair competition laws, tax laws, environmental protection laws, and foreign trade regulations. The political and legal environments are actually inseparable from the economic environment. factor. Competitive enterprises must carefully study a government and business-related policies and ideas, such as studying the country's tax laws, antitrust laws, and the trend of canceling certain regulations, while understanding some international trade rules, intellectual property laws, Labor protection and social security. These relevant laws and policies can affect the operations and profits of various industries.

Politics will have a very significant influence on corporate supervision, consumption capacity and other corporate-related activities. To make a business successful, you must pay attention to the following points: 1. Is the political environment stable? 2. Will national policies change the law to strengthen the supervision of enterprises and collect more taxes? 3. What are the market ethical standards held by the government? 4. What is the government's economic policy? 5. Does the government care about culture and religion? 6. Has the government signed trade agreements with other organizations, such as the European Union, North American Free Trade Area, ASEAN, etc.

(2) Economic Factors

Refers to a country's economic system, economic structure, industrial layout, resource status, economic development level, and future economic trends. The key elements that make up the economic environment include GDP development trends, interest rate levels, inflation levels and trends, unemployment rates, residents' disposable income levels, exchange rate levels, energy supply costs, the degree of perfection of market mechanisms, market demand conditions, etc. Since enterprises are micro individuals in a macro environment, the economic environment determines and influences the formulation of their own strategies. Economic globalization has also brought about economic interdependence between countries. Enterprises are in the process of decision-making in various strategies. It also needs to pay attention to, search, monitor, predict and evaluate the economic situation of countries other than their own.

Marketers need to look at a country's economy and trade in both short-term and long-term, especially when it comes to international marketing. The key points need to refer to the following points: 1. Interest rate. 2. Inflation rate and employment rate per capita. 3. GDP per capita

(3) Sociocultural Factors

Refers to the ethnic characteristics, cultural traditions, values, religious beliefs, educational level, customs and other factors of the members of the society where the organization is located.

The elements that make up the social environment include population size, age structure, ethnic structure, income distribution, consumption structure and level, and population mobility. The size of the population directly affects the market capacity of a country or region, and the age structure determines the types of consumer goods and the way of promotion.

Every society has its core values. They often have a high degree of continuity. These values and cultural traditions are precipitated by history and spread through family reproduction and social education. Therefore, they are quite stable. Some values are relatively easy to change. Each culture is composed of many subcultures, which are composed of groups with a common language, a common value system, and a common life experience or living environment. Different groups have different social attitudes, hobbies, and behaviors, thus showing Different market demands and different consumer behaviors.

Countries and societies have different impacts on companies. Social and cultural factors are very important, including the following: 1. What is the religion that has the largest number of believers? 2. What is the attitude of people in this country towards foreign products and services? 3. Will language barriers affect product marketing? 4. How much free time do consumers have? 5. What are the roles of men and women in this country? 6. Do people in this country live longer? Is the elderly class wealthy? 7. How do people in this country view environmental issues?

(4) Technological Factors

Technical elements include not only those inventions that have caused revolutionary changes, but also the emergence and development trends of new technologies, new processes, new materials and application prospects related to enterprise production. In the past half century, the most rapid changes have occurred in the field of technology. The rise of high-tech companies such as Microsoft, HP, and General Electric has changed the world and human life. Similarly, non-profit organizations such as leading hospitals and universities are more competitive than similar organizations that do not use advanced technology.

Technology is not only the driving force of globalization, but also the competitive advantage of enterprises. The following points explain what are the key elements of technology:1.Has technology reduced the cost of products and services and improved quality?2.Does technology provide consumers and enterprises with more innovative products and services, such as online banking, new-generation mobile phones, etc.3.How does technology change distribution channels, such as online bookstores, air tickets, auctions, etc.4.Technology Whether it provides a new channel for enterprises to communicate with consumers, such as Banner advertisements, CRM software, etc.

3.5 STP Theory

The concept of Market Segmentation was first proposed by American marketing scientist Wendell Smith in 1956. Since then, American marketing scientist Philip Kotler has further developed and perfected Wendell Smith's theory and finally formed a mature STP theory

(1) Market segmentation refers to the market classification process in which a marketer divides the market of a certain product into several consumer groups based on differences in consumer needs and desires, purchasing behavior and purchasing habits through market research. Each consumer group is a market segment, and each market segment is a group of consumers with similar demand tendencies.

(2) The famous marketing scholar McCarthy proposed that consumers should be regarded as a specific group, called the target market. Through market segmentation, it is helpful to clarify the target market, and through the application of marketing strategies, it is helpful to meet the needs of the target market. That is, the target market is one or several sub-markets that the enterprise is prepared to meet its needs with corresponding products and services after market segmentation.

(3) Market positioning refers to the marketing design of an enterprise according to the psychology of potential customers, creating a certain image or a certain personality characteristic of the product, brand or enterprise in the minds of the target customers, retaining a deep impression and a unique position, and thereby gaining a competitive advantage. Market Positioning (Market Positioning) is an important marketing concept proposed by American scholar Al Rice in the 1970s. The so-called market positioning is based on the competitive situation of similar products in the target market, and the importance that customers attach to certain features or attributes of the products, to create a strong and distinctive personality for the company's products, and to vivid its image Pass it to the customer to obtain customer approval. The essence of market positioning is to strictly distinguish this company from other companies, so that customers can clearly feel and recognize this difference, and thus occupy a special position in the minds of customers.

Chapter 4 DATA ANALISIS

4.1 Starbucks China Internet Marketing Status

Starbucks' Internet marketing strategy featuring "Internet+" mainly covers e-commerce, mobile payment, social networking and digital marketing. With a view to quickly occupy the commanding heights of the digital, stand out in the fierce market competition.

4.1.1 Build an Online Community

In 1998, the official Starbucks website starbucks.com was launched in 2008, and the "My Starbucks Idea "online community was established. Fans can publish their ideas in the community and make suggestions, and give feedback to the enterprise. The online community mainly consists of products, experiences, and community participation in three sub-zones, which has become an effective channel to promote communication with customers and improve customer service.

Starbucks has not established an official online community in mainland China. Currently, fans are building online communities in online communication spaces such as BBS, Tieba, and group discussions. Such as Starbucks Bar Baidu Post Bar, the main content is a variety of Starbucks questions exchange, the purchase and transfer of Starbucks products, sharing of on boarding experience and so on. Since there is no management and response from Starbucks professionals, the "landlord's appeals are often not answered in a timely and reasonable manner. Although the top posts are continuously issued, the posts are still easy to sink in many posts. At the same time, the post information is relatively fragmented, and the accuracy is difficult to guarantee. It is not useful for other fans, resulting in relatively large information duplication and waste.

On Douban, the key word of Starbucks mainly appears in Douban Reading and Douban Group. "Starbucks: Everything has nothing to do with coffee" by Douban Reading ranked 682, with Douban score of 6.8, covering the content introduction, author profile, trial reading, common tags and big data push "like to read Starbucks' "People also like" e-books, "People who like to read Starbucks also like" books, short reviews from fans, and more detailed book reviews. Similar scores include Douban movies, Douban music, and mobile apps. The Starbucks Fans Club has 66,386 members. The main content is Starbucks experience sharing, work diary, and related commodity transactions. The leader of the team reminds the team members to try to go to the store to buy products instead of trading in the group. Both buyers and sellers should be careful to avoid being deceived. The top of the team leader indicates that the professional advertising team members will be deleted directly. Please transfer to other places for commercial promotion, indicating that the team is not commercial in nature. A topic on how to pretend to be senior at Starbucks received a response of up to 3707, and the rest of the topics received hundreds, tens, or very few responses. Big data pushes groups that members

of this group also like to go to, such as MUJI, IKEA, COSTA, H&M and other groups. There are also regional Starbucks groups divided by region, such as friendship groups such as Hangzhou Starbucks and Kunming Starbucks.

It is known in the online Q&A community that there are 50,067 followers on the topic of Starbucks, the number of questions is 3091, the topics have the labels of "cafe", "coffee brand", and "US listed company", and the sub-topics have the label of "Star Enjoy Card". Knowing to connect users from all walks of life, users share knowledge, experience, and insights in a way of answering questions, featuring the integration of divergent thinking. Knowing that each topic has tabs for discussion, essence, and waiting for answers, you can choose to switch to time sorting or hot sorting. Most of the questions asked are more in-depth, such as "Is there a problem with Starbucks (China)? If so, how to solve it?" and "How to treat people sitting on Starbucks without buying anything?" The questions were answered by more than 1,000 questions. Approved by the number of rankings, most of the top question answerers have a more professional understanding of Starbucks, and share more content. The number one answer received more than 24,000 approvals and more than 1,300 comments. Zhihu Daily introduces research results or empirical conclusions about a problem in the form of articles. Knowing answers are sorted according to the number of likes and the user's PR value. Collapse answers that are considered invalid, which can effectively filter spam.

4.1.2 Social Network Branding

In 2012, Weibo prevailed in China, and many companies followed the trend to promote brand culture through Weibo. Starbucks (China) has also quickly integrated into the market. In Weibo marketing, it vigorously promotes and promotes and disseminates corporate culture. It not only can share information with customers in real time, but also can conduct immediate marketing and promotion. It has gradually become a platform for corporate market research and public relations communication., And provides channels for the company's word-of-mouth marketing and viral marketing. Weibo marketing can take advantage of instant and two-way information transfer to manage customer relationships, capture the potential needs of customers and increase satisfaction, thereby increasing product sales.

Starbucks China's social networking site brand promotion is mainly through Weibo. Weibo not only enables instant sharing of user information, but also enables instant marketing and brand publicity. It has increasingly become a platform for companies to conduct market research and public relations, and has provided channels for word-of-mouth marketing and viral marketing. Weibo marketing can take advantage of instant and two-way information delivery to manage customer relationships, capture users' potential needs, increase customer satisfaction, and increase product sales. Weibo has the characteristics of multimedia, timeliness, interactivity, low cost and convenience.

Starbucks China's official Sina Weibo coordinates Shanghai, with 1.5 million followers and nearly 8,000 Weibo posts. Related users include Starbucks Jiangsu, Zhejiang and Shanghai, Starbucks Beijing, Starbucks Guangzhou and another regional Starbucks. Related interest homepages have real-time quotes for Starbucks SBUX US stocks. The main content covers new product recommendations for beverages and Xingxiang cards, the latest information on cakes, star cups and various gifts, the "Using Stars" activity, the introduction of the AR experience project of Shanghai Baking Workshop and so on. Fans write their own experiences in the comments, show off the drinks or gifts they have purchased, display the collected star cups, star share cards, etc. Comments can be sorted according to popularity or chronological order, and you can comment or like each comment.

4.1.3 Create an Online Store

In 2011, the US Starbucks online store store.starbucks.com was officially launched. Customers can purchase their favorite Starbucks products, such as coffee beans, coffee cups, and coffee machines, on the Sale menu page of Starbucks official website. However, in 2017, Starbucks announced the closure of this online store, and some of the products on the website were sold at a discount of less than 50%. Starbucks closed its own online sales channel of online stores, and turned to commercial cooperation with e-commerce platforms. On the one hand, it can simplify Starbucks sales channels, cooperate with excellent third-party platforms, and use brands and customer bases to expand its business scope; another on the one hand, it can attract customers to spend at Starbucks stores everywhere in the United States, and lead customers to the line. After the online store was closed, American consumers were able to purchase Starbucks products through Amazon and other third-party websites. Compared with pure online stores, the closer integration of Starbucks digital mobile terminal and store experience is more important and is the main direction of future development.

Searching for Shop Starbucks on the Amazon website in the United States, there are more than 5000 search results. Check out the most popular products of Starbucks, according to the classification of coffee drinks, gift cards, bottled drinks, coffee substitutes, kitchens and restaurants. Sorted by the average number of reviews by customers, the highest number of reviews is Starbucks Breakfast Comprehensive Cup Coffee Capsules, with 2122 reviews and 82 answered questions, and related videos include "How to make coffee using a coffee machine." The second is Starbucks's $25 star gift card, with 1,647 comments and 27 answered questions. Starbucks French roast coffee whole beans, 462 comments, 17 questions answered, related videos include "How to grind coffee beans", "Introduction of different types of coffee beans", "How to make a cup of quality coffee" In addition, there are Starbucks plush bear toys, fruity black tea, coffee machines, syrups, Milk frothier, clothing, bags and other products are sold online.

In the Chinese market, Starbucks did not establish an online store, but launched the official

flagship store of Tall Starbucks in 2015. The official flagship store of Tall Starbucks allows customers to have Starbucks "fourth space" experience, creating the first "Internet + coffee" online platform. Initially, the online sales of products mainly consisted of coffee electronic coupons and Xingxiang cards. With the improvement of the product line, "coffee and tea", "coffee appliances", "card coupons", and "Starbucks Selection Shanghai roasting workshop" were formed. "Four categories of products. In 2017, Tall and Starbucks further cooperated-customers only need to scan the Starbucks Shanghai Roastery on the Taobao mobile phone, they can make a menu query, and can fully understand the story of Starbucks coffee through the AR function.

On Amazon China's official website, searching for Starbucks has more than 1,000 results. Food categories include instant coffee, coffee beans, and cocoa powder. The books are classified into catering enterprises, financial figures, and commercial economy. Kitchenware is classified into mugs and glasses. Kindle stores are classified into trade economy, tea and wine, calculators and the Internet. There are also many peripheral categories, such as toys, furniture, automotive supplies, personal care products, clothing bags, applications and games, music, etc. Starbucks' online products on Amazon in China are no longer limited to the products sold by Starbucks China, but have expanded into a very wide range of fields. The coverage of goods from physical goods to virtual goods has greatly enriched the diversity of Starbucks online products. The goods suppliers on Amazon China's official website are from China or other parts of the world. Thanks to the development of cross-border e-commerce and the integration of modern logistics, Chinese consumers can easily buy overseas Starbucks on the Amazon platform without leaving the house. commodity. Chinese consumers can purchase overseas through Amazon, see English reviews of Starbucks products, and can also directly receive products delivered by Amazon merchants from overseas.

4.1.4 Mobile App and Mobile Payment

Starbucks initially copied the American model of mobile payment in China, offering Apple Pay and Starbucks App Starbucks card payment. However, the popularity of Apple Pay in China has not been widely recognized. Most people in China cannot use Apple Pay to pay with the Android system. Even if a certain number of customers use Apple mobile phones, they are also in a hurry or too troublesome. Willing to download and use, Starbucks knows that local payment methods are difficult to be replaced, so in 2016, in cooperation with Tencent, more than 2,500 Starbucks stores in mainland China access WeChat payment to cater to the payment habits of Chinese consumers. At the same time, Starbucks launched on the WeChat public account Starbucks "use the star" applet, and pave the way for the marketing of the "Star Enjoy Club" developed by Starbucks (China), where customers can see their own points and analyze their own store Feel, get rewards by completing virtual tasks, and quickly find the nearest store.

4.1.5 Free Internet in Stores

In 2001, Starbucks began to provide customers with paid Wi-Fi network services in stores; in 2008, Starbucks upgraded wireless network services to better coverage AT&T; in 2010, Starbucks opened free Wi-Fi in the US market without registration and without time limit -Fi, officially launched the Starbucks digital network service. Starbucks attracts and has a large number of new and old customers through its free internet and free online services.

In the Chinese market, in 2013, Starbucks began to use China Mobile's large-scale basic network construction to use the SSID as the CMCC-Starbuck wireless signal in East China to obtain broadband and services in the form of monthly payments, and then promoted to the national market. Customers who come to the store for consumption only need to open Wi-Fi to search CMCC-Starbucks, open the browser to visit any URL, they will jump out of the Starbucks Wi-Fi login interface, and then enter the mobile phone number, they will receive a text message to inform the login account and password. Then you can log in to enjoy free, safe and convenient Wi-Fi service.

4.2 STP Analysis

The fundamental essence of STP theory is to choose the target consumers or customers, or market positioning theory. According to the STP theory, the market is a complex and a multi-level, diversified collection of consumer demand. No enterprise can meet all needs. Enterprises should divide the market into consumption composed of similar needs according to factors such as different needs and purchasing power. Group, that is, several sub-markets. This is market segmentation. An enterprise can select a market segment that has a certain scale and development prospect from the sub-markets according to its own strategy and product situation, and meets the company's goals and capabilities as the company's target market. Subsequently, companies need to position the product in the preferred position of the target consumer, and convey this positioning information to the target consumer through a series of marketing activities to make them notice the brand and perceive that this is what they need. STP theory refers to that an enterprise determines its own target market on the basis of a certain market segmentation, and finally positions the product or service in a certain position in the target market. in particular

Market segmentation refers to the process of dividing a product or service market into a series of market segments based on differences in customer needs.

Choosing the appropriate market target means that the enterprise sets a target from the segmented market and conducts a series of target planning around occupying the segment.

The market positioning is to determine its product or service in a certain position in the target market during the marketing process, that is, to determine the competitive position of its

product or service in the target market, also known as "competitive positioning."

Starbucks' Internet marketing needs to address the needs of those who meet the needs and provide products and services in the online market. The number of online consumers is large and scattered. Their needs and buying habits are also different. At the same time, companies are limited by the status of resources. Therefore, online marketing must do a good job of target marketing.
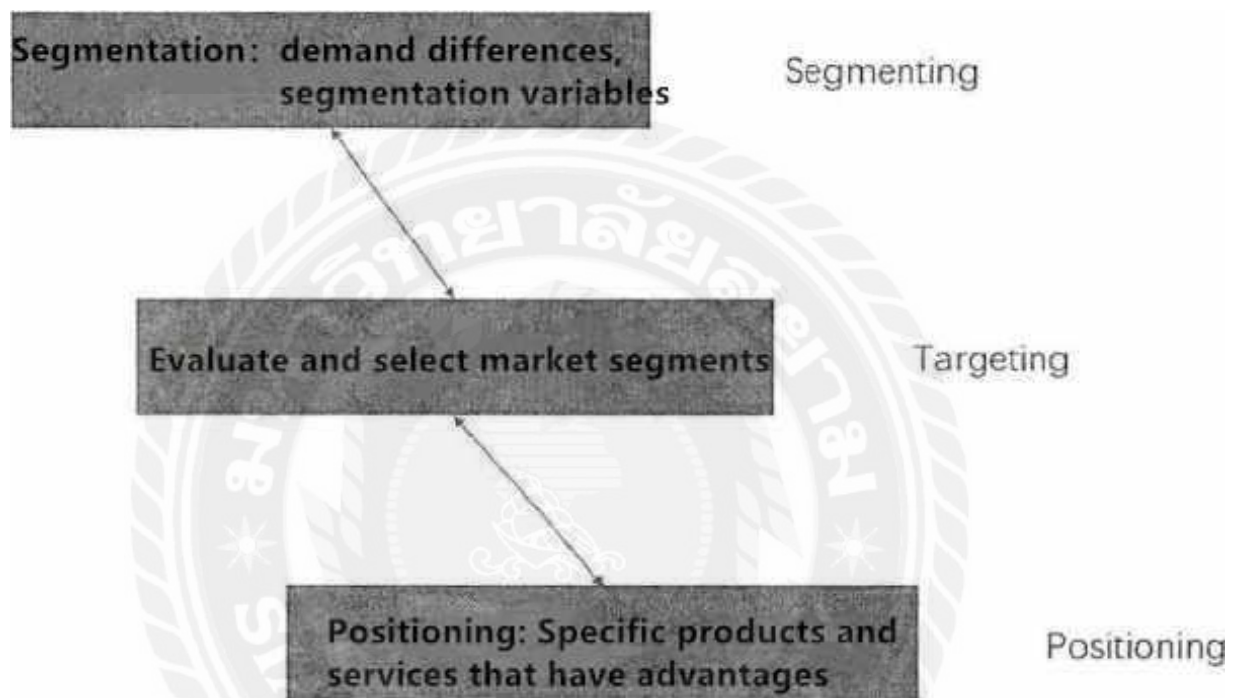

Figure 4-1 Target marketing
Source: Xie Tao "Marketing" MBA Center, School of Management, Xiamen University

(1) Starbucks Internet Marketing Market Segment
The Internet marketing segment is an enterprise that divides the Internet market into a number of differentiated groups based on the differential characteristics of online consumers' purchasing motivation and purchasing habits, and each consumer group constitutes an online segment.

①Geographical factors
First-tier cities, mainly economically developed Beijing, Shanghai, Guangzhou, and Shenzhen, and large and medium-tier second-tier cities, mainly Chengdu, Xi'an, and Wuhan, are currently the main distribution areas of Starbucks stores. The consumption level of residents in the first- and second-tier cities ranks first in the country, and a large number of residents have received higher education, and even have a profound influence on Western culture.

Lanzhou and Xining are represented by third-tier cities with lower residents' consumption

level than those of second-tier cities, and the fourth-tier cities represented by Mianyang are among the top-ranked cities among residents of the same level. The coffee market in third- and fourth-tier cities is not yet saturated, and the growing consumer demand for coffee may become a new growth point for Starbucks' online marketing in the future.
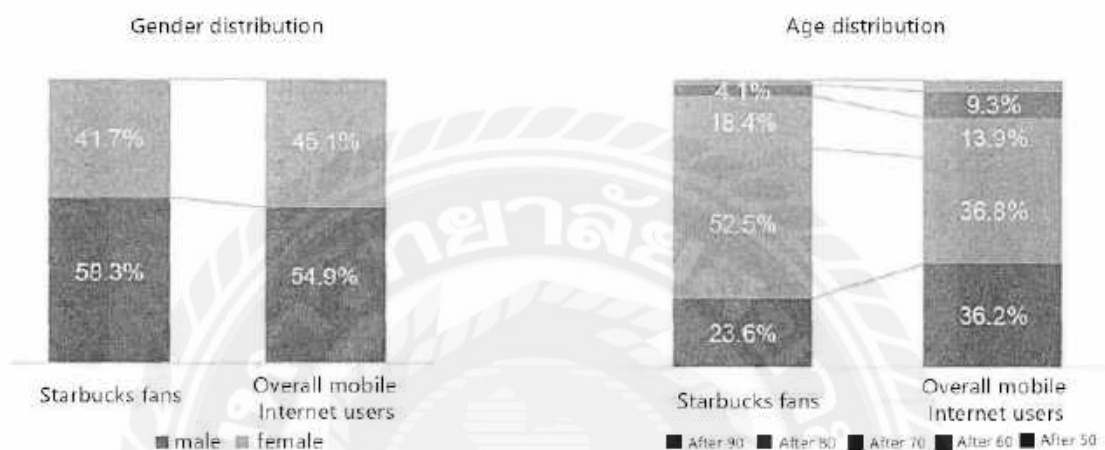
②Demographic factors

Figure 4-2 Starbucks faithful demographic attributes
Source: Talking data Mobile Data Research Center

As can be seen from the gender distribution in Figure 3-3, there are more males than females in Starbucks' loyal fans, with males accounting for 58.3%, which is higher than the male mobile Internet user's overall gender ratio of 54.9%; from age distribution Look, Starbucks loyal fans are mainly post-80s and post-70s young people. As the post-90s and post-00s gradually enter the society, the consumption ability is improved, and it is expected to become a new generation of loyal fans.

Starbucks is subdivided according to demographic characteristics, and the main consumer groups can be divided into two categories:

The first group is the middle-aged and young people in the post-70s and post-80s. They are among the middle class, have a certain social status, have received higher education, have coffee consumption habits, and pursue quality and health.

The second category is the post-90s and post-00s youth groups. They were born in middle- and high-income families, are receiving higher education, or have just entered the society, and have just cultivated coffee consumption habits in pursuit of fashion and novelty

③Psychological factors

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Groups can be divided into two categories: The first category is high-end social people who have high consumption power, are willing to pursue quality coffee to show taste, and have mature and unique values

The seco According to the consumer psychology of Starbucks customers, the main consumer Nd category is the middle class in society. They have higher consumption power, are willing to pursue fashionable coffee to enjoy life, and have the sensitivity to follow the trend.

④Behavioral factors

According to the consumption behavior of Starbucks customers, the main consumer groups can be divided into three categories:

The first category is coffee lovers who have a deep understanding and understanding of coffee, and have high requirements for coffee quality and service. They will buy coffee in stores or buy coffee machines and coffee beans to make coffee by themselves. Habit, have their own independent judgment on promotional activities.

The second category is the potential enthusiasts who sometimes drink coffee. They have limited knowledge of coffee and weak identification ability of coffee. They will buy coffee in the store or buy instant, canned coffee. They are sensitive to the price of coffee and are also easily Promotional activities attract.

The third category is non-lovers who occasionally or never drink coffee. They are less exposed to coffee, less interested in coffee, and less sensitive to coffee promotions, but they may Starbucks enjoy other drinks.

After Starbucks has divided the market segments of online marketing, it is necessary to weigh the strength of the enterprise and the capacity of the market segments, and choose one or more market segments.

(2) Target market selection

The selection of the target market for online marketing is based on the segmentation of the online market, and a target market with a certain scale and development potential that meets the business objectives and service capabilities of the enterprise should be selected. The global market of Starbucks implements a completely covered marketing strategy, marketing the value of "third space", coffee is the main carrier, in addition to pastries, coffee brewing appliances and even music. Starbucks is still in the development stage in the Chinese market, and it is difficult to cover everything. After implementing the core market, it gradually penetrates into the surrounding markets and finally realizes a full-coverage marketing strategy. The target markets of Starbucks Internet Marketing are:

①College students and young white-collar workers. They are stylish, enthusiastic, good

at accepting new things, playing on the Internet, and enthusiastic about online shopping and social communication. They have the potential to become middle-class and coffee professional lovers in the future.

②Business elite, rising middle class. They have higher spending power, have received higher education, pursue quality and health, and have higher demand in financial management, catering, tourism, etc., which is the strength of the coffee market.

③Coffee professional lovers. They have daily coffee consumption habits. After deep recognition, they will become loyal customers and may become opinion leaders in online marketing.

④Possible lovers of coffee. They have no fixed coffee consumption habits for the time being, they can be guided and cultivated, and they are expected to become loyal coffee customers and professional enthusiasts in the future.

(3) Market Positioning

Internet marketing market positioning is a variety of marketing activities that enterprises create distinctive brand characteristics in the market and pass on a unique market image to consumers. The target market positioning of online marketing is two-way. On the one hand, marketers must understand the actual situation of online consumers; on the other hand, marketers must know whether their products are suitable for online marketing, so as to improve the market competitiveness of enterprises. Enterprises can be positioned according to product or service characteristics, or based on user category.

The types of related applications preferred by Starbucks loyal fans include online shopping, social networking, and financial management. Starbucks should use its competitive advantages to provide differentiated products and services to meet the target consumer's application preferences and differentiated needs, thereby setting competition barriers for competitors and enhancing the profitability of enterprises in the Chinese market.

Table 4-1 Starbucks differentiated network marketing methods for different target markets

targeted clients	Internet Marketing Focus	Targeted promotion
College students, young white-collar workers	Online events attract fans' interactive fusion	Starbucks experience
Business elite, rising middle class	Precise marketing to cultivate member loyalty	
Coffee professional	High-quality products and services, establish a reputation	
Possible lovers of coffee	Guide conversions and provide paths	

Source: Author's Homemade

The key to the positioning of the Internet marketing market is that companies need to find characteristics that have a competitive advantage over competitors, and then analyze, identify, select, and display unique competitive advantages. Internet marketing provides more channels for customers in different cities to get close to Starbucks. A clear market positioning can create a good brand image in the minds of consumers, so that consumers can resonate psychologically, stimulate purchase desires and promote Increased sales. In the process of online marketing, it is necessary to ensure that the positioning of enterprises and brands is clear, so that marketing strategies and implementation plans are centered around the core positioning-Starbucks experience.

4.3 PEST Analysis

PEST analysis is an analysis of the macro environment, mainly from the four major environmental factors of Political, Economic, Social and Technological, to study the impact of macro environmental factors on enterprises.

4.3.1 Political Factors

The political and legal environment factors refer to the system, political system, laws, regulations, policies and other aspects of this country or region. These factors affect the company's business behavior, especially its long-term investment behavior. Since the founding of New China in 1949, China's political stability and peace and development have become the main theme of the times. Since the reform and opening up, the good political environment, regulations and policies have attracted a lot of foreign investment, providing stable and convenient marketing opportunities for multinational companies. In 1997, China and the United States reached a consensus and committed to building a "China-US constructive strategic partnership". Since then, Sino-US relations have entered a new stage, objectively providing Starbucks with a better investment environment in China. Although there are still small frictions between China and the United States, the economic and trade exchanges between the two countries are close and the prospects for cooperation are broad.

The report of the Nineteenth National Congress of the Communist Party of China pointed out: The whole party should more consciously enhance road self-confidence, theoretical self-confidence, institutional self-confidence, and cultural self-confidence. It should not take the old road of closed and rigidity, nor take the evil road of changing flags, and maintain political concentration. Persevere in rejuvenating the country and always adhere to and develop socialism with Chinese characteristics. This fully demonstrates that my country is striving to create a stable and united political environment and comprehensively promote economic development and the improvement of people's living standards.

Since 2012, the Yunnan Provincial Government of China has provided good policy support to Starbucks (China) Grower Support Center and local coffee farmers to promote the sustainable development of local coffee cultivation. In the "Guiding Opinions on the Development of the Coffee Industry in the Office of the Yunnan Provincial People's Government" published in 2017, it is pointed out that "promoting the deep integration of 'Internet+' and coffee manufacturing industry with the guidance of green ecology, quality safety and circular economy" can be seen in China The government's policy guidance is to encourage the "Internet +" and the coffee industry to closely develop together.

At the same time, China is gradually advancing the construction of laws and regulations related to online marketing. In 2010, the State Administration for Industry and Commerce of China promulgated the "Interim Measures for the Administration of Online Commodity Transactions and Related Service Behaviors." In 2013, the Standing Committee of the National People's Congress officially launched the legislative process of the "E-commerce Law of the People's Republic of China"; in 2016, the draft was first submitted to the Standing Committee of the National People's Congress for deliberation, and then publicly solicited legislative opinions from the whole country.

For a foreign-funded company like Starbucks, China's political environment is the basis for its development breakthrough. China-US trade relations have entered a new stage, which has promoted the development and expansion of Starbucks in China. The laws and regulations related to online marketing are also conducive to standardizing the market, which will ensure the stable development of Starbucks in the Chinese market. Policy support and encouragement have opened up a new path for Starbucks to deeply integrate its network in the Chinese market.

4.3.2 Economic Factors

The economic environment is the various economic conditions and factors that enterprises face in the process of online marketing, and has the most direct and fundamental impact on the operation of enterprises. Since the reform and opening up, China has gradually realized the transition from a planned economy to a market economy, and its economy has continued to grow steadily. It has become one of the most economically powerful countries in the world. The GDP and disposable income per capita have increased year by year, the consumption structure of residents has been continuously optimized, and the consumption power has been increasingly strong.

The development of the Chinese economy has brought huge space for foreign-funded enterprises. According to the China National Economic and Social Development Statistics Bulletin released by the National Bureau of Statistics, since Starbucks entered the Chinese market, China's GDP for the whole year from 1999 to 2017 is shown in Figure 4-3.
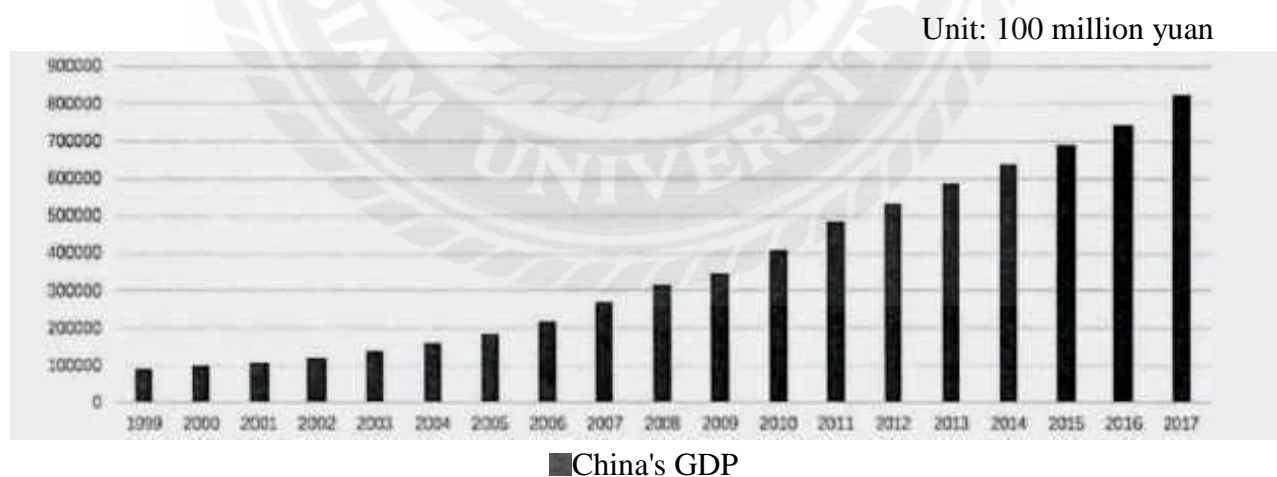
Unit: 100 million yuan

■China's GDP
Figure 4-3 China's GDP
Source: annual data from China's national bureau of statistics

As can be seen from the figure, China's GDP for the whole year has maintained rapid growth from 1999 to 2017.While the total economic volume keeps growing, the consumption level of Chinese residents has also continuously improved, as shown in Figure 4-4.
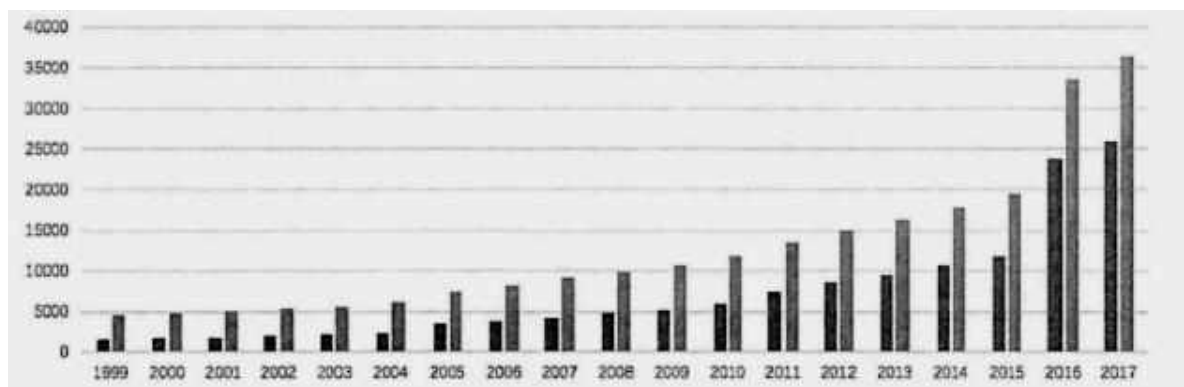
■Residents' consumption level (RMB)   ■Consumption level of urban residents (RMB)
Figure 4-4 1999-2017 The growth trend of residents' consumption level and urban residents'
consumption level
Source: annual data from China's national bureau of statistics

As can be seen from Figure 4-5, with the continuous improvement of the consumption level of Chinese residents and urban residents, the consumption structure of residents is also constantly changing. The change of Engel's coefficient can reflect the change of family consumption structure and living standard. The Engel coefficient of household consumption expenditures of urban and rural residents in my country is generally declining, that is, the proportion of food expenditures in household consumption expenditures is generally decreasing. The Engel coefficient is inversely proportional to the living standard of residents.
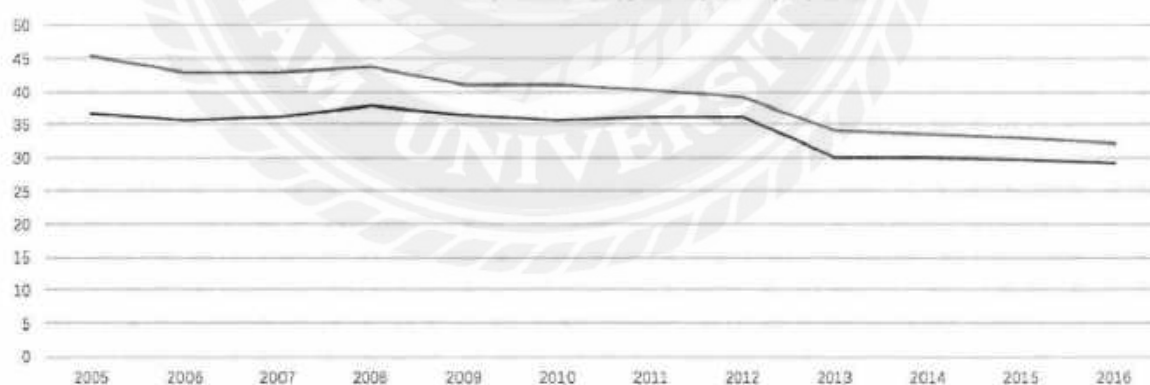
———Engel coefficient of urban households (%)   ———Engel coefficient of rural households (%)
Figure 4-5 2005-2016 Engle coefficient of urban and rural households
Source: National Bureau of Statistics annual data

In summary, Starbucks entered the Chinese market during the period of rapid economic development in China, which coincided with the acceleration of the urbanization process and the increase in the urban population. The continuous development of the national economy and the continuous increase of disposable income of urban residents have made the consumer

market increasingly larger. According to data from the National Bureau of Statistics, the national Engel coefficient of 29.3% has reached the United Nations standard of prosperity in 2017, and the consumption structure of residents is improving day by day. Residents' consumption is no longer just to meet basic needs, but begin to pay attention to high-quality enjoyment, and even willing to raise the level of consumption to show taste and identity. Increased consumer spending power and expanded demand for high-end consumer products have brought a growing market to the high-end Starbucks.

In 2017, China's online retail sales reached 7.18 trillion yuan, a year-on-year increase of 32.2%, and the growth rate increased by 6% year-on-year, hitting a record high. Starbucks' 2017 annual report shows that Starbucks, as a retailer that relies on consumers' discretionary spending, is very sensitive to uncertainties or changes in macroeconomic conditions. Consumers due to bankruptcy, unemployment, higher taxes, higher interest rates, and economic uncertainty are likely to stop or reduce the purchase of Starbucks products to choose competitors' low-priced products. The rapid development of China's economic environment is particularly important for the development of Starbucks.

4.3.3 Sociocultural Factors

Socio-cultural factors mainly refer to the ethnic characteristics, values, cultural traditions, religious beliefs, educational level, and customs of the members of the society where the organization is located, and ultimately determine the consumer's purchase form.

The Chinese nation has many races, a long history and culture, and the feeling of "a hundred rivers and a hundred rivers, with tolerance is great". With the deepening of exchanges between Chinese and Western civilizations, in addition to inheriting the local tea culture, the Chinese people are slowly accepting Western coffee culture, which objectively provides a cultural basis for Starbucks to enter the Chinese market. China is the most populous country in the world. With the popularization of higher education, the cultural qualities of Chinese citizens have improved significantly, and the highly educated people are more willing to consume coffee. The rise of the middle class has driven changes in consumption patterns. While consuming, they pay more attention to experience to highlight taste.

Starbucks first and second tier cities have basically completed the layout, began to increase stores in third and fourth tier cities, with the progress of China's well-off process, the third and fourth tier consumer groups have become the backbone of power, this is precisely because of the third and fourth tier cities There is little pressure on customers' lives, and there is no pressure on various instalment loans. They have more time to consume coffee and have certain knowledge and needs for coffee brands. Therefore, the expansion of third- and fourth-tier cities will become a key growth point for Starbucks in the next few years.

In 2017, Starbucks acquired the remaining 50% shares of Starbucks' East China Market joint venture, namely Shanghai Uniform Starbucks Coffee Co., Ltd., for approximately RMB 8.759 billion in cash. Starbucks has accelerated the opening of stores in the Chinese market, announcing the resumption of full direct marketing rights in the Chinese mainland market, attributed to the high growth and huge potential of the Chinese market. According to the research results of the Boston Consulting Group, China's middle class is expected to reach 280 million people in 2020, accounting for 20% of China's total population. The consumption of the middle class will surpass Japan to become the second in the world, 60% of the middle class will choose online shopping as an important consumption channel.

4.3.4 Technical Factors

The technical environment refers to the technical policies, levels, new product development capabilities, and the dynamics of technological development of the countries and regions that the business of the enterprise touches, which affects people's lifestyles, ways of thinking, and consumption patterns. Starbucks has professional and advanced coffee technology, and constantly seeks innovation in technology. In the Chinese market, people do not know much about coffee technology and knowledge, and the overall coffee technology level needs to be improved.

Starbucks is actively accelerating the application and improvement of Internet technology. On the basis of the "third space", it strives to achieve a seamless connection between online and offline experiences, creating a unique Starbucks digital "fourth space" for customers. The Starbucks 2017 Annual Report stated, "In our business, we rely heavily on information technology, including management functions, online payment, supply chain management, mobile technology and other interdependent functions. Any technical failure, deficiency, interruption or security Failures may damage our ability to operate our business effectively and may adversely affect our financial results." With the development of Internet technology, "Internet+" has gradually become a consensus for the development of enterprise upgrades and transformations. The business decisions of enterprises are becoming more scientific, and the business model is more innovative and diversified. Science and technology are also influencing people's habits of food, clothing and transportation, bringing people a more convenient and convenient experience in different life scenarios.

4.4 Internal Environment Analysis

In the following, we will analyze the internal environment of Starbucks from the resources, capabilities and core competitiveness of Starbucks. Resources, capabilities and core competitiveness are the foundations that constitute an enterprise's competitive advantage. Power is the foundation of an enterprise's competitive advantage

4.4.1 Resources and Capabilities

(1) Resources

Enterprise resources are divided into tangible resources and intangible resources. Tangible resources refer to visible and energetic assets or production equipment. Intangible resources refer to those assets that are rooted in the history of the enterprise and accumulated over a long period of time because they are Unique ways exist, so it is not easy to be imitated by competitors, so companies are more willing to use intangible resources as the basis of capabilities and core competitiveness.

Starbucks' intangible resources are as follows

①Human resources: Starbucks spares no effort in employee knowledge training, and highly trained employees who are trained can better communicate customer knowledge and coffee culture in each service to customers. This is the link between customers and Starbucks., Through highly motivated and professionally trained employees, pass on Starbucks' cultural values, spread coffee culture and coffee knowledge, and bring customers a unique Starbucks experience. basis.

②Innovative resources: Starbucks has always been in front of coffee chains in terms of innovation, from the innovation of its products, the great success of new ideas such as cappuccino, Frappuccino, coffee-flavored beer, etc., to the huge investment in espresso extraction technology The successful R&D of all shows that Starbucks has a great advantage in innovation.

③In terms of reputation resources: "This is not a cup of coffee, this is a cup of Starbucks", Starbucks coffee has almost become the standard of the coffee industry, Starbucks has a high brand value, and its brand was evaluated by Business Week magazine in 2006 as The value of more than 3 billion US dollars is included in the world's top 100 brands, and the reputation of this brand is a huge competitive advantage.

(2) Ability

Capability refers to the efficiency of the enterprise in allocating resources. These resources are purposefully integrated to achieve a desired final state. The foundation of many capabilities is based on the skills and knowledge of employees and owned by the company's human capital. Knowledge is the most important ability and will eventually become a source of competitive advantage.

An analysis of Starbucks can summarize its capabilities in these areas from its functional areas

①In terms of human resources: employees can be effectively motivated, authorized, and retained. Starbucks transformed employees from employees to partners of the company by

implementing all employee medical insurance plans and issuing employee options (coffee bean options), which greatly encouraged employees to devote themselves to their work and fully authorized employees For example, Starbucks employees can give a cup of coffee to customers who accidentally knocked over coffee, although they are not responsible employees of Starbucks can also give away for free. From this detail, we can see the importance of Starbucks to fully authorize employees. Starbucks the employee turnover rate at the point is quite low.

②In terms of marketing: Starbucks effectively promotes brands and products. Through a unique word-of-mouth communication strategy, Starbucks creates a world-renowned brand with almost no advertising investment. This comes from its effective delivery of unique consumer experience to customers. Known as the Starbucks experience, it creates a high degree of customer loyalty.

③In terms of research and development: Starbucks can be said to be the fastest and fastest coffee chain to launch new varieties, and it always walks in front of coffee shops and becomes the object of other coffee shops to imitate. Starbucks has invested heavily in research and development, including building its own science. The laboratory employs scientists to conduct research on the extraction technology of espresso coffee. This continuous investment and emphasis on R&D make Starbucks have strong capabilities in product innovation and R&D.

4.4.2 Core Competitiveness

Core competitiveness is the resources and capabilities that can bring competitive advantages to competitors relative to competitors.

The concept of core competitiveness was first proposed in 1990 by C.K. Prahalad, a professor at the University of Michigan Business School, and Gary Hamel, a professor at the London Business School, in the book "Company Core Competence". Their definition of core competitiveness is: "Integrated knowledge and skills within an organization, especially on how to coordinate Production skills and knowledge and skills that integrate different technologies,' From the perspective of the relationship with products or services, core competitiveness is actually the knowledge and skills implicit in the company's core products or services, or a collection of knowledge and skills.

Core competitiveness is the ability of an enterprise to gain competitive advantage over the long term. It is unique to the enterprise, can withstand the test of time, is malleable, and is a technology and ability that is difficult for competitors to imitate.

There are four standards for identifying the core competitiveness of enterprises

①Value. This ability to improve product quality, first of all, can well realize the value that

customers value, such as: can significantly reduce the cost to improve service efficiency and increase customer utility, thereby giving companies a competitive advantage.

②Scarcity. This capability must be scarce, and only a few companies own it.

③ Irreplaceable. Competitors cannot replace it with other capabilities. It has an irreplaceable role in creating value for customers.

④Difficult to imitate. The core competitiveness must also be unique to the enterprise, and it is difficult for competitors to imitate. This difficult to imitate ability can bring more than average profits for the enterprise.

This article believes that Starbucks' core competitiveness comes from its company's unique Starbucks corporate culture and values. Starbucks' corporate culture was gradually developed from the 1970s, which makes it difficult for competitors to imitate, and the corporate culture is "people are connected and encouraged. As well as a daily way of thinking, it exists in the hearts and beliefs of everyone," its core is a resource behavior, corporate culture can strengthen the cohesion of employees, and employees are greatly encouraged and motivated at this time, it becomes a source of competitive advantage.

For Starbucks, the brand is the external manifestation of its values and culture, and this brand is created by Starbucks employees, Starbucks through its excellent employees, to spread and consolidate this culture and values.

4.5 Deficiencies in Starbucks' Chinese Market Network Marketing

Although Starbucks' operations in China have undergone a series of optimizations to accelerate the integration of the Internet and traditional operating models, and focus on integrating the characteristics of the times into products and services, some problems have yet to be overcome.

4.5.1 Operating Platform Is Too Simple

Starbucks is committed to establishing the image of a coffee master in the Chinese market. Consumers have great expectations for the Starbucks brand. However, the operating platforms such as App, WeChat public account, and WeChat applet are too simple to create a very satisfactory Starbucks experience.

(1) The official website is not rich enough New consumer groups who have just been in touch with coffee face Starbucks' varied menus and do not know the differences and characteristics of various coffees. At this time, it is easy to have the problem of difficult

selection. If the new consumer groups are more familiar with coffee at the stage of providing more coffee expertise, help customers get a better Starbucks experience, and the brand image is deeply embedded in consumers' hearts, they can train new consumer groups to be loyal fans. On the Starbucks official website in the United States, there are settings for asking customers about their moods today. Through a few simple questions, they can understand customer preferences and guide customers to choose products. It is more intimate and user-friendly. However, this function is not available on the Chinese official website.

(2)The marketing activities launched by Starbucks from time to time have not been updated across the Internet on App, WeChat Official Account, WeChat Mini Program, Tmall Mall, Sina Weibo, Baidu Tieba and other network platforms, resulting in the problem of asymmetry of event information on fixed common platforms Active fans cannot obtain information in a timely manner, and there is no setting to encourage repurchase, which greatly reduces the marketing effect.

(3) WeChat function is not fully utilized There is no Tmall mall entrance on Starbucks' WeChat public account and no more purchase channels for customers. The cooperation between Starbucks and WeChat has not yet been fully developed, and functions such as WeChat expressions, WeChat campaigns, WeChat circle of friends positioning, WeChat maps, and WeChat automatic customer service have not been used, and we cannot fully exert WeChat marketing effects.

4.5.2 Online Shopping Is Not Included in The Points System

The Starbucks Star Club membership system is not yet perfect. Prepaid card coupons purchased by customers on the official flagship store of Tmall Starbucks and WeChat "Talk with Star" cannot directly participate in the accumulation of "Stars". Points can only be accumulated when used in offline stores. Moreover, the physical products such as coffee beans, coffee cups and other physical products that customers must purchase when joining the Star Club cannot participate in the "Star" point system, which affects the enthusiasm of customers for online shopping and limits the effectiveness of the membership system. Implementation.

Table 4-2 Tmall Starbucks Official Flagship Store Sales

Unit of measurement: RMB

Category	Sales	Proportion
Coffee and tea	¥3, 885, 436. 00	1.23%
Coffee utensils	¥3, 077, 940. 00	0. 98%
Coupons	¥30& 702, 007. 00	97. 79%
Starbucks Selection® Shanghai Baking Workshop	¥12, 241,816. 00	3. 88%
Total store sales	¥315, 665, 383. 00	100%

Source: Based on Starbucks internal data

According to the survey data, you can multiply the unit price of each product in the official flagship store of Tmall Starbucks by the total sales to get "coffee and tea", "coffee appliances", "card coupons", " Starbucks Selection® Shanghai Grill " "The sales of the four major products and the total store sales. As can be seen from Table 4-1, the sales data of "coffee and tea" and "coffee appliances" are similar, accounting for 1.23% and 0.98% of the total store sales, respectively. The vast majority of total sales, accounting for 97. 79%. Starbucks Selection® Shanghai Grill category contains products that include "coffee and tea", "coffee appliances", and "card coupons" since December 2017 Since going online, sales volume has grown rapidly, accounting for 3.88% of total store sales. However, there is no open points system for Starbucks online shopping, and the total store sales equivalent to 6,313,307 stars cannot directly enter the customer's Star Club account. Although a small number of card and coupon products can be scored through the use of offline stores, it cannot meet the needs of many customers for online consumption points. From the comment area, it can be seen that many customers are unhappy

that Starbucks cannot purchase points online. The points system of Star Enjoy Club is not complete yet, and no reasonable closed-loop management has been formed.

4.5.3 Store Coverage Bottom

Although Starbucks has strong strength and has advantages in online marketing in China, because Starbucks (China) pursues the perfect coffee product, it pays attention to making and selling now, which virtually lengthens the time and reduces efficiency. The overall number of Starbucks (China) stores are too small, and most of them are concentrated in provincial capital cities and first- and second-tier cities. As the economy grows, the living standards of many third- and fourth-tier cities are gradually increasing. However, the coverage of some third- and fourth-tier cities is not high.
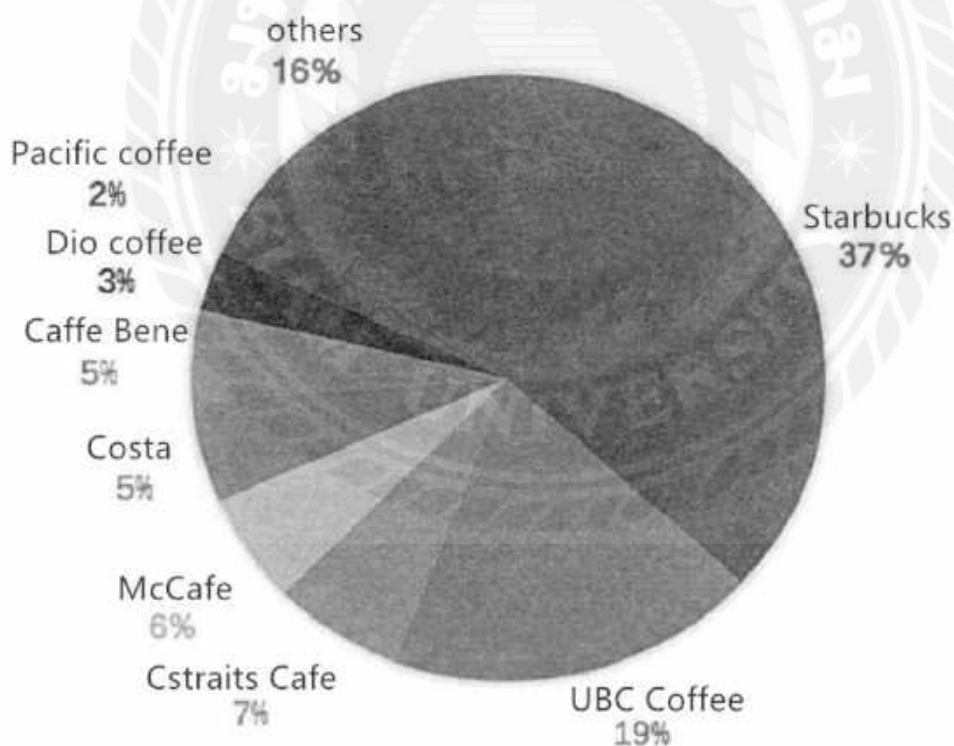
4.5.4 Price and Pressure Form Competitors

Figure 4-6 Market share of Chinese coffee chain brands
Source: China Business Research Institute

As can be seen from Figure 4-1, the Internet has made prices more and more transparent, competitors are also involved in online marketing, customers will compare prices invisibly, and

the high prices themselves also make many people who want to know and like him Discouraged. Chinese people have little exposure to coffee. On the one hand, this is the local tea culture, on the other hand, it is the pressure of competitors. Generally speaking, there is a certain conflict between the local culture of the direct store and the American culture represented by Starbucks. If the conflicts between different cultures are not well controlled and reconciled, it will cause huge expansion for Starbucks' expansion and siege. Powerful, Secondly, as the world market becomes more and more open, more professional competitors, such as the COSTA coffee chain, have gradually emerged and tried to pull their teeth to get a slice of the coffee market that Starbucks strongly controls. Third, the rising cost of raw materials, especially the increase in the price of coffee beans, has created enormous pressure on Starbucks in terms of cost control. Fourth, the imbalance in regional development has further widened the income gap between the various classes of the world. Not everyone can afford high-quality coffee, so Starbucks' high-end price strategy will also face certain challenges.

4.5.5 Non-cooperative Contract Delivery Platform

With the popularity of the Internet and the increase in residents' consumption levels, more and more people in China use their mobile phones to order food, and takeout food directly to their desks or directly to their homes. The rapid penetration of the Internet into the catering industry, From the early group purchases, to the rapid increase in the take-out user group and transaction scale, and the gradual development of online catering information services, online catering and user consumption data have been rapidly growing. As can be seen from Figure 3-4, as of the end of 2017, the number of online takeaway users in China was 343 million, and the annual growth rate of users was as high as 64.6%. The number of mobile online takeaway users increased from 194 million at the end of 2016 to 322 million at the end of 2017. With the gradual improvement of the laws and regulations related to online marketing, the development of the online takeout industry is increasingly optimized, and the user's habit of placing orders is gradually developed. The growth trend of Chinese takeout is gradually increasing, which creates favorable conditions for the deep integration of online and offline, and the objective conditions of the country are conducive to the prosperity of the takeout market.

Unit: m
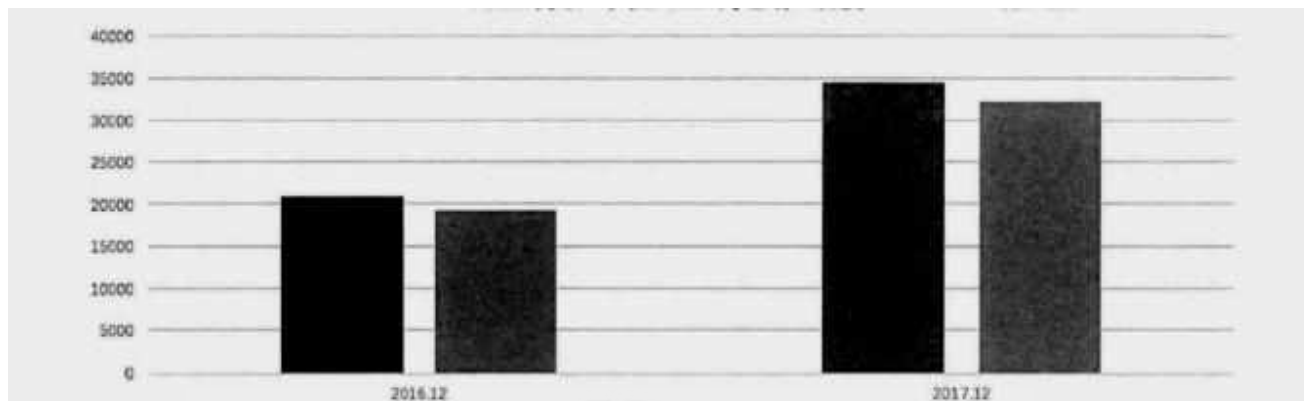
■Scale of online delivery users   ■Mobile online food delivery user scale
Figure 4-7 2016-2017 Online delivery, mobile online delivery scale
Source: CNNIC statistical questionnaire on Internet development in China

At present, Starbucks has not cooperated with any third-party takeaway platform in the Chinese market. However, some platforms or logistics companies have used their licenses to earn service fees by purchasing Starbucks takeaways, which has made Starbucks coffee safe and authentic. Consumers have a huge potential demand for Starbucks takeaway. During the peak hours of the early shift and the busy period of the afternoon or the exhausted period of overtime work, consumers may want to drink a cup of Starbucks coffee, but they can't get to the store or are too far away. Choose to give up. In the scenarios of receiving customers, company annual meetings, and friends gathering, there will also be a large demand for Starbucks coffee. However, the lack of takeaway services has caused many potential consumers to be lost.

4.5.6 Inadequate Digital Services

Starbucks America is promoting digital services such as electronic ordering. It is possible to reserve and purchase coffee before they arrive at the store, saving customers the time to order and wait, and get coffee at the store. Internally, an internal drawing and business intelligence platform called Atlas is used to find high-consumption groups and areas with high consumption demand to decide where to open new stores. Even predict whether there is hot weather based on meteorological data, and then skillfully promote the promotion of Frappuccino at this time.

Starbucks China currently does not have digital services such as electronic ordering. The store still relies on manual ordering, which not only causes a waste of manpower and time, but also does not have a good accuracy guarantee. The Starbucks Club of Starbucks App can collect customer data, such as gender, age, taste, purchasing habits, etc., but still stay in the stage of unified promotion. Failure to effectively use big data, launch new products to the background based on peak season forecasts, customer tastes, buying habits and other feedback, and push

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information according to customer needs.

Looking at the current status of Internet marketing in Starbucks China, the main reason for the deficiencies in practice is that Internet marketing has not been planned as a whole. The localization of foreign-funded enterprises must be based on the actual needs of the Chinese market to carry out Internet marketing according to local conditions.

4.6 Optimization Analysis

The optimization goal of an enterprise's online marketing is to obtain the largest possible output with as little input as possible, which has a profound impact on the effectiveness of online marketing. The optimization goal of Starbucks to develop online marketing is to combine Internet technology and marketing strategies to continuously expand its competitive advantages in the increasingly competitive Chinese coffee market, to obtain higher profits and achieve longer-term development.

4.6.1 Expand Market Share

As can be seen from Figure 3-1, the retail sales of China's coffee chains have increased year by year from 2010 to 2015. With the further promotion of economic globalization and the improvement of people's living standards, more and more people are beginning to accept coffee culture and increase consumption Willingness.

unit：Billion
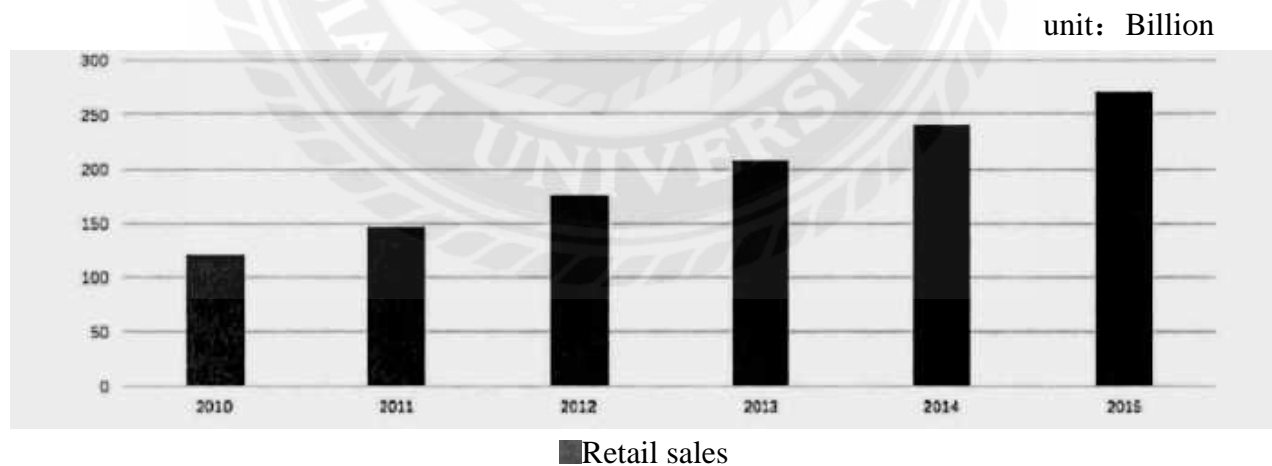
■Retail sales

Figure 4-8 2010year—2015year Retail sales of coffee chain in China

Source: China Business Research Institute

Starbucks ranked first in the market share of Chinese coffee chain brands, accounting for 36.8%. However, with the rise of the coffee market, Starbucks is facing increasingly fierce competition. Shanda Coffee, Cross-Strait Coffee, Mai Coffee, COSTA, etc. have all grabbed a certain market share. At present, Starbucks is mainly aimed at the coffee market in the first and

second tier cities, and it will need to pay more attention to the market demand in the third and fourth tier cities in the future. With the rise of the mobile Internet, the online market share has increased year by year, and online marketing has become an indisputable place for brands. Although Starbucks' current online marketing level is in a leading position in the industry, there is still huge market potential for deep mining. In the ever-changing market competition, if it does not progress, it will retreat. Starbucks needs to increase sales channels, spread coverage across the entire network, and at the same time conduct terminal retail docking for different consumers in the national market to continuously expand market share.

4.6.2 Control Market Share

Through optimization, Starbucks can control the input and output of promotion expenses through online marketing, and then use big data technology to analyze and screen the target population for accurate delivery, which can reasonably and effectively reduce promotion costs and thus increase revenue.

In recent years, China's real estate industry has been booming. Most Starbucks stores are located in the most prosperous areas of the city, and the rents are very high. In addition, the cost of decoration, purchase, and labor costs have continued to rise, which has caused Starbucks to face greater financial pressure. Starbucks has also been hit by competitors in the same industry, product prices have become more transparent, and profit pressures have increased. Fortunately, the Internet can directly and quickly feedback information, so that Starbucks quickly understands customers' product preferences and shopping needs, timely discovery, timely adjustment, and timely optimization of marketing strategies. It is necessary to choose a marketing channel with a high investment-to-production ratio to increase investment focus. Effectively optimize and improve the marketing channels with low temporary input and output but potential.

4.6.3 Increase Brand Influence

Through optimization, Starbucks can unify the norms and standards of the company's information release and information feedback path, enhance brand awareness, and enhance brand influence. Through the creativity of the Internet, the Starbucks brand is given more connotations to create the most influential coffee brand. Find out the brand characteristics of Starbucks, give the brand a clear positioning, and communicate the brand positioning to consumers through the Internet, and then establish an effective connection with consumers, form a benign interaction with consumers, and achieve better and faster development in the Chinese market.

4.6.4 Consumer Convenience

In Starbucks' online marketing, consumers should understand the convenience orientation.

The three typical orientations are demand touch, shopping convenience and low cos.
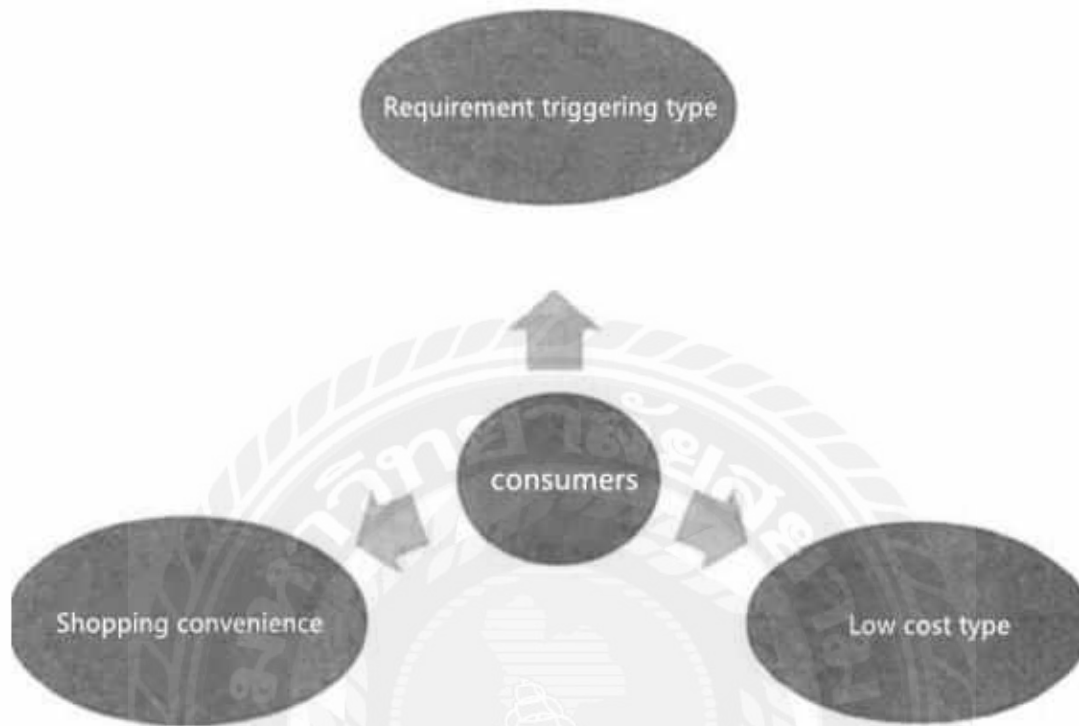

Figure 4-9 Three typical consumer preferences for convenience
Source: Author's Homemade

To provide convenience for consumers, you can introduce communication activities to trigger demand, and experience marketing to trigger demand. Strengthen the triggering of real needs and create more triggering points.

To provide convenience to consumers, consumers can feel the difference in purchasing to provide convenience for consumers, you can introduce communication activities to trigger demand, and experience marketing to trigger demand. Strengthen the triggering of real needs and create more triggering points.

To provide convenience to consumers, consumers can feel the difference in purchasing time, instant time, and combined shopping time, providing one-stop convenience, preferred convenience, and nearby convenience.

Provide convenience for consumers, can support consumers with low cost and low price
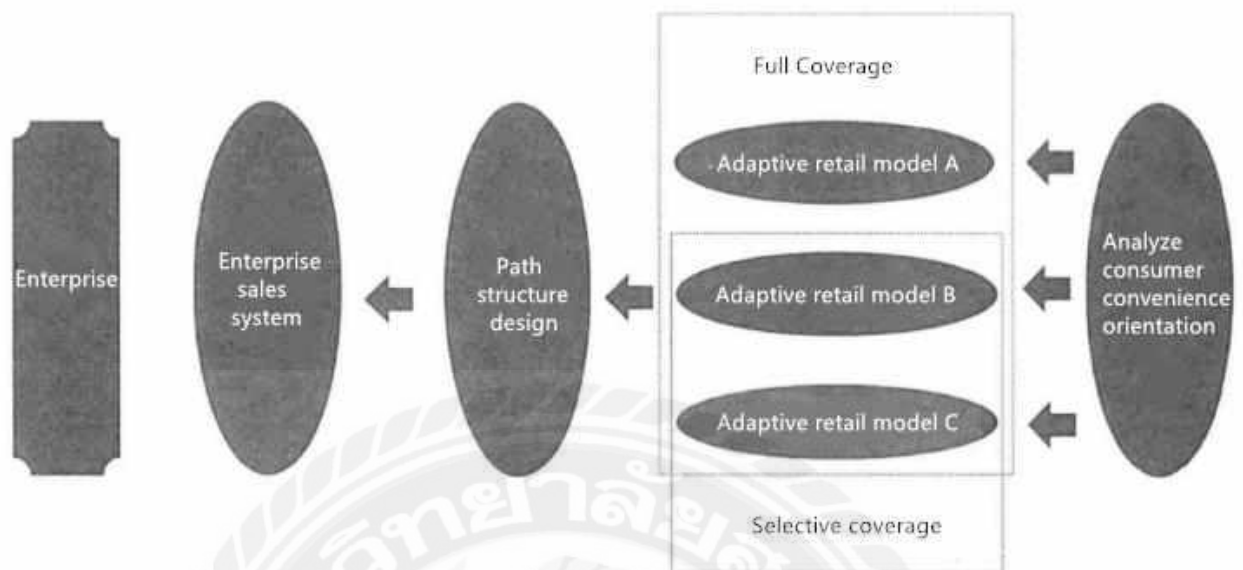
Figure 4-10 Channel design based on customer convenience
Source: Xie Dao, "Marketing", Xiamen Humanities Management College MBA Center

As shown in Figure 3-5, the channel design based on customer convenience begins with analysing consumer convenience orientations, thereby selecting coverage or full coverage of different adaptive retail models, and then designing the channel structure, and finally acting on the enterprise sales system, which is a reverse Analyse the decision-making process.

In the process of Starbucks online marketing, it is necessary to continuously analyse the consumer's convenience orientation, choose the appropriate retail model and channel, provide convenience and create value for consumers, effectively match the enterprise value with the true needs of the target consumers, and smoothly connect the products and customers. Value chain, thereby improving consumer satisfaction and membership loyalty.

Chapter 5 CONCLUSION AND SUGGESTION

5.1 Conclusion

Starbucks has been in the Chinese market for 20 years and has become a well-known coffee brand. It has established a high-end, petty-bourgeois brand image in the Chinese market and also laid a solid foundation for online marketing. With the continuous development of science and technology, the "Internet" era has created unlimited business opportunities for traditional enterprises. China's increasing residents' consumption level and coffee consumption demand have brought huge market potential to Starbucks. Starbucks' efforts and efforts in Internet marketing are obvious to all, but there are still many problems and deficiencies. Based on the investigation and study of Starbucks' current Internet marketing strategy and effectiveness analysis, this article proposes the optimization of Starbucks Internet marketing strategy and based on SURE Internet Marketing The theory is designed for the optimization plan of Starbucks China Internet marketing.

In terms of word-of-mouth diffusion, Starbucks should strengthen content marketing and rely on the attraction method to have an effective impact on consumers; the application of viral marketing, user experience and sincere marketing to quickly spread and spread marketing information to consumers Consumer behavior.

In terms of relationship integration, Starbucks can attract a large number of customers in a freeway, and form a close relationship integration with customers. Then, through content, experience and sincere interaction, customers can become fans and spread and create value for the company. Through the voting mechanism to achieve fan democracy and relationship integration, encourage fans to participate in corporate decision-making, so that fans and companies are integrated.

In terms of path marketing, Starbucks should focus on import marketing to win more consumers. In terms of program entry, try to combine the small program with a sharp increase in users and the takeaway platform to meet the personalized needs of customers and cultivate consumer tolerance, and then develop fan interactions, establish word-of-mouth and collect data for precise marketing. Series of activities. Select and optimize mainstream search engines, select keywords, improve big data processing mechanisms, and increase customer conversion rates and repurchase rates. Optimize knowledge node marketing and enhance the influence and credibility of enterprises on social platforms. Let the pleasing consumer nodes start consumers' desire to buy.

In terms of precision marketing, Starbucks can use big data mining technology to seize content that consumers are interested in for personalized and accurate promotion, so that customers can develop into fans. Then, it is necessary to plan the precise media delivery in terms of frequency, number of people and total number of people involved, measure the

marketing effect of each referral path, find problems in the process of precise delivery in time, and adjust the precise delivery method in time to achieve maximum effectiveness. Change.

This article puts forward some optimization strategies for Starbucks China's online marketing, and provides a reference direction for Starbucks' online marketing to a certain extent. However, because many data of Starbucks China's online marketing are in a non-public state, the author can only analyze under limited data, which may affect the comprehensiveness of the research results. The author has limited knowledge and experience, and there are still many deficiencies in research. I urge readers to criticize and correct me.

Starbucks has a strong brand influence, huge market support and a high strategic emphasis on online marketing. Although the opportunities and challenges of Starbucks' network marketing coexist, it must not stand still in the rapidly changing market competition. It is believed that through in-depth study of the Chinese Internet marketing market, Starbucks continues to optimize the Internet marketing strategy in depth, and continues to bring unique Chinese elements to the Chinese customers. The Starbucks experience will also be used in the Chinese market to expand the global market and make the world's largest coffee chain the generations of enterprises maintain eternal vitality and usher in a better future.

5.2 Proposals for The Promotion of Internet Marketing Theory at Starbucks

5.2.1 Word of Mouth Spread

In the Internet era, consumers can independently choose product information, whether the content is interesting and practical determines the acceptance of customers. Viral marketing does not refer to marketing through computer viruses, but refers to making full use of the link network between people to allow information to quickly propagate and spread. Products and services need to provide customers with an experience that exceeds customer expectations. Sincerity determines the durability of word of mouth.

(1) Content marketing

Nowadays, consumers can choose to block or receive business information, so traditional marketing is difficult to arouse customers' desire to buy, and must have unique content to enable customers to understand and buy a product. In addition to paying attention to the information that must be understood before making a purchase decision, customers will also grasp related knowledge content to expand their knowledge, enjoy the convenience brought by online services, and hope to make life more colorful through social media. Starbucks should pay attention to cleverly containing practical and professional little knowledge in online marketing, to take advantage of coffee knowledge and coffee professional skills, to attract consumers' desire for knowledge, and to gain recognition and acceptance. Content marketing usually starts with keyword analysis. Starbucks needs to understand customers and find out what content

fans and customers are discussing on social media and participate in social media. This is used as the basis of content marketing to expand the interest of more consumers. content. The core of Starbucks WeChat public account operation needs to rely on content support. The content must be based on meeting the needs of customers, satisfying the practical needs of customers to solve problems, the application needs of life services, the psychological needs of social respect, and the fun needs of leisure and entertainment. They can also cooperate with third-party platforms to push new products News and activities trigger effective reading by customers.

College students and young white-collar workers are faced with the test of entering the workplace for the first time, and there are many questions and perceptions when entering the new stage of life. As an international company, Starbucks can set up some positive energy content that closely follows the trend of the times in terms of workplace skills and work attitudes.

Business elites and the rising middle class have unique memories and experiences given by Starbucks at different stages of life and in corners of the world. Starbucks has accompanied them to grow along the way, and they can integrate some topics of specific scene content, such as financial management, catering, tourism, etc., which interest them, and bring them a pleasant resonance.

Coffee professional lovers usually research Starbucks, so Starbucks can share some content that reflects its professional advantages, such as selecting only the top 3% Arabica coffee beans in the world, hand-selecting and carefully roasting each Coffee bean, Skilled star baristas make every cup of coffee on site.

Potential coffee lovers have not developed coffee consumption habits. I don't know how to choose Starbucks' rich menu. Starbucks should add coffee introductions and guidelines to the App or WeChat public account to let customers understand the difference between different coffees. Choose coffee for yourself.

(2) Viral marketing

Viral marketing is through the word-of-mouth publicity of customers, so that the product information is quickly spread, and the marketing information is quickly understood by hundreds of thousands; and this marketing method is carried out spontaneously between users, with almost no cost. Invest.

Today, social media such as Weibo, WeChat, and Doujin have a huge user base, giving viral marketing more practical possibilities, and marketing information can more easily influence consumer behavior.

Because both positive and negative user experiences can quickly spread on the Internet, an excellent user experience is extremely important. Whether the product details are humanized or not can be felt by the public from the consumer's perspective. If the products bring them a better user experience, they are often willing to praise the company.

①Virus theme

Starbucks can create exciting, suspenseful topics such as entertainment and suspense, which are not directly related to the brand but need to be creative and artistic to stimulate consumers' desire to forward. For example, in 2008, the Coca-Cola Company and Tencent planned the online delivery of the Coca-Cola Olympic Torch. Users can accept the torch from their friends on QQ, and then send the torch to friends who have not received the torch. After completing the entire torch delivery process, you can get a point Bright torch sign. Out of love for the motherland and the Olympics, the public actively participated in torch relay activities, which also fulfilled the dream of ordinary people becoming torch bearers. In the end, more than 62 million people participated in the torch relay activity on the 8,888 lines of the torch relay. The Coca-Cola Company has cleverly used viral marketing strategies, attracting the attention of hundreds of millions of netizens, facing the target group of Coca-Cola, and also narrowing the psychological distance between brands and consumers. Starbucks can pay attention to the upcoming large-scale events in China, such as passing the torch for the 2022 Beijing Winter Olympics on WeChat platform, creating viral themes based on major events, setting virtual and physical prizes, and attracting consumers to participate with the public's enthusiasm for large-scale events among them. It is believed that better interactive publicity can be achieved, which can further enhance the brand image of Starbucks.

Provide high-value content, make consumers feel that the information is valuable, it is worth sharing with friends and family, and willing to forward. In addition, material or spiritual rewards are directly imposed on viral actions to encourage consumers to forward information. For example, in the 2013 US Starbucks promotion, consumers sent @tweet coffee content on Twitter to send friends $5 worth of eGift Starbucks cards. Research by Keyhole, a research institute, found that 27,000 people used eGift to buy coffee in just two months, more than 30% bought more than one discount coupon, and Starbucks credited $180,000, attracting more than 500 million Twitter users. s concern. Drawing on the experience of Starbucks in the United States, practicing viral marketing in China's Sina Weibo or WeChat Moments may have new success. Viral marketing through social networks not only attracts temporary fan growth, but also lays a solid foundation for personalized interaction in the future and creates more and longer-term consumption power.

②UGC mechanism

Starbucks can use the UGC mechanism (User Generated Content) to encourage users to display their original content to other users through Internet platforms such as social media, video sharing, and blogs. Through organizing activities, customers are invited to collect videos,

pictures, and texts related to the enterprise. Starbucks can invite fans to share their Starbucks experience and use fan word of mouth to enhance corporate influence.

The UGC mechanism can actively mobilize the enthusiasm of consumers to participate, and the new content will also become a new virus to trigger a new round of virus transmission. Consumers are no longer just passive audiences, but can actively become content providers, expanding the viral the breadth and depth of the spread.

(3) User experience

Because both positive and negative user experiences can quickly spread on the Internet, it is particularly important to create an excellent user experience. The user-friendly experience of product details and intimate service experience can be felt by consumers. If they bring them an unexpected user experience, they are often willing to praise the company.

① Customer-centric. Starbucks should be people-oriented, continue to optimize the Starbucks network experience, and create powerful App, WeChat public account, WeChat applet and other operating platforms. Introducing fashionable aesthetic elements to make the operation page pleasing to the eye and create a satisfactory Starbucks experience for customers. Pay attention to customer feedback on Dianping.com, Nuomi.com and other review sites. The Starbucks Help Center will collect and organize the feedback and give feedback to the relevant departments to continuously improve the customer experience.

② Improve the Star Enjoy Member Club system. Consider the problem from the customer's point of view, and solve the pain point that customers can't get points when shopping online. All products of the Starbucks online store are included in the "Star" point system to promote customers' online shopping enthusiasm and ensure the effective implementation of the membership system. Starbucks can also collect and organize the member information of the Star Enjoy Club, and send out birthday care and discount gifts on the member's birthday. Give customers blessings on special anniversaries, shorten the distance between Starbucks and customers, and make the unique Starbucks experience deeply rooted in people's hearts.

③ Update marketing information throughout the network. Update the marketing activities launched by Starbucks from time to time on the App, WeChat Official Account, WeChat Mini Program, Tall Mall, Sina Weibo and other network platforms. In order to ensure that fans who are active on fixed and commonly used platforms can obtain information in time, and stimulate the enthusiasm of fans to participate in activities. Set rewards for repeat purchases of fans, give back enthusiastic support from fans, and give full play to the effects of online marketing.

④ Fully provide digital services. China's Starbucks can use the American Starbucks to promote digital ordering and other digital services. At present, McDonald's and KFC have set up large-screen ordering machines in Chinese stores. Consumers can easily order food through

the ordering machine at the store, which has a high accuracy guarantee, and also saves manpower and time. McDonald's and KFC's WeChat applet All have set ordering functions, you can choose the nearest store for online ordering and payment, and you can quickly take meals at the store. Consumers gradually develop the habit of ordering online. Starbucks should keep pace with the times so that consumers can use smart terminals. Make coffee appointments and purchases, save time waiting in line and waiting for orders, and get coffee at the store. And through the collection and collation of big data, feedback to the back-end as a reference for business decisions, according to different market segments to push information in a targeted manner.

⑤Establish an emergency plan mechanism. When a customer has a poor user experience at Starbucks, Starbucks China Customer Care Center should provide support to consumers as soon as possible, maintain smooth communication with customers through Internet mail, instant messaging software, etc., and provide appropriate solutions in time., Continuous improvement and avoid the recurrence of similar situations. Conduct professional training for platform operators, and strictly review the authenticity of information release to avoid operational errors caused by operators to affect the brand image. In addition, it controls online public opinion, and on the social platform where everyone is self-media, it grasps and processes sensitive negative information in the shortest time to prevent the impact of word of mouth and the spread of bad public opinion.

⑥Create a quality experience to bring surprises to customers. Multimedia, virtual reality and other technologies are used to enhance customers' social presence and product perception, and to increase the breadth and depth of immersion to eliminate customers' perception uncertainty and stimulate purchase desire. Continue to enrich the content of the official website and provide more coffee professional knowledge introduction, so that customers can have a deeper understanding of the characteristics of different coffee. Learning a few interesting questions on the US Starbucks website will provide customers with coffee recommendations that suit their mood at the moment. Guide customers to choose products according to their personal preferences, solve the problem of difficult coffee selection, and create a surprise experience for customers.

(4) Sincere marketing
The Internet can make information dissemination faster and more transparent, and consumers can quickly find the information they want to know on the Internet, so companies can't just brag about their products, and rely on sincere attitude to win the trust of consumers. And identification.

Enterprises need to present the facts to consumers without concealment or concealment. An important way of sincere marketing is open discussion. Starbucks China needs to set up an open online community similar to "My Starbucks Ideas" and manage it on existing online

community platforms such as Weibo, Tiega, Zhihu, etc. Building lottery draws, sincerely listen to the feedback of customers and employees. We should respond sincerely and promptly to these issues. If the public has some doubts about the enterprise, Starbucks should report the situation to the public in an open and transparent manner, so that the public can clearly understand the company's movements. For the shortcomings in the business process, Starbucks should have the courage to accept the responsibility, strive to improve and perfect in the future, in exchange for trust in good faith. The opinions and feedback of Chinese customers should be actively improved.

In the process of Starbucks' online marketing, it also needs to protect consumers' interests in good faith.

①Protect consumers' privacy. Although Starbucks can easily obtain personalized information of consumers such as mobile phone number, name, etc., its personal information should be protected, limited to use within the enterprise to better serve consumers, and should not be disclosed or violated consumer privacy.

②Consumers are protected from intrusion. When Starbucks releases information, it should be noted that it is not allowed to send a large amount of spam or excessive commercial push information. It should send emails and information to target customers with less precision, giving consumers the option to avoid intrusion.

③Provide true and reliable information. When Starbucks carries out online marketing activities, it should avoid damage to consumers caused by untrue information and negative effects on the company itself, so it is very important to examine the authenticity and reliability of the event information.

④ Provide perfect after-sales service. When Starbucks sells goods through online marketing channels, it needs special attention to ensure product quality and provide perfect after-sales service. Only in this way can consumers have a sense of trust and identity in online marketing of the brand, and promote the overall development of online marketing.

For talent recruitment, we sincerely invite coffee industry elites and loyal fans to join Starbucks. In terms of talent training, set up an online marketing course at Starbucks China University to strengthen the training of online marketing talents, so that Starbucks partners can master the methods and skills of online marketing, so that talents and enterprises can grow together.

5.2.2 Relationship Fusion

Including fan effect, fan interaction, and fan democracy, the core of which is to integrate

customer relationships. The traditional channel is to provide products and services to customers through well-defined buyer-seller or hierarchical sales. And now customers can establish direct contact with the enterprise through the network and form a strong fan relationship with the enterprise.

(1) Connect with users

The Internet enables consumers and businesses to connect closely and creates the possibility of intimate interaction. An effective way for companies to establish connections with consumers is free of charge, thereby gaining a lot of attention, and thus a large number of fans, which is turning into revenue. The free pricing model can introduce venture capital, crowdfunding and other risk capital, and ultimately achieve profitability through the sharing of platform users and traffic. Starbucks can set up some free activities. For example, if fans suggest that they are accepted, they can get a free redemption card. Or, through Weibo forwarding, extract lucky users to receive a free Starbucks Card, which not only enables customers to download the Starbucks App, but also enables customers to understand the convenience of ordering online and promote corporate culture, so as to widely collect customer information and create Chinese products according to customer characteristics. Best-selling products of taste, value-added products income You can also charge basic services and products for free, and charge for their bundled value-added services and value-added subsidiary products. For example, in combination with WeChat games, users can enjoy a free cup of coffee after reaching a certain level, so that free information can be widely shared and shared. Starbucks Sufficient free information should be provided to build customer trust and establish close relationship integration.

(2) Interaction with fans

Only through content, experience, and sincere interaction can customers become fans, which can help companies spread the brand and create value for the company. Interaction requires a sincere and humble attitude, as well as a transparent dialogue mechanism. Enterprises listen carefully to customers' opinions and enthusiastically respond to customers' questions. Starbucks should set up a special agency responsible for social media marketing, build an empathy team with customers, interact with fans on a social platform with a passion and a positive attitude, and make interaction through multimedia methods such as videos, music, pictures, etc. More colorful.

In December 2017, Starbucks' first overseas selected baking workshop was grandly opened in Shanghai, realizing a high-tech digital experience that integrates offline and online AR innovation, enabling customers to use mobile phones to achieve immersion through augmented reality (AR) technology Experience, in-depth understanding of Starbucks brand story. AR technology can make the combination of virtual and real, so that consumers can perceive products more intuitively. AR has the characteristics of real-time interactivity, which can strengthen the interaction between enterprises and consumers, and bring a better experience

to consumers. It can also integrate with social media to achieve from experience marketing to self-marketing, and ultimately form consumer trust and love for brands and products. At present, Starbucks customers can only use the AR function when they are in the baking workshop store. In the future, they should continue to use VR and AR technology to create a more advanced product experience, make the products and services more transparent, and let customers who visit and fail to visit the store enjoy A unique Starbucks experience. With the combination of offline attraction and practice, online interaction and communication, the distance between Starbucks and fans is reduced.

(3) Fans democracy and relationship fusion

Enterprises and fans can collaborate, and fans and fans can also collaborate with each other. Collaboration can also develop into crowdsourcing, and fans decide on product improvement plans. As the interaction between the company and fans increases, the relationship is getting closer and closer. Enthusiastic fans may no longer be satisfied with the status quo discussion, but hope to participate in the operation of the company to help improve products and services. Starbucks can try to establish a channel for collecting opinions, use the network to select high-level loyal fans from the customer group, communicate in depth for suggestions, and then give appropriate rewards to fans who have contributed. For example, the selection and extraction of fans to the Starbucks headquarters in the United States for an in-depth tour to stimulate the enthusiasm of fans to participate and accumulate more fans.

Establish a democratic mechanism for fans, let fans discuss on social media such as Sina Weibo, and gradually refine valuable and standard opinions. Fans participate in Weibo voting and make corresponding improvements to Starbucks according to the highest number of votes. By giving fans more rights, fans will have a sense of mission to share with the company in honor and disgrace, enabling fans to actively interact with the company, more actively consume, and enthusiastically praise the company.

When fans are encouraged to actively participate in the company's decision-making, the relationship between the fans and the company has been blurred and merged into one. The enterprise starts with online connection with users, interacts to convert users into fans, realizes fan democracy, and finally develops into a new type of relationship model that integrates with each other.

5.2.3 Path Marketing

In the Internet era, the active search of consumers has made the new task of marketing become marketing to them on their search path, allowing brand information to be better displayed and guiding consumers to purchase.

(1) Entrance marketing

When consumers log on to the Internet, the necessary Internet portal is the way for enterprises to win consumers. China's Starbucks should expand its entrance marketing, and access WeChat "use the star" applet and the purchase entrance of Tmall Mall on the official website, App, word-of-mouth, takeaway and other platforms to facilitate customers to purchase quickly. At the same time, strengthen the research and development of new technologies, through big data and artificial intelligence technology, to guide customers to order and pay in a convenient way.

App is a network access interface for mobile internet devices, including enterprise apps, industry information apps, etc. The Starbucks App is available for download on both the AppStore and the Android platform. The way for users to obtain the App is mainly for independent search and connection and jump on the Starbucks mobile application page on the official website of Starbucks China. App store has many specific categories, such as food and beverage, life, etc. Some consumers have the habit of regularly browsing the app store, download the most popular or most interested apps. In early 2017, Starbucks of the United States launched a new voice assistant function in the My Starbucks mobile application, which allows users to order and pay through voice, winning high downloads and positive market feedback. In the Chinese market, by optimizing the design and operation capabilities of the App, Starbucks improves the functionality and fun of the App, and can gain more favorable reviews from users. The major application stores are also happy to put popular apps on the homepage of the leaderboards of each category, so as to obtain more App users.

In 2017, the number of WeChat Mini Program users increased sharply, and the convenient tool positioning of the Mini Program "Run and Go" was quickly recognized by the market. The users who use the "Sun Code" of sharing Mini Programs as the main entrance accounted for 23. 2%. The public account applet accounts for 18.1% of the main entrance users. The ability of small programs to efficiently drain to stores, superimposing WeChat products such as WeChat payment, card packages, and public accounts, has been widely used in offline store scenarios. WeChat provides a quick entry for Starbucks' "Yingxing" applet. Customers can quickly go to the "Yingxing" applet page through the search of the applet, and the "Yingxing" applet can be seen as a commonly used Applets are stored in the applet list. In response to the fast-growing online takeaway market and customers' takeaway needs, Starbucks can try to add takeaway services in the "use star" applet, and set up takeaway smart voice assistants, smart scheduling and other functions through third parties, on the premise of minimum input-output ratio Optimize user experience.

QR code entry marketing, customers only need to scan with a mobile phone, they can easily access the Internet entrance, see the enterprise preset content, such as the official website, sales platform, recruitment platform, etc. China Starbucks should create rich and diverse Internet access channels for customers. QR codes can be placed on product packaging,

promotional posters, and prominent locations in stores to attract customers to the Internet to learn more about Starbucks, as well as download and install apps, Promote the enthusiasm of customers online. It can also use the QR code to widen the entrance from the PC to the mobile terminal, and open up the channel from the PC to the mobile phone, so that customers can easily realize the conversion from point to web page to mobile Internet platform. With the help of QR codes, Starbucks can connect visitors who browse Starbucks news on their computers to the WeChat public account or App download page, and can also connect visitors to the Starbucks official website to the mobile phone map of the nearest store. The follow-up Starbucks should also widen the entrance, strengthen the drainage from the three aspects of "Sun code" sharing, public number and QR code, establish a quick entrance for App applications and applets, attract more customers to use Starbucks online applications, and cultivate professional content The user's viscosity, and then carry out fan interaction, establish excellent reputation and collect data for precise marketing.

(2) Search engine optimization

Select a search engine, research the search engines commonly used by consumers, and select and optimize mainstream search engines. Enterprises should start with digging keywords from consumer search habits, select keywords from three aspects of accuracy, popularity and competitiveness, and choose the direction of subsequent optimization work. For example, the keywords of Starbucks are currently coffee, cakes, prices, cups, which can be optimized into keywords such as technology, fashion, innovation, and experience with the help of professional search optimization companies. Improve the big data processing mechanism, improve consumers' Starbucks online search experience, and increase customer turnover rate and repurchase rate.

(3) Node marketing

Nodes are web pages or websites that may have a significant influence on searchers. Enterprises should build attractive and persuasive high-quality nodes, market to users at the nodes, and guide users to become consumers.

Starbucks should optimize knowledge node marketing. On Wikipedia, Baidu Encyclopedia, Interactive Encyclopedia and other encyclopedic knowledge platforms with high credibility and authority, timely update content to introduce companies, introduce products, promote the strength, ideas and values of the company, and influence Search Engine Optimization.

Starbucks should also make a difference on knowledge and social platforms such as Zhihu and Baidu.com to observe consumers' knowledge exchange behavior, analyze the communication platform, and have an influence on the knowledge and social platforms where customers gather to establish credibility. The professional and candid point of knowledge exchange ends, guiding the consumer concept instead of directly recommending a certain brand

or product, and subtly influence the consumer's consumption behavior. Learn the information content and service content that consumers are most concerned about, actively adapt to consumer habits, clear and convenient, so that consumers can use it freely. When the Internet platform is full of websites of too many coffee companies, Starbucks sales nodes need to be pleasing to the eye, enhance the practicality and aesthetics of applets and online mall pages, and trigger consumers' desire to buy.

5.2.4 Precision Marketing

With the rapid development of contemporary technology, commercial promotion should be based on big data technology and pursue accurate marketing. Future precision marketing is expected to enter the era of artificial intelligence.

(1) Precise recommendation

Personalized and accurate referrals, grab the topics that consumers are interested in, and make them read actively. At the same time, they also change blind advertising and promotion, and improve the success rate of marketing. For example, Taobao gives users a smart recommendation "guess you like". The most important meaning of precision referral is to maintain a close customer relationship. The reason why companies with data are competitive is that data can make companies understand customers better than competitors, push referrals that customers are interested in, and allow customers to develop into Fans.

With accurate planning and steps, Starbucks App can identify the virtual identity of individual consumers, and record, track and analyze their behavior data. Through three steps of customer group definition, customer group identification, and plan planning, we plan accurate promotion. The first step in accurate recommendation is to define, find a target customer group, and make targeted and accurate recommendations, such as finding the target customer group of loyal fans of Starbucks. The second step is identification. The key lies in finding the data characteristics of the defined customer group, establishing a recognition model based on data mining technology, and automatically identifying based on the data, such as identifying whether the customer is a man or a woman. The third step is planning, planning personalized referral programs for identified customers, such as pushing full sales and festive events for women, pushing healthy or sugar-free beverages for the elderly, and at the same time, accurate referrals are only statistically significant for consumer identification the judgment on the above is not completely accurate. If repeated errors may cause negative effects to consumers, a certain amount of error needs to be reserved. Starbucks should not only be limited to knowing who the customers are, but also to clarify the characteristics of each customer in the network, abandon blind group messaging, and carry out targeted and effective promotion. In this way, the connection between customers and Starbucks will continue to deepen, so that customers are willing to promote the brand online and purchase products directly through the Internet.

(2) Precise delivery and effect measurement

For accurate media delivery, companies need to plan for the frequency, number of people reached, and total number of people reached. For example, a Starbucks afternoon tea video advertisement can be horizontally compared to the same type of audience as young white-collar workers, randomly divided into a recommendation group and a non-recommendation group, and then the behavioral differences between the two groups are compared and analyzed. Not only measure the purchase behavior of the audience in the video advertising period, but also consider the continuity and transitivity, as well as the revenue including direct and indirect conversion, measure how long after the audience has formed the purchase intention to purchase afternoon tea, whether to go alone or bring Several colleagues bought together, how much per capita consumption etc. In this way, the marketing effect of each referral path such as Weibo, video ads, keyword ads, etc. can be clarified. Starbucks can distinguish consumers' different path sources, and evaluate the delivery path, and choose different precise delivery strategies according to the actual situation to achieve Ideal return on investment.

Location Based Service means location-based services, first determining the geographic location of mobile terminal users, and secondly providing various value-added services related to location. LBS helps Starbucks achieve various forms of precision marketing more effectively

①Set up a mechanism for customers to sign in and get badges. Encourage customers to actively sign in to record their location, provide incentives to customers through badges, points and other honors, and provide discounts or discounts on badges or specific points obtained by customers. Once the badge is obtained, it will be retained forever, satisfying customers' hobbies while allowing the brand to have long-term exposure.

②Guide customers to find nearby stores. When a customer logs in to the LES client, LBS will automatically retrieve the customer's current location and display the address of the nearby store that is or will be holding an event. Customers can click to view the details of the event, choose to go to any store to check in, participate in the event to get a badge, take the customer to the store, and increase product purchase opportunities.

③Synchronized word-of-mouth communication. LBS can bind all kinds of SNS websites, so LBS client's store positioning, badge honor, event information, etc. can be synchronized to the social platform, encouraging customers to evaluate the store to generate high-quality content, allowing customers to help the brand through the circle of friends. Word of mouth spread.

Accurate delivery methods require continuous innovation, record and analyze the ratio of each conversion link in the entire process from corporate introduction to consumer purchase, such as click-through rate, bounce rate, etc., find problems in precise delivery, and adjust

accuracy with the times The way to put in order to achieve the best results.

Starbucks uses four marketing channels for Internet marketing: Spreading, Unification, Rout, and Exactness. It integrates resources and manages all major online platforms. It is expected to be available Good network marketing effect.

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