

Marketing Strategy Application of "Honghong Non-Public Service" Project

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Abstract

with the rapid development of economy, the economic rise of the eastern coastal provinces, Shanghai, zhejiang, guangdong and other places have approached or even reached the level of the world's medium-sized developed countries. With the rapid economic growth, clean and sanitary public toilets have become the basic needs of the masses, directly reflecting the image of the city and the degree of civilization. Urban toilets are an essential part of the city's infrastructure. It is convenient for people to live and meet the needs of physiological functions. As a city building, the public toilet facilities themselves are one of the cultural landscape. Public toilet is a cultural symbol of the society. No matter the attitude towards toilets, the way of use, or the architectural design, it reflects the humanistic quality of the country and the nation.

Keywords

honghong non-public service; Development; marketing.

1. Status Quo of "Honghong Non-Public Service" Project and Marketing Methods Applied in the Project

1.1. Status of Honghong Non-Public Service Projects

Project aims to build China's first Internet scene creative advertising sharing platform, set up the ground hard wide AD sharing platform with the mobile Internet scene, attracts merchants advertising with diversified and multi-dimensional, the scene at the city's public toilets, through public link to obtain the right to use a public toilet, subverts the traditional public toilets only as jieshou simplification, blend in color art, beauty brand, marketing, event publishing, Chen behavior of multi-function scenario-based set such as art, and the toilet wall advertising costs less than general advertising companies, and to make effective communication people. Advertising costs of merchants are changed through advertising positions. The Shared experience can be divided into audience experience. Audiences can get corresponding remuneration/commission by disseminating current events through we media. The government of the other party may participate in the sharing of shares and receive corresponding dividends as the income of public fund organizations.

1.2. Customized Marketing Plan

Honghong non-public service projects, according to the needs of different enterprises, adopt more customized, detailed scheme design, with a private customized thinking mode, to provide enterprises with the most appropriate, most practical, better publicity effect scheme

1.3. Corporate Image Marketing

Red and non-public service projects, based on the urban public toilets layout, through further beautify decorate and secondary optimization to complete the optimization of the project, through the public toilets has become more attractive, more characteristic, to let the customer

base for our corporate image recognition, visual identity and behavior to better establish our corporate image. From the perspective of traditional concepts, corporate image is the integration of business philosophy (MI), behavior identification (BI) and visual identification (VI), and it is also the overall feeling, impression and cognition of corporate stakeholders and all the public. However, with the increasing abundance of commodities, the improvement of life quality and the fierce competition, consumers have great choices when buying commodities. In today's Internet + era, we need to better establish corporate image through advanced approaches and intelligent means, network terminals and public channels

1.4. Integrated Marketing Plan

The overall marketing concept is proposed by professor Philip Kotler of Northwestern University. He believes that the marketing activities of an enterprise should include all the important actors that constitute its internal and external environment, including suppliers, distributors, end customers, employees, financial companies, governments, Allies, competitors, news media and the general public. The core idea is "cooperation". Integrated marketing combines marketing and public relations activities organically, extending the traditional marketing aimed at the final consumer to the marketing aimed at all the important actors in the environmental factors. Overall marketing relies on the joint efforts and close cooperation of all departments and employees of the enterprise, so it is also called "whole-staff marketing". The overall marketing consists of 9 specific sub-marketing activities: (1) supplier marketing. In the selection of suppliers, enterprises should formulate strict and detailed specific standards, including production technology level, management level, commodity quality, financial status and time concept. (2) distributor marketing. It includes positive marketing -- conducting direct communication and cooperation with distributors, giving distributors strong support in terms of business methods, business facilities, funds, personnel training, posters and advertisements, etc. Negative marketing -- bypass the distributor's personal preference and use strong advertising campaigns to establish and complete a good brand image among the final customers, making the brand products become the first choice of customers when shopping. (3) end customer marketing. It has two aspects, one is the traditional sales for target customers, the other is the initiative to guide customers. (4) enterprise staff marketing. On the one hand, through the special marketing training for all staff (including scientific research personnel, production workers, management personnel, sales personnel, etc.), the market concept and customer concept should be established. On the other hand, strengthen communication with all staff to understand and meet their needs in work and life. (5) alliance marketing. In modern enterprise management with raw materials and parts suppliers, distributors, advertisers, transporters, the ministry of commerce and industry, the tax authorities, foreign trade departments, Banks, courts, and many companies such as water, electricity, gas, or government functional departments, enterprises must establish and maintain good relationship with them, the production and business operation smoothly to health. (6) financial company marketing. For listed companies, it is generally necessary to hire an independent accounting firm to audit the company's financial affairs and make an audit report with legal effect. (7) mass marketing. (8) government marketing. Various laws, regulations, systems and regulations of the government and its functional departments often have a great impact on the production or operation of enterprises. (9) media marketing. The media is newspapers, television stations, radio, magazines and other media departments.

1.5. Customer Relationship Marketing

Customer relationship marketing refers to the kind of contact we actively establish with our customers. The link in the red and non-public service project refers to is not a simple trading relations, also is mixed with communication links, also can be to provide a special contact, use of customer relationship has diversity, diversity, sustainability and competitive, win-win sexual

characteristics, not only can be red and non-public services for us audience (enterprise) to provide better customer group, and conducive to broaden our red non-public service project visibility and recognition of customers.

2. How to Carry out Marketing for "Honghong Non-Public Service" Project

2.1. Scheme Editing

2.1.1. Collect Materials and Design

Before the promotion of "honghong non-public service", collect the required pictures, or take photos, or some relevant content. Then, relevant designers are asked to analyze, summarize and sort out the collected data, list SWOT according to the product target, and find out the interest point of their own hillside, namely the appeal point, by comparing with other competitive commodities, so as to find the breakthrough of advertising creativity for design and writing.

2.1.2. Planning and Writing

Content determines advertising effectiveness: therefore, your content, someone must see its value and be willing to share, produce a cracking effect, in order to have more people know your advertising, and follow you.

If your content isn't valuable, it's only a matter of time before it's selectively ignored. So analyzing your user base, their sensibilities, is the key to your choice of content.

2.2. Target Market

The early stage of the project will target of south area of about 5200 public lavatory, wenzhou, taizhou, lishui, three cities, linhai, longquan, Ryan, possessing, yueqing five county-level cities and cangnan, hole in the head, jinyun, jingning, pingyang, qingtian, celebrating, sanmen, local, SongYang, taishun county, tiantai, chengdu, xianju, always fine, yuhuan, clouds, ninghai, xiangshan 19 county.

2.3. Target Population

All kinds of large businesses put advertisements to continuously expand the market, connect all advertising islands to integrate Internet cloud sharing, form a platform of large traffic and big data, and realize advertising sharing revenue.

3. Problems Existing in "Honghong Non-Public Service" Marketing

3.1. Peer Market Competition

The main competitors of the project are large online advertising companies.

According to the "2016 China online advertising annual monitoring report" released by iresearch consulting, the pure effect of hard advertising is declining. "Communication breaks people's time and attention into fragments, and people's life scene enters a new era of changing scene. Hard advertisement users' attention and acceptance are weak and are often brushed easily, which has limited communication value for the brand. On the premise of fully respecting consumers' experience, honghong non-public service project will conduct interest guidance, portal construction and massive exposure according to the scene to improve the advertising effect, which will become a major advantage for the project to compete with large online advertising companies.

Internet advertising is strong. According to the 2016 annual monitoring report of China's online advertising released by iresearch consulting, the scale of China's online advertising market reached 209.37 billion yuan in 2015, up 36% year-on-year, and the overall scale is expected to exceed 400 billion yuan by 2018. However, the internal network advertising also presents the

development trend of business alienation. From the perspective of channel segmentation, the development of mobile terminal is brighter. In 2015, the scale of China's mobile advertising market reached 90.13 billion yuan, with a year-on-year growth rate of 178.3%. The development momentum is very strong. The growth rate of the overall market of mobile advertising is much higher than that of the online advertising market.

Mainly through the network advertising platform to use the advertising banner on the website, text links, multimedia method, on the Internet to publish or release advertising to occupy the market.

3.2. Future Development Direction

Enclosed space advertising preferences will present situation for a long time, in 2016, movie theaters, subway, buildings, airports, high-speed rail, bus and other outdoor advertising resources has become the preferred advertisers on the outdoor media, especially movie theater resources in 2016, is favored by the advertiser and advertiser's choice of cinema media preference from 49% in 2015, surged to 53%, or even most advertisers said, when put in the budget of energetic, cinema will be as the preferred outdoor media.

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According to Yang hongfeng, President of China advertising association, the proportion of advertisers who choose mobile terminal for Internet advertising is fast approaching the level of PC terminal advertising, and most of them say that when the budget can be increased, they will tend to use it in mobile terminal advertising.

4. Solutions to the Marketing Problems of "Honghong Non-Public Service"

4.1. Good Competitive Strategy

Project will serve as the first Chinese Internet scene creative advertising sharing platform, through the public link to obtain the right to use a public toilet, public toilets as the core of advertising island city layout, with funny diversification, multi-dimensional products such as video, game, when a crowd in a public restroom jieshou the amusement and rest activity form scenario, on the premise of fully respect people use experience, according to the scene to interest guide, entrance and massive exposure is constructed to improve the effect of advertising, increase brand awareness of advertising model to attract target customers, expanding the market, connect all integrated Internet advertising island Shared the clouds, Form a platform of large traffic and big data to realize advertising sharing revenue.

4.2. Expand Competitive Advantages

Spread their people's time and attention into pieces, the life of people to enter a new era of walk change scene, forcibly inserted hard advertising user attention and acceptance weak lead to the spread of brand value is limited, is most of the problems existing in the advertising company, to this, the red and non-public service on the premise of fully respected consumer experience, with funny video, games, such as diversification, multi-dimensional products become in a public restroom people jieshou when needed rest entertainment activities form the scenario of interest guidance, to build entrance to achieve mass advertising exposure, The use of public toilets with large flow of people to construct the scene entrance to achieve massive exposure of advertising is a blue ocean with potential.

Public toilets as a necessary part of urban infrastructure, is a kind of cultural symbols of the society, no matter the attitude of the toilet, use, or building design, reflect the different national and ethnic customs, ethical standards, has become one of the modern urban civilization image window, reflect the development level of urban material civilization and spiritual civilization. Therefore, the geographical location of honghong non-public service project in the early stage does not consider other special geographical environment requirements, except for township, town and other areas with small population flow.

To sum up, the blue ocean market with potential and large geographical location selection space are the competitive advantages of this project.

Project subverts the traditional public toilets only as jieshou simplification, blend in color art, beauty brand, marketing, event publishing, Chen behavior art create multi-functional scenario set, has a broad market space, due to China's domestic market management mechanism is not perfect, the competition mechanism is not standard, the project will be listed after take over 80% market share in China as soon as possible to prevent many enterprises in the familiar red and replicate after non-public services business model, in order to seize market share at all costs means such as advertising reduce the price.

5. To Summarize

Honghong non-public service as a new way of publicity, and the modern concept of consumption is no longer only pay attention to the era of brand, consumers pay more attention to the effectiveness of the product itself, the combination of marketing and commodity science, is the development of the project must study the new topic.

"Good wine is not afraid of deep alley" is the sales situation described in the 80 s, but today, in a shift to "good wine is also afraid of deep alley", this is the good goods, regardless of its packaging, quality, varieties of how to improve, if you don't have a set of perfect marketing tool, the enterprise faces only the collapse of the situation, and red and non-public service marketing, right this way.

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