

Research on the HEYTEA's Marketing Strategy

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Abstract: HEYTEA, the leader of tea in China, used social currency to make successful marketing decisions again and again and broaden its market, which created one new product after another and ushered in the peak of sales. In order to clarify how they used social currency to achieve such success, this article did a lot of research on the brand's growth and found some data on their official social media account. This article tries to understand how HEYTEA has become so successful by using social currencies. All the information studied in this article comes from HEYTEA's official website and its official account. This article concludes that HEYTEA uses emphasis on creativity, launching new products, and brand linkage to spread their products like viruses.

Keywords: HEYTEA innovation, cross-border linkage, corporate image

1. Introduction

Nowadays, due to the popularity of the Internet, many social networking sites and video sites are filled with various products. Many products are spreading very fast and have a strong persuasive power by increasing their popularity through social networking sites and video sites so that the product gets traffic or exposure. For example, people around you, or even the entire social circle, are talking about a product, which makes it easy for people to have the idea that "I want to try it too." This spontaneous propaganda by users may actually have more effects than the advertisements taken by the merchant themselves [1]. For a large number of users, the use experience of others is far more convincing than merchant advertisements.

After knowing that social currency can help merchants quickly promote their products, how to use social currencies, as well as knowing how to use or convert their products into social currencies, is critical [2]. This article hopes to analyze the specific operations of HEYTEA tea and combine the marketing theory to analyze how tea understands its secrets through various marketing techniques and methods. The results of the study will make HEYTEA's success easier to understand and can be referenced to similar companies.

2. HEYTEA's Marketing Strategy

China's milk tea market has been relatively saturated and there are many competitors. However, the company stood out from many competitors and quickly expanded its offline stores to 55 regions in mainland China, Hong Kong and Singapore. HEYTEA made their products quickly become famous through social networks and became the so-called "social currency" [3]. First, clarify target customers. Customers under the age of 30 accounted for 70% of the milk tea market, which means

that for customers under 30 years of age, products are their favorite, which is very important. Whether it is the taste of the product, the style of the outer packaging, or the decoration style of the store, HEYTEA will try to meet the preferences of young people. Only by meeting the needs of users can products retain customers and cultivate brand loyalty. Otherwise, the product can only be a short-lived and will not succeed for a long time. However, it is not easy to meet the needs of customers. This entails having a unique selling point that is distinct from or superior to its competitors. The following will discuss how HEYTEA manufactures the product's selling point.

2.1. Emphasize Creativity

At present, the commonality of food products in the Chinese market is to emphasize creativity and make the product style bolder, especially HEYTEA. For example, the combination of black sesame dumplings and milk tea is not only innovative in taste but also has a great visual impact in appearance. This seemingly absurd combination can quickly attract consumers' attention. This is because in the current era, the Internet is well developed, which means that it is more convenient to publish ideas. Everyone will have the chance to show their ideas on the Internet. It is easy for people to ignore and forget some things when browsing information. People frequently read and cross all types of information on the Internet. This also makes most things insufficient to form social currency because they are too easy to forget and not characteristic enough to stand out from competitors. This is why it is becoming more and more important to innovate, and how to innovate is a problem that enterprises need to think about. Here, let's go back to the tea-loving combination of black sesame dumplings and milk tea. Let's analyze why it can be innovative: First of all, no competitor has done this, which means that people will have a sense of freshness and curiosity about this product. If a product has previously appeared and received attention, it will not attract as much attention when it reappears. This can also be experienced in the beverage industry. Many people will be willing to try new flavors instead of the old ones. Secondly, it has enough characteristics. It does not simply splice the two elements together, which may not get enough attention. For example, when a man wears sandals, sneakers, and sandals, the speed of communication on the social network is not as fast as that of a man wearing high heels. The key point of innovation lies in breaking through the inherent thinking. In the last example of men wearing shoes, a man's visual impact, whether wearing sports shoes or sandals, is not as strong as that of high heels, because in people's inherent cognition, men can't wear high heels. High heels belong to women's patent. When you break through this common sense, people will be surprised and pay more attention to your products. Let's go back to the example of the tea lover. Tea-loving black sesame dumplings are a traditional Chinese snack, whereas milk tea is a modern fashion drink. In people's cognition, these two things belong to two completely different types, with different audiences and tastes. It is the differences in the ideas of these customers that can produce such a great visual impact to further enable products to spread on the network.

2.2. The Launch of New Products

With the rapid launch of new products, the trends on social networks will change frequently [4]. Many products and brands become famous overnight and are then quickly forgotten. A large amount of information is impacting people's brains every day. Fashion is not unchanging. The key to long-term operation is to quickly launch new products in different styles. For new products and new styles, HEYTEA launches a new product in an average of 1.2 weeks, which means that they can constantly try new styles and tastes. Edison said that failure is the mother of success. It is precisely because of those failed attempts and explorations that HEYTEA can continuously launch popular models. The key to social currency is to attract customers, and then make customers take the initiative to spread it. After a certain amount of communication, the public will gradually forget a product. This paper

calculated the speed of launching new products at HEYTEA from January to June 2022, which is almost one new product every 11 days. The rapid launch of these new products, which include milk tea, fruit tea, bottled drinks, desserts, bread, and pies, can help HEYTEA continuously enter new markets and turn more people into potential customers. HEYTEA is constantly broadening its own market in order to enter one mass market after another. Personally, this is also a very important marketing point. Only enough potential customers can guarantee that the product can arouse the interest of enough customers. If the product is too small, it will not get enough publicity, and it is difficult to make the product spread like a virus on the social network. It is very important to improve the audience of your brand. If a product is too small, it is difficult to cause enough discussion on the social network, because it is far away from people's lives. The process of gradually expanding your own market for tea is also a trial process. The attempt at an enumeration method can constantly test the preferences of the audience. If the customer group likes grapes, it can be developed into a grape series. If the customer group likes mango, it can have a mango series. In general, if the market develops well, it can invest more money to develop more similar products. The customer loyalty of the brand will help them attract new customers while expanding the market. In other words, it means to get out of the circle. By entering a new market and going out of the original comfort circle, we can get more uncertainty and possibility.

2.3. Brand Linkage

It would be a good choice to link up with well-known companies in this market. Behind the high-frequency co-branding of HEYTEA is the desire to enhance brand awareness. Yan Jie, the person in charge of strategic cooperation at HEYTEA, once said that the marketing activities of HEYTEA do not pursue sales, but want to let more people know the original intention of the HEYTEA brand [5]. Topic degree is a very important factor to determine whether this product can become a social currency. Even if you don't enter the new market, you can still attract the original fans of other brands and give them a reason to try HEYTEA products. Young consumers will like new things, and sometimes they will try them with a curious attitude. An excellent cross-border linkage can produce the effect of 1 plus 1 being greater than 2. This strong contrast can firmly attract people's attention as the first idea. Again and again, this interaction can also help them make their labeling step by step more popular, creative, and fashionable. This labeling can help enterprises improve their core competitiveness and maintain customer loyalty.

2.4. Brand Name and Image

For the construction of a corporate image, the wall is composed of simple colors such as pure white [6]. The official account articles are written in the most literary and artistic, or "fresh" style. The above-mentioned factors are undoubtedly not contributing to the construction of a corporate image. Tagging means that when you see the name of the enterprise, you will have some words in mind. Just like when we hear about Apple, we may think of excellent after-sales service, a simple and easy-to-use operating system, etc. These tags are also an important part of social currency. If a company wants to use social currency to promote its products, those products need to have features that young people like. Just like what HEYTEA has done, through the storefront and products, a customer will be impressed. The simple white color will make the customer feel happy, relaxed, tasteful, and emotional—not only will it make the customer have a comfortable experience on the ground, but it will also provide a landscape setting for social network photography and card printing. The first is the improvement of the customer's stay time and customer satisfaction. This time, the consumption behavior and social activities are worth sharing and showing off, which can meet the high-level aesthetic value orientation and word-of-mouth communication. Frequent innovation makes customers

feel that this is an innovative and novel store rather than a traditional store. Tags and keywords make the company stand out in the social network of young people.

3. Conclusion

Through research, this article finds that HEYTEA quickly welcomes their products and brands by encouraging innovation and shaping a good brand image. In addition to meeting consumers' demand for products, HEYTEA also understands the hidden needs of consumers based on the target group. Through the "HEYTEA Go" applet, consumers have brought a new way to order online ordering and payment, so that consumers get a new experience. Through social media marketing, hunger marketing, and brand cross-border marketing methods, it has brought new feelings to consumers. Due to the limitations of knowledge and ability, there are still the following shortcomings: first, the marketing science is profound and continuously interpreted with the development of society and the innovation of business models. This article is only analyzed using simple marketing principles. Therefore, it still needs to be deepened. Second, the reason for the success of the enterprise is diversification. This article only cuts into analysis from the perspective of marketing.

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