

Creative Marketing Plan of Yuanqi Forest Beverage in Chongqing China

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Abstract: As a domestic soft beverage focusing on low-sugar and zero-calorie, Yuanqi Forest is committed to providing a green and healthy drinking experience. In the Chongqing market, Yuanqi Forest is deemed in a highly competitive market, and how to adapt to local conditions, attract more consumer attention and recognition through innovative marketing strategies, improve the value chain in the Chongqing area, and seek long-term development to develop the most optimal plan is a subject of concern for business managers. This paper systematically builds a marketing strategic system for the sale of Yuanqi Forest in Chongqing region, which includes a framework for analysis of the marketing condition and elaboration on a clear strategic plan of action, with the aim of providing a reference for the development and implementation of a marketing strategy for beverage brands that want to quickly gain a foothold in the market.

Keywords: Creative Marketing; Soft Beverage; Low Sugar; Zero Calorie

1. Introduction

With the improvement of people's living standard and health concept, "zero-calorie and low-sugar" has gradually become the mainstream demand of people in pursuit of rich-tasting drinks at the same time. Driven by the demand for personalization, the beverage industry is entering the era of personalization. However, traditional offline shops are small in scale, with low brand awareness and little publicity, and are unable to meet personalized consumer demand.

Chongqing, the capital of hot pot and the land of tourism, continues to see a fierce battle in its beverage market. To survive the competition, it is impossible to rely solely on marketing drive. Therefore. In addition to the

"soft power" of marketing, Yuanqi Forest also focuses on the hard power of manufacturing, R&D and products, and is committed to achieving a deeper integration of multiple processes, which provides Yuanqi Forest with a stronger backing for innovation and allows for more imaginative future development.

Based on the results of market research, this paper proposes a series of creative marketing strategies for the Chongqing regional market, including refined positioning, integrated online and offline marketing, and creative event holding. Through the establishment of a sound marketing system and diversified marketing channels, Yuanqi Forest can better meet the needs of local consumers and enhance the influence and reputation of the brand.

2. STP Analysis

Finding a more precise positioning for Yuanqi Forest is the goal of the STP analysis, which is the cornerstone of creating marketing strategies. The market segmentation, target market selection, and market positioning are covered in the following positioning study of Yuanqi Forest.

2.1 Segmenting

For Yuanqi Forest, the segmentation takes into account the main factors of gender, age and area.

In terms of gender, the proportion of female customers is much higher than that of male, since usually the female consumers occupy dominant positions in the beverage industry. In terms of age, customers aged 18- 39 account for 82.05%.The main consumers of the beverage industry are the post-80s, post-90s and post-00s, and the overall market tends to be younger. In terms of areas, the customer group accounts for a relatively large among which Chongqing urban people have strong purchasing power and drink demand.

As Yuanqi Forest is positioned as a sugar-free healthy drink, young, female users are the core user group of the brand. The concept of "0 sugar, 0 fat, 0 calories" is the main focus of Yuanqi Forest, which is in line with the current consumer philosophy of young urbanites pursuing a healthy diet, and female users under the age of 24 are the main audience market for Yuanqi Forest.

2.2 Targeting

Customers between the ages of 15 and 35 who are more interested in trying new goods and are more concerned about their food's health are the target market for Yuanqi Forest. According to recent sales, women under the age of 24 make up the majority of purchasers. In other words, Yuanqi Forest items are far more well-liked by women than males, and they are more well-liked in locations like Chongqing where millions of young Internet superstars congregate. It is clear that Yuanqi Forest's customer base tends to be female and that women are more sensitive to product heat and package value. Yuanqi Forest should thus consider gender while choosing its target market.

Male and female age groups are primarily comprised of people between the ages of 25 and 34. Yuanqi Forest's present user age group is on the younger side, which deviates from the general population's age range. As a result, the required modifications should be done in this area.

2.3 Positioning

Positioning is essential. When buyers think of these items, the brand immediately springs to mind thanks to effective positioning. Consumers will find it challenging to actively think about your brand if the positioning is unclear, and the likelihood that they will make a purchase will be significantly reduced. There are two layers to positioning. Identifying your product's place in the market is the first level. Identifying your product's location in consumers' minds is the second layer. In line with the target market selection made in the preceding section, Yuanqi Forest has focused on the health concept of "0 sugar, 0 fat, 0 calories" from the start. As a result, its target demographic is young adults living in metropolitan areas. Yuanqi Forest's brand strength currently does not have the ability to

captivate customers' attention, and it is readily replaced by other brands on the market. Yuanqi Forest should thus stick to this positioning—creating healthy beverages that appeal to young people's preferences while also meeting the "good drink + health"—and continue to forge ahead along this specialized path as it grows its user base and develops its brand culture. We should take into account the structure of other market sectors after it progressively establishes a strong brand image and occupies customers' imaginations. ^[1].

3. Marketing Mix

Yuanqi Forest is regarded as a new brand in the beverage sector and has made a successful market in a segment of the beverage market where the demand pattern is well-established. While several established and emerging companies have joined the market for sugar-free sparkling water, Yuanqi Forest is currently dealing with internal issues and external rivalry. The marketing strategy of Yuanqi Forest, which is founded on the 4Ps principle, will be examined from four angles in the part that follows: Product, Price, Channel, and Promotion ^[2].

3.1 Product

3.1.1 Highlight on Product Features -- "0 Sugar, 0 Calories, 0 Fat"

Burning Tea, a sugar-free tea beverage with an emphasis on "0 sugar," was introduced by Yuanqi Forest in December 2016 and has since gained the interest of several consumer groups. ^[3] The impressive performance of Burning Tea gave the "0 Sugar" direction a definite boost and provided an opportunity for the development of other sugar-free products later on. Even though Burning Tea received a lot of media attention in 2017, the market did not perceive it as a great success. After that, Yuanqi Forest continued to follow the "0 sugar" road and developed sugar-free drinks in various categories, leading to the creation of soda fizzy water as the next significant area that Yuanqi Forest entered. Finally, the beverage delivered on its promise and successfully launched a "sugar-free sparkling water" frenzy, making it the first Yuanqi Forest product to gain popularity online. Through the coincidental testing of the waters, Yuanqi Forest gradually came to understand the significance of low sugar in customers'

views and that sugar content has evolved into a crucial consideration for drink purchasers. As a result, Yuanqi Forest targeted this market and each of its subsequent products has continued to emphasize its '0 sugar, 0 calories, 0 fat' label since its launch. However, with the exception of the Yuanqi Water and Burning Tea, other products such as Milk Tea and Bodybuilding Light Tea did not receive much attention and did not perform well in terms of sales in Chongqing market. This phenomenon reflects the problem that the layout of new products relying solely on the label "0 sugar, 0 calories, 0 fat" may not necessarily win the market for every product.

3.1.2 Flavour Updates

Young people are Yuanqi Forest's target market since they have little time to follow trends and are interested in new experiences. Yuanqi Forest has to provide new items more frequently and hasten the updating of product flavors. KFC has done well in this area, introducing new goods frequently and employing a variety of strategies to entice young people to follow them continually, developing user stickiness over time and boosting brand power ^[4].

Prior to the launching of new items and after they have been purchased by customers, we should seek for possible target groups to conduct product reviews. We may start offering free evaluations on regional platforms or create our own system where customers enter by scanning the QR code on the bottle and receive certain prizes.

3.1.3 Emphasis on Package Design

The look design should be in keeping with the category. For instance, the packaging design for tea drinks should take into account delicate, high-end, and design features in addition to being visually appealing to convey a subjective impression of superior quality, health, flavor, and worth purchasing. Like Coca-Cola's label bottle, sharing bottle, and selfie bottle, the visual design should encourage enjoyment and interaction for interactive products like Yuanqi Forest Sparkling Water. Additionally, packaging can be made specifically for men and women of different genders. Add health-related statements or information to the packaging to support the brand's "health" designation.

Soft drinks are perfect for compact packs since their marginal impact is so little. The first

drink of Coke is usually the nicest because the Coke bubbles at the bottom of the bottle expand as it comes in touch with air, making every subsequent sip less enjoyable. Because of this, Yuanqi Forest may be sold in smaller cans while still instilling in customers a healthy sense of self-control, comparable to the saying, "Don't drink too much, even though it's good."

3.2 Price

The pricing strategy for Yuanqi Forest was developed from the very beginning by its founder, Benson Tang, who set up the idea of pricing Yuanqi Forest in such a way as to constantly test the user's liking for a product by making it more expensive. The logic behind this idea is to push the product back through price. For example, if pricing is high, consumers may not accept it and sales will be far from expectations. The result is not for companies to lower their prices to ensure sales, but for them to seriously reflect on product problems and then propose improvement measures to eventually match the price of the product. In other words, the prerequisite for high pricing is that the product is good enough, and to achieve a good product requires a willingness to invest. At the same time, this pricing principle of Yuanqi Forest is also very restrictive at the retail end. Beverage promotions are everywhere we look in our daily lives, and they are frequent. However, Yuanqi Forest has taken a different approach and is unique in that it requires all retail terminals to refrain from any form of promotional activities such as discounts, full discounts and free gifts, and to strictly control the price above RMB5, which must not fall below this threshold. This way of price control is unique in the beverage industry.

This is based on the idea that young people are not very price sensitive for such quickly consumed things. The benefit of this is that high prices convey a message of high quality. As a result, when people purchase goods, they will assume that a relatively high price among similar goods indicates a relatively high level of quality. They will then develop a sense of brand nobility toward the brand, differentiating it from competing ones and giving it a more upscale image. By setting the brand apart from other brands, this develops a reputation for being a reasonably high-end

brand and significantly boosts profit margins.

3.3 Place

3.3.1 Offline Channel

Yuanqi Forest's channel disadvantage is mainly reflected in the offline. The soft drinks under the epidemic had to face the risk of rising sea freight costs and irregular closure of port logistics. Additionally, because of the marketing of the product, Yuanqi Forest is limited to new convenience stores that attract more young people. Then, we can only begin with a proper presentation of products and sales figures in terms of improving the design of the channel plan.

Fast-moving brands typically compete to select the best offline channel first before selecting the most beneficial place. The "venue fee" that brands must pay to occupy a space on the shelf typically varies depending on the position on the shelf. The best position is something that brands aim for, but that doesn't imply it's a one-off. There is still a lot of work to be done in terms of inventory, restocking, advertising, and after-sales as this is only the beginning of the offline war. Here, the after-sales work is simple to be overlooked by the brand side; perform a good job of health after-sales protection work, since this is the first step to formally join the mainstream channels in Chongqing.

In addition to setting out items, each team's salesperson has statistical work to complete. These responsibilities, which include calculating how many products have been sold in this store and how many of each product there are, are necessary for swift market responses. As a result, Yuanqi Forest should focus on this element as well, emphasizing the presentation of goods in the channel as well as the sale of goods in the stores, and perform well in all areas and details pertaining to the channel.

3.3.2 Online Channels

Chinese consumers favor e-commerce over hypermarkets as their preferred food and beverage consumption channels in recent years. Yuanqi Forest cannot fall behind in the internet channel even when it is performing well in the offline channel. Yuanqi Forest can broaden the reach of communication, reach people that offline paving areas are unable to reach, and create user profiles fast by using the e-commerce platform. At the same time, the

online channel has the advantage of home delivery, which makes it easy for consumers to buy whole cases, thus fostering a stable drinking habit and helping the brand to increase the stickiness of its consumer base [5].

3.4 Promotion

The company's overall promotion strategy policy is: channel promotion is the main focus, supplemented by consumer promotion (pulling). The overall marketing expenses are tilted towards the key development areas, and according to the actual market conditions such as new product launches and the off-peak season of the market, corresponding sales promotion, personnel sales and public relations activities are implemented to achieve the purpose of integrated marketing. Specific measures are as follows:

3.4.1 Personnel Promotion Strategy

Company salesmen should handle the customer relations between the company and dealers in the area they are responsible for, provide various necessary pre-sales and after-sales services, develop friendship between people and implement relationship marketing. More efforts should also be made to develop potential customers and special access users for the company or the distributor, such as food supermarkets near internet cafes, food shops in public schools, etc. The company's salesmen should pay particular attention to establishing good relationships with them for long-term cooperation and dealing with customer complaints in a timely and effective manner.

3.4.2 Advertising Strategy

With reference to the consumer media exposure preference survey, the company will implement a targeted advertising strategy for different products and consumers with different needs. Previously, Yuanqi Forest's target market was the youth market, however, the diversification of Yuanqi Forest's products means that Yuanqi Forest will not only be exclusive to young people, but its teas will also be suitable for the middle and old age groups. The real target group for Yuanqi Forest should be all the health-seeking people of Chongqing as a whole. Therefore, we have chosen the prime time slots of CCTV and local TV stations in Chongqing, which have the highest coverage, for a few months of advertising to strengthen the public's

awareness of the product [6]. At the same time, we will choose several campus websites with the highest click-through rate to advertise Yuanqi Forest beverage to maintain the consumer market of university students who are heavy consumers. The company will also choose car ads to promote its sparkling water and use in-store posters and print ads to promote the company's products.

Meanwhile, Yuanqi Forest also uses new media to promote and market itself. The success of Yuanqi Forest's explosive product sparkling water cannot be achieved without new media content marketing [7]. On the Little Red Book APP, there are nearly 10,000 notes about Yuanqi Forest products, which cover a wide range of content such as product reviews, low-calorie drink recommendations and sharing of high value drinks; on another top traffic platform, TikTok, there are nearly 1,000 videos related to Yuanqi Forest products, which have been viewed nearly 100 million times.

3.4.3 Public Relations Strategy

Experts point out that the impact of public publicity on consumers is about five times that of advertising. In 2022, Yuanqi Forest sponsored the Winter Olympics and, with sales stimulation by good representative image of Olympic athletes such as Gu Ailing, directly created a miracle in sales in the beverage industry. At the same time, we still need to keep Yuanqi Forest hot among young people. Therefore, the company will choose two well-known universities in Chongqing to set up "Yuanqi Scholarships" in the next five years, so as to show the community that Yuanqi Forest is concerned about and supports Chongqing's education, and to build a good image of the company and its products among university students, a group with a high concentration of customers in the beverage market, and to increase the visibility of the company and its products. This will help to build a positive image of the company and its products among university students, a large group of customers in the beverage market, and increase awareness of the company and its products.

In terms of marketing strategy, the Yuanqi Forest channel has seized the opportunity to be the first to do so, through the voice of entertainment and foreign vegetarian users, conducting multi-global social platform

seeding, precisely reaching young groups and strengthening the brand's youthful image, and has begun to try to layout private domains, drawing public domain traffic into private domains, enhancing close communication with foreign users and better communicating brand values to them.

4. Guarantees in Management for Successful Marketing Fulfillment

The marketing strategy is a guarantee for the long-term development of the company along the right direction and is a systematic project. The correct marketing strategy, if there is no strong guarantee measures, there will be no coordination and unification of the company, the implementation of close cooperation, there will be no success of the marketing strategy, not to mention the success of the company. To this end, the company's marketing strategy is formulated to ensure the following measures.

4.1 Sales Force Management

4.1.1 Strengthening the Training Work of The Sales Force

Training for sales staff, first of all, should be trained on the spirit of sales. Through the sales staff's ideals, beliefs education, we can enhance the sales staff's career values, encourage sales staff. The sales force is encouraged to work hard to create a sales performance. At the same time, it is necessary to study economic law, public relations, marketing. The sales force must also learn economic law, public relations, marketing, sales psychology and product expertise, and should combine classroom learning with the mutual introduction of practical experience and lectures through sales practice. It is also important to combine classroom learning with the presentation of practical experience to each other, and to conduct assessments through sales practice. Scientific training is a fundamental part of building a highly qualified sales force. The plan. Enterprises should set up special training institutions and personnel, co-ordinate training work, organize and implement lecturers, training materials, training venues and time arrangements and other specific work [8]. Training content should be relevant, practical, advanced so that the sales staff can learn to solve practical problems in the work, but also to master new knowledge, to keep pace with the times. The

training should be relevant, practical and advanced, so that the sales staff can learn to solve practical problems in their work and master new knowledge to keep pace with the times.

4.1.2 Improving the Incentive and Restraint Mechanism

The incentive for sales staff mainly stems from the salary stimulus, which also reflects the evaluation on corresponding performance in work. The implementation of a high salary strengthens the stability of personnel. High salary is easy to retain people and ensure their continuity of work and improves interpersonal relationships. High salaries give people a sense of security and belonging, and sales staff are highly satisfied. It emphasizes the long-term development and maintenance of the market and the management of the sales process, propelling development of the meticulous attitude of the staff. The performance appraisal should be both quantitative and qualitative in terms of achievement of the overall sales target, regional and product targets. Further rewards should be given to staff with distinguished performance. However, if customer service and product offering have not met the requirements, they should be penalized. In terms the management process, division of functions should be clarified and marketing performance should be further enhanced in an effort to reduce costs and personnel marketing expenses. The cost of marketing will be reduced.

4.2 Customer Relationship Management

Customer relationship management is a way to provide companies with a comprehensive view of their customers, giving them better customer. Customer relationship management is an approach that provides a holistic view of the customer and empowers companies to improve customer communication and maximize customer profitability. The aim of CRM is to create a system that enables companies to form coordinated relationships with each other in the areas of customer service, market competition, sales and after-sales support. A new relationship.

In order to ensure the successful implementation of the company's marketing strategy and to strengthen the information interaction between the company and its

customers, the following areas should be strengthened in the future In order to ensure the successful implementation of the company's marketing strategy and to strengthen the information interaction between the company and its customers, the following areas of work should be strengthened in the future.

4.2.1 Establishing and Improve Customer Data

Customer data should include both internal and external data. Internal data should include: (1) customer files, (2) sales reports,(3) customer purchase records, (4) customer complaint reports and product return records,(5)new product development opportunities arising from customer suggestions or complaints, (6) customer service requirements, promotional hopes, (7) market research reports, (8) customer order execution process, (9) promotional plans, etc.; external data of the enterprise should include: (1) customer promotional materials and competitor promotional materials, (2) customer financial reports, (3) market information compilation and related industry dynamic information, (4) statistical yearbook [9].

4.2.2 Tapping Potential Customers and Implementing Key Customer Management

Potential customers are the future purchasers of the company's products and make the source of profit growth for the company. Wages should be based on the data and information in the customer database to classify customers, and then determine the marketing target according to the characteristics of the product and targets according to the characteristics of the product, so as to be targeted, while marketers should screen all possible potential customers and select At the same time, marketers should screen all possible potential customers and select those who are most likely to become real buyers for focused marketing to improve and promote the company's sales growth. By analyzing customer buying behaviour, understanding customers' buying habits and preferences, and anticipating products and services that may appeal to customers, marketing services can be personalized and targeted to increase key customer sales and cross-selling. At the same time, through the analysis of feedback from key customers, special product and service improvement plans

can be developed for them to continuously enhance the value contributed to these key customers, thereby promoting their satisfaction and loyalty to the company's products, retaining these key customers and deterring the entry of competitors.

4.3 Logistics Management

Logistics is the efficient arrangement of the warehousing, management and movement of goods so that they arrive where they are expected to meet customer needs and to profit from the planning, implementation and control of the physical movement of Management activities. The basic task of logistics management is to establish a systematic mechanism to organize and motivate the various departments to undertake and implement logistics activities, to link and coordinate the activities of all relevant institutions, to systematize and rationalize logistics activities, and to achieve the best possible service in the shortest time, and to make safe transfer of products from the enterprise to the customer. This includes the following four aspects:

4.3.1 Order Management

Order processing is the whole process from accepting orders to sending them out. This includes the acceptance of orders, the review of orders, and the order will be distributed to the warehouse and finance department, and the goods will be allocated according to the order, arranged for transportation, issued receipts and received into the payment. The course of order processing should be as fast, accurate and considerate as possible to improve customer satisfaction and thus achieve customer loyalty and continued purchase.

4.3.2 Daily Warehouse Management

The company should ensure orderly day-to-day warehouse management, mainly including the following aspects: unifying and coordinating product procurement, sales, storage and transportation plans; supervising the implementation of supply contracts, understanding the progress of commodity intake, analyzing and investigating abnormal intake situations and supervising the head office to implement supply contracts in a timely manner; strengthening the organization of commodity transportation and the management of commodity acceptance into storage; investigating and understanding the

dynamics of market demand, analyzing sales patterns, compiling statistics on daily sales, studying changes in sales. And the company will investigate and understand the dynamics of the market demand, analyse the sales pattern, compile statistics on daily sales, study the changes in sales and the development trend of commodity sales; facilitate the transmission of information from various business links, collect data and information from all relevant parties, summarize and analyse them, and summarize and deal with them in a timely manner; supervise the dynamics of the inventory and provide the correct inventory of commodities at any time. ^[10].

4.3.3 In and out Management

In order to ensure the smooth operation of warehousing and to complete the task of storing products in a better way, the following requirements are imposed on the inbound and outbound operations:(1) the inbound and outbound documents and products are audited correctly;(2) the inbound and outbound operations are timely and prompt;(3) the accounts of the inbound and outbound products are clear and accurate; (4) the loading and unloading of products are light and safe.

Transport decision is an important element of logistics decision, its goal is to maintain the established customer satisfaction based on the combination of vehicles, hours and distance required to transport products to the minimum. The company should develop an action plan for the transportation of goods in logistics based on distribution plans, trade contracts, sales conditions, etc. This includes co-ordination, planning of daily vehicle transport routes, cost management and control to ensure that the company's customers receive the company's products in a timely manner.

4.4 Corporate Culture Management

4.4.1 The Spiritual Culture of Yuanqi Forest

The brand culture of "daring to innovate, risk-taking and striving" has shaped the spirit of the people of Wahaha to forge ahead, to defy difficulties and to be entrepreneurial, and has also inspired the entire Yuanqi Forest company. The brand concept of "user first" has always been the standard by which Yuanqi Forest Group launches its products and services. From raw materials to production and quality control, strict and scientific approvals are in place to ensure that quality

control is applied to every process and product. Due to the reliable quality of its products, it has won the trust of consumers after being put on the market. The Group has also been awarded the "Excellent Enterprise in China's Food Industry" and the "National Award for Scientific and Technological Progress in the Food Industry" for many times.

4.4.2 The Business Management Culture of Yuanqi Forest

Learning is an effective means for enterprises to continuously surpass themselves, explore their potential and seek greater development, and is a practical necessity for enterprises to adapt to market economic competition, as well as an important guarantee for employees to be competent in their jobs and participate in the reform of the enterprise. Tang Benson did not let down his guard because of the momentary achievements of Yuanqi Forest, but took the lead in continuous learning, not only innovation, is bound to make a good drink with staff for all ages, healthy and green. At the same time, in order to constantly strengthen the awareness of crisis superiority, the group has implemented a learning system and assessment and evaluation system, salary and welfare system, personnel organization system of effective linkage, the formation of a scientific learning incentive mechanism.

A good corporate culture not only allows for the development of the company itself, but also allows for unanimity when the company encounters challenges, breaking through bottlenecks and allowing the company to flourish. It is this that Yuanqi Forest has used to win the fierce battle in the Chongqing beverage market.

5. Conclusions

Yuanqi Forest has demonstrated the reasonableness and feasibility of netflix brand fame with its own growth. In the beverage industry, Yuanqi Forest is popular among young consumers for its relaxed, natural and healthy image, and its successful marketing strategy provides lessons for other similar companies. This article aims to analyse and discuss the successful marketing cases of Yuanqi Forest, so as to summarise the inspiration and reference value of these experiences for the beverage industry.

Firstly, Yuanqi Forest has made great efforts in brand image building. As a beverage

company that focuses on health, environmental protection and closeness to nature, Yuanqi Forest has strengthened the communication of this image. By using a large number of green and natural elements in the design of the packaging, as well as unique abstract animal motifs as the brand logo, the brand has successfully highlighted the theme of "nature and health". For example, during the Nature and Environment Awareness Day, Yuanqi Forest launched a marketing campaign with values in line with the theme of "Nature and Environment", further establishing the brand's image on a cultural level. For example, in the Nature and Environment Awareness Day campaign, in response to the theme of "protecting the environment", Yuanqi Forest launched a marketing strategy that matched the values of "nature and environmental protection", further building the brand image from a cultural perspective and gaining wide attention and support from young consumers.

Secondly, in terms of product development and market positioning, Yuanqi Forest insists on targeting young people as its consumer group. As a representative of young people's more nutrition-conscious, branded and personalized consumption, Yuanqi Forest encourages young people to enjoy a healthy lifestyle with its natural fruit formula and low-sugar, low-calorie health features as its selling points. In terms of product positioning, Yuanqi Forest focuses on labeling and advertising, using diversified media channels and participation in special events to accurately grasp young people's consumption needs and preferences. After several market surveys and analysis of customer feedback, the product structure is constantly optimized and new products that meet market demand are constantly launched. Drawing on this experience, other beverage companies can also continue to provide suitable products and services for young people by exploring their consumption psychology and lifestyles in depth, as well as making continuous optimization and improvements in marketing and management.

Similarly, Yuanqi Forest's innovation in online marketing has also provided inspiration for other companies. In the Internet era, Yuanqi Forest has greatly enhanced its brand awareness and expanded its market share by exploring consumer preferences in depth,

using online platforms to promote new products efficiently, and using online retailing to reduce the cost of intermediate links to a greater extent, allowing users to enjoy better quality products and services. Other beverage companies can also draw inspiration from this experience, combine their own market characteristics and the trend of the times, study the online platform in depth, promote vigorously with the help of online channels, build brand reputation and user trust, and thus gain more market opportunities.

Finally, Yuanqi Forest's outstanding business culture is also something to emulate. A strong corporate culture fully embodies the business's spirit and serves as its spiritual engine for growth, both of which will be key factors in fostering the company's sustained, steady, and healthy development. An organization can generate cohesiveness, attractiveness, development power, and market competitiveness with the aid of a strong corporate culture. In turn, an organization's corporate culture and its values, development plan, competitive strategy, and management style are all intimately connected.

In short, the success of Yuanqi Forest's marketing strategies cannot be separated from its continuous efforts and exploration in brand image building, product development and online marketing. Through targeted market positioning and strategies, it has met consumers' demand for health, naturalness and quality, established a good brand image and achieved consolidation and expansion of its market position. These experiences provide important lessons and inspirations for the beverage industry, as well as paths and directions for beverage companies to follow on their way to success and increased brand value and market share.

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