

酒仙网茅台酒的营销策略研究

摘 要

酒一直是中国人饮食中的一个重要组成部分。近几年来，伴随着互联网的不断发展，5G 技术的不断普及，中国人的消费习惯也发生了变化，线上消费已成为常态。苏宁公布的 2019 年《酒水销售报告》显示，与去年相比，2019 年度线上酒水销售额增长了 164%。据统计，线上酒水的消费者购买人数在以每年 40% 的速度在增加，酒类电商行业的市场发展日趋激烈。

面对目前酒类电商市场严峻的竞争形势，酒仙网在同类酒类电商中排名第一。在这一过程中，茅台系列酒水起着不可忽视的作用。通过收集利用 STP 理论，营销漏斗模型和 SWOT 模型对茅台酒在酒仙网的营销模式进行研究，得出酒仙网在茅台系列酒水的销售过程中存在哪些问题，并对其进行深入的理论分析，以完善酒类电商行业的销售模式，促进酒类电商行业的发展。

关键词：酒仙网；茅台酒；营销策略

ABSTRACT

Alcohol has always been an important part of the Chinese diet. In recent years, with the continuous development of the Internet and the continuous popularization of 5G technology, the consumption habits of the Chinese have also changed, and online consumption has become the norm. Suning's 2019 "Liquor Sales Report" shows that compared with last year, online alcohol sales in 2019 increased by 164%. According to statistics, the number of consumers buying online liquor is increasing at a rate of 40% per year, and the market development of the liquor e-commerce industry is becoming increasingly fierce.

Faced with the severe competition in the current liquor e-commerce market, Jiuxian.com ranked first among similar liquor e-commerce companies. In this process, the Moutai series of liquor plays a role that cannot be ignored. By collecting and using STP theory, marketing funnel model and SWOT model to study the marketing mode of Maotai liquor in Jiuxianwang, we can find out what problems exist in the sales process of Moutai series liquor in Jiuxianwang, and conduct an in-depth theoretical analysis to Improve the sales model of the liquor e-commerce industry and promote the development of the liquor e-commerce industry.

Key Words: jiuxian; moutai wine; marketing strategy

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