

# 京东自营贵州茅台酱香酒旗舰店网络营销策略分析

## 摘 要

随着电子商务的飞速发展，传统的零售业态逐步向多元化销售模式也更多元化。多元化的销售模式给生活带来便利的同时，也引起消费者消费习惯的改变，更推动了企业的发展，同时也为社会创造了巨大的效益。不同于以往常规以产品为核心的营销策略，网络营销将社会发展与电子商务更加紧密地结合在一起。这对网络营销策略的展开与分析具有重要的现实意义。

本文以京东自营贵州茅台酱香酒旗舰店为分析对象，基于 4C 营销理论，采用层次分析法分析京东自营贵州茅台酱香酒旗舰店的网络营销所存在的问题和原因，并提出相应的解决方法。分析发现：首先在产品品牌营销上，茅台酱香酒产品品牌营销力度低；店铺页面首页只有王茅，没有店铺内其他酱香系列酒；店铺对会员管理不重视，用户复购率低；店铺内营销手段单一，主要依靠促销。对此，提出了增加产品品牌曝光量，优化店铺页面，加强会员管理，整合产品营销等等建议，以期达到优化营销策略，进而使企业达到获得更多收益的目的。

**关键词：**贵州茅台；层次分析法；网络营销

## ABSTRACT

With the rapid development of e-commerce, the traditional retail format is gradually becoming more diversified. At the same time, diversified marketing methods not only bring convenience to life, but also lead to the change of consumers' consumption habits, which promotes the development of enterprises and creates huge benefits for the society. Different from the traditional product centered marketing strategy, network marketing combines social development and e-commerce more closely. This is of great practical significance to the development and analysis of network marketing strategy.

Based on 4C marketing theory, this paper analyzes the problems and causes of online marketing of Maotai Maotai Maotai liquor, and puts forward corresponding solutions. The analysis shows that: first of all, in terms of brand marketing, Maotai Maotai Maotai Maotai Maotai has a low brand marketing strength; only Wangmao is on the front page of the shop page, and there is no other Maotai series of wine in the shop; the shop does not pay attention to member management, and the rate of re purchase by users is low; the marketing means in the shop are single, mainly relying on promotion. In order to achieve the goal of optimizing the marketing strategy and making the enterprise obtain more profits, some suggestions are put forward, such as increasing the brand exposure, optimizing the store page, strengthening the member management and integrating the product marketing.

**Key words:** Guizhou maotai; Analytic hierarchy process; Network marketing

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